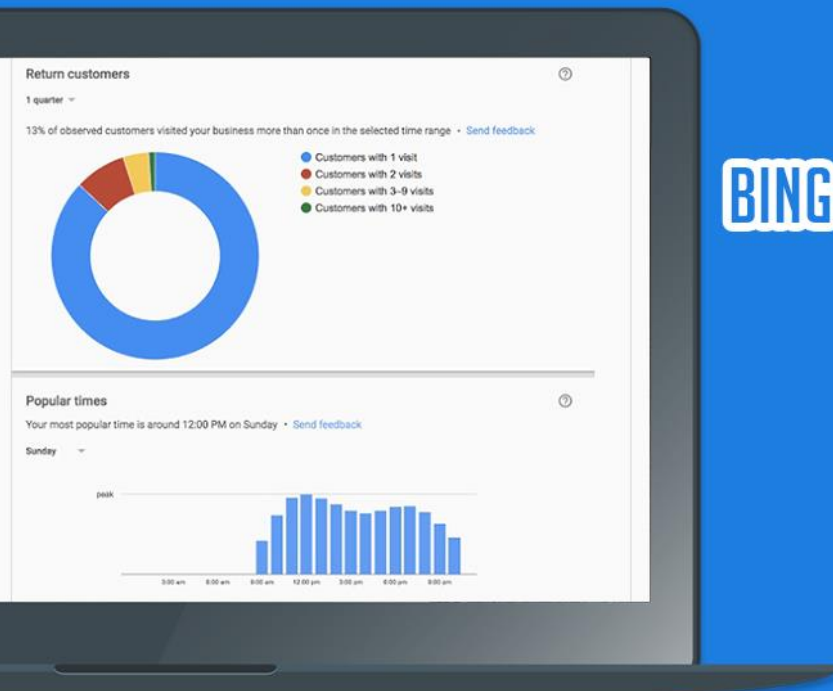


NEWSLETTER

MAY 2017

easySEO

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1

GOOGLE ADDS 4 NEW FEATURES TO ITS MY BUSINESS DASHBOARD

Google has just added some new features to its Google My Business dashboard. Some of them were much awaited while some others are a pleasant surprise. All the new features will not only make it easier for the business owners to manage their accounts but also will provide them the ability to include more analytical data.

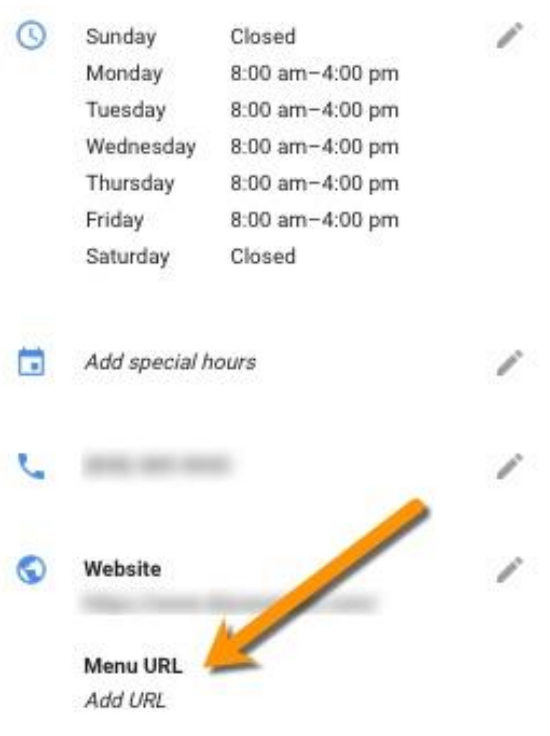
Return customers / Popular times

This is one of the most awaited features. It was a hefty task to know the exact numbers of return visitors and unique visitors on the site, but now you will be able to see it in graphical format. It will also show you the busiest time so you can make changes accordingly.



