

Newsletter

July 2014

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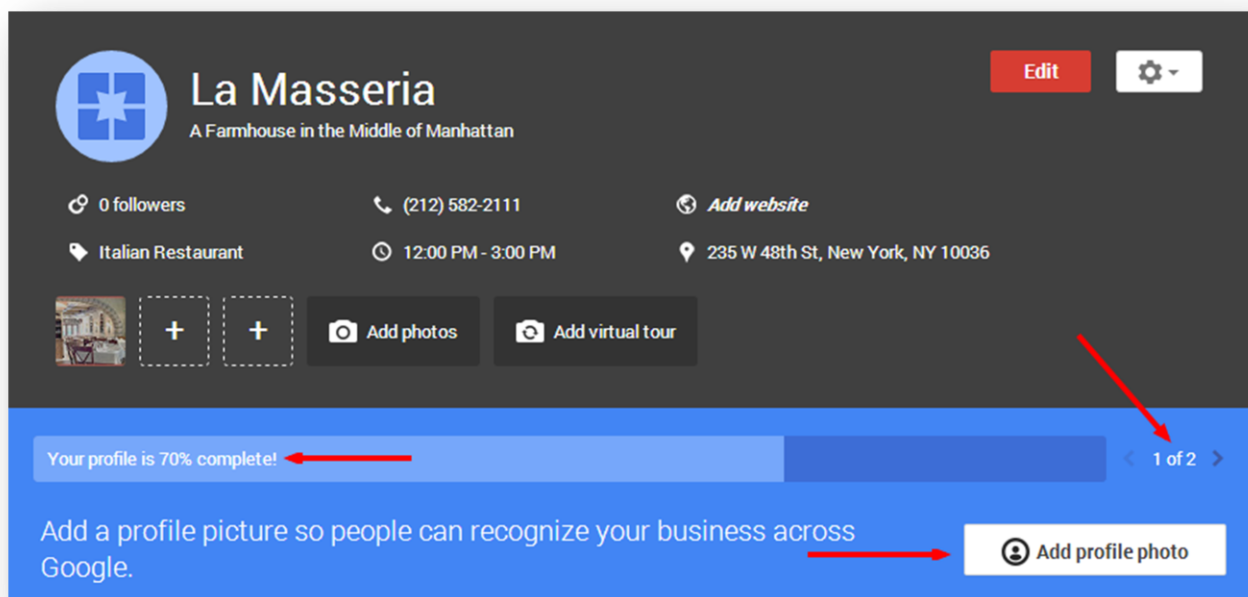
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GOOGLE LAUNCHES MY BUSINESS - REPLACES GOOGLE PLACES

After years of confusion and frustration Google has finally answered the call for the much needed consolidation of its local assets into one simplified interface, which they've named, [Google My Business](#). This new platform has been designed to allow you to manage your entire presence on Google including your Google+ business profile, Insights, Reviews, Analytics and Hangouts. This was a cross platform roll out, which means it's available on desktop, tablet or mobile.

You will also be automatically updated from Google Places for Business to Google My Business although there are chances that you've already been switched to this new platform.

As you can see from this screenshot, Google has created a step-by-step guided process designed to make it obvious how to fill out any business' profile to make it 100% complete.



Here's what included in Google's list of features:

- Update your business info on Search, Maps and Google+ from one place to make it easy for customers to get in touch.
- Add beautiful photos of your business and a virtual tour of your business interior to help customers see what makes your business unique.
- Connect directly with your fans and customers by sharing news, events and other important updates from your Google+ page.
- Stay on top of reviews from across the Web, and respond to Google reviews.
- Understand how people find and interact with your business using custom insights and integration with AdWords Express.
- Manage your information on-the-go with the Google My Business Android app and the iOS app (launching soon).

