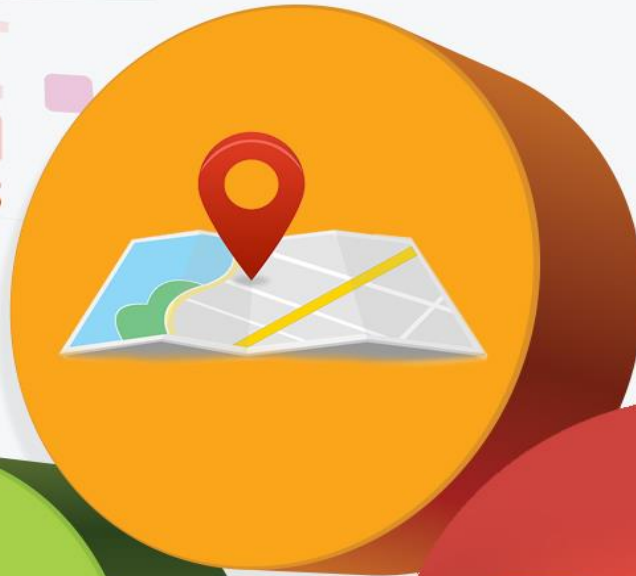


NEWSLETTER

NOVEMBER 2014

GOOGLE MY BUSINESS
ADDS AWESOME
FEATURES FOR
BUSINESSES



GOOGLE FINALLY
ROLLS OUT THE
PENGUIN 3.0 UPDATE



GOOGLE ENABLES
MULTIPLE ADWORDS
ACCOUNT LOGINS



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GOOGLE FINALLY ROLLS OUT THE PENGUIN 3.0 UPDATE



As cited in our last month's newsletter, a Penguin update was just round the corner. Since the last Penguin update, thousands of affected site owners were waiting, and waiting, and waiting for a refresh which will hopefully recover their affected sites. Their wait finally came to an end on Friday, October 19th when Google started rolling out the Penguin 3.0 update. This was officially announced by Google rep Pierre Far on Monday in one of his posts on Google Plus.

**Pierre Far**

Shared publicly - Oct 21, 2014

Penguin update rolling out

On Friday last week, we started rolling out a Penguin refresh affecting fewer than 1% of queries in US English search results. This refresh helps sites that have already cleaned up the webspam signals discovered in the previous Penguin iteration, and demotes sites with newly-discovered spam.

It's a slow worldwide rollout, so you may notice it settling down over the next few weeks.

+238

↪ 194



Here's what we know about the Penguin 3.0 so far:

- Penguin 3.0 started rolling out on Friday, October 19th and was officially announced on Monday, October 21.
- It's a global rollout.
- It's a refresh and not an update. New algorithmic signals have not been added. You can read more about the difference between a refresh and an update [here](#).
- It will be a slow and steady rollout that can take weeks to complete.
- Google and even some industry experts have been rather quiet about this update as compared to the Penguin 2.1. That's a little strange considering the magnitude of Penguin 3.0 and how long we have waited for it.

Here's what we have observed after the Penguin 3.0 roll out:

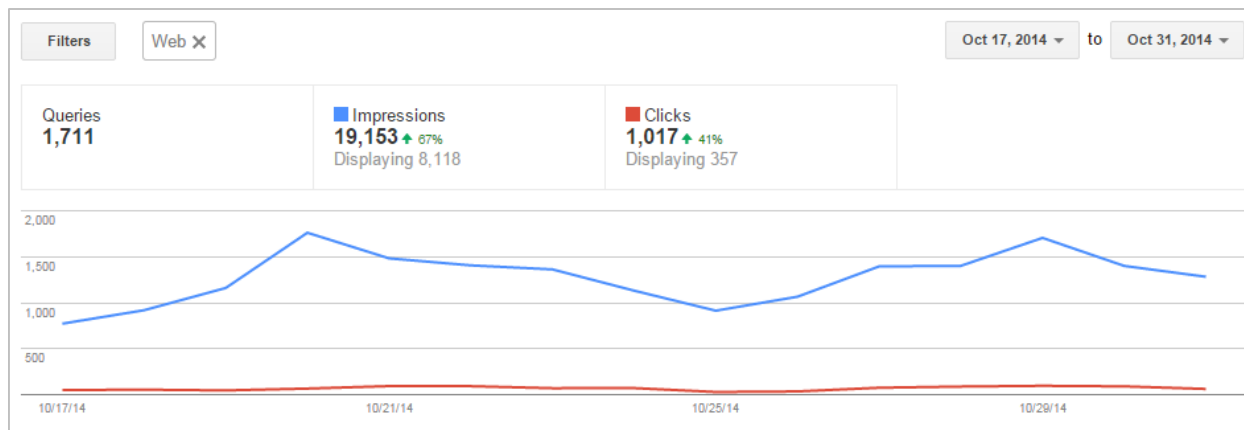
Since we monitor the rankings of 2000+ websites, we get a bird's eye view of how the update has affected our websites. And the good news is that it hasn't negatively affected us. The plan of action we adopted after the Penguin 2.1 update has worked beautifully for us. We have seen recoveries for websites which were hit by the previous update.

