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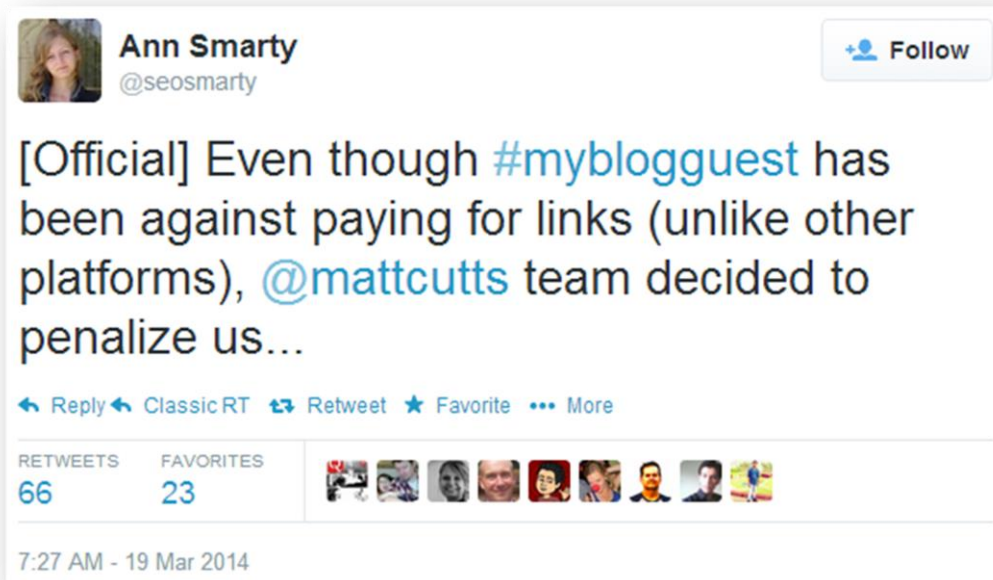
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A GLANCE AT FACEBOOK'S NEW CAMPAIGN STRUCTURE

1

GOOGLE PENALIZES A LARGE GUEST BLOGGING NETWORK – MYBLOGGUEST

In our February Newsletter, we had covered this topic about Google's Matt Cutts publishing a warning against low-quality guest blogging for the sole purpose of gaining backlinks. In less than two months after this warning, Google took action against MyBlogGuest.com. On Twitter, Cutts confirmed, "Today we took action on a large guest blog network." A few hours later, Ann Smarty, the founder of MyBlogGuest confirmed they were the target of Google's action.



Due to this action from Google, all sites linked to and from MyBlogGuest also received a manual action penalty in WMT. Ann Smarty later advised a solution to get out of the manual penalty - "Nofollow all guest post links and Submit reconsideration request to Google."

Why was MBG hit?

First, Guest Blogging just for the sole purpose of gaining backlinks is not a valid strategy. Google rewards high-quality guest blogging content but there has to be an editorial component there that also uses the nofollow attribute when it's appropriate.

In MBG's case, they had publically stated on their site that MBG was against nofollow links. The MBG platform did not allow authors or publishers to nofollow links in their posts because they felt this practice went against allowing authors to get credit for what they deserved.

The problem was, because MBG did not allow publishers the OPTION of "nofollowing" links in their blogs, it gave a clear indication to Google that these links are used to influence Google rankings. In addition to not nofollowing the links, it is also believed that publishers were allowed to link via exact match anchor texts which made the combination even noxious. Back in February, when Matt Cutts announced that it will take action against such practices, Ann could have changed the editorial guidelines to favor Google's guidelines. She didn't do that and the result was a Slap by Google.

So, how are we protecting you?

1. Since the Penguin update, it is not recommended to get every link via exact match anchor text. While doing guest blogging, we make sure to get links for business names, website names, naked URLs and brand name variations which is a much safer way to acquire backlinks.
2. We balance followed links to nofollow ones to have a natural link profile. However, if the website has a problematic backlink history, removal of such links becomes more important.
3. Since social signals are gaining importance, we get social votes to these guest blogs via Facebook likes, Tweets & Google+ Votes. Client participation is encouraged.