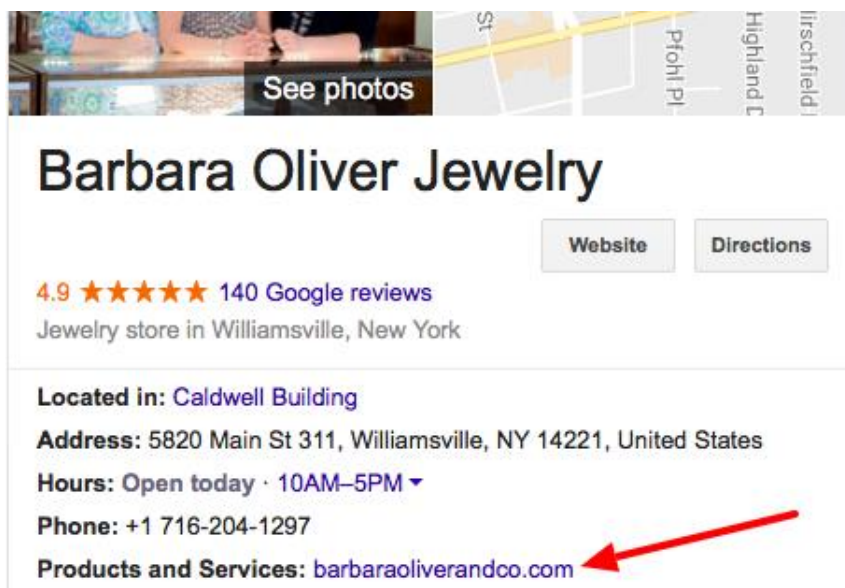
Link to your restaurant menu

This new feature is going to dramatically escalate the number of visitors you get to your website. If you are a restaurant, you can now add the link to your menu directly on the knowledge panel. However, you can only add one link, so make sure you have your menu listed on a single page.



Link to your Services

Just like the restaurant menu, you can now add link to your service page directly on the knowledge panel.



Get 18 months of insight data

You can now download up to 18 months of Google My Business insights data into a spreadsheet. Anyone with a single or bulk account will have access to it and thus will be able to modify their strategies based on the data.

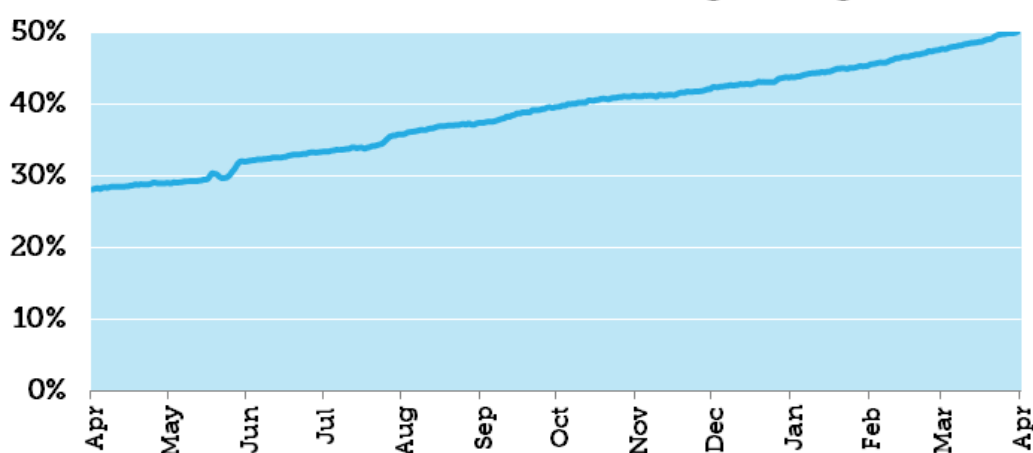
The Google knowledge panel has eventually become a business's home page and more and more customers prefer it, rather than going to the business' website. It makes sense since it is more convenient to get all the information required on the SERP itself.

2

HTTPS WEBSITES ARE DOMINATING THE FIRST PAGE

A recent [study](#) by Moz revealed that almost 50% of the web pages occupying the first page are HTTPS site pages requiring SSL site certificate. It's a long jump since just 9 months ago, the percentage of HTTPS site that occupied the first page was just 30%. Experts are predicting that it may increase up to 70% just by the end of the year 2017.

% of HTTPS Results on Google Page 1



The rapid growth comes as a no surprise since HTTPS not only encrypts the data between the site and the users but also provides many other advantages that come handy in the longer term. Google is not so open about the advantage that they are giving to the HTTPS websites (as always) and they are just stating that the secure sites are getting a "slight advantage" over the sites that aren't SSL certified.

