

NEWSLETTER

AUGUST 2016

SHORELINE
MEDIA MARKETING SOLUTIONS
A Company Built On Honesty, Quality & Trust

Local Business Marketing



Local

Search

Marketing

1

LATEST HAPPENINGS IN THE WORLD OF LOCAL SEARCH FOR THE MONTH OF AUGUST 2016

2

ONE THIRD OF LOCAL SEARCH BUSINESS IS COMING FROM NON-LOCALS. HERE'S HOW WHAT YOU CAN DO TO BOOST YOUR PROFITS

3

GOOGLE'S TOP LOCAL SEO RANKING FACTORS: WHAT MATTERS MOST!

4

TWITTER LAUNCHES NEW DASHBOARD APP TO HELP SMALL BUSINESS OWNERS

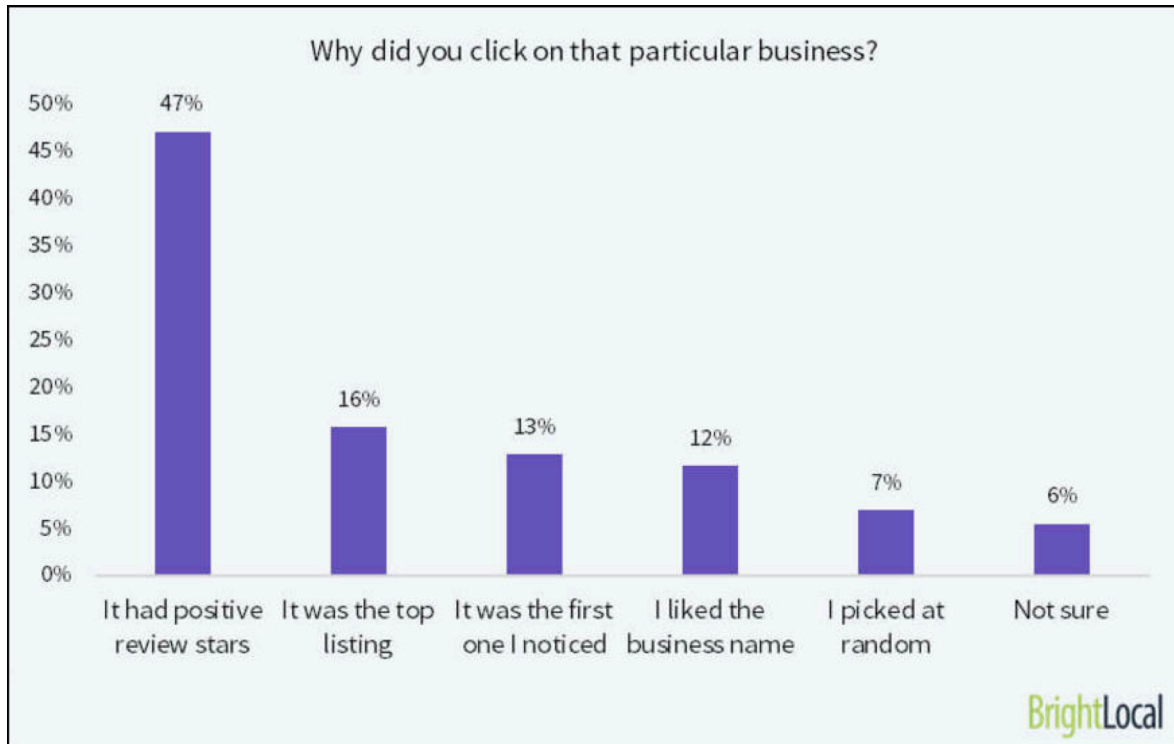
5

GOOGLE EXPANDED TEXT ADS ARE LIVE, AND DEVICE BIDDING & RESPONSIVE ADS FOR NATIVE ROLL OUT

1

LATEST HAPPENINGS IN THE WORLD OF LOCAL SEARCH FOR THE MONTH OF AUGUST 2016

- A survey conducted by BrightLocal on new local pack ads revealed that users are okay with them as long as they are relevant. This survey also highlighted the importance of positive reviews, as 47% respondents chose listings with good reviews.



If you are looking for an ethical way to gain positive reviews, do check out our [review widget](#) which gives you a chance to get positive reviews from Google and Yelp. Not only this, you can even filter out negative reviews being listed on your website, thus improving conversions.