We still believe Guest Blogging is a valid practice. We still do it for our clients and consider this as an important factor in our link building arsenal provided we do it the right way.

2

HOW DOES AN IMAGE OF YOU MAKES YOUR SMALL BUSINESS MORE TRUSTED

In a recent study by experts, they examined what factors consumers look for on a local business website, and in particular, what features would make them most likely to get in contact with that business.

The findings of this study showed that the most important information which consumers want is:

- Product details
- Pricing
- Place (address)
- Phone number

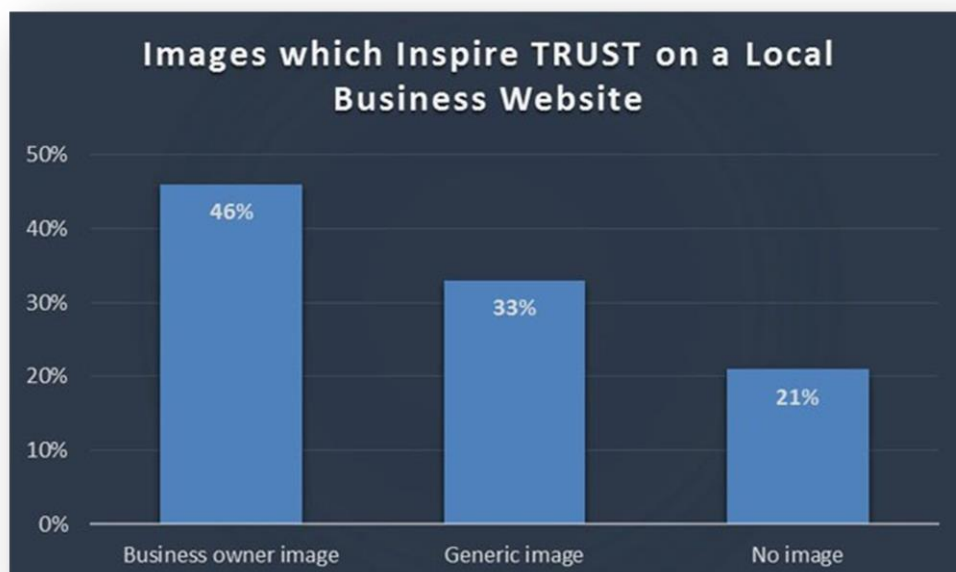
Having clear listings of products, prices, phone numbers, address details, opening hours and company information is essential so consumers can quickly evaluate if a local business meets their requirements.

Other factors such as testimonials & website images take on lower importance, certainly for initial evaluation. However these obviously play a bigger part further down the purchase funnel; once a customer has determined which businesses meet their needs then they look at this richer, secondary information to determine which business to contact first.

Are images a powerful trust factor on a local business website?

Consumers arriving at a website may not be actively looking for photos of a business, but a picture speaks 1000 words and images convey a lot about a business and the people who run it and work there. So, how much Trust consumers attribute to a local business based on the quality and content of the images they display on their website?

Results:

