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NOVEMBER 2018 NEWSLETTER

REVIEWS

RATINGS

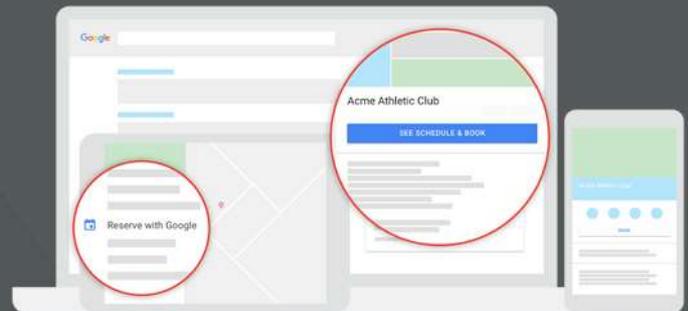
REVIEWS

are the most prominent local search ranking factor



GOOGLE LAUNCHES NEW TOOL TO HELP YOU MIGRATE TO
NEW GMB AGENCY DASHBOARD

HERE'S WHY YOU SHOULD OPT FOR
GOOGLE'S LOCAL BOOKING SERVICE



Google sends email to slow loading websites suggesting

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REVIEWS & RATINGS ARE THE MOST PROMINENT LOCAL SEARCH RANKING FACTOR



A Local Service ads click [study](#), sheds some light on how the users interact with local service ads and how it affects organic results.

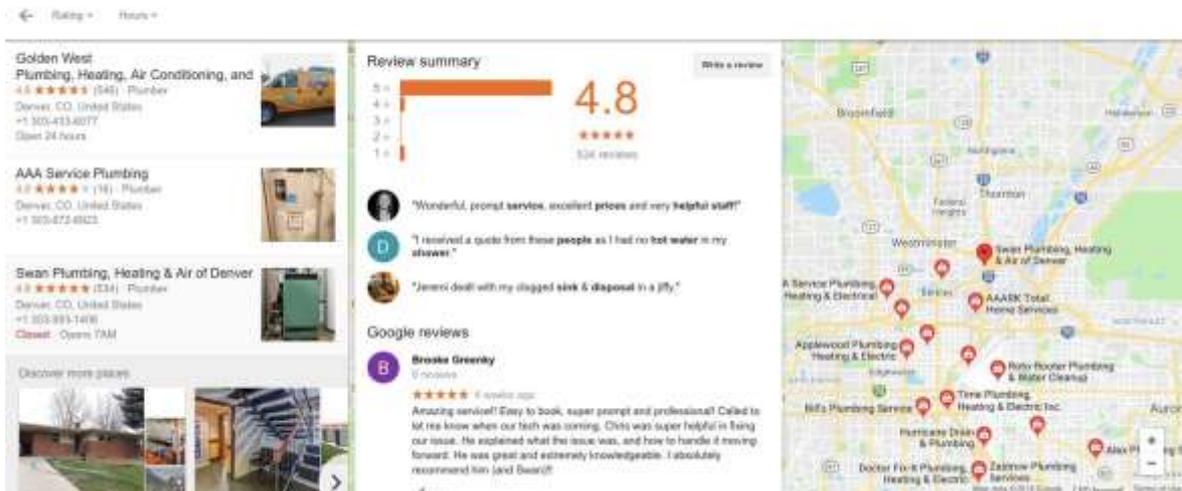
A total of 5500 "impartial internet users" participated in this study and gave us some invaluable insight into how the local service ads impact the overall results and click through rate.

Below are the highlights from the study:

1. Local service ads get 13.8% of the overall Google local search clicks.
2. The local service ads on the top of the search result receives the highest clicks while the lowest one receives the least clicks.
3. The first organic result gets the highest number of clicks.
4. Local service ads encourage people to click on paid ads. When it's live paid ads get 25.3% of all the clicks, while they are absent, the paid ads receive a mere 14.6%.
5. Review & ratings are the biggest driver of clicks in the local search result.

As much as 91% of customers read reviews while shopping online, and that is why the reviews are the number one factor that customers pay attention to when evaluating a local business. Reviews not only help you generate trust among your prospects but also help you stand out from the crowd as it looks good to the eyes too.

Customers prefer a business which has a healthy number of reviews and it increases the click-through rate up to 25%. The more reviews a business has, the more customers they will get as people generally prefer popular business as compared to the new one, because taking risk is not something we as a human-like to do, very often.



