

# Newsletter

July 2016



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FOR

# local

# business

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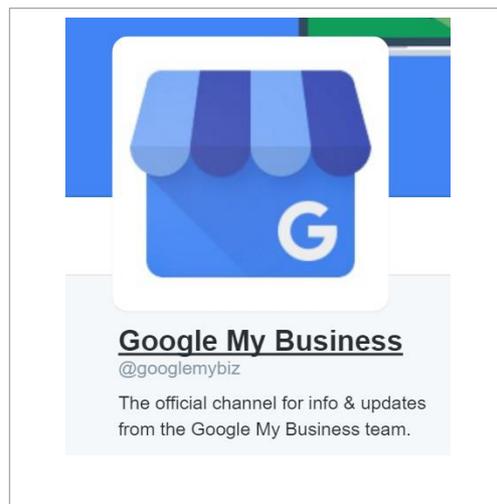
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# 1

## LATEST HAPPENINGS IN THE WORLD OF LOCAL SEARCH FOR THE MONTH OF JULY 2016

- YouTube has come up with a jaw-dropping offer in a bid to encourage new advertisers. They are offering professionally made video ads for FREE if the small business owner commits to spend at least \$150 on YouTube ads. The small business owners who live in one of the six metropolitan cities including Los Angeles, San Francisco, Chicago and Washington D.C. can get a [video ad in less than \\$150](#). Well played Google!
- Google is now showing reviews from select third party websites on hotel listings. To know more, [click here](#).
- Now business owners can verify their listings on Bing by answering online question about their business. Let's hope that only business owners will enjoy this convenience and not the spammers.
- Google is beta testing a new [Trips App](#) that will work as a travel assistant. It will store all the information like reservations and will also suggest "things to do", "nearest attraction, "popular food joints" etc.
- Many business owners are not so impressed by Google's Local image policy. They claim that it will help spammers rather than the business owners. Here's the [complete news](#).
- People would be able to verify their business listings on the Google via Video calling! Google is currently experimenting with this new method and will soon release more info about the same.
- Here's an infographic on "[DO'S AND DONT'S OF LOCAL SEO IN 2016](#)". It does share some good stats, so worth a read.
- Google has created a separate account for the "Google My business" on Twitter to provide support to users via social sites. So you can now expect prompt and to the point response.



- Local business owners can now test the speed and mobile friendliness using a single tool from Google. To try out this new tool [click here](#).
- Here's a great comparison between Google maps and Apple maps.
- Yelp has launched a [CPC advertising program](#) which will be available exclusively via Yellow pages and ReachLocal.
- Google My Business adds customer support Via Facebook messenger.
- Deals have appeared in the Local Packs for some hotel searches. Have a look.