However, it's obvious that they are pushing the HTTPS and the new Chrome update is a clear example. The new Chrome now comes with an inbuilt warning that users see when they enter any site that is not SSL certified. It sends a bad message to the users when they see the "WARNING" sign just before entering your website.

As a business owner, you will not want to give any bad impression, so make sure that your site is SSL certified.

Here's a handy [guide](#) to help you with the migration from HTTP to HTTPS.

3

WHY YOU SHOULD BE PAYING MORE ATTENTION TO REVIEWS!



There is no denying that reviews play a huge in customer's purchase decision. It's so crucial that people often overlook the good products just because it doesn't have any review and they don't want to take any risk. Ecommerce websites, such as Amazon, provide users the option to filter the results as per average customer review rating and most of the customers consider it in their purchasing decision. It makes sense since nobody wants to receive bad items, after waiting for 3-4 days.

Studies have shown that approx **84% of people trust online reviews** as much as personal recommendations. And that is the reason why it works like a charm. But what about the reviews for the local business? Do people really pay attention to it or they just go to the site that is at the top of the search engine result page.

A recent [study](#) by BrightLocal revealed that **customers prefer a business that has an average rating of 3 stars**. And if it is above 3 stars then the click through rates increase up to 25%. The more reviews a business has, the more customers they will get as people generally prefer popular businesses as compared to the new ones, because taking risk is not something we as humans like to do, very often.

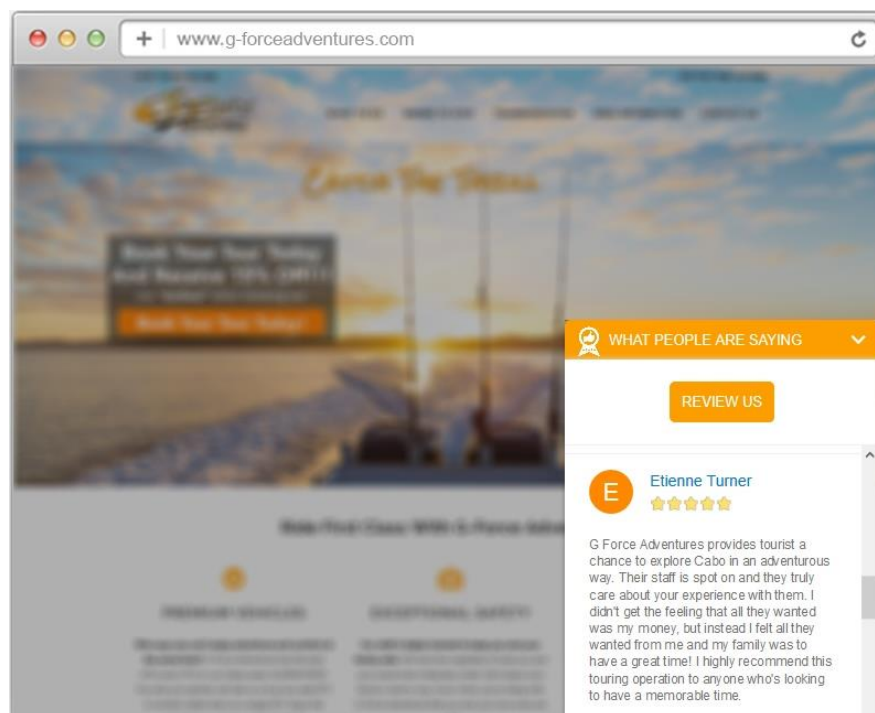
So if you own a local business, it is highly recommended that you try to get as many positive reviews as possible. In general, **7 out of 10 customers will happily review the product or service** if they are asked to. Since very few businesses ask for reviews, the selected few who do, reap all the benefits.

In the local pages, it not only help a business generate immediate trust among users, but it also looks good to the eyes as well. And to increase the click through rate, your listing should stand out from the crowd. And this is exactly what reviews have to offer.

As much as **91% customers read reviews while shopping online** and that is why the reviews are the number one factor that customers pay most attention to when evaluating a local business. 56% of customers pick a business from local pack based on the number of positive reviews.

Positive reviews not only help business in the local packs but it also helps them in the organic search since reviews are the part of rich snippet. And this is why you should be paying more attention to reviews. If your product or service is good, it is highly likely that your customers will be happy, who are willing to invest some time and effort in writing reviews. It is going to drastically improve the bottom line of your business.

