

# anicca

Experts in the science of search



## What's New in Google & How Should Companies Really Use Search?

By Ann Stanley

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anicca



# About Anicca?

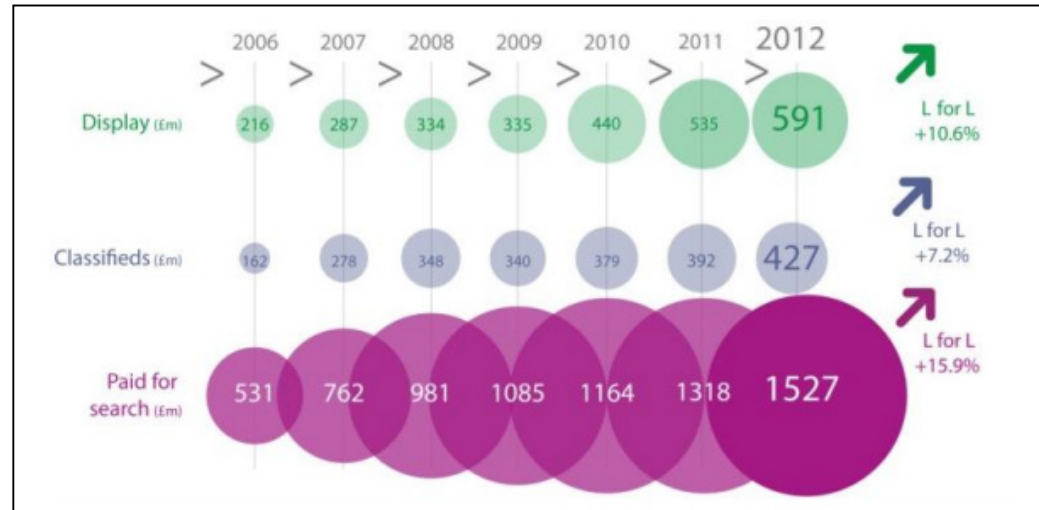


- Formed in **2007** we now have a **team of 15** in Leicester
- Technical experts in:
  - **Search marketing**
    - PPC (paid search, paid social and display)
    - Search engine optimisation and content marketing
    - Social media marketing
    - Analytics and Conversion optimisation
    - In top 5 AdWords Certified Partners outside of London, currently submitting Analytics accreditation
    - Preferred Partner for agencies
  - **Ecommerce**
    - Ecommerce web development
    - Ecommerce marketing, search, multi-channel, affiliate and email
  - **Technical development and integration**
    - Web development (ecommerce and database websites)
    - Data feeds, ecommerce and software integration
- We offer **training and consultancy** as well as **project implementation**



# Introduction

# Growth in Digital



## IAB/PwC - UK Digital Adspend Hits Record 6 Month High of £3bn (Oct 2013)

- Digital Ad spend in 2013 is up 17.5% to a record six-month high of over £3 billion (or £66 per person online)
- Mobile now accounts for 14% of total digital spend
- British consumers spend on average 43 hours a month online, and social networks and blogging now accounts for 12% of internet time.

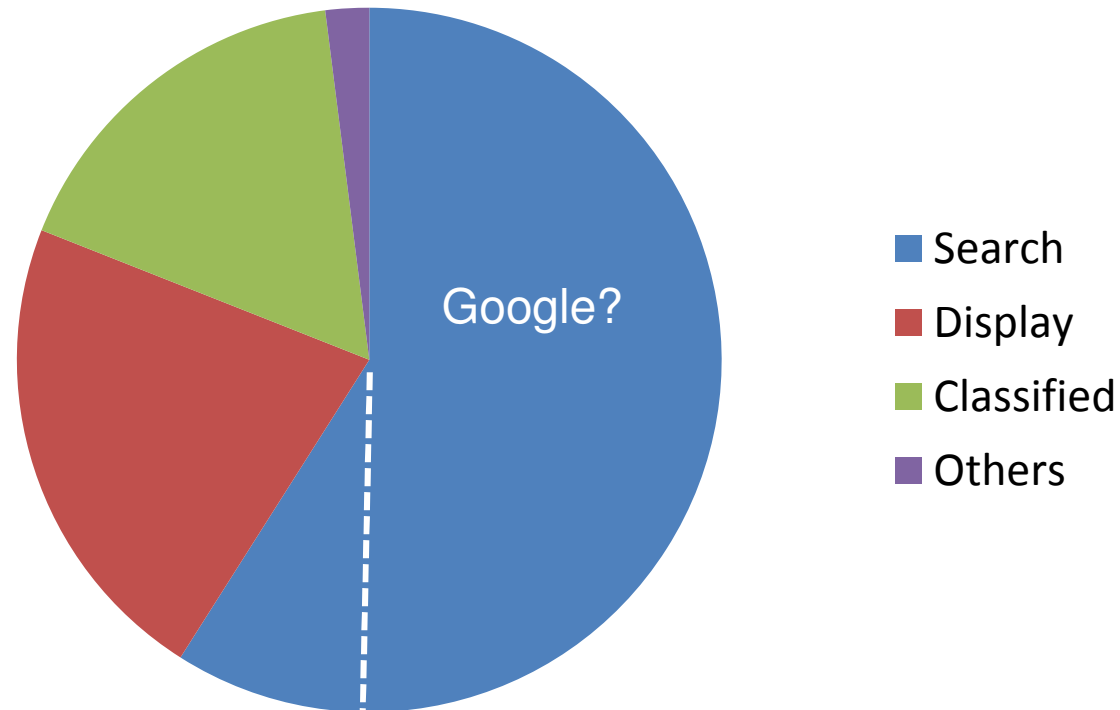
## AA/Warc Expenditure Report (Jan 2013)

- The size of the annual UK online advertising market is expected to reach **£5.3bn** (year ending 2012), more than **31% of all UK advertising**
- Q3 growth still at 10% (year on year)

# The importance of search!

£1,527 million was spent on search in the first half of 2012. Source: IAB/PcW

## Advertising spend by category



# Google results for [luggage]

The screenshot shows a Google search for 'luggage'. The results are categorized as follows:

- Pay per click ads:** Includes 'Luggage Sale Now On - tripp.co.uk', '20% Off Luggage - marksandspencer.com', and 'Summer Luggage 2013 - johnlewis.com'.
- Organic or natural search results:** Includes 'Luggage, Suitcases and Travel Bags at Debenhams.com', 'Luggage and Suitcases - Accessories - SportsDirect.com', 'Amazon.co.uk: Luggage - Luggage, Bags & Travel Accessories ...', 'Shop for Luggage | John Lewis', and 'Tripp Luggage - Tripp Ltd'.
- Product Listing ads (paid):** A grid of sponsored product listings from various retailers like ASDA, Hardcloud, Argos, and eBay, showing different luggage models and prices.
- Local business listings:** A map showing local businesses near Leicester, with a 'Map for luggage' link.
- Pay per click ads:** A sponsored listing for 'Largest Luggage Selection' from directluggage.co.uk.

# 1) Organic search (SEO)

# What is SEO?



*“The goal of many of our ranking changes is to help searchers find sites that provide a great user experience and fulfil their information needs.”*

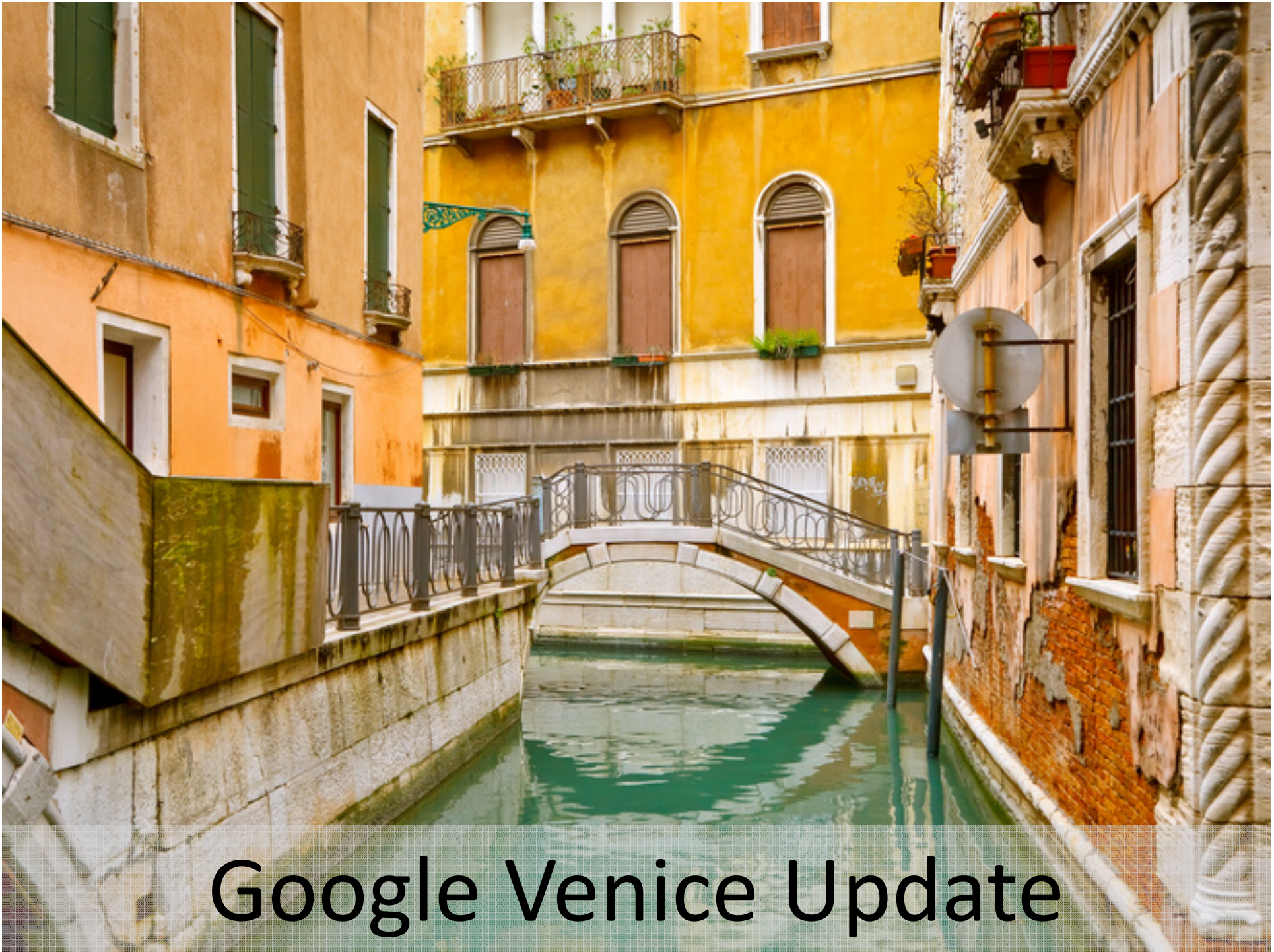
- To perform well in terms of SEO a website needs to:
  - Provide compelling, useful and engaging content that is relevant to searchers
  - Present this content in a user-friendly way that promotes engagement and sharing
  - Become an authority within the industry by generating natural links, mentions, references across the web



