NEWSLETTER

networld ONLINE

GOOGLE HAS STARTED ROLLING OUT MOBILE FIRST INDEX

Google

SEARCH

GOOGLE ADWORDS UPDATES FOR APRIL 2018

ADDING BUSINESS DESCRIPTION ON GOOGLE MY BUSINESS IS NOW HASSLE FREE!

THE ALL-NEW GOOGLE MY BUSINESS DASHBOARD IS HERE

1 GOOGLE HAS STARTED SENDING EMAILS ABOUT SHUTTING DOWN UNUSED GOOGLE+ PAGES.. BUT DON'T PANIC!

2 GOOGLE HAS STARTED ROLLING OUT MOBILE FIRST INDEX

3 THE ALL-NEW GOOGLE MY BUSINESS DASHBOARD IS HERE

4 ADDING BUSINESS DESCRIPTION ON GOOGLE MY BUSINESS IS NOW HASSLE FREE!

5 GOOGLE ADWORDS UPDATES FOR APRIL 2018

GOOGLE HAS STARTED SENDING EMAILS ABOUT SHUTTING DOWN UNUSED GOOGLE+ PAGES.. BUT DON'T PANIC!

Google has slowly started sending out this email to Google+ page owners which has left quite a few business owners worried.

Hello,

It looks like the Google+ page for [business name] has not been used in a while. To simplify your Google My Business listing, we will be removing this additional page from our system in 30 days.

This change won't affect your Google My Business listing – you can still be found on Google Search and Maps. You can download a copy of your old content before it's deleted by visiting this page. Alternatively, you can post or comment on someone else's post within 30 days to keep your Google+ page active.

Thank you,
Your Google My Business team
Please note, this email address is not monitored.

First of all, this email from Google is completely legitimate. However, there's nothing to be worried about. Let's get a few things straight:

- A Google+ page and Google My Business (GMB) listing are separate entities. If your Google+ page is deleted, this will not affect your GMB listing.
- All reviews you've accumulated on your business through Google relate to your GMB listing, not your Google+ page. So if your Google+ page is deleted, your reviews will still be available on GMB.
- Google has sent out this notice to users of Google+ pages that don't get used regularly (the page may have been created automatically while creating a Google account once upon a time), so they want to clear up any profiles that have no purpose.
- Google+ is a social network that gets used very infrequently, and I suspect this is a step in the direction of Google phasing out the platform.
- Again – don't freak out: you can easily hang on to your Google+ page if you still use it. All you need to do is post or comment on someone else's post within 30 days.
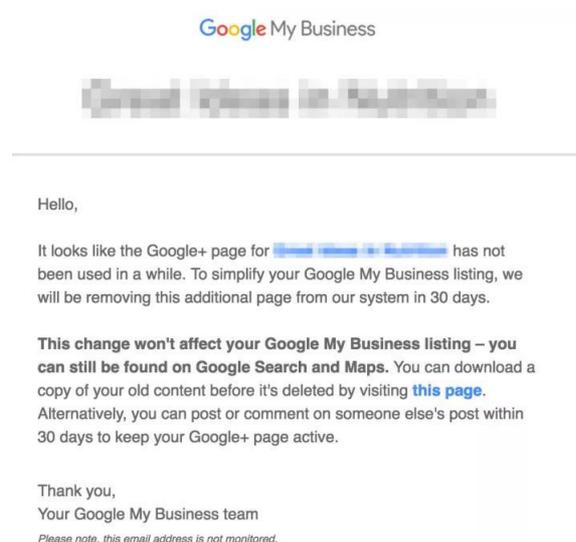
Final Thoughts

We're not surprised that Google has decided to move in this direction. A lot of the functionality that was exclusively available through Google+ is now available through GMB.

- The 'social network' component can now been seen in GMB through the introduction of Google Posts, and perhaps Google Q&A's (which still have a long way to go).
- Another component that is currently rolling out to all GMB listings is the ability to add a description, which was available a couple of years ago before Google dropped it's Google+ support, now they've added it again via GMB.

All in all – we're happy to see Google move in this direction to remove a lot of the clutter.

Here is the screenshot of actual email from Google.