A very effective and easy way to generate more positive reviews is to use our review widget. Its a small piece of code which sits on your website and looks like this.



Quick Features of Our Review Widget

- Get genuine reviews on Google & Yelp
- Positive reviews get featured on your website
- Filter negative reviews
- Absolutely FREE for customers using our dashboard
- Completely customizable
- Designed with mobile and tablets in mind so users can access it from any device
- More reviews means improved Local SEO rankings
- Improved brand reputation

4

BING ROLLS OUT THREE NEW UPDATES FOR ADVERTISERS

Bing has become aggressive in recent years. With Google dominating the market, they didn't have any other option as well. They have recently rolled out 3 new features for shopping campaigns. Let's have a look:

Search term report

Most of the advertisers can agree on one thing - many a times, their ads get displayed along with irrelevant search results which cost them money. Sometimes, it was displayed along with controversial things that further damages the image, instead of making an impression. Bing has addressed the advertiser's concerns and came up with this feature that enables the advertisers to know exactly which search query triggered the ad. This is indeed a master stroke by Bing!

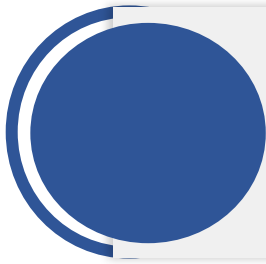
Online inventory update feed

To keep your product information fresh, you can now use product inventory update feed. It will also help you reduce the time and efforts required to keep up with the frequently changing attributes. It will also make the feed management a lot easier since you will be sending updates only for product offers that keeps fluctuating.

Feed download scheduling

With the help of this feature, you can now download the feed automatically, at a time which works best for you. A feature that many advertisers were eagerly waiting for.

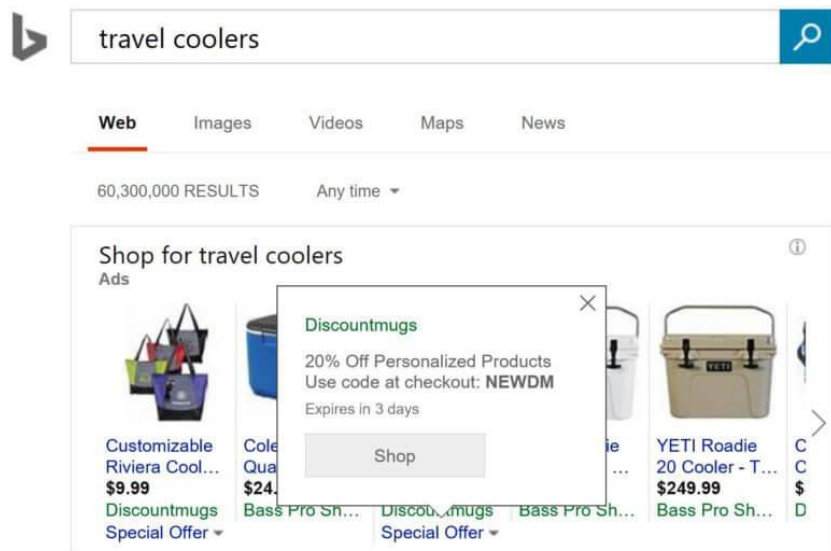
We will keep a close eye on these updates and will keep you informed as we notice more changes.



BING INTRODUCES MERCHANT PROMOTIONS TO HELP BUSINESS OWNERS HIGHLIGHT SPECIAL OFFERS

In order to lure more business owners, Bing keeps introducing new features. Latest in the series is Merchant promotions, which until now was in the testing mode. They have rolled it out for all the merchants in the US and one can enjoy this new feature as of today.

The new merchant promotions enable the advertisers to highlight offers in the product ads. The users will see the ads with a special offer extension. If a user clicks on the special offer, it will pop up with an expiration date, link to the product, promotional codes, and description.



You can utilize this new feature by filling out a form. The approval usually takes 3 to 4 business days. After approval, the seller will be able to see the new promotion tab within the Bing Merchant Center account.

It's a good feature and will come handy to those who come up with special offers, very often. You won't have to rely on third party websites to highlight your promotional codes, as users can directly know about the current offers on the ad itself!

