

NEWSLETTER

JUNE 2014



GOOGLE LAUNCHES
PANDA 4.0



CONNECT YOUR
GOOGLE+ BUSINESS
PAGE



GOOGLE'S BEST
PRACTICE GUIDE



FACEBOOK IS UPDATING
IT'S OWN BEAUTY!



HOW TO RUN SINGLE-DEVICE
ONLY ENHANCED CAMPAIGNS



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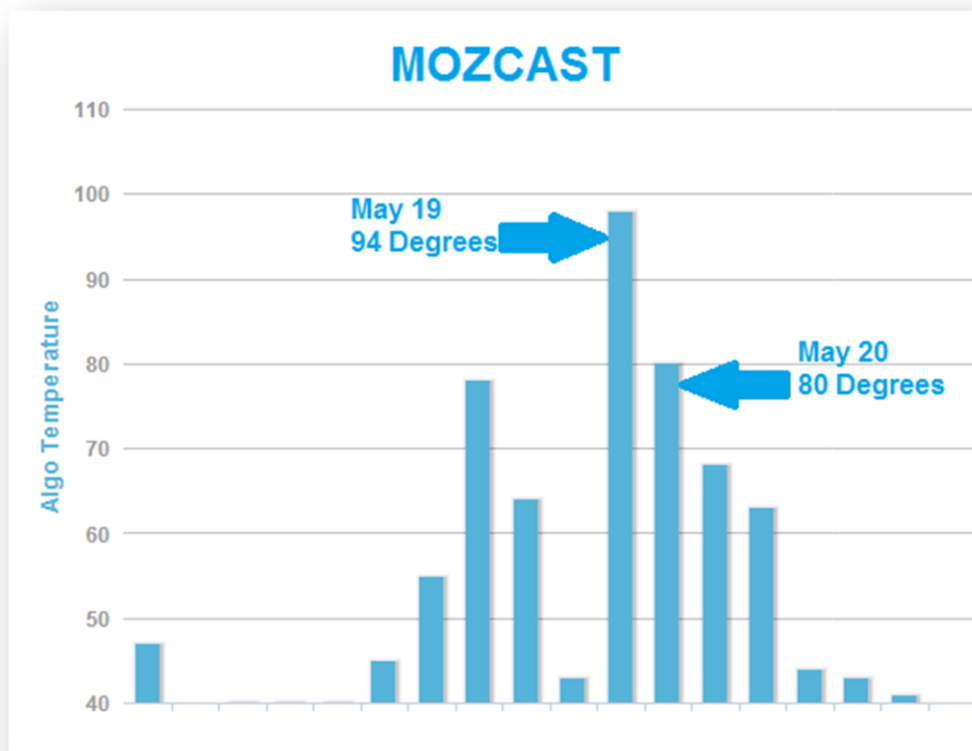
5.

HOW TO RUN SINGLE-DEVICE ONLY ENHANCED CAMPAIGNS

1.

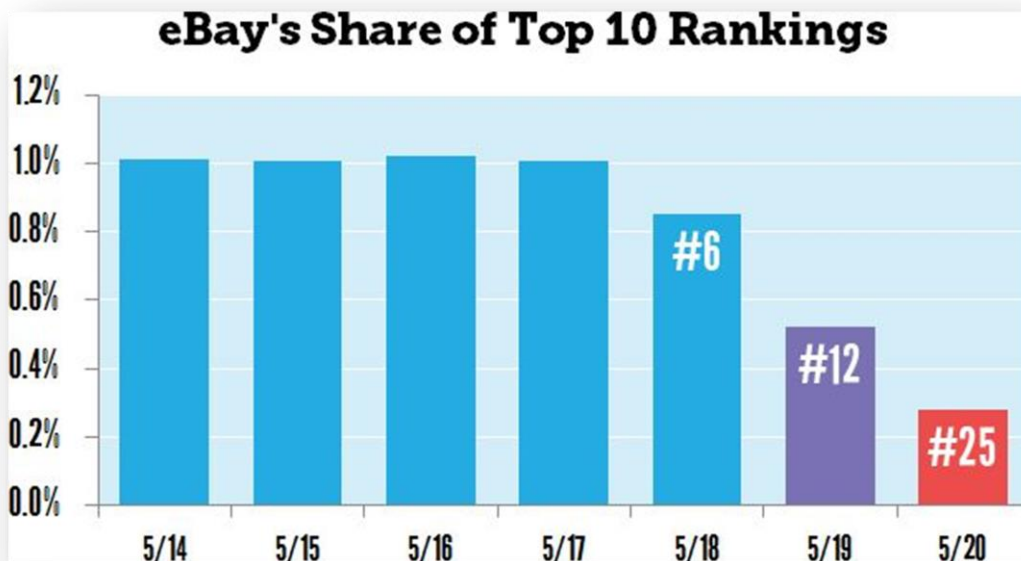
GOOGLE LAUNCHES PANDA 4.0 – A SOFTER VERSION OF THE UPDATE

May was a busy month in the Google algorithm department. Along with the Payday Loan Algorithm 2.0 update (which targeted queries like payday loans, insurance quotes and certain pornographic queries), Google also launched the Panda 4.0 update. Both updates caused noticeable flux in the search results with [MozCast](#) reporting a May 19th volatility metric of 97.6 degrees and 80 degrees on May 20th (anything above 60 degrees is considered unusual).