And this is why you should be paying more attention to reviews. If your product or service is good, then it is highly likely that there will be happy customers, who are willing to invest some time and effort in writing reviews.

To help you get more reviews for your business, we highly recommend our review widget. It's a small piece of code which is placed on your website and helps you get positive reviews on Google, Yelp and Facebook. In addition, it helps to filter out negative reviews too thus ensuring positive experience to website users. Need more details? Please connect with us.

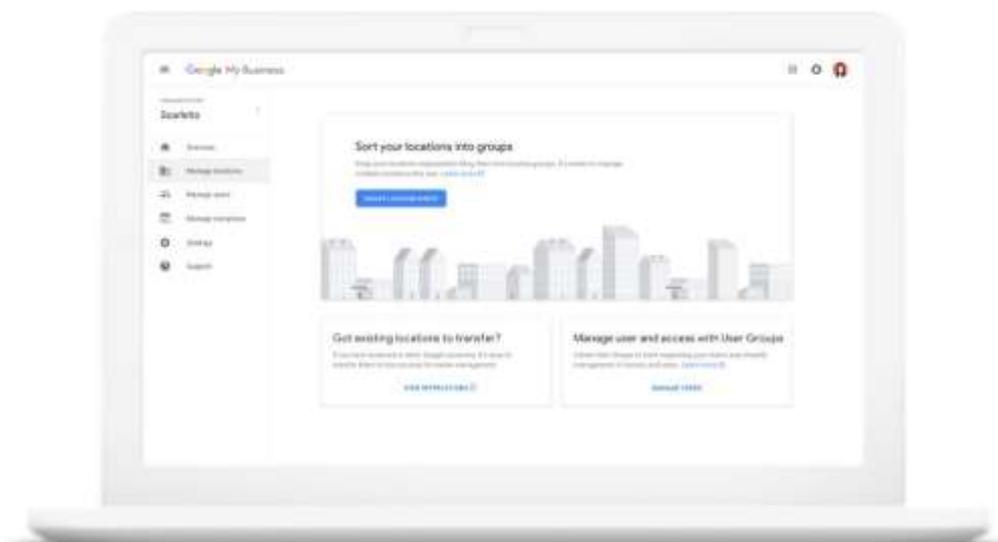
GOOGLE LAUNCHES NEW TOOL TO HELP YOU MIGRATE TO NEW GMB AGENCY DASHBOARD

2



Google rolled out Google My Business **agency dashboard** in June. It was launched to help agencies manage a large number of listings. But many agencies faced issues while migrating to the new agency dashboard. To help them out, Google has launched a new tool to streamline the entire process.

First, you have to decide whether you want to shift completely to the GMB agency dashboard or not. So far the migration of the location has been the biggest hurdle. In case you decide to shift to the new GMB, Google is offering you **two ways** to do so.



Assisted Migration: In order to encourage hesitating agencies to shift to the new GMB agency dashboard, Google is ready to offer them personal assistance in migrating the locations and accounts. It's good for agencies who have a lot of locations to move. You just have to request for the assisted move and for that, you will need to log into your GMB agency account, then go the **Overview** tab, click the **Got existing locations to transfer?** and follow the instructions from there. It will take around 48 hours to complete the entire process and then you can see all of the locations in the manage location tab of your agency account.

Self-migration: You can opt for this option if you are managing only a few locations. In order to transfer the locations into your new agency account, you will have to request access to each location or location group manually from your agency account and then accept the request from your personal account. The steps can differ based on the number of locations, so make sure you read Google's support page.

We would like to inform you that it's far easier to manage multiple locations and accounts on the agency dashboard than the private account. Google has also fixed the bugs from the initial launch, so we highly recommend you to use the agency account.

3

GOOGLE SENDS EMAIL TO SLOW-LOADING WEBSITES SUGGESTING IMPROVEMENTS



Google is sending emails to site owners who are struggling with site speed via Google Search Console. The intention is to help them identify and fix the slow loading pages. Here's the email.

"Google has noticed that your site's performance is significantly below average. Real user measurement data from the Chrome User Experience Report shows that pages on your site are slow to become interactive. This can have a severe negative effort on your business metrics and can cause user frustration.

Speed is a ranking factor for both mobile and desktop search results. While we don't disclose the exact factors used for ranking, we recommend using a variety of metrics to understand your site's performance, including first content paint, time to interactive, and first input delay. In particular, 8.70% of loads on this site have a slow first input delay and 39.7% have had a slow first loading layer."