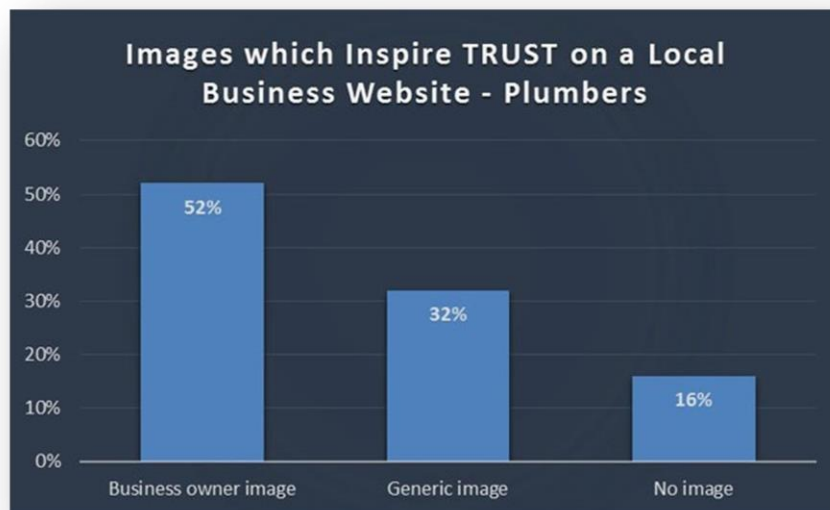


Key Findings:

- Genuine owner image inspire the most trust (46%)
- Generic images most trusted by 33% of consumers
- No images inspire very little trust – just 21%

In another case, one of the local business websites as an example was a plumbing business. The scenario was – the consumer was in urgent need of a local plumber and was presented with 3 options – all the same website but with different types of images.

Results for a Local Plumbers Website:



Key Findings:

- An image of an owner is the biggest trust factor (52%)
- No images on website inspire very little trust (16%)

In another case, one of the local business websites as an example was an accounting business. The scenario was – the consumer was in urgent need of an accountant and was presented with 3 options – all the same website but with different types of images.

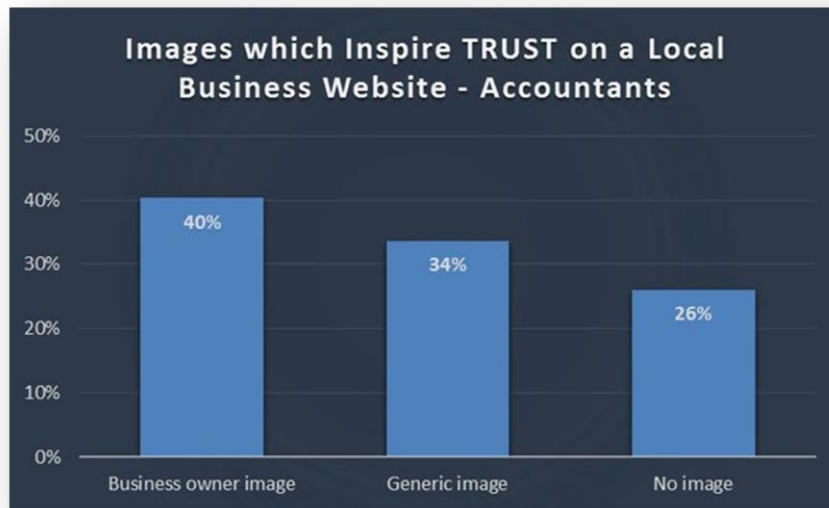
Results for a Local Account Key Findings:

- An image of an owner is the biggest trust factor (52%)
- No images on website inspire very little trust (16%)

In another case, one of the local business websites as an example was an accounting business. The scenario was – the consumer was in urgent need of an accountant and was presented with 3 options – all the same website but with different types of images.

Results for a Local Accountants Website:

ants Website:



Key Findings:

- A business owner image is the biggest trust factor (40%)
- A generic image offers similar trust signals (34%)
- Once again, no imagery does little to inspire trust in users (26%)

Real Photo Vs Clip Art Man



Key Findings:

- Nearly two thirds of consumers put more trust in a REAL business owner photo (64%)

This shows that not only is it important to show a business owner or staff member photo on your small business website – but it's also important to convey openness and trust by displaying a REAL image. Stock photos may look neat and tidy, and also help to instantly reflect an industry – but they are little match for a real person.

3

BEST PRACTICES FOR EARNING QUALITY REVIEWS

The when, why, and how of earning reviews!

At this point, one should have understood that the basics for earning reviews are fairly simple. But let's just recap:

- Do good work.
- Ask for a review.
- Make the review steps simple.