The Panda 4.0 update was reported to affect a healthy 7.5% of queries internationally and is widely believed to be a softer, updated version of the algorithm that seeks to recover sites which may have been unfairly affected by previous versions.

Unfortunately, there were also some very noticeable losers with Panda 4.0 and many of them were well-known brands. eBay was one of the sites most talked about with regard to Panda 4.0 fallout with [some reports](#) noting that the site had lost 80% of their organic rankings.



Searchmetrics.com published a [detailed winner and losers analysis](#) on sites that appear to have been affected by Panda 4.0 and it's a literal who's who of big brands and information-rich sites.

Google SERPs: Panda 4.0 Losers

| Domain | Percent |
|----------------------|---------|
| ask.com | > - 50% |
| ebay.com | > - 33% |
| biography.com | > - 33% |
| retailmenot.com | > - 33% |
| starpulse.com | > - 50% |
| history.com | > - 33% |
| isitdownrightnow.com | > - 50% |
| aceshowbiz.com | > - 75% |
| examiner.com | > - 50% |
| yellowpages.com | > - 20% |
| yourtango.com | > - 75% |
| dealcatcher.com | > - 50% |
| livescience.com | > - 50% |
| webopedia.com | > - 50% |
| xmarks.com | > - 50% |
| simplyrecipes.com | > - 33% |
| siteslike.com | > - 50% |

| | |
|-------------------------|---------|
| digitaltrends.com | > – 50% |
| health.com | > – 50% |
| spoonful.com | > – 75% |
| songkick.com | > – 75% |
| realsimple.com | > – 33% |
| appbrain.com | > – 33% |
| thehollywoodgossip.com | > – 50% |
| dealspl.us | > – 33% |
| techtargt.com | > – 33% |
| gossipcop.com | > – 50% |
| rd.com | > – 75% |
| chow.com | > – 33% |
| doxo.com | > – 50% |
| heavy.com | > – 50% |
| csmonitor.com | > – 33% |
| toptenreviews.com | > – 20% |
| parenting.com | > – 50% |
| globalpost.com | > – 75% |
| espnfc.com | > – 50% |
| serviceguidance.com | > – 50% |
| mnn.com | > – 75% |
| mystore411.com | > – 50% |
| urlm.co | > – 33% |
| delish.com | > – 50% |
| healthcentral.com | > – 33% |
| whatscookingamerica.net | > – 50% |
| columbia.edu | > – 20% |
| songlyrics.com | > – 20% |
| internetslang.com | > – 33% |
| ibiblio.org | > – 50% |
| webutation.info | > – 50% |
| cheapflights.com | > – 33% |
| mybanktracker.com | > – 50% |

Google SERPs: Panda 4.0 Winners

| Domain | Percent |
|---------------|---------|
| glassdoor.com | > 100% |

| | |
|----------------------|---------|
| emedicinehealth.com | > 500 % |
| medterms.com | > 500 % |
| yourdictionary.com | > 50% |
| shopstyle.com | > 250% |
| zimbio.com | > 500 % |
| myrecipes.com | > 250% |
| couponcabin.com | > 250% |
| buzzfeed.com | > 25% |
| consumeraffairs.com | > 100% |
| wordpress.com | > 20% |
| thinkexist.com | > 250% |
| onhealth.com | > 250% |
| alternativeto.net | > 100% |
| whosdatedwho.com | > 250% |
| reverso.net | > 50% |
| wikimedia.org | > 100% |
| dogtime.com | > 100% |
| findthebest.com | > 50% |
| eatingwell.com | > 100% |
| quotegarden.com | > 100% |
| goodhousekeeping.com | > 250% |
| everydayhealth.com | > 25% |
| simplyhired.com | > 100% |
| momswhothink.com | > 100% |
| similarsites.com | > 100% |
| southernliving.com | > 50% |
| theknot.com | > 25% |
| allaboutvision.com | > 100% |
| openculture.com | > 50% |
| babyzone.com | > 50% |
| tasteofhome.com | > 33% |
| gotquestions.org | > 100% |
| movie4k.to | > 50% |
| wmagazine.com | > 33% |
| ycharts.com | > 100% |
| historyplace.com | > 50% |
| rcn.com | > 100% |
| salary.com | > 50% |

| | |
|-------------------|--------|
| skeptdic.com | > 100% |
| mediawiki.org | > 100% |
| oodle.com | > 100% |
| abbreviations.com | > 100% |
| homes.com | > 100% |
| spokeo.com | > 50% |
| hlnv.com | > 33% |
| sparkpeople.com | > 33% |
| hayneedle.com | > 50% |
| emedtv.com | > 100% |

Dr. Pete of Moz.com also has put together some [great big data fall-out information](#) and it's well worth a read.

