

GOOGLE TIES MOBILE USABILITY
ISSUES WITH YOUR WEBSITE
RANKINGS



GOOGLE NOW SHOWS SOCIAL
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DIFFERENCES BETWEEN GOOGLE
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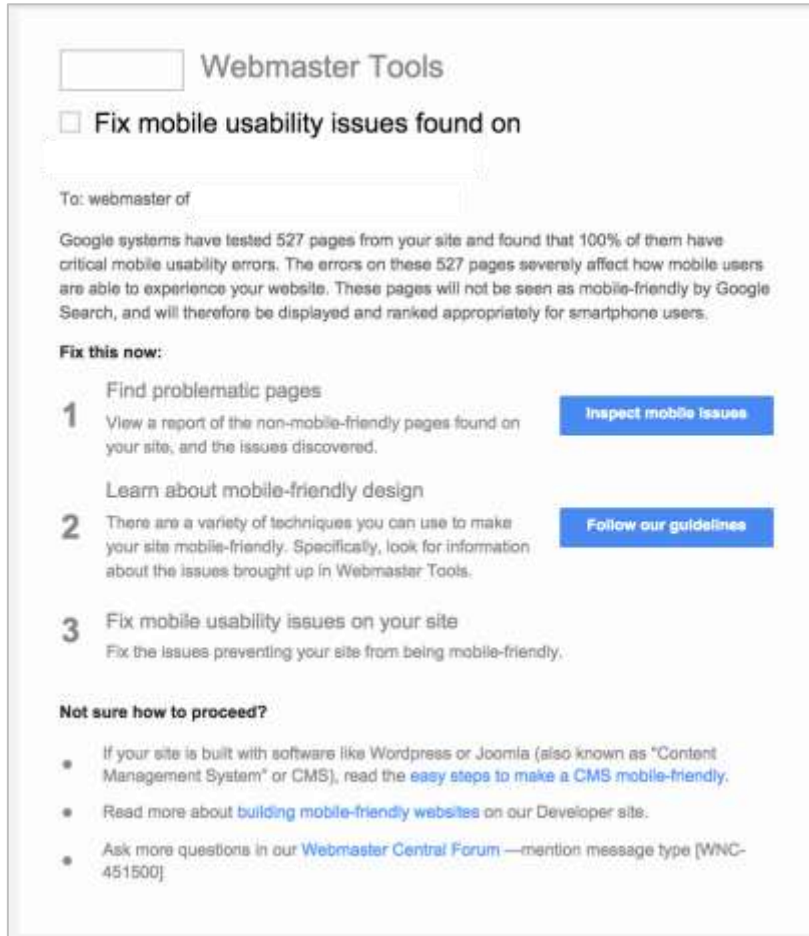
TWITTER STARTS GROUP DIRECT
MESSAGES AND MOBILE VIDEO
CAMERA



GOOGLE TIES MOBILE USABILITY ISSUES WITH YOUR WEBSITE RANKINGS



It has been recently reported that a site owner received an email from Google Webmaster Tools entitled, 'Fix mobile usability issues found on [website URL]'. We've included a copy of the email below for you to see for yourself. The reason we're bringing this to your attention is that it's the first time Google is actually telling you that having a non-mobile friendly website can affect your rankings.



"The errors on these pages severely affect how mobile users are able to experience your website. These pages will not be seen as mobile-friendly by Google Search, and will therefore be displayed and ranked appropriately for smartphone users."

We have addressed this concern in our earlier newsletters as well. With the world moving towards mobile, if your site is not mobile friendly (OR is mobile friendly but not recognized by Google), it might affect your rankings and ultimately business.

We have been offering Google mobile friendly websites for more than 2 years. And, almost 100% of the websites we have developed are recognized by Google as "Mobile-friendly".