Google My Business

Hello,

It looks like the Google+ page for ▓▓▓▓ ▓▓▓▓ ▓ ▓▓▓▓▓ has not been used in a while. To simplify your Google My Business listing, we will be removing this additional page from our system in 30 days.

This change won't affect your Google My Business listing – you can still be found on Google Search and Maps. You can download a copy of your old content before it's deleted by visiting **this page**. Alternatively, you can post or comment on someone else's post within 30 days to keep your Google+ page active.

Thank you,
Your Google My Business team
Please note, this email address is not monitored.

2 GOOGLE HAS STARTED ROLLING OUT MOBILE FIRST INDEX

Google is now rolling out "Mobile First Index". The roll out is limited to sites that follow best practices for mobile first indexing.

Google has already moved a limited number of sites to mobile first indexing, but this time it's on a much larger scale.

They confirmed that they will be informing webmasters / site owners about the migration via Google Search Console. So if you are a webmaster or site owner, you might receive a message like this:

Google Search Console

Mobile-first indexing enabled for www.example.com

To owner of www.example.com,

This means that you may see more traffic in your logs from Googlebot Smartphone. You may also see that snippets in Google Search results are now generated from the mobile version of your content. You should not see any other changes in your Search Console reports or your appearance in Google Search results.

Background: Mobile-first indexing means that Googlebot will now use the mobile version of your site for indexing and ranking, to better help our (primarily mobile) users find what they're looking for. Google's crawling, indexing, and ranking systems have historically used the desktop

Google added that the site owners will see significant increase in crawl rate from the smartphone Google bot. Also, they will show the mobile version in search engine results and cached pages once the migration is completed.

What is mobile-first indexing?

Google says it is about how Google crawls your site. Google will only have one index, but how Google crawls and creates the index will be based on a mobile-first experience going forward. Google wrote:

To recap, our crawling, indexing, and ranking systems have typically used the desktop version of a page's content, which may cause issues for mobile searchers when that version is vastly different from the mobile version. Mobile-first indexing means that we'll use the mobile version of the page for indexing and ranking, to better help our — primarily mobile — users find what they're looking for.

Google has a detailed developer document on mobile-first indexing.

3

THE ALL-NEW GOOGLE MY BUSINESS DASHBOARD IS HERE
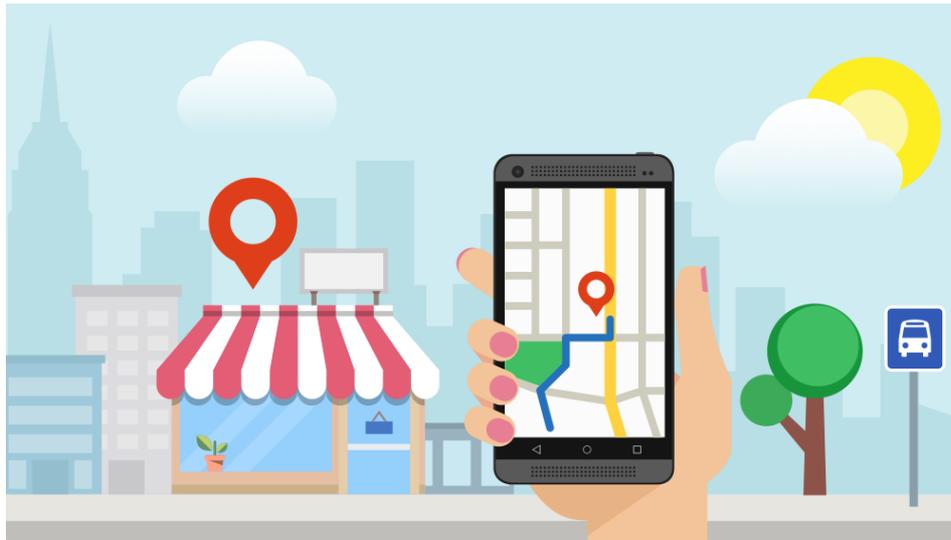
The brand new Google My Business dashboard is here and people are excited about the new features. Many influential marketers got their hands on the new dashboard about a month ago, and now Google is making it available to other people on…a random basis. Here's a screenshot of the new Dashboard.