Of course, there could be much more to this process. Simply asking for a review may not get you the results you want. In my experience the when, the why, the how, and the way that a review is asked for, all make a big difference.



RATING	
<input checked="" type="checkbox"/>	Exceptional
<input type="checkbox"/>	Exceeds requirements
<input type="checkbox"/>	Meets requirements
<input type="checkbox"/>	Needs improvement
<input type="checkbox"/>	Poor

When – Timing is everything

A well timed request can work wonders, and this is particularly important to consider for your review strategy. Time a review request right after a genuine customer smile, and try building up to that genuine customer smile by doing something that surprises them.

As an example, those dentist offices that just drugged up a root canal customer, the best time to ask for a review probably isn't while they are falling asleep in the wheelchair as you wheel them

out of the office. In this example, a follow up phone call to make sure the customer is doing well and has completely healed is a much better time to ask for a review.

Time the request so that it hits just at the right moment, and build up to that moment in a similar way that savvy movie star romantics build up to their marriage proposal – surprise them. Be genuine. Make them smile.

Not that every review must be as well orchestrated as a blockbuster movie, but review results are significantly better when the request is timed appropriately.

Why – Make it personal; put a face to the review

People in general are willing to help out other people. People are even more willing to help out those that they consider friends. In a similar vein, asking for a customer review really is about putting a face to the relationship and asking a favor – one to one – as a friend.

For pest control technicians this comes easy, as regular visits makes their faces more familiar to their customers. Good exterminators have a good relationship with their customers.

However this doesn't just apply to face to face transactions. Even a phone rep can build rapport with a first time customer. The key to success is ensuring that the employee and the customer know the review is for the employee personally.

As an example, I think Verizon is a good company – but I don't have a personal relationship with them. However, the guy that just set-up my wife's hard-to-figure-out-email on her new smartphone, I owe him one, and I'd give him a review without any doubt. So try to put the review in the context of a relationship.

How – Other ways of requesting reviews

Telephone:

Even an online shopping cart site can cuddle reviews by building a relationship. We spent some time working on an online do-it-yourself pest control shop. We shocked a large number of customers by simply picking up the phone and calling them after they'd received their orders and had time to test them out. They were so surprised, and so very pleased that they all responded positively to my review request. Yes, online shopping carts can get reviews too.

Email:

If you are a struggling local business, and feel phone calls are too difficult and too costly, then an email can get you reviews as well. Of course, you will have to accept that a lower rating and fewer reviews will come from this channel, but emails do work really well when an individual preps it with a face to face, or telephone conversation. Emails by themselves are less effective, but when combined with face-to-face or telephone contact it's still something worth considering.

On a final note, customer satisfaction scores, customer retention stats, and other bonuses are impacted by our technicians getting positive reviews. If our technician wins, our little pest control company wins – and our customers win because overall performance quality increases as our staff strive for better reviews of their services each and every day.

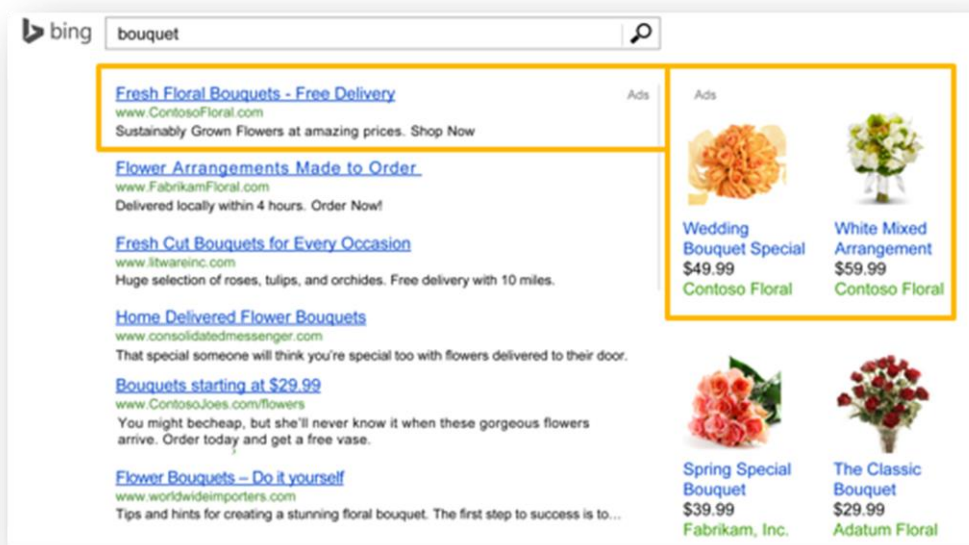
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BING DEBUTS PRODUCT ADS TO U.S. ADVERTISERS