Here is one such example of a website which has recovered.

Organic Traffic (Google)

Source / Medium ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	51.86% ↑ 694 vs 457	6.62% ↑ 75.36% vs 70.68%	61.92% ↑ 523 vs 323
1. google / organic			
Oct 26, 2014 - Oct 31, 2014	694 (100.00%)	75.36%	523 (100.00%)
Oct 12, 2014 - Oct 17, 2014	457 (100.00%)	70.68%	323 (100.00%)
% Change	51.86%	6.62%	61.92%

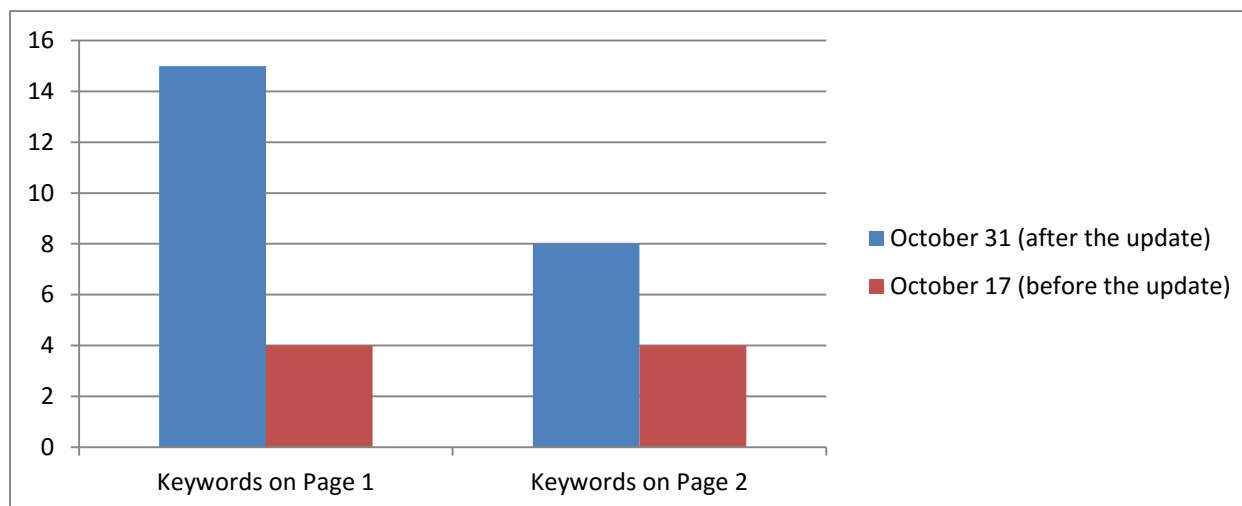
Google Webmaster Tools Impressions



Google Rankings

As far as Google rankings are concerned, the numbers have moved up as well as far as page 1 positions are concerned. Below is the comparison.

	Keywords on Page 1	Keywords on Page 2
October 31 (after the update)	15 / 20	8 / 20
October 17 (before the update)	4 / 20	4 / 20