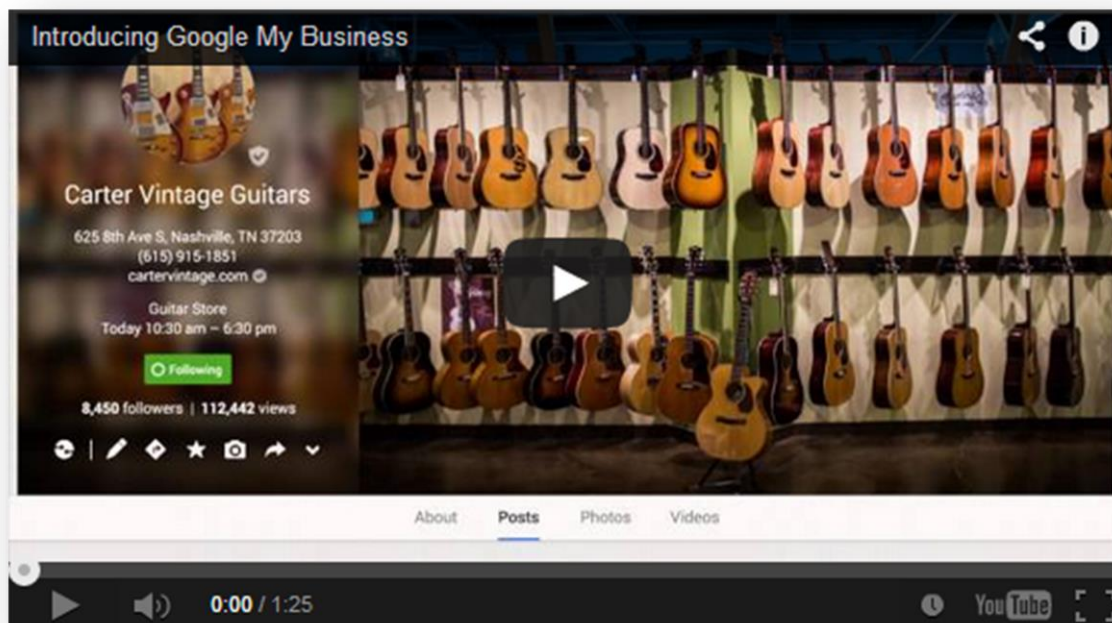
We all jumped into this new system with enthusiasm and so far we've found a few glitches and features left out, but we all agree it's an improvement. The biggest downfall that we've found is:

Removal of the top search queries that lead the customers to your business listing from within Google Maps. This is data that businesses count on and the lack of it will be sorely missed. This is the [response](#) that was given by Jade Wang of Google:

"We've changed the way that we show some Insights to ensure the privacy of all of our users. We're continuing to improve Insights to provide valuable information for business owners and thank you for your feedback."

Regardless of whatever short comings this new platform may have, Google is promoting it aggressively. As reported by [Mike Blumenthal](#), they're advertising it as a type of *all in one* answer for small businesses looking to gain traffic from local search. As you know there will be an unfortunate reality check when these hopeful businesses realize it takes more than filling out their Google profile to be successful.

To learn more, view the video below and visit [Google My Business](#).



<https://www.youtube.com/watch?v=LCzri4tXuF0>

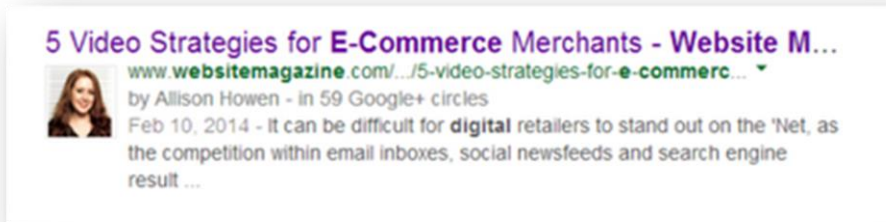
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GOOGLE AUTHORSHIP GETS A NEW LOOK

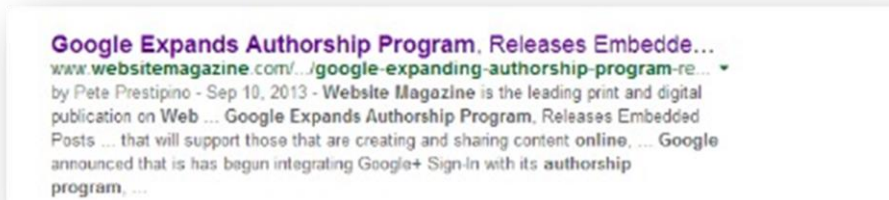
For a while now, author's photos have shown up next to their work in [Google's](#) search results. When photos were first added to search results, click-through rates [increased](#) for links with photos next to them. However, [Google](#) has now decided to do away with a couple of Authorships key features.

John Mueller, a Webmaster Trends Analyst at [Google](#), wrote on his [Google+ page](#) that search engine giant is aiming to “[clean up](#)” and create “more consistent design across devices” with the new update. Mueller also wrote that during Google's tests of the cleaner design, click-through rates have not been significantly impacted by the elimination of author photos.