Bottom line: Panda 4.0 didn't just punish, it also rewarded sites that may have been unduly affected in previous refreshes.

We did our own in-depth research with our own resources and have noticed that majority of the sites we are optimizing weren't affected at all by this update by Google. This is how one should prevent small businesses like you being negatively affected by Panda 4.0 or future Panda updates.

- **Focus on high quality content** – Do you have redundant content on your blog? Time to clean it up! You should not be duplicating content throughout your website.
- **Avoid over-optimization** – It may feel nice to add a keyword to every sentence, title tag, header tag and description. But that's not going to cut it these days. Focus on quality content and readability.
- **Maintain a useable website** – We mean it! Your site should be easy to navigate. Your pages should load quickly. You shouldn't have broken images, links, or errors on the site. Google has been saying for years that usability will affect your ability to rank.

The good news is that for those who have focused on high quality, well written content while keeping their audience firmly in focus, not much appears to have changed. And with Google focusing so heavily on quality content as a rank increaser, it doesn't look like it's going to change anytime soon.

2.

NOW CONNECT YOUR GOOGLE+ BUSINESS PAGE TO YOUR GOOGLE MAPS LISTING

Google has now enabled those with Google+ business pages to connect their page to their local business listing on Google Maps.

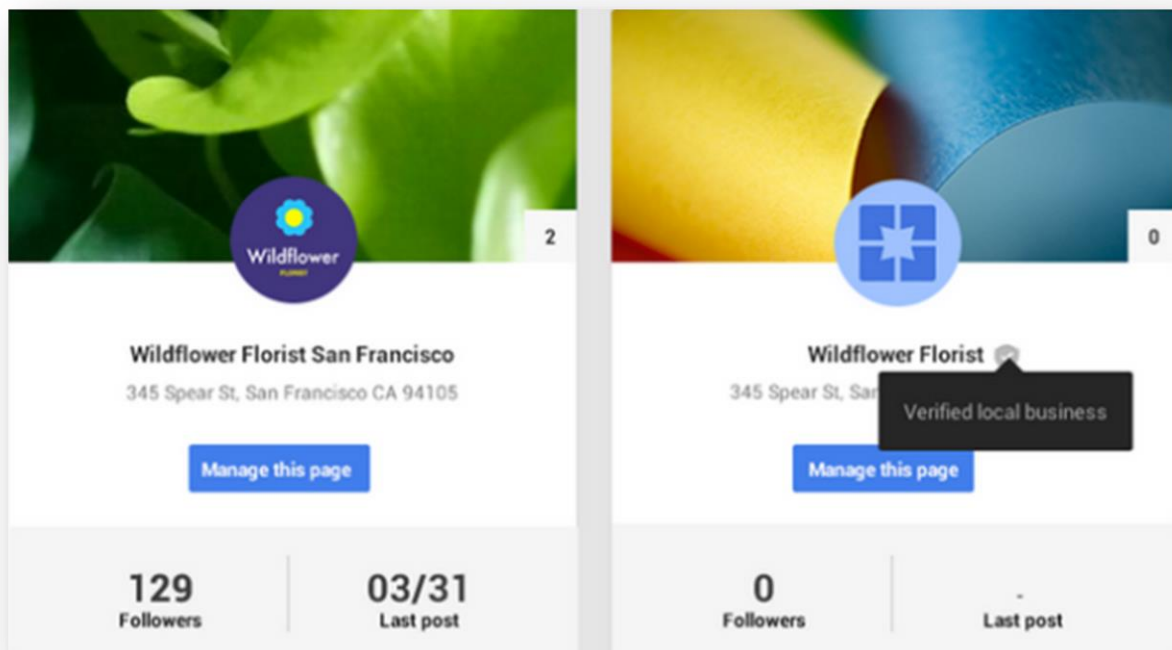
On the [help page](#) Google gives detailed directions on how to connect your Google+ business page to your Google Maps verified listing. This process will connect your current page to Google Maps and apply the business information, including the business address, the Google Maps reviews, business hours and more from Google Maps to your page. The followers, posts, and managers of your page will be retained.