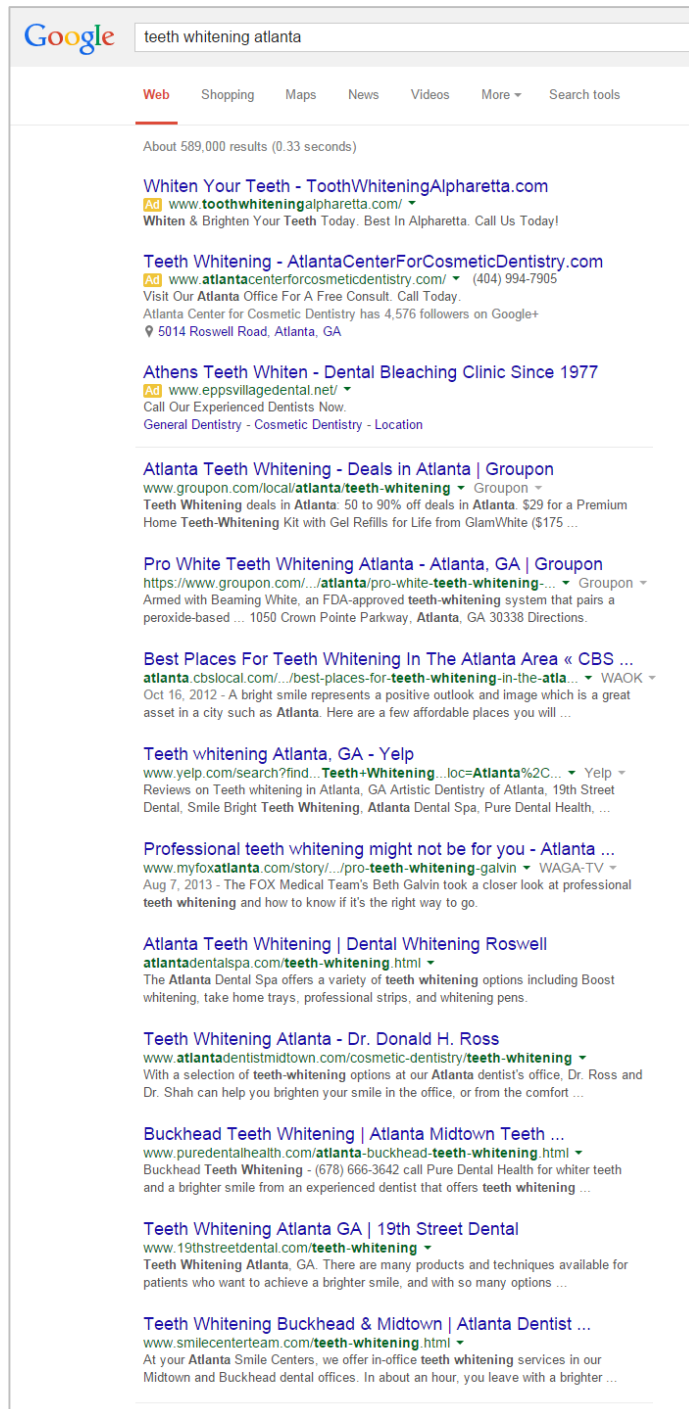


Key Takeout's from the Penguin 3.0 update:

1. If your website has bad backlinks and has been affected, backlink cleanup is of utmost importance. You need to download all of your inbound links from a number of sources, analyze those links, flag unnatural links, and then remove/disavow them. We can help you out with this.
2. On the flip side, if you have just recovered from a Penguin hit, then you should create a process for checking your links on a monthly basis. Make sure new

Spammy links are not being built. We've have seen spammy links replicate in the past... so it's important to fully understand your latest links.

3. Continue to focus on more On-Site optimization which includes correcting all possible 404 errors, fix duplicate (thin) content on the site, implementing Google Publisher / Authorship markup, etc. Clients need to be willing to either fix or allow us to fix these issues. Internal blogs is also a good addition which we should do when allowed.
4. On-site optimization also includes creation of landing pages / GEO specific location pages. We always advise our clients of the same and have seen inner pages rank in Google SERPs after the update. Check out the below example:



The screenshot shows a Google search results page for the query "teeth whitening atlanta". The page displays several search results, including advertisements and organic listings. The results are as follows:

- Whiten Your Teeth - ToothWhiteningAlpharetta.com**
Ad www.toothwhiteningalpharetta.com/
Whiten & Brighten Your Teeth Today. Best In Alpharetta. Call Us Today!
- Teeth Whitening - AtlantaCenterForCosmeticDentistry.com**
Ad www.atlantacenterforcosmeticdentistry.com/ (404) 994-7905
Visit Our Atlanta Office For A Free Consult. Call Today.
Atlanta Center for Cosmetic Dentistry has 4,576 followers on Google+
5014 Roswell Road, Atlanta, GA
- Athens Teeth Whiten - Dental Bleaching Clinic Since 1977**
Ad www.eppsvillagedental.net/
Call Our Experienced Dentists Now.
General Dentistry - Cosmetic Dentistry - Location
- Atlanta Teeth Whitening - Deals in Atlanta | Groupon**
www.groupon.com/local/atlanta/teeth-whitening Groupon
Teeth Whitening deals in Atlanta: 50 to 90% off deals in Atlanta. \$29 for a Premium Home Teeth-Whitening Kit with Gel Refills for Life from GlamWhite (\$175 ...
- Pro White Teeth Whitening Atlanta - Atlanta, GA | Groupon**
https://www.groupon.com/.../atlanta/pro-white-teeth-whitening-... Groupon
Armed with Beaming White, an FDA-approved teeth-whitening system that pairs a peroxide-based ... 1050 Crown Pointe Parkway, Atlanta, GA 30338 Directions.
- Best Places For Teeth Whitening In The Atlanta Area « CBS ...**
atlanta.cbslocal.com/.../best-places-for-teeth-whitening-in-the-atla... WAOK
Oct 16, 2012 - A bright smile represents a positive outlook and image which is a great asset in a city such as Atlanta. Here are a few affordable places you will ...
- Teeth whitening Atlanta, GA - Yelp**
www.yelp.com/search?find...Teeth+Whitening...loc=Atlanta%2C... Yelp
Reviews on Teeth whitening in Atlanta, GA Artistic Dentistry of Atlanta, 19th Street Dental, Smile Bright Teeth Whitening, Atlanta Dental Spa, Pure Dental Health, ...
- Professional teeth whitening might not be for you - Atlanta ...**
www.myfoxatlanta.com/story/.../pro-teeth-whitening-galvin WAGA-TV
Aug 7, 2013 - The FOX Medical Team's Beth Galvin took a closer look at professional teeth whitening and how to know if it's the right way to go.
- Atlanta Teeth Whitening | Dental Whitening Roswell**
atlantadentalspa.com/teeth-whitening.html
The Atlanta Dental Spa offers a variety of teeth whitening options including Boost whitening, take home trays, professional strips, and whitening pens.
- Teeth Whitening Atlanta - Dr. Donald H. Ross**
www.atlanta dentistmidtown.com/cosmetic-dentistry/teeth-whitening
With a selection of teeth-whitening options at our Atlanta dentist's office, Dr. Ross and Dr. Shah can help you brighten your smile in the office, or from the comfort ...
- Buckhead Teeth Whitening | Atlanta Midtown Teeth ...**
www.puredentalhealth.com/atlanta-buckhead-teeth-whitening.html
Buckhead Teeth Whitening - (678) 666-3642 call Pure Dental Health for whiter teeth and a brighter smile from an experienced dentist that offers teeth whitening ...
- Teeth Whitening Atlanta GA | 19th Street Dental**
www.19thstreetdental.com/teeth-whitening
Teeth Whitening Atlanta, GA. There are many products and techniques available for patients who want to achieve a brighter smile, and with so many options ...
- Teeth Whitening Buckhead & Midtown | Atlanta Dentist ...**
www.smilecenterteam.com/teeth-whitening.html
At your Atlanta Smile Centers, we offer in-office teeth whitening services in our Midtown and Buckhead dental offices. In about an hour, you leave with a brighter ...

5. Vary anchor text and lower the % of specific key terms focus. We have been doing this since the last Penguin update and will continue to work the %'s.
6. Local citations give you a good variation of follow/no-follow links, they come from trusted sites, and they are pretty easy to get. They are not the powerhouse links that will help you dominate your competition but as part of the big picture, they are a great addition.
7. This has been mentioned numerous times but getting your Google+ local listing verified and its 100% completeness is of utmost importance.

Final thoughts

As you can see, the steps you need to take to rank after the latest updates are not really new or ground breaking. The big difference is that now you need to follow the methods above more closely than you have in the past.