Product Ads are now available through Bing Ads in the U.S.

Product Ads

Like AdWords Product Listing Ads (PLA), below is the screen-shot for Product Ads that allow us to showcase our products in an engaging ad format by including images, promotional text, pricing and our company name. Serving Product Ads on the Yahoo Bing Network allows you to reach 31 million retail searchers that don't use Google in the U.S.



How it Works?

Similar to the Google process, advertisers first setup Bing Merchant Center Store accounts and upload their product catalogs. Here advertisers can create a Product Ads campaign in Bing Ads. Also, the advertisers already running PLA campaigns on AdWords can use the Import From Google AdWords function to bring their campaigns into Bing Ads. The ads appear in the mainline or sidebar for searches relevant to an item. Also similar to Google, Bing's ads are charged on a cost-per-click basis.

What are the Advantages:

- Bing's Product Ads tap into a large number of potential consumers. The Yahoo Bing Network tallies 510 million monthly retail searches, and it accounts for 22 percent of all U.S. retail paid clicks. Additionally, about 31 million retail searchers on the Yahoo Bing Network cannot be reached on Google.
- Product Ads was also intended to be user-friendly for time-pressed retailers.

- Product Ads also take up more space on the search results page than a traditional text ad, and they can show simultaneously with text ads, giving advertisers even more real estate on a single results page. Advertisers already running Google's Product Listing Ads can easily import those campaigns into their Bing accounts as well.