Many businesses have a few Google+ pages listed in their Google+ manager page, this will help combine at least two of them.

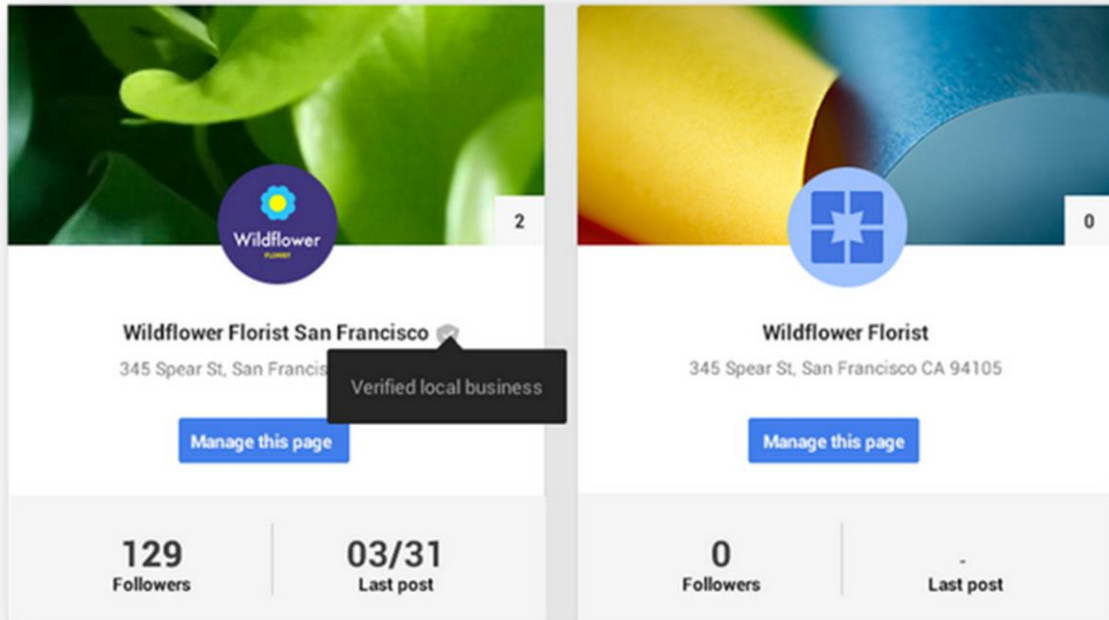
So how does it work?

1) Log in to Google+, select Pages from the left-hand navigation ribbon, and click Manage this page on the local page.

The local page will look almost the same as your current page. It will include a verification shield next to the name of a page. If you hover the badge, you'll see "Verified local business".



- 1) From the top left corner, choose Dashboard > Settings
- 2) Scroll to the "Profile" section. Next to "This page is connected to Google Maps", click Connect a different page. Connect a different page.
- 3) In the "Link a different page to this location" dialog, pick the page that you'd like to connect to Maps and click Next.
- 4) You'll see a list describing the changes to the newly-created page you're connecting to Maps, and the local Google+ page you're disconnecting from Maps. Click Confirm.



The page that's newly connected to Maps will:

- 1) Display the name and verification badge from the former local page.
- 2) Display the business information (hours, phone number, etc.) and reviews from the former local page.
- 3) No longer display prior owner responses to local reviews. Your existing reviews may take a few hours to show up after connecting the page.
- 4) Carry over followers, posts, and managers.
- 5) Carry over the custom URL (if you've set one up).

The former local page will:

- 1) No longer display on Google Maps
- 2) No longer display local business information or reviews
- 3) Be renamed to "Backup of page name"
- 4) Still be visible on Google+
- 5) Retain followers, posts, and managers from the former local page

3.