# Background to Search Engine Optimisation (SEO) [@annstanley](https://twitter.com/annstanley)

SEO can be split into two main areas:

- **On page Optimisation:**
  - Ensuring the website is “search engine friendly” i.e. technically setup correctly to allow pages in the website to be indexed by the search engines aka “spidered”.
  - Ensuring the website contains the relevant keyphrases used by searchers
- **Off-page optimisation (link earning and building your site authority)**
  - Build links from trust worthy sites considered “authoritative” by search engines
  - Factors include: age of domain, location where it is hosted, inbound links, social media indicators, updated often with regular addition of new content onto the site.



**Google Venice Update**

# Local and Google+

# Localised results

The screenshot shows a Google search for "shoes" on a mobile device. The search bar at the top contains the word "shoes". Below the search bar, the results are categorized into "Web" and "Maps". The "Web" results include several advertisements for shoe retailers like JustFab, M&S, Marisota, ASOS, New Look, Debenhams, and Tinfish shoes. The "Maps" section shows a map of Leicester with several red location pins. One pin is labeled "Tinfish shoes" and is accompanied by a location pin icon and the address "3 Royal arcade, High St, Leicester, 0116 262 2612".

# Local listings

The screenshot shows a Google search for "shoe shops in leicester". The search results include a list of local businesses, a map of Leicester with red pins labeled A through F, and several advertisements. A red box highlights the list of local listings and the map. The list includes:

- Tinfish shoes**: www.tinfishshoes.co.uk/ | 3 Royal arcade High St, Leicester | 0116 262 2612
- Clarks Shoes**: www.clarks.co.uk/?cm\_mmc... | 2-4 Humberstone Gate City Centre, Leicester | 0116 262 6990
- Shoe Zone Limited**: www.shoezone.com/?utm\_source... | 30 Market PI S Leicester | 0116 251 3480
- Priceless Shoes**: www.pricelessshoes.co.uk/ | 16-20 Market PI S City Centre, Leicester | 0116 262 4490
- USC**: www.usc.co.uk/ | The Shires Church Gate, Leicester | 0844 332 5166
- Halford Street Repairs**: www.halfordshoerepairs.co.uk/ | 38 Halford St Leicester | 0116 251 8721
- Jellyrolls Kids Wear**: www.jellyrollskidswear.com/ | 27 High St Leicester | 0116 251 9500

The map shows Leicester with red pins A through F corresponding to the listings. Advertisements include:

- Shoes at Debenhams**: www.debenhams.com/Shoes | Shop the Latest Shoes Online Now! Collect In Store For Free.
- Simply Be Shoe Shop**: www.simplybe.co.uk/Shoe\_Shop | 41 reviews for simplybe.co.uk | Up to 40% Mid Season Sale | Go on Treat Yourself! Sizes 4-9.
- Hogan - Footwear**: www.hogan.com/WomensFootwear | Visit Hogan's Official Website. Purchase A/W Pieces Online.
- Gorgeous Ladies Shoes**: www.marisota.co.uk/Shoes | Pretty Wide Fit Shoes to EEE Fit. Size 4-9 & 10% off 1st Orders!
- Schuh - Buy Shoes Online**: www.schuh.co.uk/ | 32 reviews for schuh.co.uk | Biggest Fashion Footwear Range. Shop at Schuh Store. Free Delivery!

# Local panel

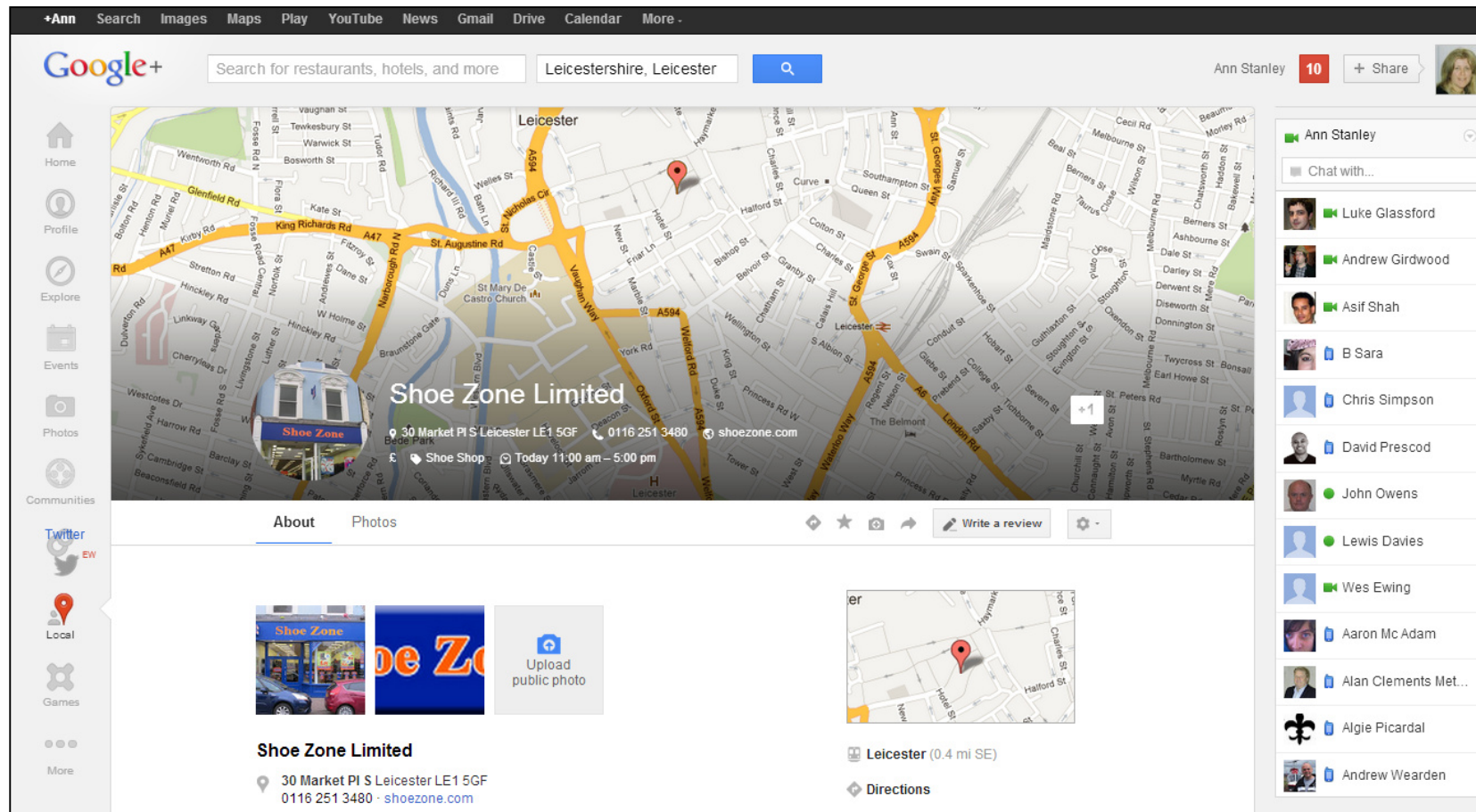
The screenshot shows a Google search interface for 'shoe shops in leicester'. The search results include a list of local businesses and a detailed local panel for 'Shoe Zone Limited'. The local panel is highlighted with a red border and contains the following information:

- Shoe Zone Limited**
- Address: 30 Market PI S, Leicester LE1 5GF
- Phone: 0116 251 3480
- Prices: ££££
- Hours: Tuesday 9:00 am – 5:30 pm - See all
- Reviews: Be the first to review
- More reviews: thomsonlocal.com

The search results list includes:

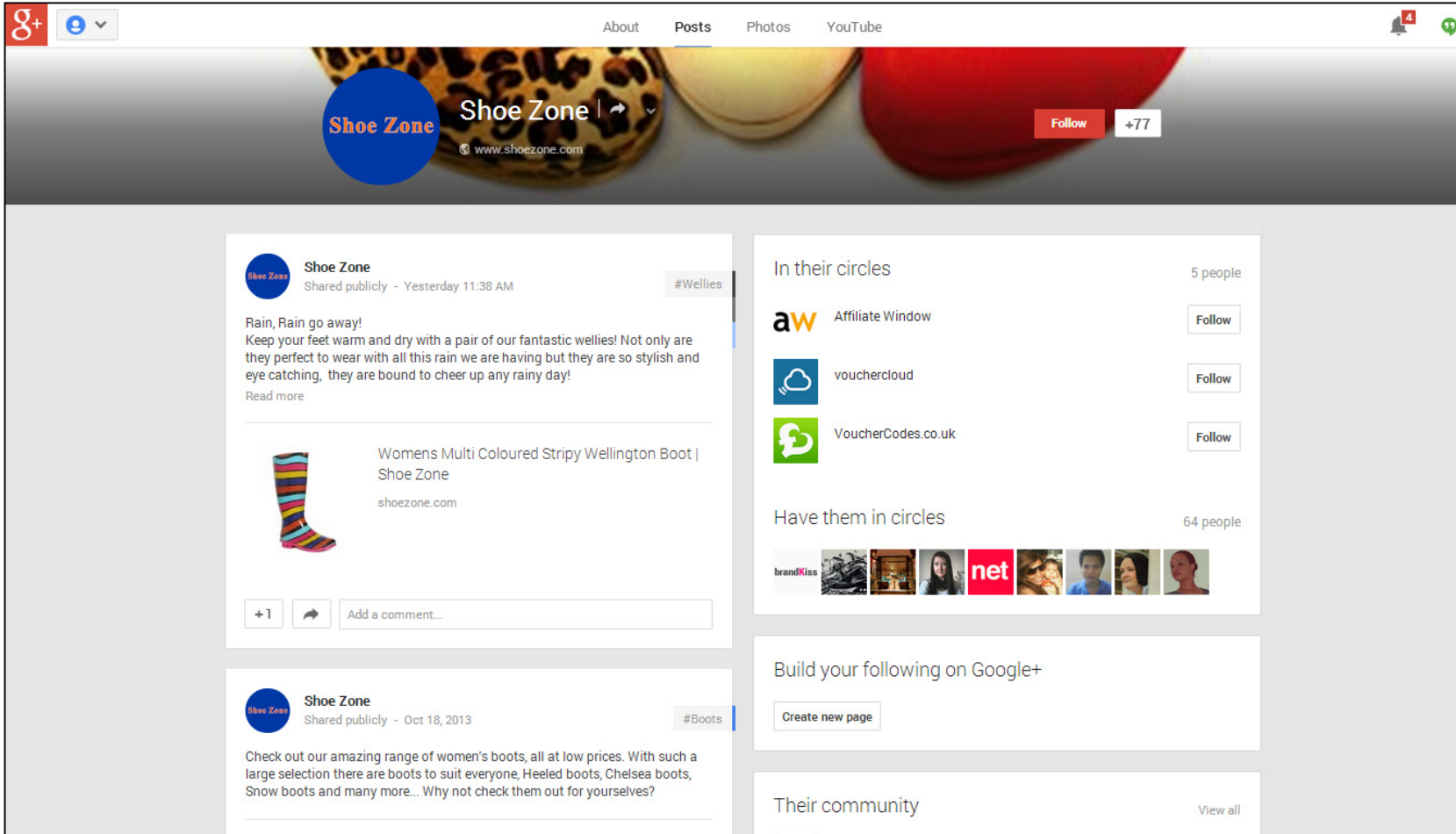
- Tinfish shoes**: www.tinfishshoes.co.uk/
- Clarks Shoes**: www.clarks.co.uk/?cm\_mmc...Maps... 1 Google review
- Shoe Zone Limited**: www.shoezone.com/?utm\_source... Google+ page
- Priceless Shoes**: www.pricelessshoes.co.uk/ Google+ page
- USC**: www.usc.co.uk/ 1 Google review
- Halford Street Repairs**: www.halfordshoerepairs.co.uk/ Google+ page
- Jellyrolls Kids Wear**: www.jellyrollskidswear.com/ Google+ page

# Local listing (in Google+)



The screenshot shows a Google+ interface with a search for "Leicestershire, Leicester". The main content is a map of Leicester with a red pin marking the location of Shoe Zone Limited at 30 Market Pl S, Leicester LE1 5GF. The listing includes the business name, address, phone number (0116 251 3480), website (shoezone.com), and operating hours (Today 11:00 am - 5:00 pm). Below the map, there are sections for "About", "Photos", and "Write a review". A sidebar on the right shows a list of users who are connected to the listing, including Luke Glassford, Andrew Girdwood, Asif Shah, B Sara, Chris Simpson, David Prescod, John Owens, Lewis Davies, Wes Ewing, Aaron Mc Adam, Alan Clements Met..., Algje Picardal, and Andrew Wearden.

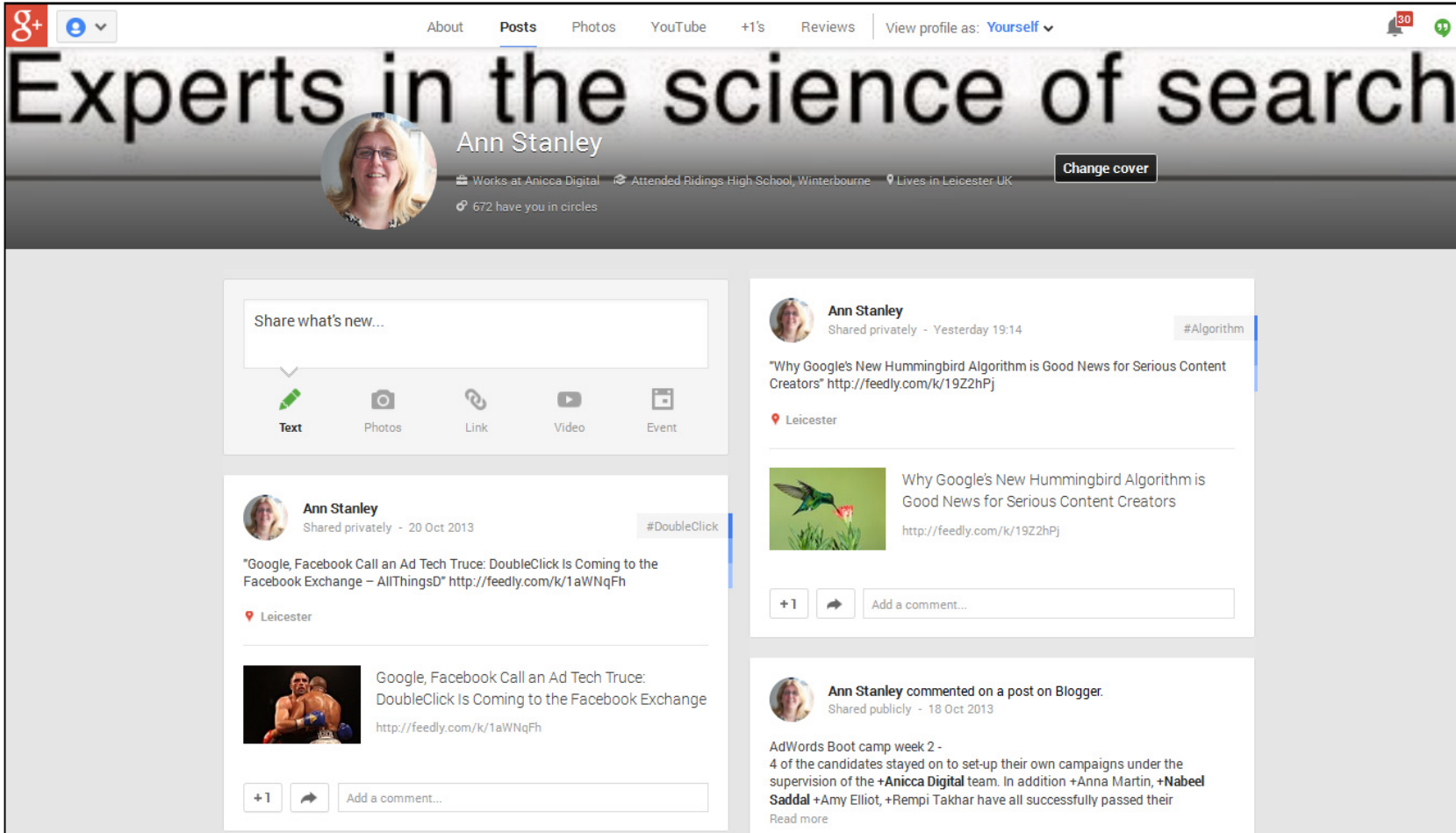
# Shoe Zone Google+ page



The screenshot shows the Google+ profile page for Shoe Zone. The header features the Google+ logo, navigation tabs for 'About', 'Posts', 'Photos', and 'YouTube', and a notification bell with a red '4'. The profile banner includes the 'Shoe Zone' logo, the name 'Shoe Zone', a 'Follow' button, and a '+77' follower count. The main content area displays two posts. The first post, dated 'Yesterday 11:38 AM', is about wellies and includes a link to a product page for 'Womens Multi Coloured Stripy Wellington Boot'. The second post, dated 'Oct 18, 2013', promotes a range of women's boots. On the right side, there are sections for 'In their circles' (listing Affiliate Window, vouchercloud, and VoucherCodes.co.uk), 'Have them in circles' (showing a row of profile pictures), and 'Build your following on Google+' (with a 'Create new page' button). At the bottom right, there is a 'Their community' section with a 'View all' link.