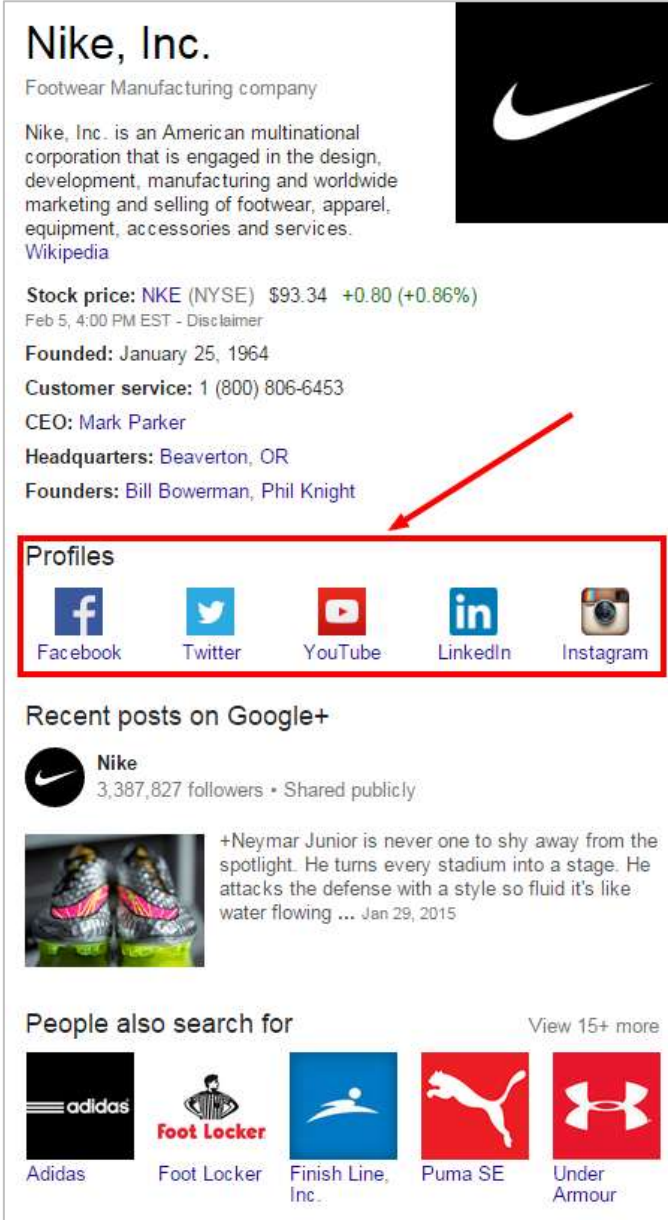
Here are the top features of our Google Mobile Friendly website -

1. Responsive website recognized by Google as mobile friendly.
2. Click-to-Call, Click-to-Email and Click-to-Text features.
3. Advanced mobile lead tracking and analytics.

If you need any help in developing mobile friendly websites, kindly get in touch with us.

GOOGLE NOW SHOWS SOCIAL PROFILES IN THE KNOWLEDGE PANEL

Google is now featuring [social profiles](#) within a company or brand's knowledge panel. To get yours to show up you'll need to be sure you're marking it up with the proper structured data. Compatible social profiles include Facebook, Twitter, Google+, Instagram, YouTube, LinkedIn and even Myspace.



Nike, Inc.
Footwear Manufacturing company

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing and worldwide marketing and selling of footwear, apparel, equipment, accessories and services.
[Wikipedia](#)

Stock price: NKE (NYSE) \$93.34 +0.80 (+0.86%)
Feb 5, 4:00 PM EST - Disclaimer

Founded: January 25, 1964

Customer service: 1 (800) 806-6453

CEO: Mark Parker


Headquarters: Beaverton, OR


Founders: Bill Bowerman, Phil Knight

Profiles

Facebook Twitter YouTube LinkedIn Instagram

Recent posts on Google+

 **Nike**
3,387,827 followers • Shared publicly

 +Neymar Junior is never one to shy away from the spotlight. He turns every stadium into a stage. He attacks the defense with a style so fluid it's like water flowing ... Jan 29, 2015

People also search for [View 15+ more](#)

Adidas Foot Locker Finish Line, Inc. Puma SE Under Armour

According to Google you need to pass the following requirements in order to qualify for this feature:

1. Publish the proper markup on a page of your official website.

2. Pages with markup can NOT be blocked by robots.txt
3. Include a Person or Organization record in your markup with:
 - "url" = the url of your official website.
 - "sameAs" = the urls of your official social media profile pages.