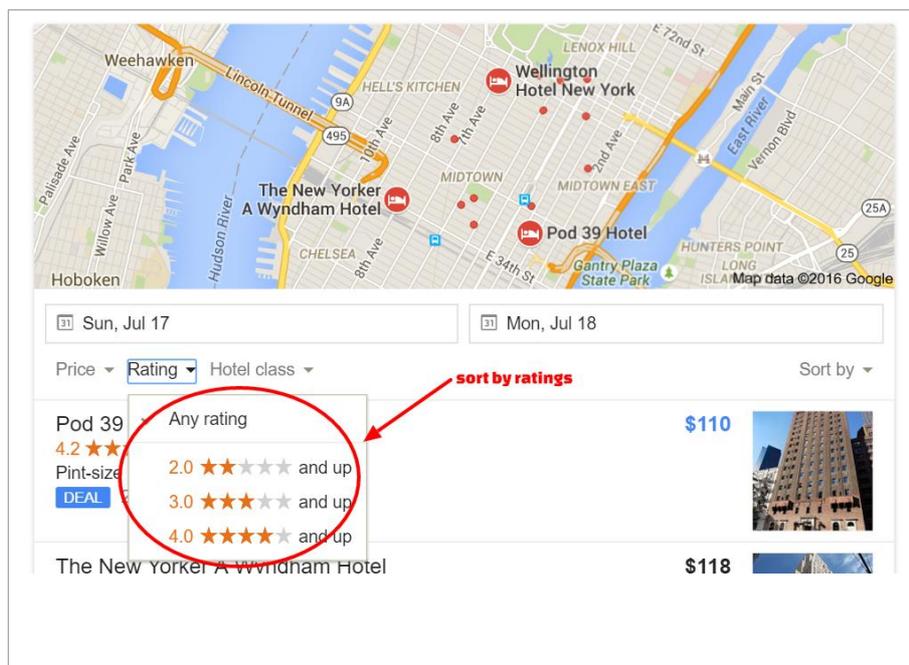
Sun, Jul 17 | Mon, Jul 18

Price ▾ Rating ▾ Hotel class ▾ | Sort by ▾

Hotel Name	Rating	Star Rating	Price	Deal
Pod 39 Hotel	4.2	3-star	\$110	DEAL 23% less than usual
The New Yorker A Wyndham Hotel	3.8	3-star	\$118	
Wellington Hotel New York	3.6	3-star	\$115	DEAL 28% less than usual

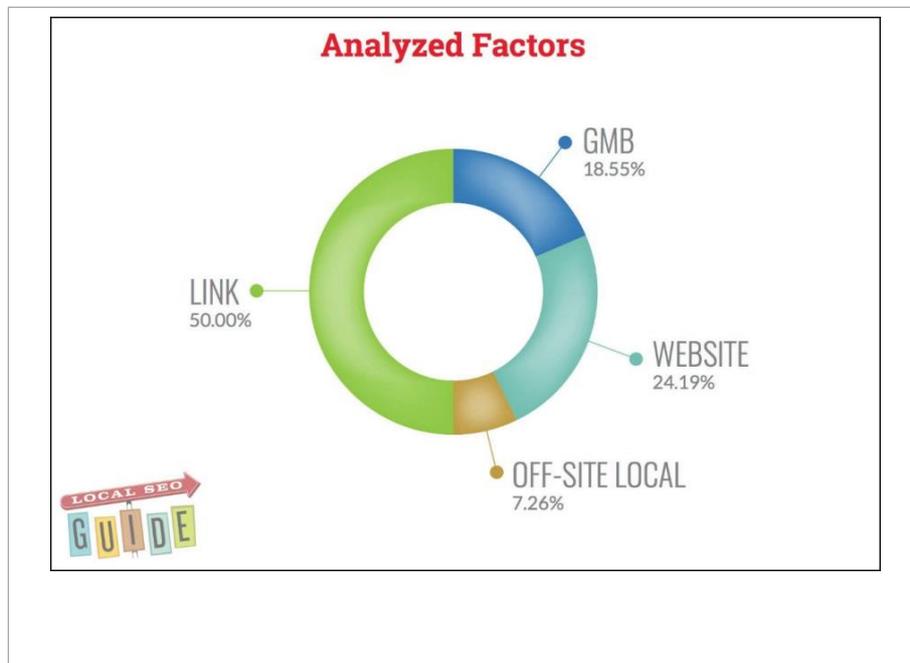
[More hotels](#) | [About pricing](#)

- Reviews have become more important than ever. So it's a good idea to create a separate dashboard to monitor reviews for franchise and multi-location businesses. For tips on the same, refer to this [article](#).
- Removing duplicate listings is a time taking and tiring job, but you can do it efficiently by following these [tips](#).
- Users can now filter restaurants by just typing "Best hotels or Top hotels" in the Google search bar, it will then show only those hotels with 4.0 or better stars. There's a good chance that this feature will be soon available for other niches as well, so you better start working to get good ratings.



- [Uber signed a deal with Factual](#) to get their vast database of more than 96 million locations. This will be really helpful for Uber especially in the countries where street addresses aren't official.
- Facebook puts Maps in Local ads. Facebook has also joined hands with popular POS systems to provide [better attribution](#) for its ads.
- Local sponsorship is a great way to get new customers to your doorsteps. [Here's how](#) business owners can utilize it.
- Clickz has recently published a [list](#) of the most expensive terms on Google AdWords. Each term averages \$200 per click and the most expensive term cost a whopping \$935 per click!
- If you are willing to advertise on Facebook, refer to this [infographic](#) from WordStream to get some useful ideas & tips.

- As a marketer or business owner, you should keep an eye on the growing trend towards [digital personal assistant](#) and voice search, so when the time comes, you can fully utilize it.
- If you are one of those selected few who thoroughly research on a subject before coming to a conclusion, you might like to read "[2016 Local search ranking Factor study](#)".