2

GOOGLE MY BUSINESS ADDS AWESOME FEATURES FOR BUSINESSES



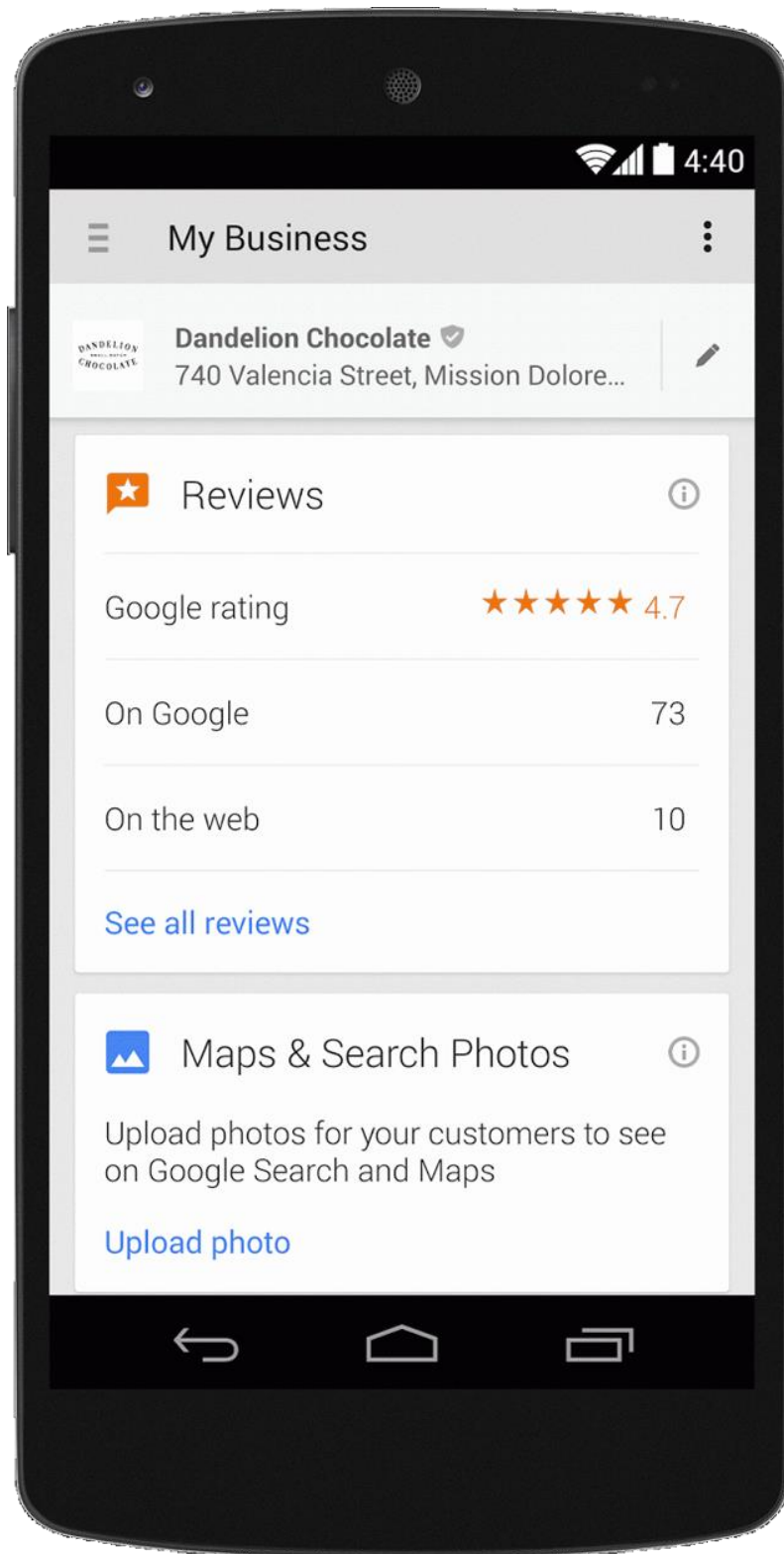
Google [announced](#) they've added a ton of new features for business owners within the Google My Business (old Google Places) dashboard and Google My Business Android and (coming soon to) iOS app.

The features include:

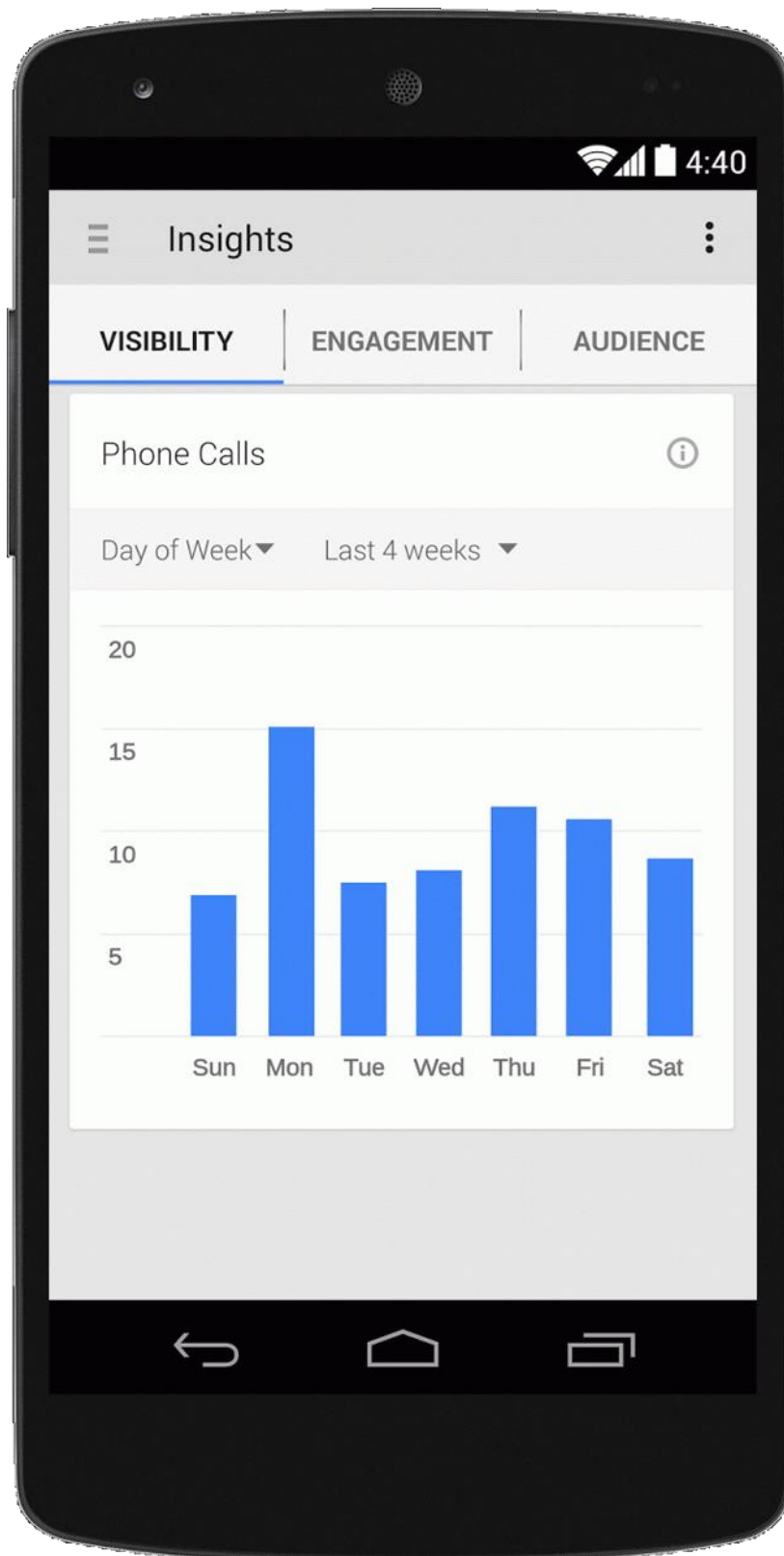
- Reviews alerts and notifications
- Respond to reviews via the mobile app
- More data in the Insights section such as phone tracking, driving directions heat maps and more
- Expanding the AdWords Express app to 20 additional countries

Below are screen shots of all these new features.

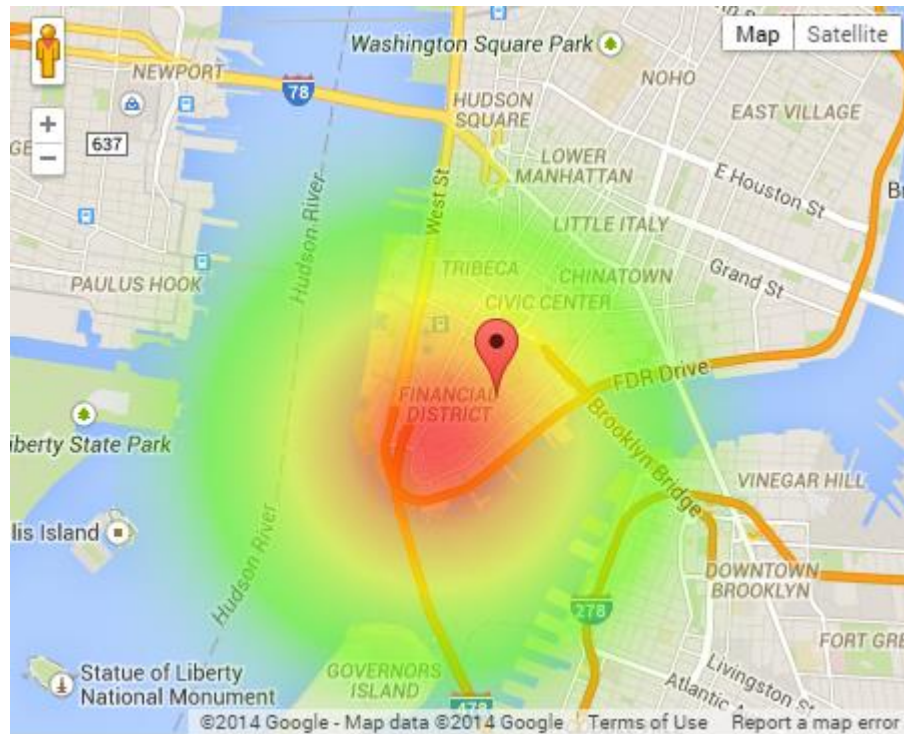
1. Reviews in the mobile app:



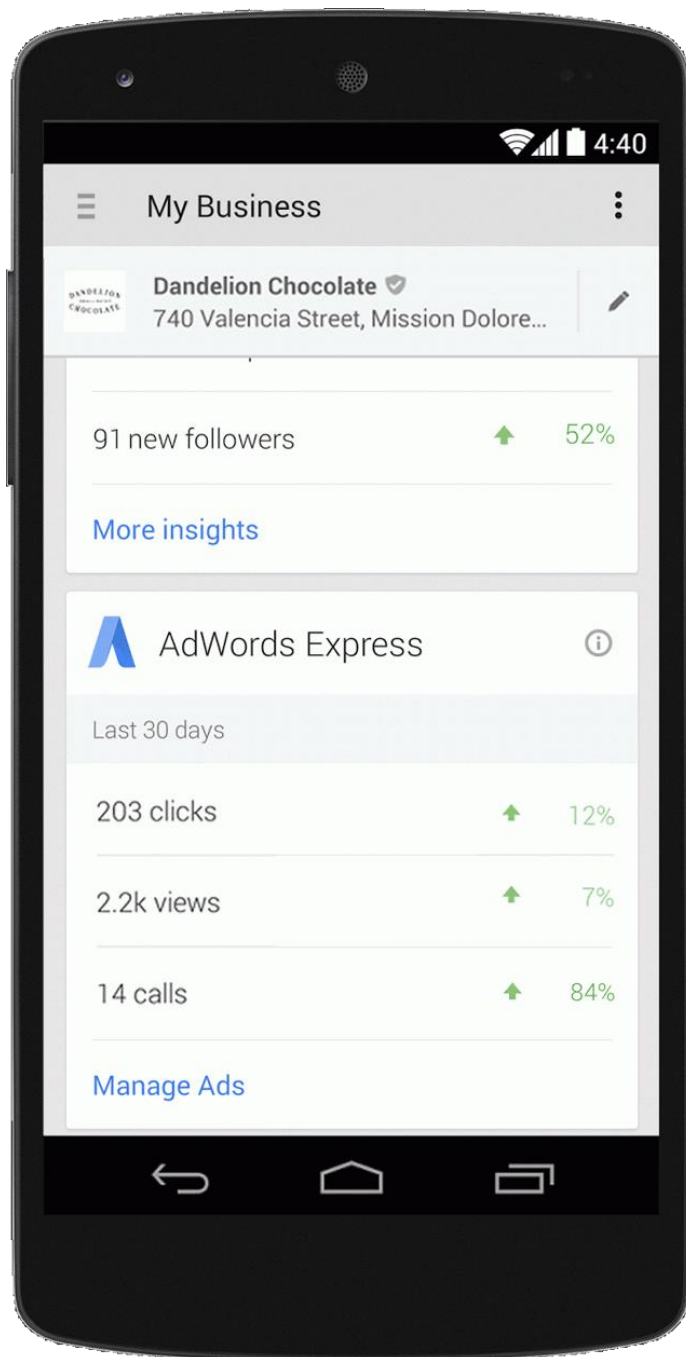
2. New insights, including phone call tracking:



3. New heat maps for driving directions:



4. The new AdWords Express data in the app:



3

GOOGLE PROVIDES GREAT NEW MOBILE USABILITY REPORT

This is a major update to the features within Google My Business. Finally, this is shaping up to be a Google-like experience for the local division at Google.

Google Webmaster Tools has added another great report that's designed to help you identify and track errors and issues your mobile site visitors are having. The report called, Mobile Usability, provides you with details such as: issues with flash content; clickable links, buttons, and other touch elements too close to each other; content not sized to view port and more.



It then goes a step further to give you tips and advice on how to fix the errors within your report. You can access your site's report within Google Webmaster Tools here - <https://www.google.com/webmasters/tools/mobile-usability>.

Google is laser focused on giving their mobile users a great user experience and they're happy to provide you with the data and tools to help ensure your website is included in that experience. A responsive designed website that is fast loading and secure is the only way to go and if you haven't done the work yet, you'd better get it prioritized because your continued success moving into the next year depends on it.