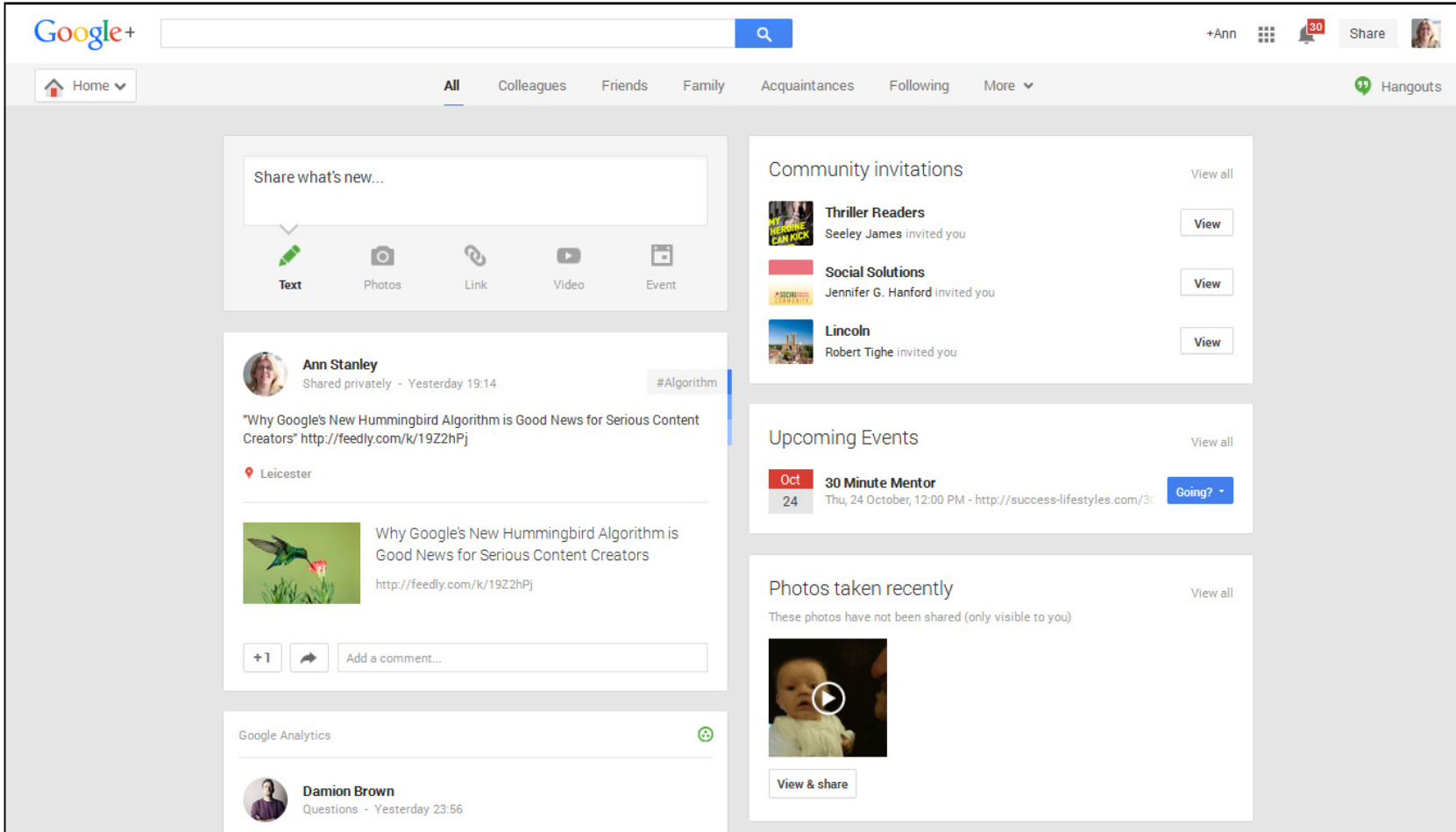


# Ann Stanley Google+ page



The screenshot shows the Google+ profile page for Ann Stanley. At the top, there is a navigation bar with links for About, Posts, Photos, YouTube, +1's, and Reviews. The profile header features a large cover photo with the text "Experts in the science of search" and a profile picture of Ann Stanley. Below the header, there is a "Share what's new..." section with options for Text, Photos, Link, Video, and Event. The main content area displays three posts: a private post about Google's Hummingbird algorithm, a private post about DoubleClick and Facebook Exchange, and a public comment on a Blogger post about AdWords boot camp.

# My Google+ Newsfeed



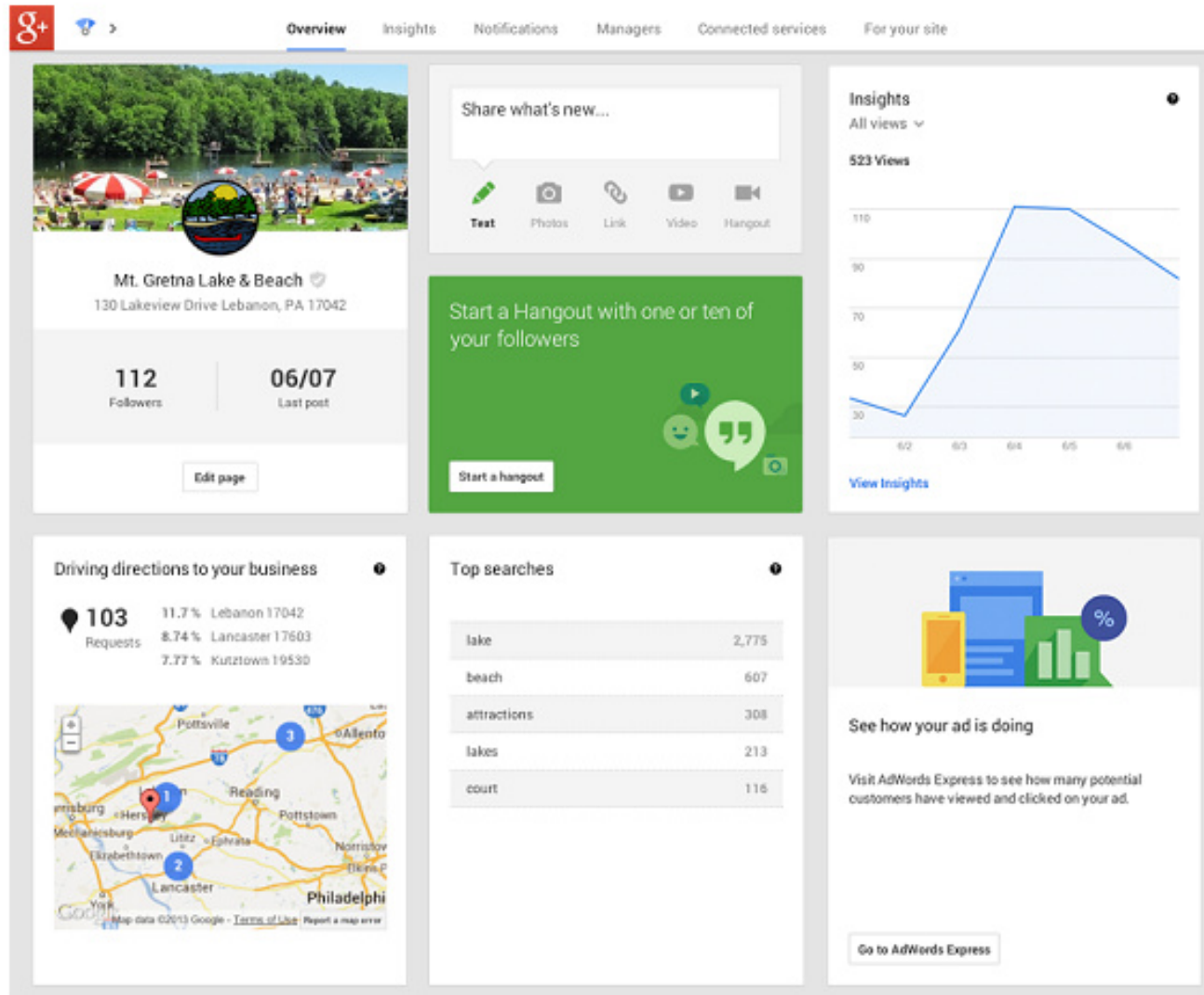
The screenshot shows a Google+ newsfeed interface. At the top, there is a search bar and navigation links for '+Ann', 'Share', and a profile picture. Below this is a navigation bar with tabs for 'Home', 'All', 'Colleagues', 'Friends', 'Family', 'Acquaintances', 'Following', and 'More'. The main content area is divided into several sections:

- Share what's new...:** A text input field with icons for Text, Photos, Link, Video, and Event.
- Ann Stanley:** A post shared privately yesterday at 19:14. The text reads: "Why Google's New Hummingbird Algorithm is Good News for Serious Content Creators" with a link to <http://feedly.com/k/19Z2hPj>. It includes a location tag for Leicester and a thumbnail image of a hummingbird. Below the post are '+1', share, and comment buttons.
- Community invitations:** A list of invitations from 'Thriller Readers', 'Social Solutions', and 'Lincoln'.
- Upcoming Events:** An event titled '30 Minute Mentor' on October 24th at 12:00 PM.
- Photos taken recently:** A section for recently taken photos, with a note that they have not been shared.
- Google Analytics:** A small widget for Google Analytics.
- Damion Brown:** A post from Damion Brown titled 'Questions' shared yesterday at 23:56.

# Authorship

The screenshot shows a Google search for "seo agency". The search results are displayed in a grid format. On the right side, there is a map of the Leicestershire region with three red location markers labeled A, B, and C. Marker A is located in Leicester, marker B is in Loughborough, and marker C is in Nottingham. Below the map, there are several search results, each with a title, a URL, and a brief description. Two of these results are highlighted with red boxes: "Top 25 Most Visible SEO Agencies in the UK According to ..." and "Leicester SEO agency for search engine optimisation services". The first highlighted result is by Patrick Altoft and the second is by Ann Stanley. The search results also include a "Map for seo agency" link and a "See results for seo agency on a map" link.

# New Google+ Dashboard



The dashboard is divided into several sections:

- Overview:** Shows the profile name 'Mt. Gretna Lake & Beach', address '130 Lakeview Drive Lebanon, PA 17042', 112 Followers, and a last post on 06/07. Includes an 'Edit page' button.
- Share what's new...:** A text input field with icons for Text, Photos, Link, Video, and Hangout.
- Insights:** A line graph showing 523 Views over a period of 62 to 66 days. A 'View Insights' link is at the bottom.
- Start a Hangout:** A green call-to-action box with a 'Start a hangout' button.
- Driving directions to your business:** Shows 103 Requests from three locations: Lebanon 17042 (11.7%), Lancaster 17603 (8.74%), and Kutztown 19530 (7.77%). Includes a map.
- Top searches:** A table listing search terms and their counts.
- See how your ad is doing:** A section with a 'Go to AdWords Express' button.