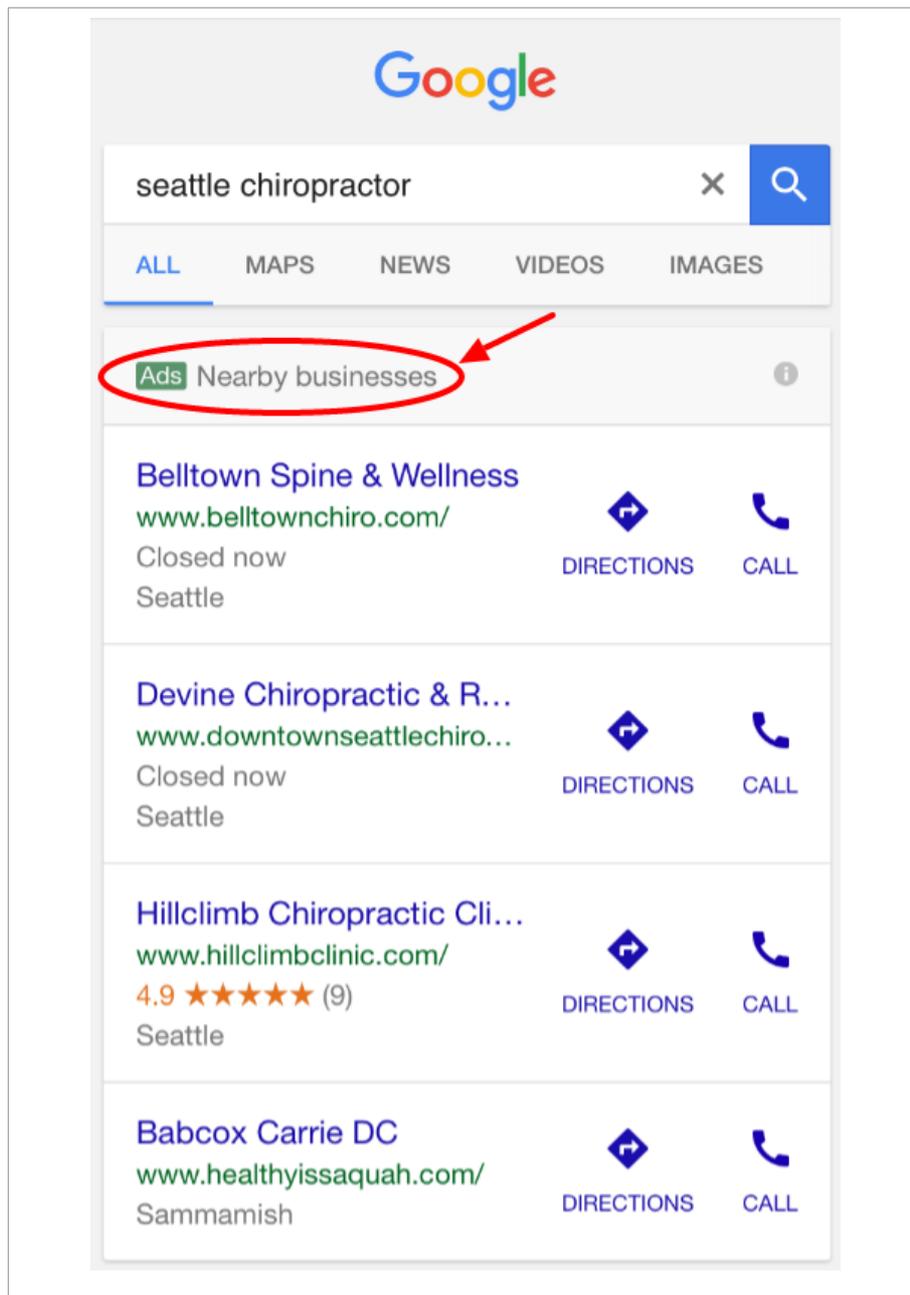


- If you ever wondered if the user [engagement really affects ranking](#), take your time to thoroughly read this well-written and comprehensive article by Larry Kim.

# 2

## GOOGLE LAUNCHES NEW LOCAL AD PACK FOR LOCAL BUSINESSES

Google has announced that they will soon be placing paid ads within the local pack! From now on, Local pack will include two organic and one paid listing. It's a good news for those who were striving to get visibility on search results and have a deep pocket, but a really BAD news for those who have worked long & really hard to get there.



[The SEM Post](#) reported that the ad has been placed on the top of the local pack. However, this time, Google has blurred the line between paid and organic listing as there is no sign of “Ad”, which sets paid listing apart from organic ones.