Here is the basic code example Google gave for an organization to specify several social profiles:

```
<script type="application/ld+json"> {  
  "@context" : "http://schema.org",  
  "@type" : "Organization",  
  "name" : "Your Organization Name",  
  "url" : "http://www.your-site.com",  
  "sameAs" : [  
    "http://www.facebook.com/your-profile",  
    "http://www.twitter.com/yourProfile",  
    "http://plus.google.com/your_profile"  
  ]  
}</script>
```

Here is a similar template for a person to specify their social profiles:

```
<script type="application/ld+json"> {  
  "@context" : "http://schema.org",  
  "@type" : "Person",  
  "name" : "your name",  
  "url" : "http://www.your-site.com",  
  "sameAs" : [  
    "http://www.facebook.com/your-profile",  
    "http://instagram.com/yourProfile",  
    "http://www.linkedin.com/in/yourprofile",  
    "http://plus.google.com/your_profile"  
  ]  
}</script>
```

You can simply replace the URL and social profile details with your own values, and insert this code into the page that shows users these profiles normally. If the profiles visible on the page are formatted differently from the markup, that's okay. This script block can be inserted anywhere on the page — either the head or body of the page.

GOOGLE RECONSIDERATION REQUESTS DOCUMENTATION ADDS STEP-BY-STEP INSTRUCTIONS WITH EXAMPLES



Google announced quietly on [Google+](#) that they've revamped the [reconsideration request documentation](#) in the Google Webmaster help center, to make it easier for those to understand and use.

They have added step-by-step instructions on how to submit a reconsideration request, they explained the process of what happens before, during and after the reconsideration request, they explain what they are looking for from you in your reconsideration request and discuss some examples of common issues that arise when a reconsideration request may be rejected or fail.

Here is the step-by-step process they documented:

1. Sign into your [Webmaster Tools](#) account.
2. Verify all [versions](#) of your site to ensure you have complete and accurate data.
3. Visit the Manual Actions section to see if Google has taken any actions on your site.
4. Fix issues on your site as described by the manual action.
5. Review Security Issues in Webmaster Tools for other possible issues with your site.
6. Click on 'Request a review' to ask Google to reconsider your site.

Here is the process:

1. You receive a manual action notification and fix the issues mentioned.
2. You document your reconsideration request (see documentation tips below).
3. You address any additional issues (see common mistakes below).
4. You submit the reconsideration request in Webmaster Tools.

5. You receive an acknowledgement from Google (it may take a few days for your request to be processed).
6. Your request is either rejected or approved.

This is what they expect from a good reconsideration request:

1. Explains the exact quality issue on your site.
2. Describes the steps you've taken to fix the issue.
3. Documents the outcome of your efforts.

They even have a section for cleaning up your links:

- **Manipulation of backlinks:** Provide a list of links you have taken action on. You should make good-faith effort to remove backlinks before using the disavow tool. It can also be helpful to document the effort involved in removing those links. Simply disavowing all backlinks without attempting to remove them might lead to rejection of your request.
- **Selling links on your site:** Provide examples of pages where you added nofollow attributes to the violating links or removed the links altogether. When you receive examples of violating links, make sure you extrapolate that information to fix similar links on your site.
- **Thin or scraped content:** Provide examples of bad content you removed and good content that you added.
- **Purchased domain:** If you recently purchased a domain that you think has violated our guidelines before you owned it, use the reconsideration request form to let us know that you recently acquired the site and that it now adheres to the guidelines.

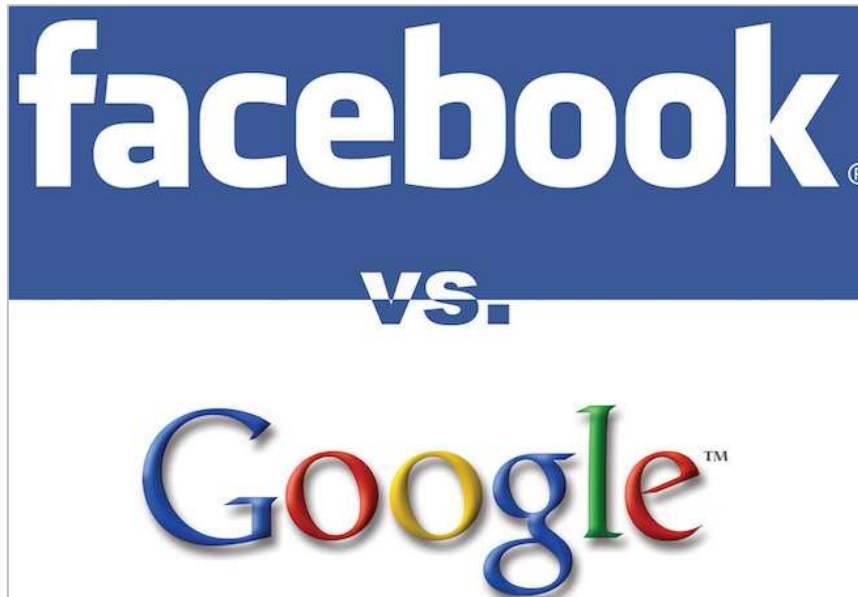
Then they go into common issues with using the disavow file tool, not properly cleaning up your hacked content and sites they do not accept for reconsideration requests from blank sites, parked domains or sites that do not load.