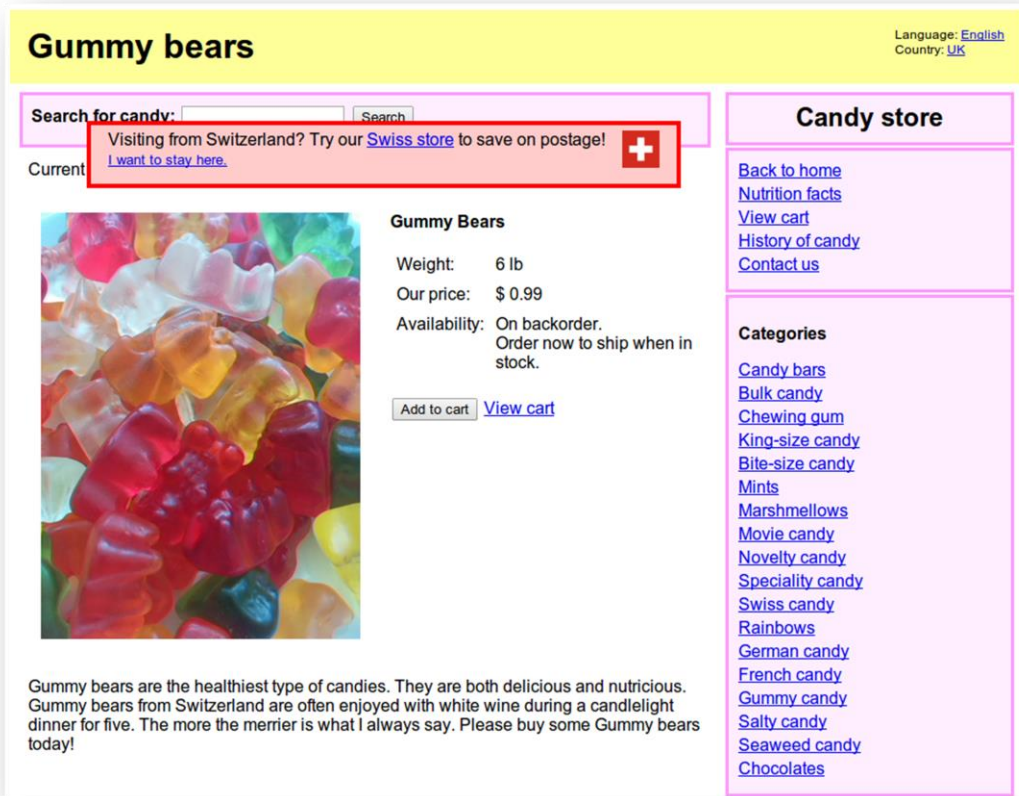
GOOGLE'S BEST PRACTICE GUIDE TO OPTIMIZE YOUR INTERNATIONAL SITE

Google released a [best practice guide](#) stating that international Web sites should have separate homepages for each language or country they're targeting. For instance, if you have a business that is targeting US customers who speak English as well as France nationals who speak French, you need to create a different homepage (or landing page) for each group of users. Google explains that the homepage is given this special treatment so that the site can serve the individual needs of users depending on their language and location.

Google outlines three ways you can configure your homepage depending on the user:

1) Show every user the same content

Using this approach, you can choose content that will be available to anyone who accesses or searches for that URL directly. This simply means that you are going to show everyone the same content. However, if you have better content for certain users, Google recommends that you have a notification popping up to tell the visitor that there is a better home page.



2) Let users pick and choose their preferred content

In this second option, you are allowed to send users to a specific page. When users are directed to this page, they receive instructions on how to choose content they want. However, there is a specific annotation which you can use to make sure that Google understands what you are doing with that page and the links that appear on this page. This approach simply allows your users to choose the local version of your homepage that is available as well as the language they want to read.



The screenshot shows a web page titled "Choose your country" with a yellow header. In the top right corner, it says "Country: [UK](#)". Below the header, there is a search bar labeled "Search for candy:" with a "Search" button. To the left of the search bar is a list of countries with checkboxes and links to their respective pages. To the right of the search bar is a "Candy store" section with a list of links and a "Categories" section with a list of links.

Choose your country Country: [UK](#)

Search for candy:

- ☐ [België | Belgique \(Belgium\)](#)
- ☐ [България \(Bulgaria\)](#)
- ☐ [Česká republika \(Czech Republic\)](#)
- ☐ [Danmark \(Denmark\)](#)
- ☐ [Deutschland \(Germany\)](#)
- ☐ [Éire \(Ireland\)](#)
- ☐ [Ελλάδα \(Greece\)](#)
- ☐ [España | Espanya | Espainia \(Spain\)](#)
- ☐ [France](#)
- ☐ [Ísland \(Iceland\)](#)
- ☐ [Italia \(Italy\)](#)
- ☐ [Κύπρος \(Cyprus\)](#)
- ☐ [Lietuva \(Lithuania\)](#)
- ☐ [Magyarország \(Hungary\)](#)
- ☐ [Nederland \(Netherlands\)](#)
- ☐ [Norge \(Norway\)](#)
- ☐ [Österreich \(Austria\)](#)
- ☐ [Mordor \(Black Country\)](#)
- ☐ [Neverland](#)

Candy store

[Back to home](#)
[Nutrition facts](#)
[View cart](#)
[History of candy](#)
[Contact us](#)

Categories

[Candy bars](#)
[Bulk candy](#)
[Chewing gum](#)
[King-size candy](#)
[Bite-size candy](#)
[Mints](#)
[Marshmallows](#)
[Movie candy](#)
[Novelty candy](#)
[Speciality candy](#)
[Swiss candy](#)
[Rainbows](#)
[German candy](#)
[French candy](#)
[Gummy candy](#)
[Salty candy](#)
[Seaweed candy](#)
[Chocolates](#)

3) Automate content based on the user's language or location with rel-alternate-hreflang annotations

In this last option, you will be able to provide users the appropriate content based on their location and language settings. Google will automatically redirect users after looking at their settings and provide content based on the information it has retrieved. To make this option available, you must use the x-default rel-alternate-hreflang annotation on your home page.