The new Google My Business dashboard boasts many improved features such as:

All users regardless of their size will be using the same interface. It means that you will no longer have to switch between the card and list view.

The new dashboard is easy to navigate, allowing you to view and edit your listings within the same window.

You can now find the posts and insights directly on the side navigation panel.

This one is big. Now adding more listings will not affect the loading speed of the page.

Not sure if you have the latest version of the dashboard? Log in to your account and check if there's a "Black to Classic GMB" option in the left side navigation menu.

4

ADDING BUSINESS DESCRIPTION ON GOOGLE MY BUSINESS IS NOW HASSLE FREE!

You can now add description of your business directly within Google My Business. It's not a new feature though. Google removed this feature back in 2016 when they dropped the Google+ support. And now made it available again. This feature offers a hassle free way to keep the information about your business updated and ultimately help the searchers.
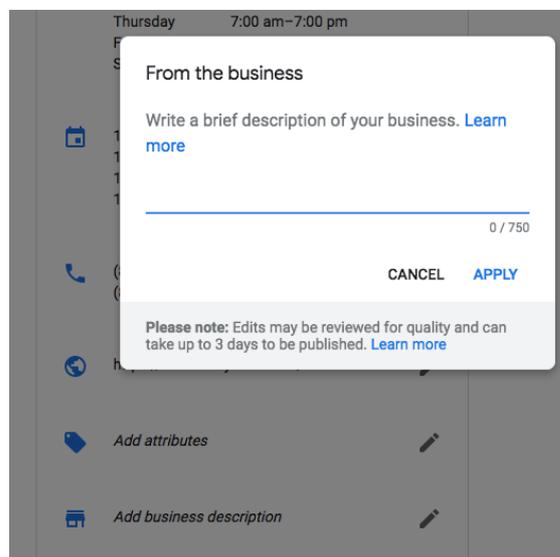
Here's how you can add business description:

1. Login to Google My business.
2. Click on the info button on the menu bar.
3. Click on the add business description
4. Click on the pencil icon and add info.

The character limit is 750, so make it crisp and engaging. Learn more about it here.

GOOGLE ADWORDS UPDATES FOR APRIL 2018

- Responsiveness is very important because it holds a strong potential for traffic determination. And that's the reason why Google removed advertisers ability to create or edit standard text for display network campaign. Here's how you can use it your advantage.

- Instagram stories are one of the best ways to catch your prospects attention because unlike ads, you get a full page to showcase your message and creativity. In a research, Facebook found out the best way to use the Insta stories to drive business results. Here's the link.

- The new Google keyword planning tool: What's really new and how to use to its full extent.

- Message reporting delivers new performance insights for click-to-message ads.

- Quora Ads now offers List Match Audiences. You can now upload a list of email addresses and create a List Match Audience on Quora.

- There are many occasions when we see a spike or dip in the performance & then have to dig in the account for an explanation. Soon it will be hassle-free affair since Google has announced many productivity updates for new AdWords interface.

- Promoting apps on Google play is not an easy task. To counter this problem, Google is releasing new ad formats. Learn more about the upcoming ad formats here.

- Check out the new ways to fully utilize the combined power of Google & YouTube in AdWords.

- Is your nonprofit organization involved with the Google Ad Grants Program? If yes then check out this article because the rules have changed.

- Save time and efforts by using this Free script that automatically puts pivoted AdWords data in a spreadsheet.

- Pinterest is testing shopping ads format on a much larger scale. Once rolled out, this will automatically turn your product catalog into actionable ads.

- AdWords Version history lets you see the previous versions of your ads and how they performed. So you can compare all the version and use the one that yields best results.

- In a bid to make the search engine result page cleaner, Bing has announced that they will soon be removing ride side ads from the SERP.

- Some networks are better than others for targeting particular audience segments. Here's how to choose the right platform.

- Bing ad's Account level association for ad extensions allows you to add and edit ad extensions at the account level.

- The ADworld Experience 2018, the largest PPC cases only event in the world has released their detailed agenda. Have a look.