Forum discussion at [Google+](#).



DIFFERENCES BETWEEN GOOGLE ADWORDS & FACEBOOK ADVERTISING

Time to know the differences between Facebook and Google Ads and when you should use each. Facebook and Google are the two biggest internet giants, and each has its own advertising model.



The Biggest Difference: Search Intent vs. Awareness

One of the biggest differences between Google and Facebook Ads is search intent. Google searchers are specifically looking for something while Facebook users are shown ads based upon their interests. Whereas Google has a pull marketing strategy, Facebook is about brand awareness.

Two Different Targeting Systems

On Facebook you can choose the audience for your ads. Targeting options allow to filter users based on interests, demographic and geographic filters: You can reach the right audience and your ads will be seen only by users you have profiled.

Google instead, doesn't trigger ads based on what users "Like" on Facebook or their Facebook profile information. Search terms typed by users trigger relevant ads. On the Display Network ads are shown on pages with related content: Google understands what the page is about and matches ads accordingly. In both cases, you have to bid on keywords, and you have no control on who is going to see your ad.

GOOGLE ADWORDS ADS:

Experienced PPC advertisers understand this principle and make sure they match the ad and the landing page with the search intent. Rookie advertisers on the other hand frequently make the mistake of advertising for terms that are loosely related to their product and not closely matching the search intent, which is a mistake.

To summarize, when it comes to Google search, the goal is to show an ad that matches exactly what people are searching. By doing so, you match the search intent and will hopefully increase your click through and conversion rates for your ads.

FACEBOOK ADS:

Facebook enables you to advertise to people who aren't necessarily searching for your product. They're minding their own business, looking at cat videos and kid photos on Facebook, and happen to see your ad when it passes through their news stream. They weren't searching for your product, but they still get exposed to your ad.

Summary of the differences between these two powerful advertising platforms:

- Facebook's #1 Strength: Powerful Targeting
- AdWords Strength: Search Intent
- Google ads are great for reaching customers
- Facebook Ads offer powerful targeting capabilities

If you've traditionally only used search ads, give Facebook Ads a try and on the other hand, if you've only used Facebook Ads, you may want to give AdWords a try.

AdWords let's you reach people right when they're searching for your product, something you don't want to miss out on. You'll pay more for these clicks, but it's worth it if you can convert at a high enough rate.

TWITTER STARTS GROUP DIRECT MESSAGES AND MOBILE VIDEO CAMERA



Everyone might be quite surprised when there were no updates for a certain period from Twitter whereas continuous updates from its competitor Facebook. The wait is over now as the giant social network and micro blogging website “**Twitter**” has finally revealed 2 new updates to their users. Twitter had previously acknowledged their users that they will be bringing some new features soon and guess what; they have brought it in the right time to keep their promises alive.

Group Direct Messages and **mobile video camera** are the two features that we have been discussing. Many of us might have already started using the group Direct Messages but still what exactly it stands for?

Group Direct Messages and how it would be helpful for brands with Direct Message

With Direct Messages on Twitter, you can communicate privately with a person or a group of people, instantly! It simply allows a person or brand to keep in constant touch with experts, captivators, other brands, and people they find interesting. The most captivating aspect of this is that not every member of the group needs to follow the other members of the group. It will enable brands to share their tweets or any interesting news with selected groups of people so it creates a possible way of reaching out the audience in a less public way.



Messages on Twitter, you can communicate privately with a person or a group of people, instantly. Go beyond your friends and family. Keep in contact with experts, captivators, brands, and people you find interesting Direct Messages on Twitter, you can communicate privately with a person or a group of people, instantly. Go beyond your friends and family. Keep in contact with experts, captivators, brands, and people you find.

Mobile Video Camera

Twitter video allows users to post up to 30 seconds of video clips directly to Twitter. All users can now expect to see videos from live events and breaking news coverage start working their way into users feed. This feature is surely going to be handy as it provides a platform for brands to interact with the audiences using video content.