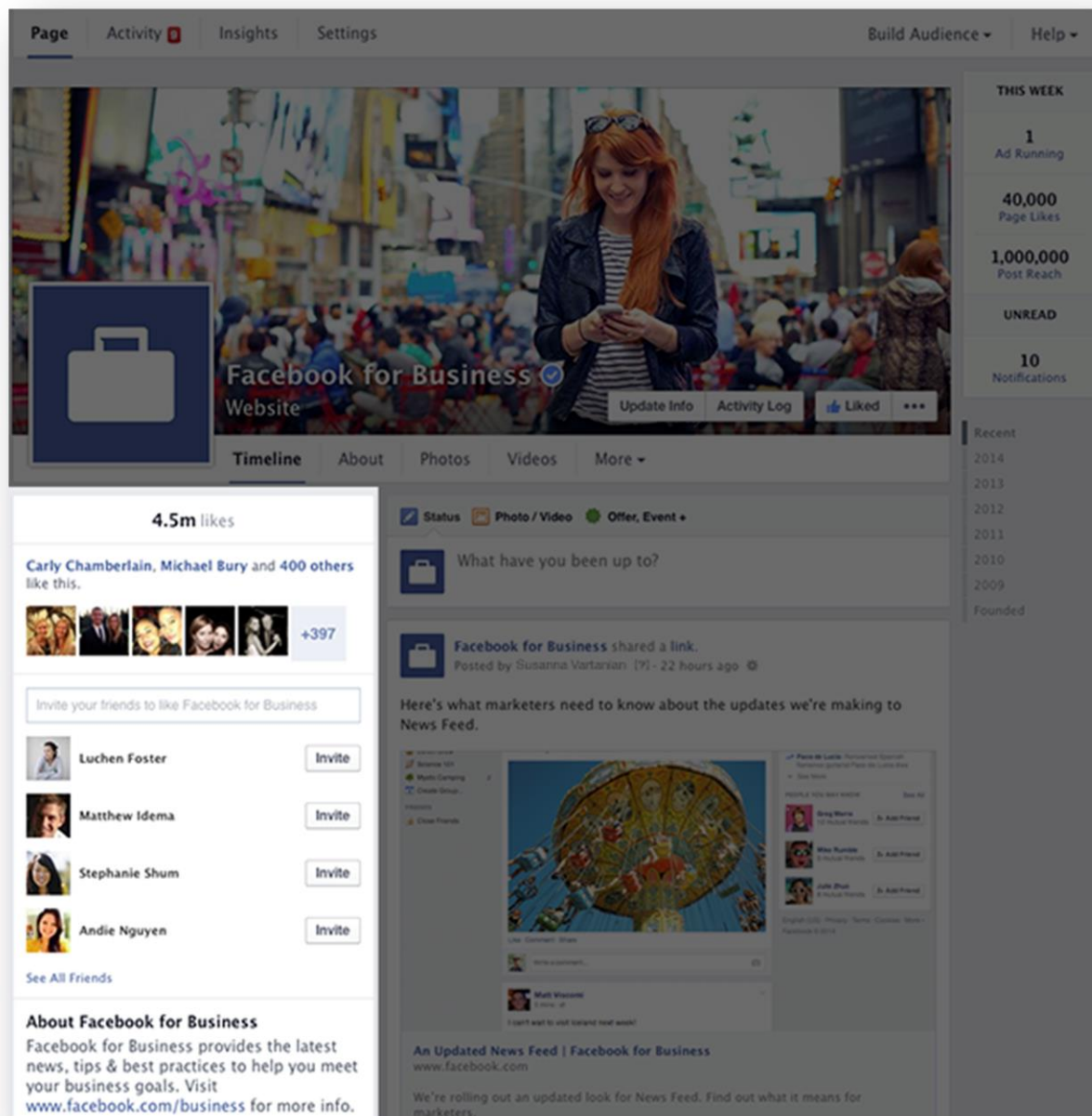


Google also recommends businesses with multilingual and multinational sites to redirect users who do not have a specific version. For instance, a French speaking user who accesses a site with only English and Chinese version should be shown the content that is considered most appropriate. Most importantly, these sites need to have separate URLs for each country and language version.