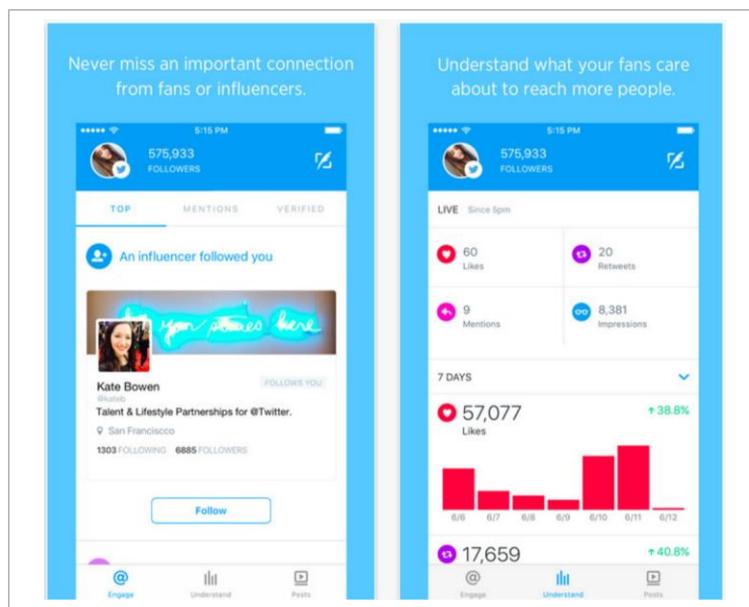
On asking, a Google rep confirmed the change and also told that it's not a tough nut to crack, anyone who is running location extension in the account can be eligible for this ad type.

Many SEO experts are predicting that the day is not so far when all the three listings on the local pack will be ads, that also without a sign!

# 3

## TWITTER LAUNCHES A NEW ANALYTICS APP EXCLUSIVELY FOR POWER USERS

Twitter has launched a new analytics app to help its power users and celebrities to increase their engagement rate and monitor their content. The app is called “Engage” and it will help the celebrities and marketers/power users to better understand the likes and dislikes of their audience base. By understanding which type of content is getting more response, they can then create more content around those lines and build more audience as well as retain their current audience base.



As of now, the app "[Engage](#)" is only available in the US and for iOS users, but Twitter is planning to expand it further after few testing.

The reason behind providing the analytics to the power users & celebrities is that Twitter wants to increase their user base & want more engagement of the users, and that is possible when the people with most follower and really engaging content can monitor the performance & can change their strategy accordingly.

Also, Twitter said that "selected few" will also be able to upload & monitor their content directly from the engage app, but that will be exclusively for the privileged few who have managed to garner a lot of followers. Well, this extra special treatment for the celebrities and power users can be justified as their trying to escalate their business.

The engage app will also provide the users with a refined view of @mentions & follows, filters & a real-time feed of what their fans are tweeting about.

To download the app on your iPhone or iPad, [click here](#).

# 4

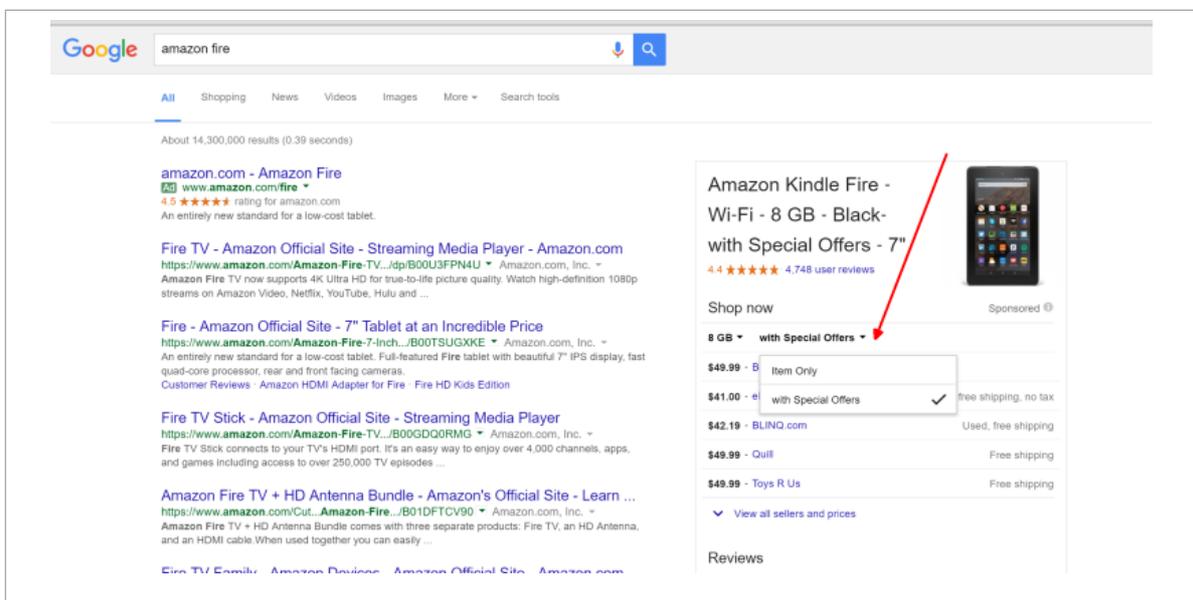
## NEW IN GOOGLE PLAS: "SPECIAL OFFERS" FILTER