- Google Maps adds more ways to add or edit locations. Here's a complete [guide](#).
- You can now access millions of reviews on Angie's List for free. They recently lifted the Paywall and made verified reviews available to everyone. However, you will still need a login ID and password, which means Google and other search engines will not be able to get a piece of this "free cake".
- Managing data of big brands with multi locations is a humongous task. Refer to this [article](#) for some useful tips and tricks.
- Now managing the leads that you get from LeadPages will be easy, because recently they [acquired Drip](#) to help users with the more CRMS-type features.
- Bing has started showing [reviews in the form of percentage](#). It's really effective as we get more precise information, i.e. 77% is better than 4/5.

Here is an example for a reviews site:

Finding Dory Reviews - Metacritic
www.metacritic.com/movie/finding-dory ▼
77% ★★★★★ 48 REVIEWS ADVENTURE/COMEDY/ANIMATION
 Finding Dory movie reviews & Metacritic score: Finding Dory reunites the friendly-but-forgetful blue tang fish Dory, with her friends Nemo and Marlin on a se...

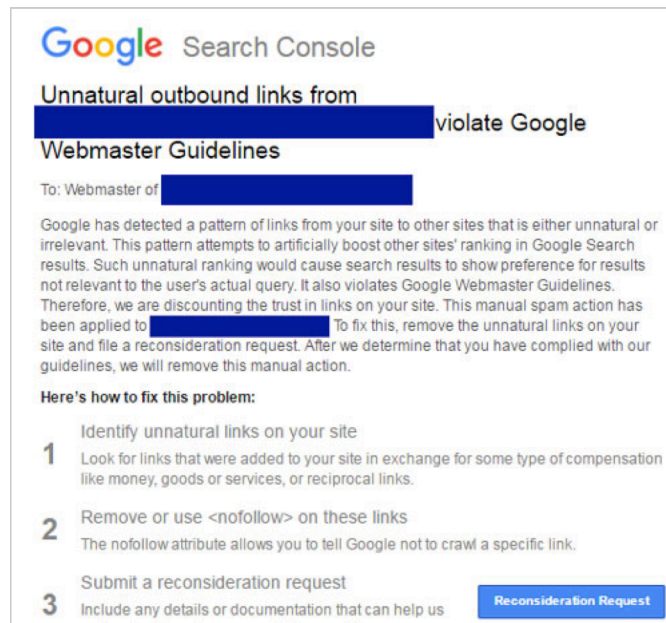
And here is another example with it, this time with the ratings markup.

20% off Macys Coupon, Promo Codes June, 2016
www.coupons.com › **Coupon Codes** › Department Stores
82% ★★★★★ 646 RATINGS FREE
 32 verified **Macys coupons** and **promo codes** as of Jun 26. Popular now: Save an Extra 20% off Super Weekend Sale. Trust **Coupons.com** for Department Stores savings.
[Coupon Codes](#) · [Product Deals](#) · [JCPenney](#) · [Sierra Trading Post](#)

However, it doesn't look nearly as impressive when it is a low percentage. Here is an example of a reviews shown as a lower end percent.

Umbrella Corps for PC Reviews - Metacritic
www.metacritic.com/game/pc/umbrella-corps ▼
34% ★★☆☆☆ 5 REVIEWS ACTION
 Metacritic Game Reviews, **Umbrella Corps for PC**, **Umbrella Corps** brings a competitive experience featuring new types of strategy and technique blended with ...

- Google has improved it's My Business dashboard. Now you will be able to manage multiple clients within a single account with more ease.
- Nearly one-third of doctors and hospitals have dubious online presence. And that is why Yext has decided to step into healthcare. Let's see what will be their next move.
- A phone call is much better than a website visit. Despite this, most local marketers are not utilizing the powerful "Call Extensions" in AdWords. If you are one of them, you need to read this.
- Google recently started warning many blogs for using unnatural and irrelevant outbound links.