4.

FACEBOOK IS UPDATING IT'S OWN BEAUTY!

As we all know, the Mother Of all Social Platforms, “Facebook”, keeps making changes which makes sure that all the marketers are on the toes. So just when you click on that “Turn On” button for new layout, all the sections changes in the blink of an eye. The new look of the Facebook Fanpage seems to be more professional compared to the previous look, making it all the more user friendly.



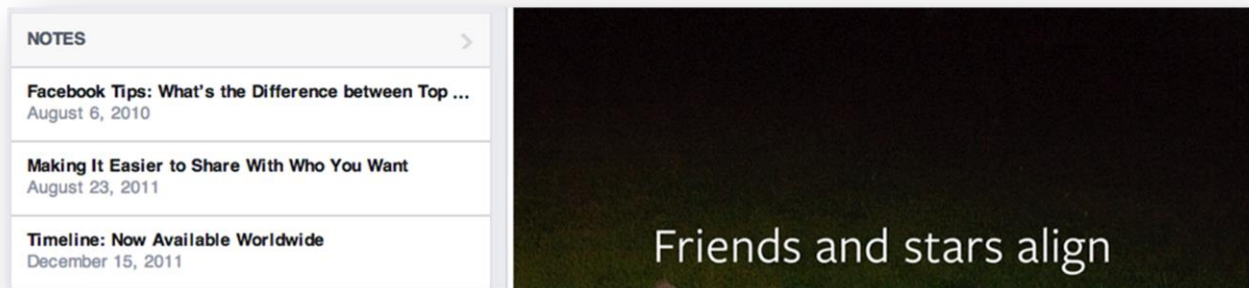
With this change in the face of Fanpage, let's have a look at the changes in detail:

About us section:

It was previously shown to users just beneath the cover-image & now it has been shifted to left hand side below the “likes” section. This indirectly gives more emphasis to the message that Cover-image is trying to convey. Not only this, it gives a space to include the website name which gives a little extra characters for short description.

Notes:

“Notes” section which was basically created for the content to be displayed for long term, has now been shifted to the left sidebar displaying the most recent note. So next time be sure to be update with this section as well.



Apps/Custom Tabs:

Shifting of apps to left sidebar, will increase the value of the updates that you post. This will make the user to have a look at the updates as well, unlike previous layout wherein users just had a look at the apps and this decreases the bounce rate of Facebook Fanpage.

Profile picture & Cover-image dimensions:

Profile picture displays 160*160 image & the cover-picture dimensions are the same but the buttons take some extra space.

Be sure to update your Fanpage accordingly so that next time when a user visits the Fanpage, they are compelled to stay on your Fanpage.

5.

HOW TO RUN SINGLE-DEVICE ONLY ENHANCED CAMPAIGNS



Why The Need For Single-Device Campaigns?

We are not usually a proponent of AdWords workarounds. We typically encourage businesses to work with the system and concentrate their efforts on making their landing pages and funnel work well within the AdWords targeting criteria limits.

Recently, a client required 100% desktop traffic. When a conversion is executed on their site, they get revenue from their partners. With the set-up of their revenue model, they don't get paid for conversions that happen on tablets or mobile.

Mobile is easy — we just put a -100% bid modifier. Tablet, on the other hand, was hampering performance and scale and to “round-down” our CPCs to account for the fact that 15% of traffic and conversions were worthless tablet ones.

How to suppress 100% of tablet impressions?

First, remove the AdWords pixel from firing on tablet conversions. Then, switch to CPA target bidding. Within three days, this suppressed 100% of tablet impressions. We are sending 100% desktop traffic now.

How to Send Single Device Traffic?

A tweak on the methodology will work to send 100% desktop, mobile or tablet traffic within Enhanced Campaigns for any advertiser, even those with high CPA targets.

Here's how it works: You set the AdWords conversion pixel to fire when a visitor hits your landing page for only the device that you want to target (and not the others). Then, you use CPA bidding. Think of your "conversion" as simply a page visit on the desired device. The CPA that you set will essentially be analogous to a CPC.

In this scenario, you'd first make sure your destination URLs are using the {device} value track parameter. Then, set up a rule in Google Tag Manager to fire the AdWords conversion pixel on every visit that where the device is mobile and the referrer is Google.

If you are trying to apply this to only certain campaigns within an account, you would also want to create parameters that capture the source campaign and pixel firing rules that addressed the source campaigns, too.

Add Rule(s)

☐ Choose from existing rules
 ☒ Create new rule

Rule Name

Conditions

The rule is considered matched only when every condition below is satisfied.