A new landing page on Google Shopping flows a lot like a product page on Amazon with product details, seller details, reviews, links to related items and more on a single page.

Google is constantly testing and iterating on how it displays product listing ads. In one, a "with Special Offers" filter option appears in a product card unit. In another, a single product listing ad links to a landing page on Google Shopping that's formatted like an expanded version of a typical product card unit.

### With Special Offers

On a search result for [amazon fire], a "with Special Offers" option is selected by default. Oddly, the first listing for Best Buy has no offer associated with it. The special offers shown include free shipping, no tax and used – so these are not merchant promotions.



The screenshot shows a Google search for "amazon fire" with Shopping results. A red arrow points to a dropdown menu for the "with Special Offers" filter. The dropdown options are:

- Item Only
- with Special Offers (checked)

The main product listing is for "Amazon Kindle Fire - Wi-Fi - 8 GB - Black - with Special Offers - 7\"". Below the product name, it shows a price of \$49.99, a 4.4-star rating with 4,748 reviews, and a "Shop now" button. The listing includes a table of offers:

Price	Seller	Shipping/Tax
\$49.99	BLINQ.com	Free shipping, no tax
\$42.19	BLINQ.com	Used, free shipping
\$49.99	Quill	Free shipping
\$49.99	Toys R Us	Free shipping

Below the table, there is a link to "View all sellers and prices" and a "Reviews" section.

## Single PLA Links Directly To Google Shopping Landing Page

Another variation found was a product listing ad that doesn't include any retailer listings and instead links to a Google Shopping landing page that is essentially an expanded version of the product card units like the ones shown above that show up on the main search results pages with retailer promotions and links, reviews, related products, maps to nearby stores and more. In fact, this page flows a lot like an Amazon product page.

On mobile, the experience is a little strange, but it prioritizes access to reviews above retailer links. Whereas on desktop, clicking anywhere on the ad unit brings you to the top of the landing page, on mobile, only the "Reviews" links are clickable.

This isn't the first time Google has tested driving brand searches directly to Google Shopping pages rather than to retailer or brand sites. In 2014, Google tested a PLA unit that showed category options. Clicking on any of the options brought users to a filtered page on Google Shopping.

## 5

## YOUTUBE LAUNCHED A SET OF NEW TOOLS TO SIMPLIFY VIDEO AD MAKING



YouTube has recently launched a set of tools that will assist business owners with their ad creation. It is called **YouTube Director** and following are the three most useful tools from this tool set:

1. [YouTube Director for Business app](#) – This app provides ready-to-go templates and guide business owners through relevant topics, thus simplifying the whole ad creation process. Anyone can make a video ad using this app and upload it instantly!
2. [YouTube Director on site](#) - Business owners who commit to spend at least \$150 on YouTube ads can get assistance from a professional ad maker! This professional will help them from pre-production to post-production. However, currently, this facility is only available in six metropolitan cities - Atlanta, Boston, Chicago, Los Angeles, San Francisco, and Washington D.C.
3. [YouTube Director automated video](#) - Business owners can give the responsibility of making a video ad to Google and then it will create the entire video ad using your online properties like images and logos. Unlike YouTube director on site, this facility is available across the world. Anyone who is interested in making an automated video for their business can get more information from here.

To promote these new tools and to show people how simple and easy it is to make video ads using these tools, YouTube has launched a “YouTube director Video challenge”, In which they have asked Five small business owners to create their video ads using these tools in less than 20 minutes.

If you are curious to know more about advertising options on YouTube and how you can fully utilize these tools, download the YouTube Director for business app [here](#).