Search Term	Count
lake	2,775
beach	607
attractions	308
lakes	213
court	116

# Google+

## Why is it important?

- Google+ pages have authority so a link from a Google+ page should pass authority to your site
  - Need to post to Google+ and/or Google+ Communities
  - Add +1 icon on your content to encourage others to +1
  - Comment and interact with Google+
  - Get colleagues/customers to follow your brand page
- Authorship indicates authority and could possibly be a ranking factor in the future
- Moz have found positive correlation with top ranking sites and Google+ activity
- However, currently +1's are not meant to have any affect (according to Google's Matt Cutts)

# Knowledge and information panels

# Expansion of Data Highlighter

theatres

Web Images Maps Shopping More Search tools

About 12,400,000 results (0.26 seconds)

**Movies for Leicester, UK**

After Earth	1hr 40min	12A	Scifi	English	Trailer
The Hangover Part III	1hr 40min	15	Comedy	English	Trailer
Fast & Furious 6	2hr 10min	12A	Action	English	
Epic	1hr 42min	U	Animation	English	
The Purge	1hr 25min	15	Scifi	English	Trailer
The Great Gatsby	2hr 23min	12A	Drama	English	Trailer

+ Show more films

**Curve Theatre, Leicester - the place for ...**  
www.curveonline.co.uk/  
Score: 26 / 30 · 11 Google reviews  
60 Rutland St  
Leicester  
0116 242 3560

**Leicester Theatres | The Curve Theatre, De Montfort Hall | Book ...**  
www.theatresonline.com/theatres/leicester-theatres/leicester-theatres.html  
Find a theatre in Leicester, find all the latest theatre listings for the De Montfort Hall, Curve Theatre, The Little Theatre and the Phoenix Arts Theatre and book ...

**Leicester City Council - Theatres**  
www.leicester.gov.uk > ... > Leisure & Culture > Arts and Entertainment  
The main theatres in Leicester are: Curve De Montfort Hall Phoenix Arts The Little Theatre The Y Theatre For details of what's on at other venues in the city, see: ...

**The Little Theatre**  
www.thelittletheatre.net/  
3 Google reviews  
11 Jun - 15 Jun Whistle Down the Wind  
24 Jun - 29 Jun Cranford  
Fri 13 Dec Cinderella

**De Montfort Hall**  
www.demontforthall.co.uk/  
6 Google reviews  
Granville Rd  
Leicester  
0116 233 3111

Map for theatres

Ads

**London Theatre Tickets**  
www.londonboxoffice.co.uk/  
Great choice of tickets & offers.  
Guaranteed Seat Numbers - Book now!

**New Wolsey Theatre**  
www.wolseytheatre.co.uk/  
Tickets from £8.50 every night!  
01473 295900

**Donmar Theatre**  
www.donmarwarehouse.com/frontrow  
£10 Front row seats at the Donmar  
Barclays Front Row - Sign up now.

**Best Theatre Shows**  
www.southcamdentheatre.org/  
Passionate, Professional Theatre in  
Your Backyard. Get Tickets Today!

See your ad here »

Schema  
mark-up

# Knowledge Graph

how many people live in england

Web Images Maps Shopping More Search tools

About 184,000,000 results (0.31 seconds)

## 62.74 million (2011)

United Kingdom, Population

Country	Population (2011)
France	65.43 million
United Kingdom	62.74 million
Australia	22.32 million

Explore more

Sources include: World Bank

## United Kingdom

Country

The United Kingdom of Great Britain and Northern Ireland, commonly known as the United Kingdom and Britain, is a sovereign state located off the north-western coast of continental Europe. Wikipedia

### Related statistics

Gross domestic product	2.445 trillion USD (2011)
Life expectancy	80.75 years (2011)
Unemployment rate	7.7% (Feb 2013)

### Population elsewhere

United States of America	313.9 million (2012)
Germany	81.8 million (2011)
Canada	34.48 million (2011)

[How many people live in england? - Yahoo! UK & Ireland Answers](#)  
uk.answers.yahoo.com › All Categories › Travel › United Kingdom  
Jun 9, 2005 – **England** is one part of the United Kingdom (Scotland, Wales and Northern Ireland is the rest). **England** accounts for more than 83% of the **UK's** ...

[How many white English people live in England?](#) 14 answers 2 Sep 2012  
[Does anyone know how many IRISH people are ...](#) 2 answers 14 Jan 2010  
[How many people live in london, england?](#) 12 answers 18 Jan 2008  
[How many people live in the UK?](#) 31 answers 24 Aug 2006

[Demography of England - Wikipedia, the free encyclopedia](#)




# In depth articles (Google.com)


[www.economist.com/topics/british-economy](http://www.economist.com/topics/british-economy)  
THE FED considers tapering, global finance five years after the collapse of Lehman Brothers and George Osborne says **Britain's economy** has "turned a corner".


[www.pwc.co.uk/the-economy/publications/uk-economic.../index.jhtml](http://www.pwc.co.uk/the-economy/publications/uk-economic.../index.jhtml)  
We expect a gradual recovery in the **UK economy**, and while there may now be some light at the end of the tunnel, there are still plenty of risks for businesses to ...

[www.huffingtonpost.co.uk/news/uk-economy/](http://www.huffingtonpost.co.uk/news/uk-economy/)  
Big News on **UK Economy**. Includes blogs, news, and community conversations about UK Economy.

**In-depth articles**


 [God Save the British Economy](#)  
The New York Times - by Adam Davidson - Dec 2012  
Entering the Bank of England is like walking back in time to the old **British Empire**. Its brass door is attended by the Pinks, men in black hats and pink tailcoats. Vast meeting ...

 [History - The Workshop of the World](#)  
BBC - Mar 2011  
The transformation of the **economy**. For a few decades in the 19th century **British** manufactured goods dominated world trade. Most mass manufactured items were produced ...

 [India's economy is booming so why is the UK still ...](#)  
Daily Mail - Apr 2011  
India is spending £1bn on aircraft carriers sending a probe to Mars. David Rose holds to account the sacred cow that is our £7.8bn foreign aid budget.

Searches related to **uk economy**

[uk economic system](#) [england economy](#)  
[uk economy statistics](#) [uk economy type](#)  
[uk unemployment](#) [uk economy 2013](#)  
[uk gas prices](#) [uk economy facts](#)

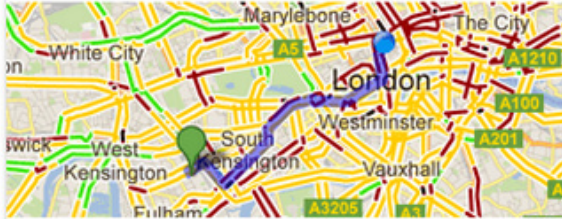
 >  
1 2 3 4 5 6 7 8 9 10 [Next](#)

Help Send feedback Privacy & Terms

# Mobile

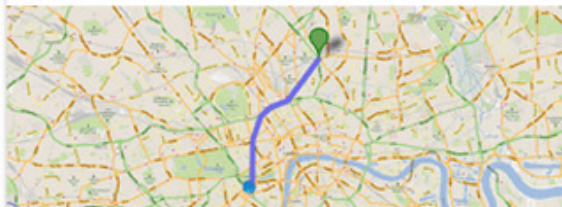
# Google Now

**29 minutes to Home**  
Heavy traffic on Fulham Rd/A308



[Get directions](#)

**Victoria station is closed**  
No service until 11:20pm  
**66 minutes** to home  
Piccadilly Line departs at 6:27pm  
(walk 9 min to Piccadilly station)




[Get directions](#)

04:10

Google

Search, or say Google

**Boarding pass: UA 1168**



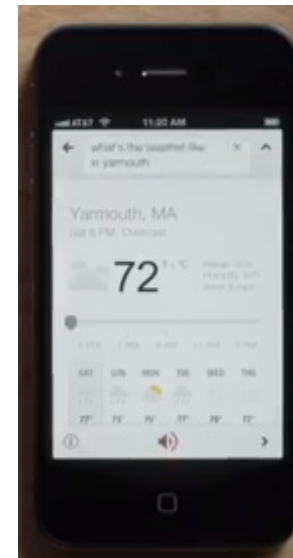
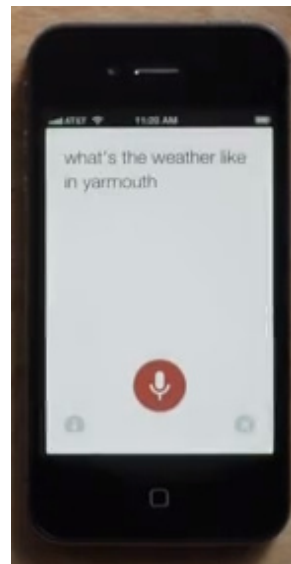
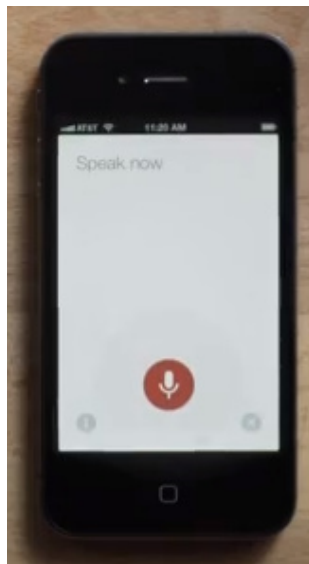
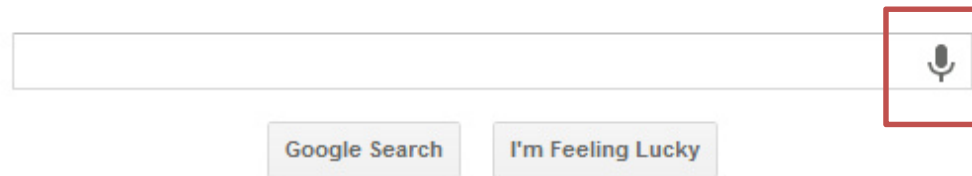
Passenger  
**Susan Smith**