Our takeaway: Speed is crucial for both mobile and desktop version of your site and it is officially part of the algorithm. It not only help you with your SEO efforts but also massively boost the user experience since most of the users want a fast loading page. So site speed means better ranking and it also directly boost the conversion rate. Hence it is a very crucial aspect of your site which you should be paying attention to.

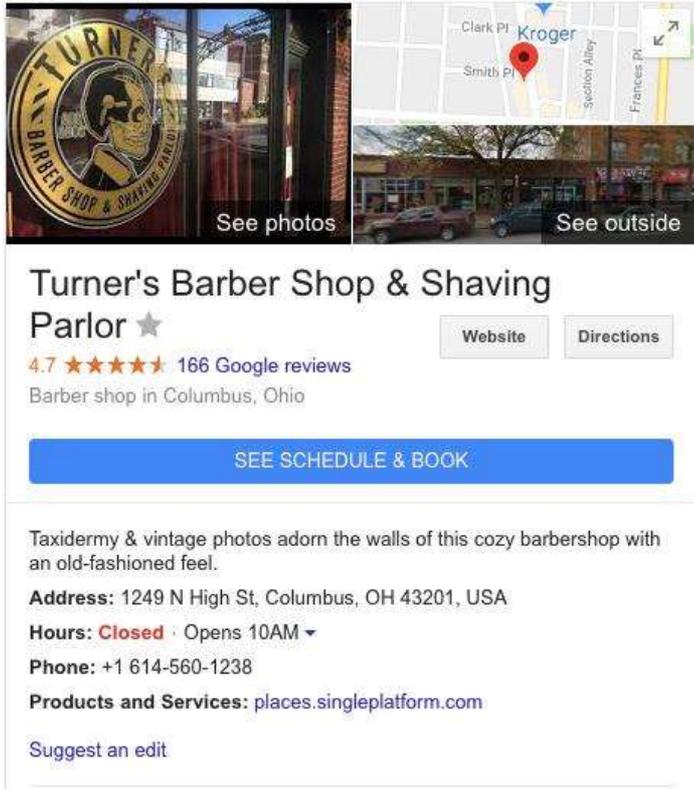
Need help with site load time? Connect with one of our Sales rep to assist you further.

HERE'S WHY YOU SHOULD OPT FOR GOOGLE'S LOCAL BOOKING SERVICE

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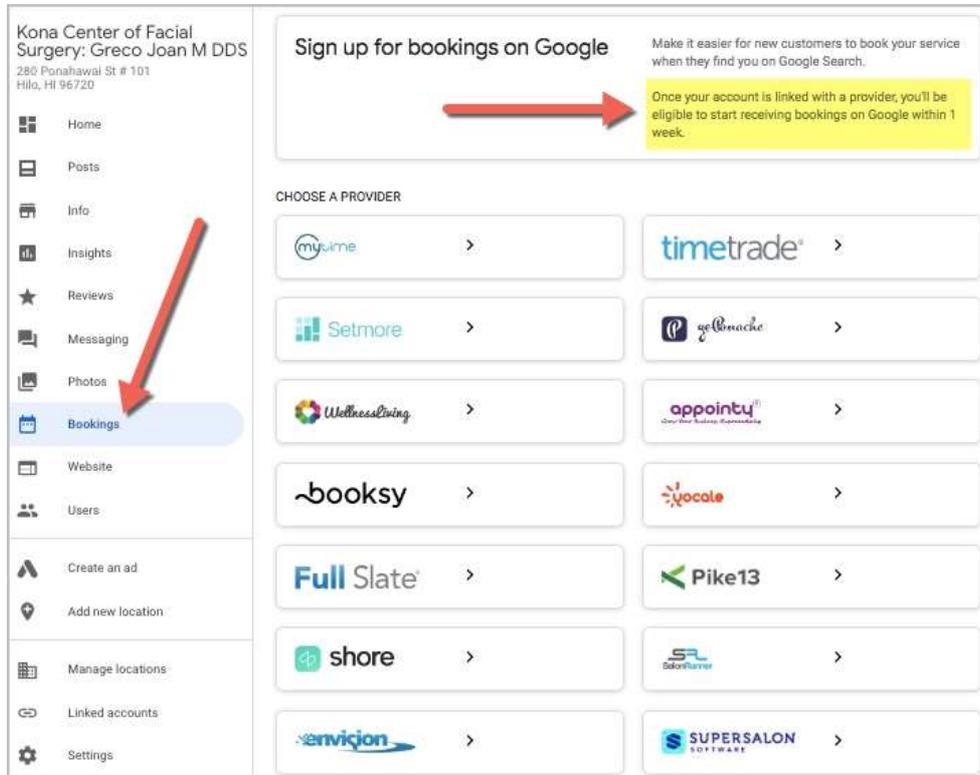
Google unveiled the option to book appointments with local businesses directly from the search results in August 2017 and since then they have been pushing it to local business owners in a very discreet manner. Maybe it's because they don't want to appear like a pushy salesman.