{{url}}

contains

device=m

-

{{referrer}}

contains

google

-

+

Examples of how to define a rule

| | |
|--------------------------------|--|
| Matching an individual page | {{url}} equals http://www.mysite.com |
| Matching a group of pages | {{url}} starts with http://www.mysite.com/thankyou |
| Matching an event on all pages | {{referrer}} contains google {{event}} equals addToShoppingCart |

Note: You will need to send 15 "conversions" first in each campaign — remember, these are just visits in our workaround, before you are able to change your campaign to CPA bidding.

Bid strategy ?

☐ Focus on clicks - use maximum CPC bids

☐ I'll manually set my bids for clicks

☐ AdWords will set my bids to help maximize clicks within my target budget

 Unable to transition directly from the 'Focus on conversions' option.

☒ Focus on conversions (Conversion Optimizer) - use CPA bids

 Use my conversion tracking data and bids to optimize for my current [conversion bid metric](#) setting:

 Converted clicks.

☐ Advanced options

 Bid type

☒ Max CPA: Most you would want to pay for any particular conversion

☐ Target CPA: Average amount you would like to pay for each conversion

Set an initial maximum CPA (1-per-click) bid for your ad groups ?

☐ Start with recommended bid: \$4.55

 This is approximately equivalent to a maximum CPC bid of \$0.13

 This will target your historical average CPA of \$3.58

☒ Start with custom max CPA bid \$

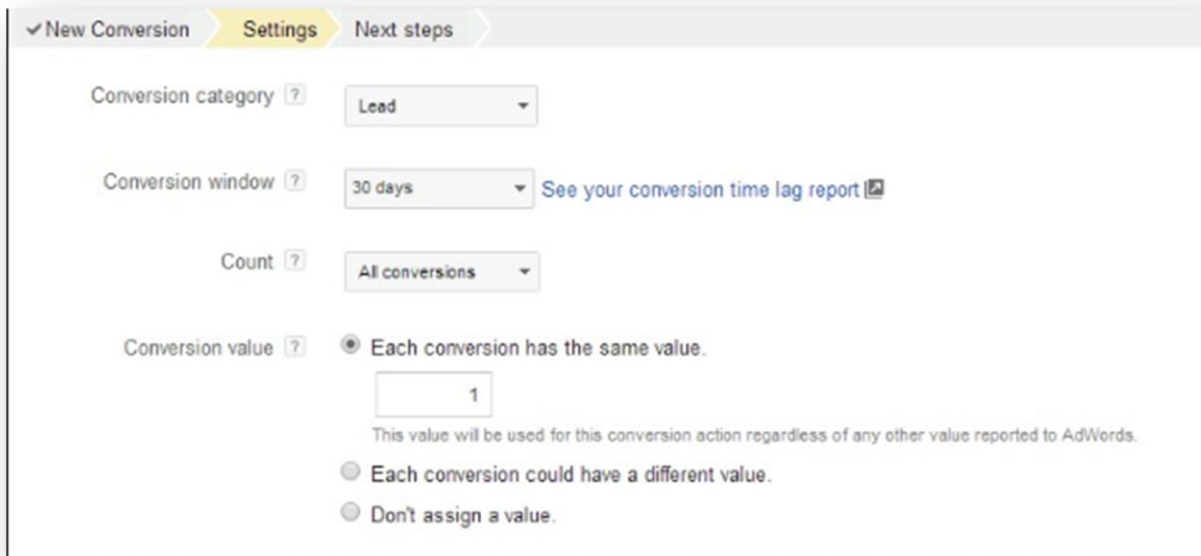
☐ Select a flexible bid strategy ?

Depending on your click volume, within a couple hours or days, you will be sending 100% of your traffic from your desired device.

But What About Your “Real” Conversions?

Since you are using your main “conversion” as a page visit, how do you capture the actual conversion action? To do this, you’ll need to set up another conversion in AdWords.

Make sure your bidding is set to run on only “Clicked Conversions”. Then, add another conversion that fires for your “real” conversion event. If there is dynamic revenue being captured, make sure you set it to record that. If not, I’d suggest setting the “value” at a 1.



✓ New Conversion Settings Next steps

Conversion category ? Lead

Conversion window ? 30 days [See your conversion time lag report](#)

Count ? All conversions

Conversion value ? ☒ Each conversion has the same value.

This value will be used for this conversion action regardless of any other value reported to AdWords.

☐ Each conversion could have a different value.

☐ Don't assign a value.

This will allow you to use the “Total Conversion Value” column to see how many “real” conversions are coming through in your reporting. Alternately, you’d need to download most reports and subtract the Converted Clicks column from the Conversions column in Excel to get your “actual” conversion numbers.

So, if your business model or budget is truly device-specific, this will enable you to advertise within AdWords effectively on only the device(s) that your marketing spend applies to.