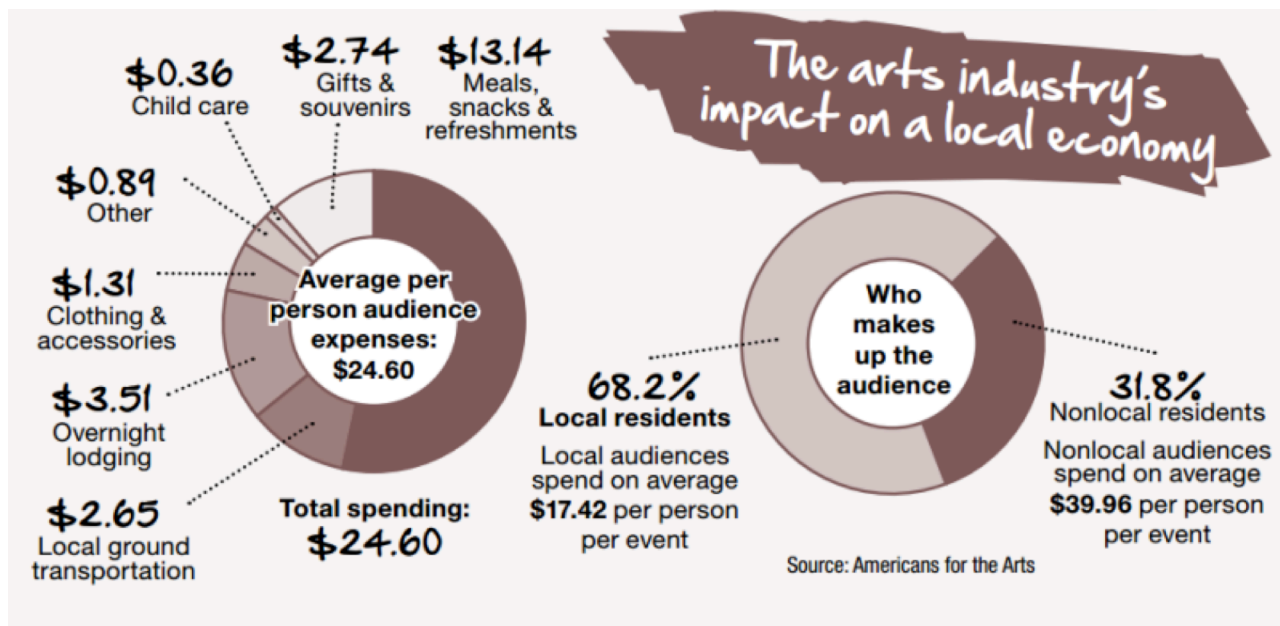
- Here's an article that tells us "[How to design a perfect local landing page](#)". It's worth your time.
- Now having an API for Google Maps will be necessary, especially if you want your [Yoast Local SEO plugin](#) to work properly. Also, keeping your plugin up-to-date will become crucial.
- Read this [article](#) for a fair explanation on "Does social media affect SEO".
- Approximately 33% of local search business comes from the non-locals. Here are some very [useful tips](#) to capture them.
- Google has [reduced the number of listings](#) in Google Maps results. Most of the complaints are around local SEOs saying their client listing isn't showing up anymore. But the bigger issue is Google is showing fewer results.
- Give your Local AdWords campaign a boost with these [amazing tips](#) from Whitespark's blog.
- Yext has published a list of the most important business directories. Click [here](#).
- Getting visitors to your website is the first step. The second step is to turn those visitors into customers. Here's [how](#) you can do it.
- Now you can see supported Place types in Google Places API. To know which ones are trending, click [here](#).
- Now users can connect directly with local businesses through the newly launched search engine "[yellCast](#)". Launching in Santa Fe, it promises local consumers and businesses a faster, more efficient and less costly way to connect than your typical Google search.

2

ONE THIRD OF LOCAL SEARCH BUSINESS IS COMING FROM NON-LOCALS. HERE'S HOW WHAT YOU CAN DO TO BOOST YOUR PROFITS

Local search is not limited to the locals anymore. In fact, approximately **33% of the local search is being performed by non-locals**. Also, a notable amount of business is coming from non-locals, either long-distance travelers or those visiting the town to meet relatives or attend any event.

What's interesting is that it holds true for towns which are not popular tourist destinations as well. A recent survey revealed that travelers spend more than locals in categories such as food, events & shopping.



Which makes it clear that Non-locals play a vital role in local businesses and the business owners should also opt for strategies that are crafted around the searching pattern of the Non-local users.

Below are some tips on how to turn a traveler into your customer:

1. Non-locals use broad search terms

Travelers often do an extensive search before making a decision because they are unfamiliar with the locations and choices they have. So it will be better to opt for a broad keyword strategy. Also, you can avoid the fierce competition & save a lot of money by using long tail keywords for high-traffic broad keywords.

2. First-page ranking is not crucial to get business from travelers.

The local pack has shrunk down from seven listings to three & it made ranking in the first page even harder. But fortunately, you don't need a first-page ranking to attract non-local visitors. Yes, I know there are tons of article that claims that nobody goes beyond the first page, but those may not be relevant to the local search because those facts and figures shows the click through rate of the website from search engines and not from the Maps.

Travelers often search by the location, which means that they search it on Map. Google itself lead its local pack with a map. So while ranking higher on SERP will surely give you more visibility, it doesn't mean that you will get zero visitors beyond page one.