4

CLAIM YOUR APPLE MAPS LISTING TODAY



Apple has finally released a legitimate way for U.S.-based small business owners to claim ownership on their Apple Maps listing and keep the information correctly updated! It's called **Apple Maps Connect** and here are the steps to take to get started:

1. Login with an existing Apple ID, or create a new Apple ID.
2. Write in your business information, including your relationship to business, business name, business address, and business phone number.
3. Verify your business over the phone right away, or via email (with a business email address).
4. Confirm business location, category, hours, and input Website and social media links.

Updated information or new listings have been showing up within about one week. Again, this is only available for U.S.-based business for the time being, but Apple reports that it will be rolled out to more countries in the near future.

5

FACEBOOK DELIVERS REVISED ADS CAMPAIGN STRUCTURE AGAIN



Facebook is growing its global marketing reach at very high rates! It has transformed into a giant marketing hub anchoring every single online media. Off late, one considerable thing to take a peek at is, how Facebook narrowed down the reach of its ads campaign.

Before the Change:

Not much time ago in March, Facebook came up with new **Ads Campaign Structure** with following hierarchy:

Campaign → Ad Set → Ads

- Campaign: Campaign would define the objective of running ads. Examples: page likes, clicks to website, event responses etc.
- Ad set: In a single ad set there could be multiple ads targeting **specific audience**. Moreover, one could have **separate bidding and placement** for an ad.
- Ads: Ads can be created based on **creative, copy** and by **ad type**.

	Objective	Schedule	Budget	Bidding	Targeting	Placement	Creative	Reporting	On/Off
Campaign	✓							✓	✓
Ad set		✓	✓					✓	✓
Ad				✓	✓	✓	✓	✓	✓

What this Change brings:

In August, Facebook again came up with the update on how the ads will work. According to update, ads and ad sets will play different roles in running a campaign. Facebook suggests that all the ads within an ad set should target the same audience in order to get better performance.

What it means is; every Ad Set including all of its ads will have **fixed location** as a target. Though, one can create number of variations by changing **images, texts, videos and links**.

Even if you try to create variation on the basis of targeting audiences and bidding, you will end up creating new ad sets for the same campaign.

	Objective	Schedule	Budget	Bidding	Targeting	Placement	Creative	Reporting	On/Off
Campaign	✓							✓	✓
Ad set		✓	✓	✓	✓	✓		✓	✓
Ad							✓	✓	✓

Note: People who have their existing campaigns running will not have to face this change as they have started it before the update! Facebook clarified that adapting to structural changes may be necessary in January.

Implementation of the update:

Facebook has announced the global implementation of the update for first party Facebook tools such as Power Editor, Ads Create Tools and Ads Manager. Updates were made available from September 1 and are expected to be in use from October 1.

Given this, nothing has been revealed about third party Facebook advertising tools.

Why this change

With bidding, targeting and placement made available to Ad set instead of Ads, advertiser will have better control to direct its ads to proper audience. This also gives surety of reach to build the expectation.

What future holds

With this update, Facebook has made sure that they are opting for more audience oriented mind-set. Facebook also confirmed that they will be launching audience management, advanced delivery controls and a campaign spend cap.

Let us see how Facebook pulls this trick.

6

GOOGLE ENABLES MULTIPLE ADWORDS ACCOUNT LOGINS

Now you can toggle between accounts without having to sign in separately every time.

Google announced a new workflow that allows you to switch between Google accounts without having to log out and log in again. Switch accounts and still stay logged into all of them.

To get started in AdWords, click on either the Customer ID or login email in AdWords to open what's called the account selector.

The screenshot shows the Google AdWords 'My Client Center' interface. The 'Accounts' tab is selected, displaying a table of accounts. A red box highlights the 'Account selector' dropdown menu, which lists multiple accounts for 'Jane Smith' and includes an 'Add Account' button.

Client	Labels	Alerts	Clicks	Imp.	Search CTR	Display Network CTR
☐ Ignite account 632-357-1138	--		0	0	0.00%	0.00%
☐ Red Shirts 754-656-6985	--		0	0	0.00%	0.00%
☐ Blue Jeans 725-625-0436	--		0	0	0.00%	0.00%
☐ awt 139-259-0816	--		25	4,624	0.56%	0.00%
Totals - all 4 clients	--	--	25	4,624	0.56%	0.00%

Reporting is not real-time. Performance and budget statistics are no more than 3 hours old.
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This is an example of a seemingly small change that will make a huge difference in user experience and productivity.