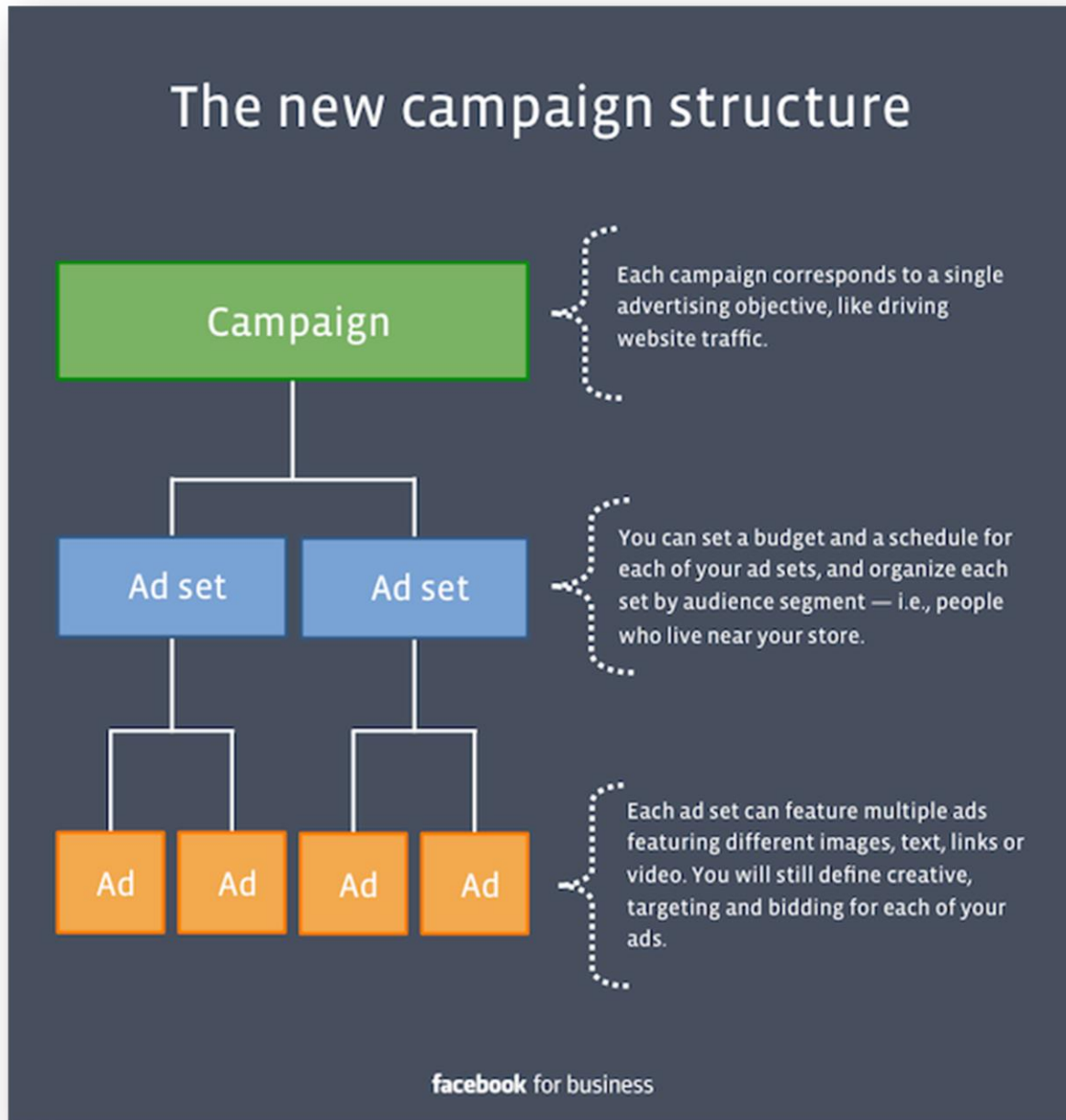
Get Started Now!

5

A GLANCE AT FACEBOOK'S NEW CAMPAIGN STRUCTURE

Are you being prompted to click on “Start Tour” when you visit the Facebook ads section? You are not far from exploring the new campaign ad structure that has been rolled out to all its advertisers by Facebook. Let's get a detailed understanding of this major change:

Here's an image issued by Facebook itself which explains the hierarchy of the campaign structure:



Before this new development, Facebook campaign structure just had two levels – Campaign & Ads. And hence, an inclusion of a new element “Ad set” changes the functioning of the campaign without affecting the performance, delivery & spend of the ads. The structure now includes three levels: Campaign, Ad set & ads.

Campaign:

Campaigns correspond to ad objectives or the desired results (Clicks to website, Page likes, Posts engagement etc.) that a marketer wishes to concentrate on. This will determine the results of that particular objective chosen at the start of the campaign. Not only this multiple ad sets & ads, will purely optimize the desired goal to be accomplished.

Ad set:

Moving onto the “Ad set” element, this layer will help you to assign different budget & schedules to each ad set. The importance of the ad set is that you can define target different audiences & schedule them accordingly. An advertiser can control the daily spend on each of the audience segment, schedule the ad sets accordingly & even measure the performance.

Ads:

On similar basis, multiple ads can be created in an ad set. Not only this, just like ad set, it can define the audience. This level of the structure controls the actual ad copy which consists of different content, images & links.

Cutting the long story short, have a look at another image rolled out by Facebook, defining the features of a new structure:

	On/Off Control	Objective	Schedule	Budget	Bidding	Targeting	Creative	Reporting Available
Campaign	✓	✓						✓
Ad Set	✓		✓	✓				✓
Ad	✓				✓	✓	✓	✓

Moreover, the existing ad campaigns will automatically migrate to the new ad structure.