Terminal	Gate	Seat	Group
3	86	23b	2

[View email](#)

# Voice-enabled Search

# Google



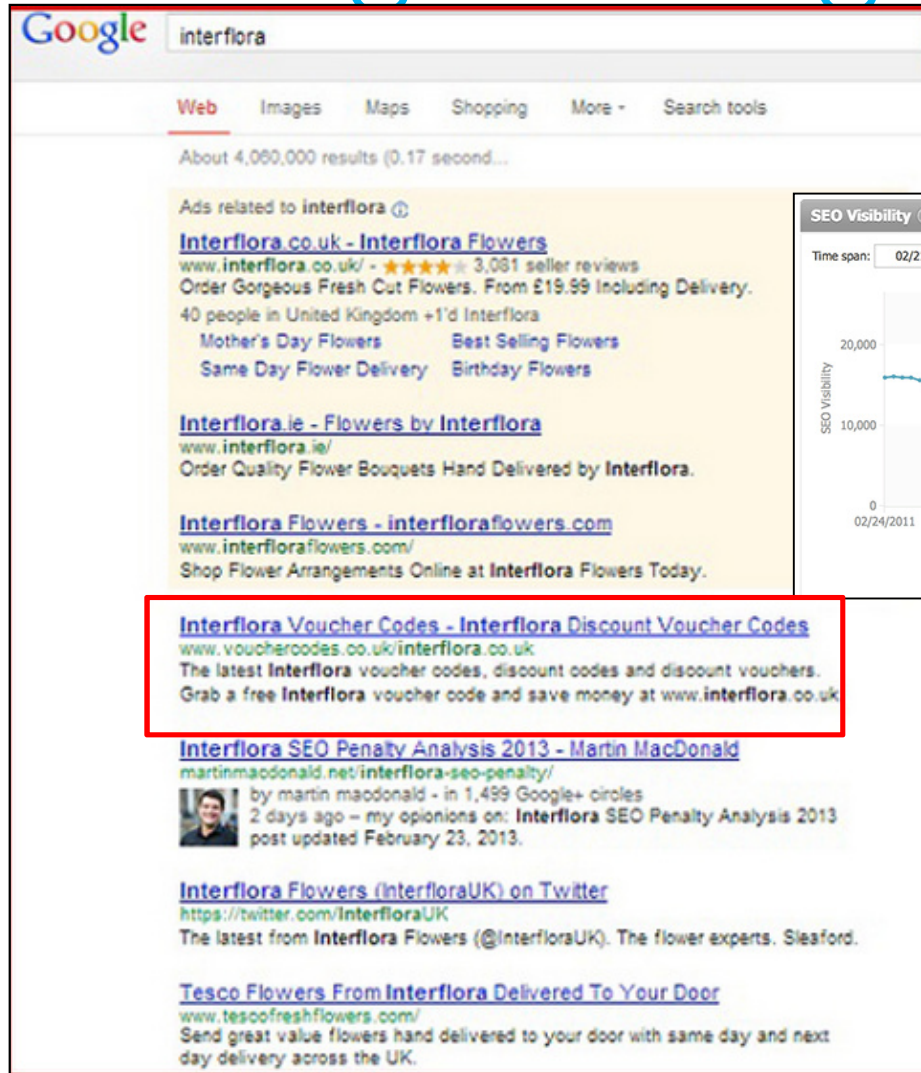
# Multi-device syncing/tracking

- These updates all encourage signing in to Google+, mainly because it allows Google to track users across devices.
- For example, Google Now will recognise search queries entered by users on desktops and align itself to providing relevant information on their mobile devices.

# Google Penguin Update



# Interflora and Google's Penguin 2.0 Update



Google interflora

Web Images Maps Shopping More - Search tools

About 4,090,000 results (0.17 second...)

Ads related to interflora

[Interflora.co.uk - Interflora Flowers](http://www.interflora.co.uk/)  
www.interflora.co.uk/ - ★★★★★ 3,081 seller reviews  
Order Gorgeous Fresh Cut Flowers. From £19.99 Including Delivery.  
40 people in United Kingdom +1'd Interflora  
Mother's Day Flowers Best Selling Flowers  
Same Day Flower Delivery Birthday Flowers

[Interflora.ie - Flowers by Interflora](http://www.interflora.ie/)  
www.interflora.ie/  
Order Quality Flower Bouquets Hand Delivered by Interflora.

[Interflora Flowers - interfloraflowers.com](http://www.interfloraflowers.com/)  
www.interfloraflowers.com/  
Shop Flower Arrangements Online at Interflora Flowers Today.

**[Interflora Voucher Codes - Interflora Discount Voucher Codes](http://www.vouchercodes.co.uk/interflora.co.uk)**  
www.vouchercodes.co.uk/interflora.co.uk  
The latest Interflora voucher codes, discount codes and discount vouchers.  
Grab a free Interflora voucher code and save money at www.interflora.co.uk

[Interflora SEO Penalty Analysis 2013 - Martin MacDonald](http://martinmacdonald.net/interflora-seo-penalty/)  
martinmacdonald.net/interflora-seo-penalty/  
by martin macdonald - in 1,499 Google+ circles  
2 days ago - my opinions on: Interflora SEO Penalty Analysis 2013  
post updated February 23, 2013.

[Interflora Flowers \(InterfloraUK\) on Twitter](https://twitter.com/InterfloraUK)  
https://twitter.com/InterfloraUK  
The latest from Interflora Flowers (@InterfloraUK). The flower experts. Sleaford.

[Tesco Flowers From Interflora Delivered To Your Door](http://www.tescofreshflowers.com/)  
www.tescofreshflowers.com/  
Send great value flowers hand delivered to your door with same day and next day delivery across the UK.



# Penguin 2.0 Update - May 22<sup>nd</sup> 2013

Links should be a by-product of great content and should not be obtained 'unnaturally' - the emphasis is on quality over quantity.

## **Websites should stay away from:**

- Paid advertorials
- Link exchange networks
- Over-using exact match anchor text for generic keywords e.g. in online PR and guess blogging sites
- Poor quality outreach campaigns



# Penguin 2.1

## 4<sup>th</sup> October 2013



- Affects 1% of all searches
- Looks for “unnatural links” deeper into your website not just the homepage
- Have you received an “unnatural link warning” in your Webmaster Tools account?
- SEO traffic could drop by 50% for a partial warning – more for a full warning

### Manual Actions

Site-wide matches None

▾ **Partial matches** Some manual actions apply to specific pages, sections, or links

Reason	Affects
<b>User-generated spam</b> Pages from this site appear to contain spammy user-generated content. The problematic content may appear on forum pages, guestbook pages, or user profiles. <a href="#">Learn more.</a>	mattcutts.com/forum/

[REQUEST A REVIEW](#)

# What are “unnatural links”

- Unnatural Links are links that you control, create or buy; as compared with natural links which are generated by real users who value your content enough to link to it.
- Typically found in sites where you can upload the link yourself e.g. unedited directories, article sites
- Often contain “exact match keyphrases” in the anchor text of the link or may be present on every page on the site
- Examples of unnatural links already on the “black list”
  - Buying links using exact match anchor text
  - Blog/forum comments (which are done solely for the link)
  - Guest Posts which are posted on irrelevant sites (which are low-quality)
  - Article directories (which are used to create a link)
  - Online PR/syndication (done solely for SEO purposes with no valuable content)
  - Web designers with exactly the same link at the bottom of every site they build

# Corrective action (disavow)

- Use Webmaster tools to identify all the links to your site
- Create a spread sheet and click into each link
- Classify each link according to type and grade each link as natural or unnatural
- Collect contact details for each webmaster and contact all webmasters to remove link, keeping copies of all correspondence
- Log removal or feedback, if necessary try again (and possibly a third time)
- Provide all the data to Google with evidence of your attempts to clean up your link profile and requests to “disavow any remaining unnatural links”
- Wait to see their response and if necessary you may have to remove further links and try again
- It takes 1-2 days to review and clean up around 500 links and a couple of weeks to get webmaster for help you (if at all)
- Takes a number of weeks for Google to review and re-index
- Drop of traffic can only be made up by using AdWords (if affordable)
- Re-build your link profile with good links from reputable sites



Google Panda Update

# Don't forget about Panda!

- Google Panda's latest major update seemed to have hit in March 2013, but with ongoing monthly changes
- Google is likely to incorporate Panda into Google's main indexing processes, which means penalties are less noticeable than they were previously
- Websites should display unique content and not duplicate mass-produced content
- All poor quality content should be separated then blocked from crawlers
- You need to consider your site as a hub for content marketing and publishing to stand out as an expert in your field
- Invest in the quality and usefulness of your site rather than the old world view of SEO "where you just add a few keyphrases to your content"