Before the Change:



After the Change:



John come back a few times to answer questions and made this statement.

“This change only affects how authorship is shown in search (we continue to process & use authorship markup).”

This change was just to clear the clutter from mobile search results and should do nothing to deter you from continuing to add authorship markups to your content. The best way to do well in search going forward (with regard to authorship) is to set it up correctly and build up your author authority.

3

BING ADDS NEW TWITTER-BASED SEARCH FEATURES

As part of Bing's partnership with Twitter, it is adding some new search features in order to help searchers more easily find relevant information on the social media platform.

The search works like an algorithm, using a variety of signals including retweets, freshness, verified status, and tweet quality, in order to display relevant tweets in the search results. This is a lot more intuitive than Twitter's own search, where everything is time-based, although there is the option to search for "top" or "all" tweets, as well as display the search results based on only those you follow and those near you.

In Bing, when you search for a hashtag, it will display relevant tweets right in the search results with a small Twitter icon next to them. The results will show the tweet, who tweeted it, and how long ago it was tweeted, along with any relevant media included in the tweet, such as a link to a video with a small accompanying image.

You can also now search for people via their Twitter handle - do a search for @name and it will bring up relevant Twitter accounts. It does appear that the Twitter accounts must be either verified or have a high number of followers in order to be displayed in the drop-down when the user is searching for a username with the @.

When searching for a handle, Bing will also display whether the user is verified or not, which can help those who are trying to find a well-known person's Twitter account, especially for those that have multiple fan Twitter accounts or parody accounts.

Bing is also now including popular content tweeted about a particular person in its search results, showing the content that is most-shared under a "Tweeted About" section in the results.

The new Twitter search on Bing is now active in the U.S.

4

GET READY FOR GOOGLE SHOPPING

Google Shopping campaigns offer an intuitive way to advertise your products. If you haven't heard, Shopping campaigns will completely replace PLAs in August. As a result, it is important that you are both prepared to transition as well as manage the new campaigns. Many of the basic principles will remain as they were. Bid changes and product segmentation will make up a bulk of your optimization strategy.

New Metrics to Watch

Two big metrics were added to Google Shopping from the start. These include both **benchmark CTR** and **benchmark CPC**.

The two benchmarks provide reference numbers for your competitiveness in Shopping ads. The CPC shows the average price your competition is paying. The CTR offers a similar metric, showing how engaging other advertisers' ads are.

Making Use of New Metrics

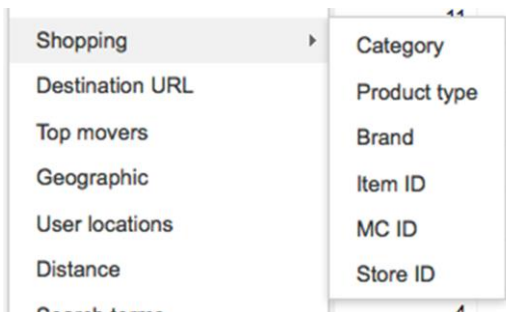
If your CTR is much lower than the baseline you should take the opportunity to review your shopping feed. Anything from images to product descriptions to product categorization could be holding performance back. Through feed optimization you should be able to bring the CTR back up. Optimizing the feed will not only create more compelling listings but ensure that your ads are showing for the right queries.

Another scenario is a low impression share, even at a higher than average bid. If this is the case, there may be a few advertisers with bids way above the benchmark. Using this metric you know that performance is great at its current level but the only limitation is exposure. You can then proceed to gradually bump up bids until you find the right performance point.

Analyzing Your Products

Now that data is stored at the product level, you can easily tie metrics back to specific IDs or categories. This makes it simple to see which products are driving conversions and revenue and which are struggling.

To see these metrics, go to the dimension tab of your campaign or ad group. Under the "View" menu you'll see a tab for "Shopping." The options will let you analyze from the site categories such as product type, brand, item ID and more.