3. If you want to be found online, make sure you have provided accurate information.

Not having a first-page ranking is fine, but not appearing at all in search results is a major problem. We have seen that it happens with many business owners despite the fact that they are quite popular in their area and have good rankings in local business directories, not to mention many positive reviews. But how is it possible? Well due to wrong information! Many business owners don't spend much time in updating their information and as a result, they get omitted from the search results. So make sure that information about your business is accurate and consistent.

4. Ask your customers for review

Travelers want to eat local food, buy traditional clothes; overall they want to experience the local culture. And this is the reason why they prefer local businesses over chains.

It's a huge opportunity for local business owners who have something unique to offer and have a good reputation. A recent survey revealed that generally very happy or sad customers leave a review, while those with average experience hardly bother them-self. However, if you will ask, 90% of them will spare some time and give you a review. And their review is going to affect other travelers too. So next time a traveler visit to your business, ask them to post a review.

5. Use Your Competitors To Your Advantage!

You can boost your sales and profit with the help of Geo-targeting. Local attractions will help you lure crowd that is excited and ready to spend, but to cash that, you have to up your Geo-marketing game. Here are some tips you may find useful.

Surprisingly, your competitors can also help you bring more business. All you had to do is to target the competitor who has a very good local reputation & draws a lot of visitors. For example, there is a restaurant in your town that is famous for its chicken wings, people hear about it and visit there, only to find out that there is a long queue and they have to wait.

Now to bring these customers to your doorstep, you can use a strategy called Geo-conquesting to target people in that particular area. That way the hungry customers especially those with kids will come to your doorsteps instead of standing in the queue.

6. Plan ahead

There are numerous ways to target travelers using Geo-targeting. Either you can target them by a geographic location or by keywords and search history. For example, you can target audience that are 20 miles away from Louisville but is searching or have searched for the keyword Louisville.

However, it can be a wide audience and can be a costly affair, so it's better to be more precise. I.e. you can target those who have searched for any upcoming event and are living nearby.

Conclusion:

While creating a marketing strategy, you should not only focus on the locals but non-locals too. Study their search pattern and if you will succeed in grabbing their attention, it will make a big difference to your bottom line.

3

GOOGLE'S TOP LOCAL SEO RANKING FACTORS: WHAT MATTERS MOST!



Last month Dan Leisbson and Andrew Shotland unveiled the results of their statistical study of [Google's Local SEO ranking factors](#). They closely looked for the factors that can improve rankings. We are sharing key findings from their report here so that you can prioritize your SEO spending as per below guidelines & get an enormous boost in your website's ranking.

1. Links

We all are very well aware of the fact that backlinks affect our local ranking, but the shocking fact is that it plays the most crucial role. We found out that Websites with older & trusted links are getting benefited. So now it's time to focus more on earning backlinks from trusted sources.

2. Website factors

I may sound like captain obvious but yes I would like to remind that use of targeted keywords makes a huge difference. Maintain a decent number of keywords on the page but don't overdo it. Also, the location pages which were backed with strong content performed really well, so maybe you should start investing more time in generating content, but only those which can be appreciated by both search engines bots and users.

3. Citations

You may have heard from many local SEO service providers that citations are crucial ranking factors, but surprisingly, it's not. Lack of citations can hinder you from getting into the local pack, but after getting there, it doesn't add much value. However, it doesn't mean that you should totally avoid it, make sure there are no inconsistent and duplicate citations and the information you have provided is correct.

4. Google My Business factors

Spending time in strengthening your Google My business page is a good idea because data revealed that reviews, photos & owner verification are correlated with good rankings. However, It is possible that they may be attracting more engagement because of it, but in this age of fierce competition, taking a risk can be costly.

5. Time for some big surprises

Adding your city's & state's name in the headline of your GMB's landing page will not guarantee good rankings. However, having the keyword in your business name can do wonders!

Conclusion

Update citations as soon as you can and invest your precious time in getting quality backlinks, it will help you improve your site's ranking in search engine result pages. Also, don't forget to back-up your pages with strong content and targeted keywords.

4

TWITTER LAUNCHES NEW DASHBOARD APP TO HELP SMALL BUSINESS OWNERS



Twitter is a place where businesses can connect with their customers on a personal level and can educate them about their products or services. If done right, It can turn a business into a brand in very short span of time but it's not easy. Twitter is very well aware of this fact and to help business owners, it has recently launched "Twitter Dashboard".