# Hummingbird



# Hummingbird

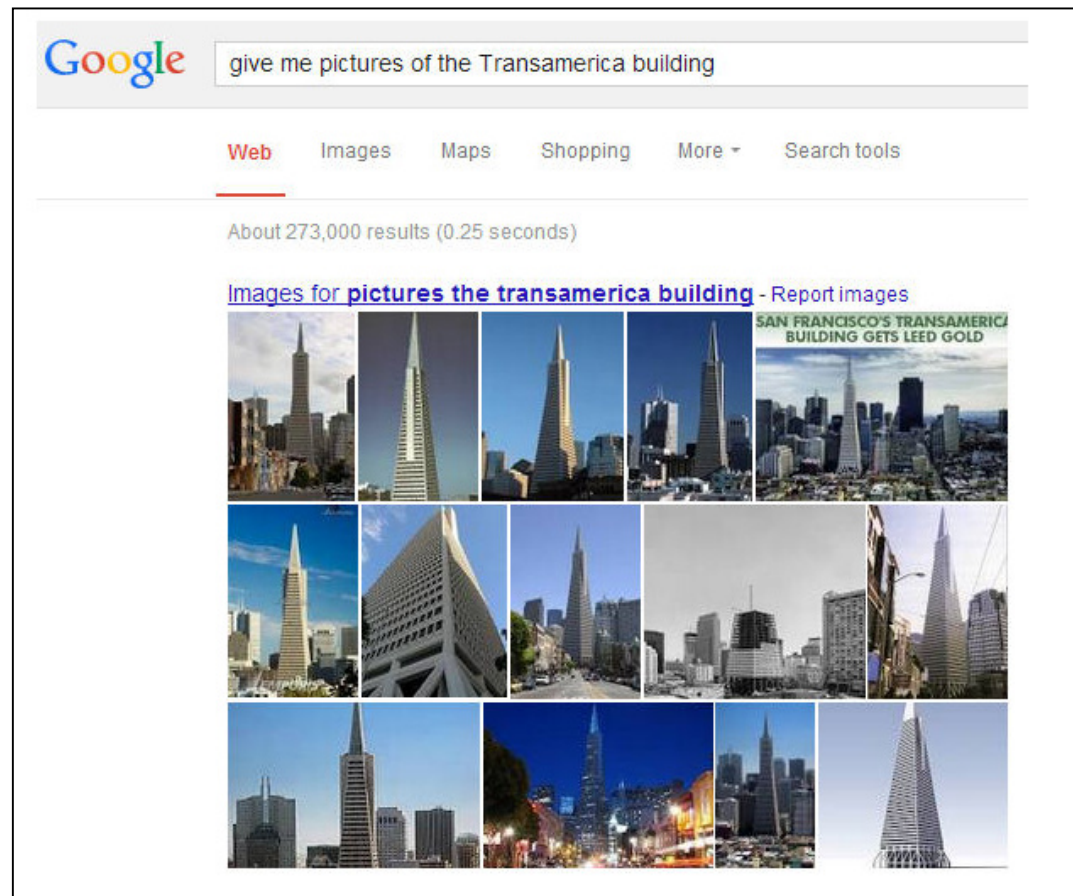
- Released to coincide with Google's 15<sup>th</sup> birthday (August 20<sup>th</sup>)
- Major change which focuses on the way we ask a series of questions in context ("semantic search"), rather than us searching on a deliberate string of keyphrases
- This will help with the use of voice search, as it is similar to the way we speak rather than what we type in
- Results often include the knowledge graph which contains the answers - so users can get what they want to know without leaving Google (especially when using Google Now on a mobile)

# Examples of Hummingbird

- Transamerica building images  
VS.
- Give me pictures of the Transamerica building
  
- Height of Transamerica building  
VS.
- How tall is it



# Semantic search



Google give me pictures of the Transamerica building

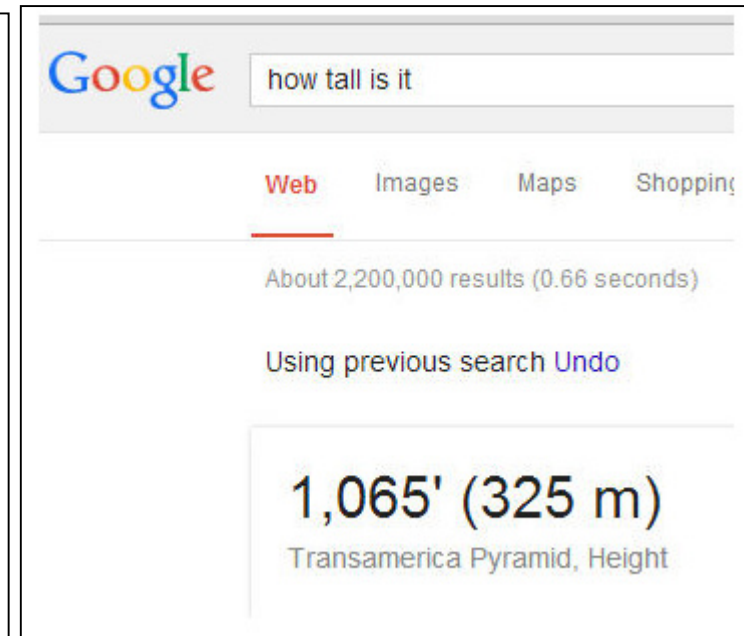
Web Images Maps Shopping More Search tools

About 273,000 results (0.25 seconds)

[Images for pictures the transamerica building](#) - Report images

**SAN FRANCISCO'S TRANSAMERICA BUILDING GETS LEED GOLD**

A grid of 15 images showing various views of the Transamerica Pyramid in San Francisco, including daytime and nighttime shots, and close-ups of the building's facade.



Google how tall is it

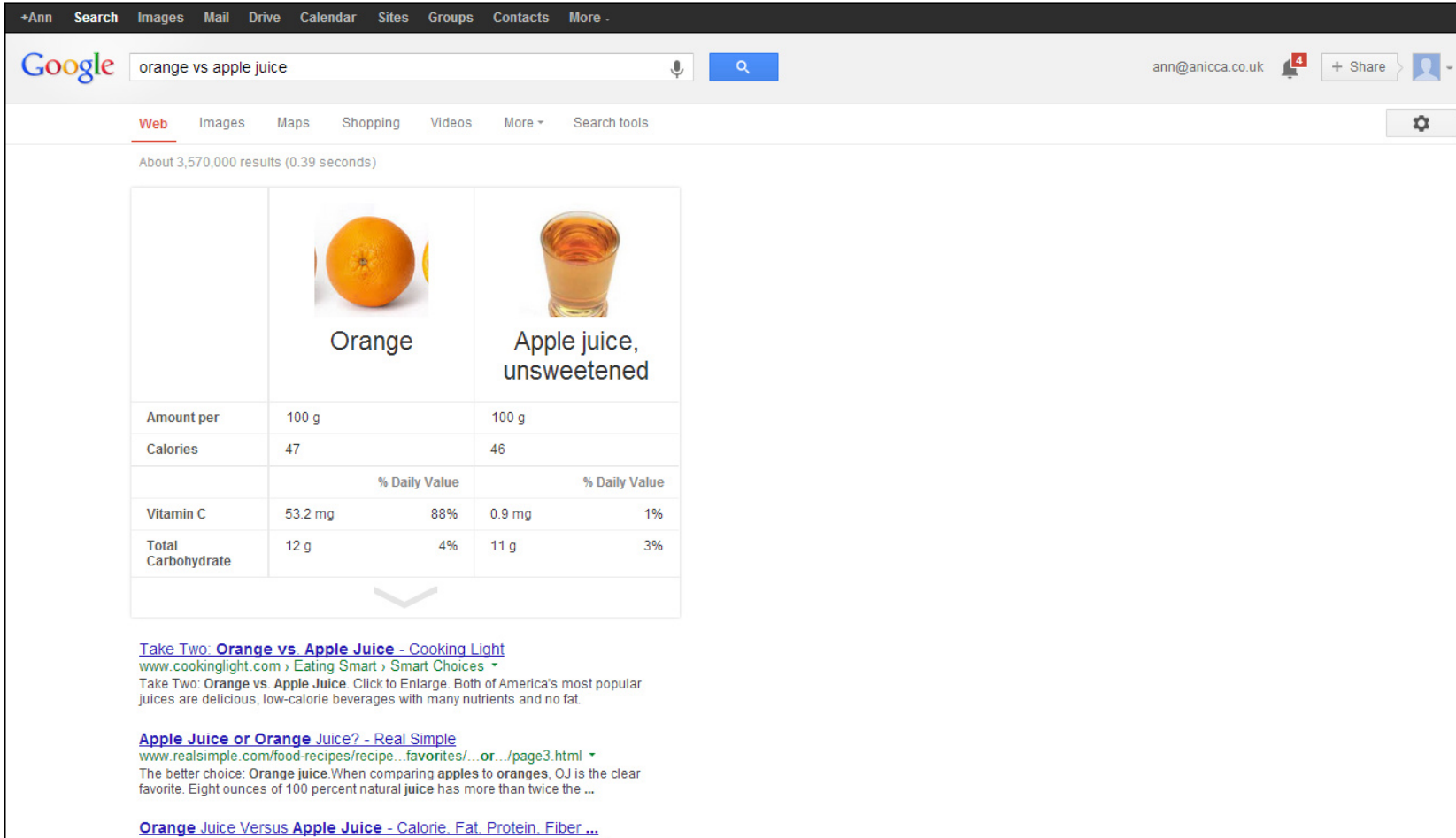
Web Images Maps Shopping

About 2,200,000 results (0.66 seconds)

Using previous search [Undo](#)

**1,065' (325 m)**  
Transamerica Pyramid, Height

# Knowledge graph



Google search results for "orange vs apple juice". The search bar shows "orange vs apple juice" and the results page displays a knowledge graph comparing "Orange" and "Apple juice, unsweetened".