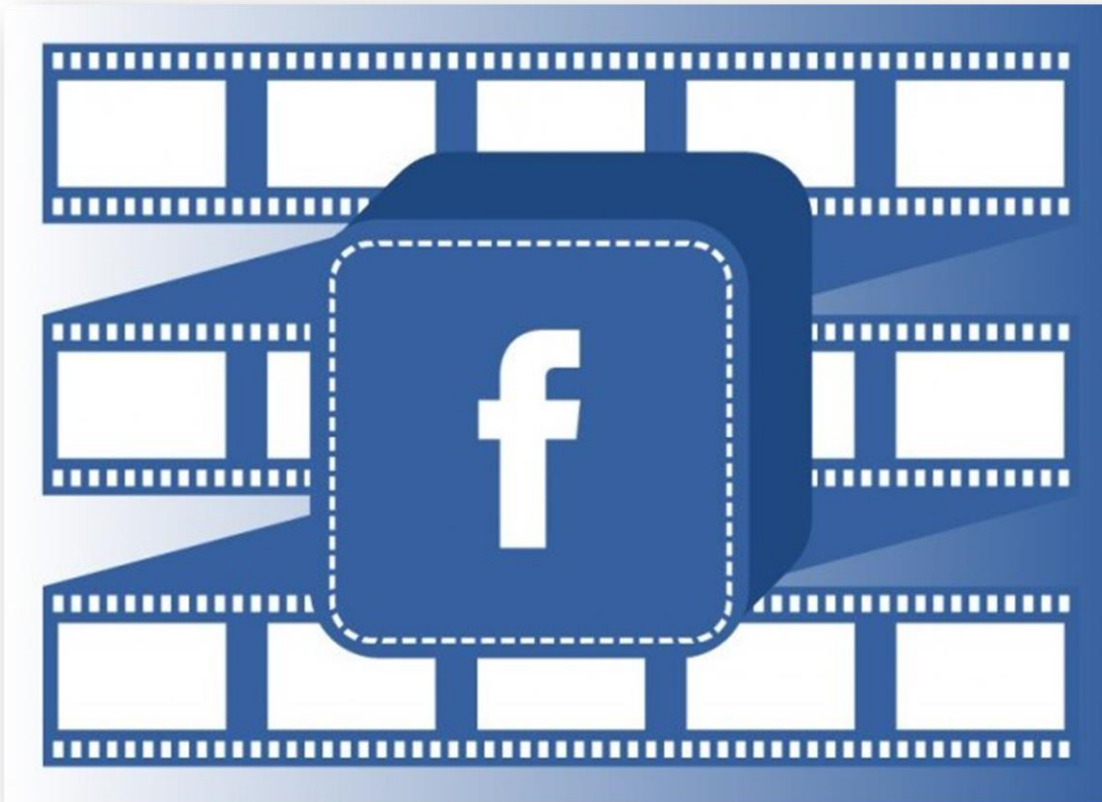
If you aren't currently segmenting your products beyond brand or type, this could be a great opportunity to find top converters to break out into new product groups. Using this strategy you can focus your bids, negative keywords, and benchmarks more specifically to these higher converters, rather than an aggregate of products.

As anything in paid search, your individual strategies and tactics will change from account to account. Hopefully this overview gives you a bit of a head start in the mindset you can use to optimize your own shopping campaigns.

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ANOTHER FORM OF ADVERTISING AT ITS PEAK: FACEBOOK VIDEO ADS

Innovation is crucial to the continuing success of any organization! This is where Facebook has never lacked behind! Take your business to the next level with the Facebook's new feature of video ads!



We are sure that you are well versed with the growth of Online Video Advertising, which has begun to reshape the entire ads market. Fascinating video ads that explain its products or services influences the purchasing decision of the buyer. From text to image to Video ads, many users prefer to watch creative & engaging video ads. Perhaps surprisingly, the audience for online video has grown 4 percent over the past year. A very interesting prediction about video ads is that two-thirds of the world's data will be advertised in the form of video by 2017.

Moving onto, Facebook premium video ad feature, it is specially designed to target huge masses in a very short span of time. Each 15 seconds video ad will automatically start playing in mute until it is tapped by the user. At the end of the video, a carousel featuring two additional videos will appear, making it easy to discover more content from the same marketer. Facebook will continue to refine this new feature to ensure the best results for its marketers.

Video ads will be more desirable since online video ads proceeds are expected to reach \$5 billion in 2016 from \$2.8 billion in 2013. On the other hand, there is a drastic decline in television ad revenue by nearly 3% per year during the same period. Another advantage of having video ads over other ads is its highest click through rate of 1.84% of all digital ad formats. So which form of advertising will you choose to reach your target audience?