However, this feature didn't receive the kind of warm welcome they were expecting. It might be because people were not sure whether they are just testing it or planning to fully launch it before putting efforts, money and time into it.



The screenshot shows a Google search result for "Turner's Barber Shop & Shaving Parlor". It includes a circular logo for the shop, a map showing the location in Columbus, Ohio, and a "See outside" photo of the storefront. The business name is "Turner's Barber Shop & Shaving Parlor" with a star rating of 4.7 and 166 Google reviews. A blue button labeled "SEE SCHEDULE & BOOK" is prominent. Below this, there is a description: "Taxidermy & vintage photos adorn the walls of this cozy barbershop with an old-fashioned feel." The address is "1249 N High St, Columbus, OH 43201, USA", hours are "Closed · Opens 10AM", and the phone number is "+1 614-560-1238". A link for "Products and Services" points to "places.singleplatform.com".

If you want to test this out (recommended), first you have to go to your GMB dashboard and check whether your business is eligible for the booking feature or not.



The screenshot shows a Google My Business profile for "Kona Center of Facial Surgery: Greco Joan M DDS" with the address "286 Panahawai St # 101, Hilo, HI 96720". The left sidebar menu has "Bookings" highlighted with a red arrow. The main content area features a "Sign up for bookings on Google" banner with a red arrow pointing to a yellow box that says "Once your account is linked with a provider, you'll be eligible to start receiving bookings on Google within 1 week." Below this is a "CHOOSE A PROVIDER" section with a grid of 18 booking service logos, each with a right-pointing arrow: mytime, timetrade, Setmore, getbnacke, WellnessLiving, appointy, booksy, vocale, Full Slate, Pike13, shore, SkinFlurry, enviqion, and SUPERSALON SOFTWARE.

And if your business is eligible, you will have to choose a third party provider from all the listed options. Yes, you read that right. Google has partnered with third-party booking services for this feature and you have to shell out anywhere between \$20-\$80 a month. But it "might" be worthwhile for you since bookings can increase given how convenient it is to book appointments directly from the search.

5

YOUTUBE DETERMINED TO PROVIDE MEASUREMENTS THAT YOU CAN TRUST

In order to help YouTube advertisers drive more conversion, Google added new features that combine the power of YouTube's creative canvas with Google's machine learning and measurement solution.

YouTube advertisers soon will be able to use a wide variety of ad extensions, so that they can provide interesting information and compel the audience to take actions.

Google now wants to encourage viewers to complete a lower funnel action, i.e.: booking flight, downloading app etc. & for that, they are testing additional use cases.



Google also wants to enable YouTube advertisers to measure the full impact of their video campaigns by evolving **Brand Lift**. They are also partnering with IRI so that it will get easier for the advertisers to act upon upper and lower funnel metrics.

They also have introduced new metrics:

- **Lifted Users:** To know the estimated number of users whose perception changed after seeing your ads.
- **Cost-per-lifted-users:** To know the average cost of the lifted users.

Google also added that in order to utilize this new measurement tools to the fullest, you should use **Maximize Lift bidding**.

Furthermore, Google is investing heavily in **Google Measurement Partners** to ensure that the measurements you receive is authentic & not exaggerated. Google said that it's their topmost priority to provide measurements that advertisers can trust, as it is crucial to their overall advertising efforts.

Since Facebook drastically exaggerated activity reports (As much as 900%), having a measurement that you can trust is vital to the success of the ad campaigns. Google also **announced** their "New MRC accreditations and partners for Google and YouTube ads measurement".

In the end, we would like to add that if you are a big brand, then you surely want to check all the new measurement tools and metrics that YouTube has to offer in order to get the most out of your YouTube ad campaigns.