Twitter dashboard has been designed to help business owners to connect with their customers. This tool will not excite Enterprises as they already have a dedicated social media team and sophisticated tools provided by Twitter ecosystem partners. But this tool will be a boon for small & medium business owners who had to juggle many things at once. Now they will be able to schedule tweets, see what's being said about their business & can track the performance of their tweets.

Twitter Dashboard Features:

- **Know what your customers are saying about you**
Until now you had to rely on the mentions to see what people have to say about your business, but this tool will let you see the bigger picture. Create a custom feed and know what people have to share about your business. You can later use this stories and positive experience of your customers to generate ads.
- **Tweet at the right time**
It is vital to tweet at the right time otherwise your tweet will get buried under thousands of others. But how will you do so while managing a business? Simple, schedule your tweets. If you want to make any changes, you can do it on the go using the iOS app.
- **Get ideas and inspiration**
There are times when we simply can't think of any good tweets. In this time of creative blockage, you can refer to the tips which are created specifically for businesses. It will give you some ideas & inspiration for writing engaging tweets.

5

GOOGLE EXPANDED TEXT ADS ARE LIVE, AND DEVICE BIDDING & RESPONSIVE ADS FOR NATIVE ROLL OUT



Standard text ads will no longer be accepted as of October 26.

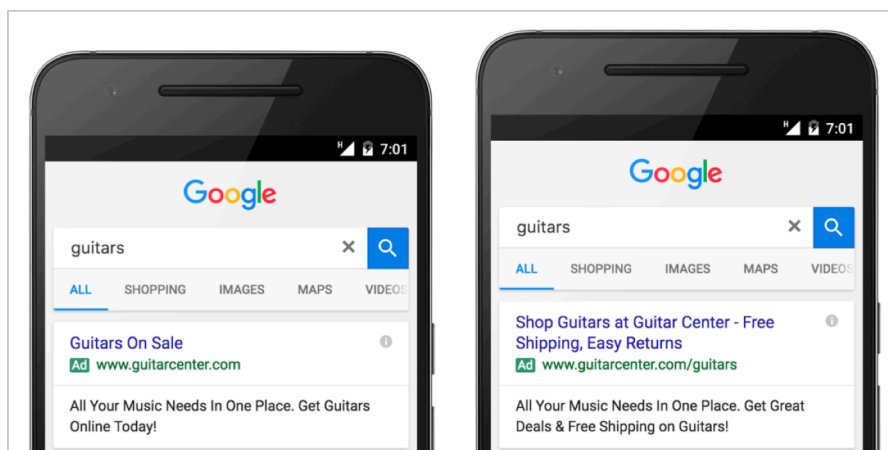
Google has officially launched expanded text ads. The extra-long ads with double headlines began rolling out across devices. The roll out comes along with the availability of device bidding and responsive display ads for native.

Expanded text ads rollout begins

Existing standard ads will continue to run alongside expanded text ads. As of October 26, 2016, however, advertisers will no longer be able to create or upload standard text ads. Google has not set a date when standard ads will no longer run with expanded text ads, but advertisers should have sufficient time to test standard and expanded ad formats against each other to ensure they are properly using expanded text ads.

In other words, the expectation is that advertisers will run A/B tests with standard and expanded text ads for a period.

Expanded text ads include two headlines, each with up to 30 characters and a description of up to 80 characters. Google has said the extra copy was specifically designed to give mobile users more information and cited an average CTR bump of 20 percent in early tests.



AdWords Editor and the AdWords API support expanded text ads, as well as third-party tools including DoubleClick Search, Kenshoo and Marin.

A caveat is that even though Google gives advertisers a total character count of 60 for headlines, advertisers have seen the second headline get truncated on desktop if Google doesn't wrap the headline.

Separate device bidding is here

Advertisers can now start setting base bid adjustments for mobile, tablet and/or desktop, control that was lost with Enhanced Campaigns.

<input type="checkbox"/>	Device	Bid adj. <small>?</small>
<input type="checkbox"/>	Tablets with full browsers	--
<input type="checkbox"/>	Computers	--
<input type="checkbox"/>	Mobile devices with full browsers	-- <input checked="" type="checkbox"/>

Responsive display ads for native inventory

Also announced are responsive display ads that Google will auto-generate from a headline, description, image and URL provided by the advertiser. The ads can serve across the GDN (Google Display Network) on all devices and, more interestingly, are eligible for the native ad inventory Google has opened up across publishers on the GDN.

Advertisers provide a short 25-character and a long 90-character headline, a description up to 90 characters (This might appear cut off with an ellipse in some cases), an image and a landing page URL.