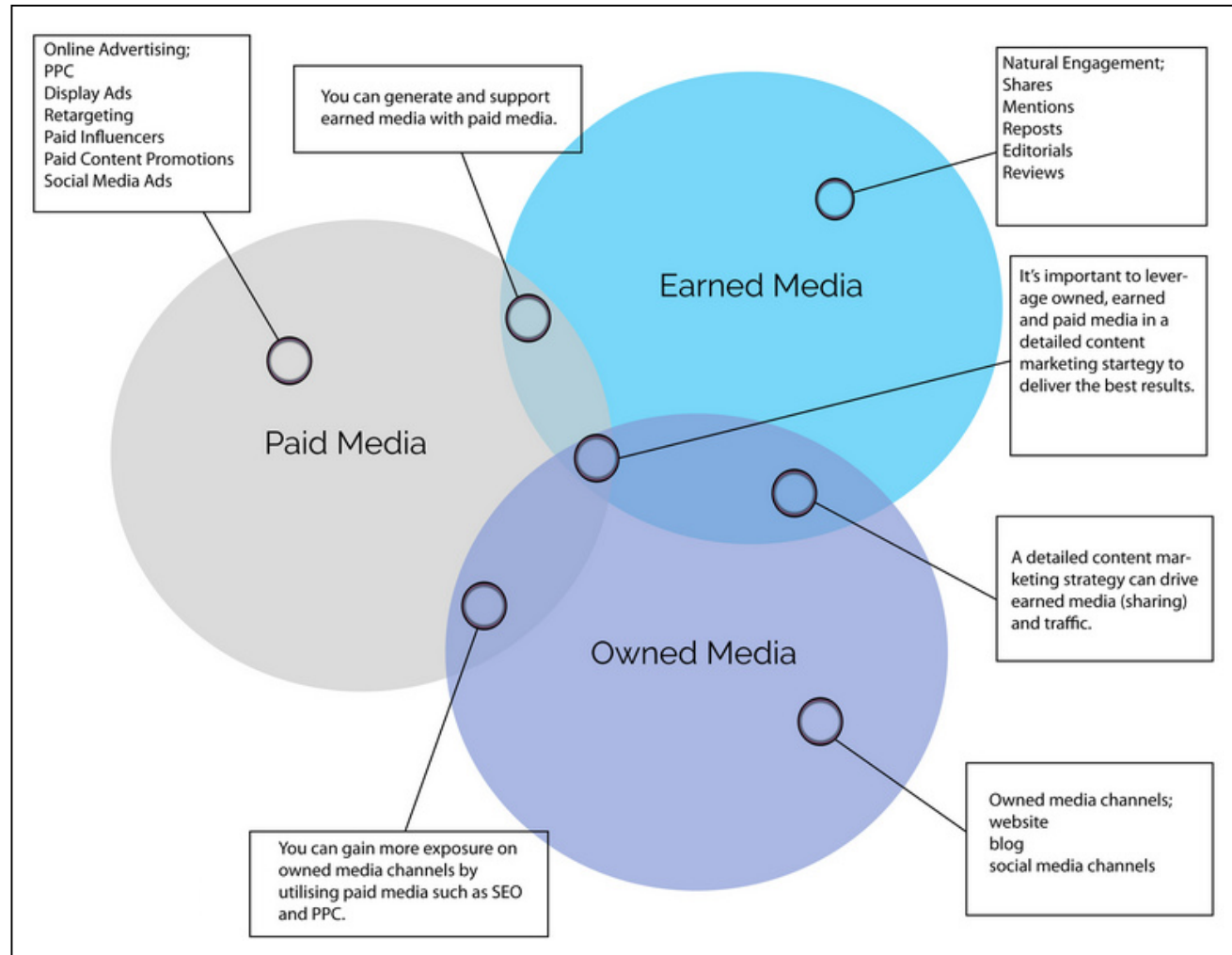
	Orange	Apple juice, unsweetened
Amount per	100 g	100 g
Calories	47	46
	% Daily Value	
Vitamin C	53.2 mg 88%	0.9 mg 1%
Total Carbohydrate	12 g 4%	11 g 3%

Take Two: [Orange vs. Apple Juice - Cooking Light](#)  
www.cookinglight.com › Eating Smart › Smart Choices  
Take Two: [Orange vs. Apple Juice](#). Click to Enlarge. Both of America's most popular juices are delicious, low-calorie beverages with many nutrients and no fat.

[Apple Juice or Orange Juice? - Real Simple](#)  
www.realsimple.com/food-recipes/recipe...favorites/...or.../page3.html  
The better choice: [Orange juice](#). When comparing [apples](#) to [oranges](#), OJ is the clear favorite. Eight ounces of 100 percent natural [juice](#) has more than twice the ...







[Orange Juice Versus Apple Juice - Calorie, Fat, Protein, Fiber ...](#)  
www.eatright.org/food-vs-food.asp?\_orange-juice-apple-juice...

# SEO = Content marketing



# Other Google stuff

# Google Media Tools – new publishing platform?

 <b>Gather and Organize</b> <ul style="list-style-type: none"><li>• Advanced Search</li><li>• Google Trends and Analytics</li><li>• Google Consumer Surveys</li><li>• Google Drive</li></ul>	 <b>Publish</b> <ul style="list-style-type: none"><li>• Google News</li><li>• Google Images</li><li>• Webmaster Central</li><li>• Google Analytics</li><li>• Custom Search Engine</li></ul>
 <b>Engage</b> <ul style="list-style-type: none"><li>• Google+ and Hangouts</li><li>• YouTube</li></ul>	 <b>Develop</b> <ul style="list-style-type: none"><li>• Google Web Toolkit</li><li>• Google App Engine</li><li>• Android developers</li><li>• YouTube Partnerships</li></ul>
 <b>Visualize</b> <ul style="list-style-type: none"><li>• Google Maps Engine</li><li>• Google Maps API</li><li>• Google Crisis Map</li><li>• Google Earth</li><li>• Google Earth Engine Timelapse</li><li>• Google Fusion Tables</li><li>• Google Charts</li></ul>	 <b>Additional Resources</b> <ul style="list-style-type: none"><li>• Google Politics &amp; Elections</li><li>• Transparency Report</li><li>• Google Crisis Response</li></ul>

# Good and Bad Merchants

- There was talk at the SXSW Conference of a potential update that would make it difficult for bad merchants to rank high in Google's search results.
- Google already have in place a system that penalises bad merchants which uses reviews as a signal, but with the increasing number of fake reviews, Google is in search of other, more reliable signals to distinguish bad merchants from good ones.
- Google is looking to bring its Trusted Stores programme to the UK later this year after the service has proved highly popular in the US.

## 2) Paid search (AdWords)

# New Enhanced Ads



Katie-Jordan-Price

id264



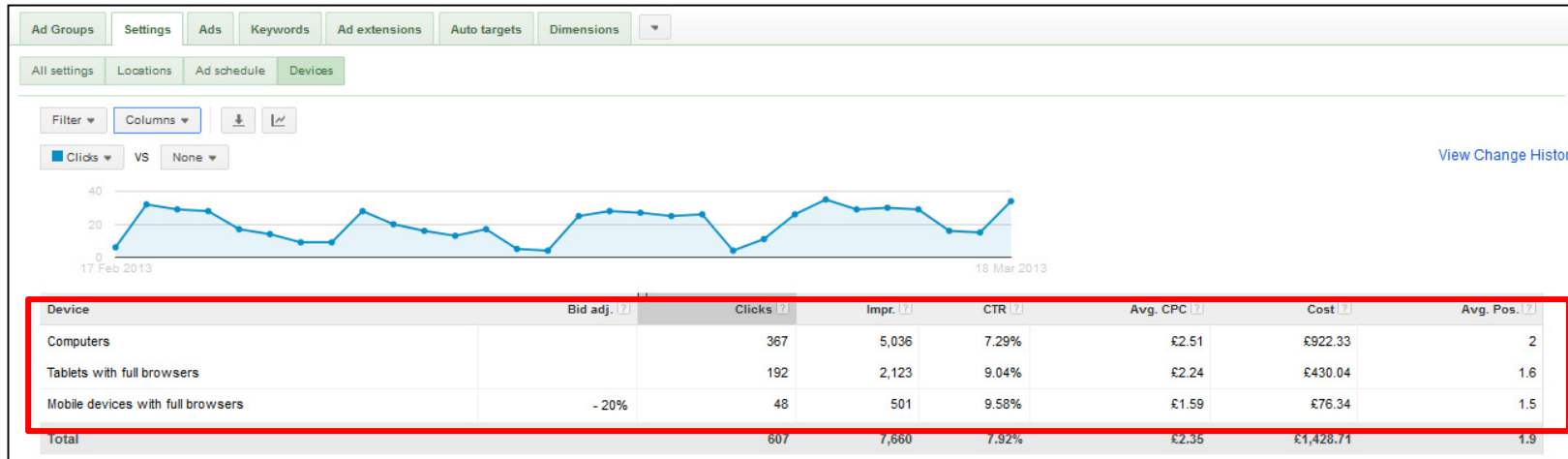
# What are new enhanced ads?


- Designed by Google to help better manage campaigns and budgets for a multi-device world. Note: Universal Analytics will be able to track across these devices
- Allow you to manage bids across devices, locations, and time of day - all from a single campaign
- Count phone calls and app downloads as conversions in AdWords
- Google automatically upgraded all AdWords campaigns to Enhanced campaigns in July 2013.

# The controversy – Mobile campaigns

- Simpler to set-up but:
  - Can't have separate campaigns for each device - what about mobile only campaigns for mobile sites?
  - Bid modifier only for mobiles (-100 to +300%)
  - Lack of control e.g. tablet specific campaigns, bid modification is at ad group not keyword level
  - Expected to lead to a bid inflation, as everyone is forced to use mobile
  - You can have a preferred ad for mobile, but you have to manually select the ad in each ad group

# Bidding by device and results



Campaign	Budget	Status	Enhanced	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
 2. Gen - Gastric Balloon Surgery Enhanced Test	£60.00/day	Limited by budget	Enhanced	607	7,660	7.92%	£2.35	£1,428.71	1.9	82	£17.42	13.51%
Computers				367	5,036	7.29%	£2.51	£922.33	2	49	£18.82	13.35%
Mobile devices with full browsers				48	501	9.58%	£1.59	£76.34	1.5	9	£8.48	18.75%
Tablets with full browsers				192	2,123	9.04%	£2.24	£430.04	1.6	24	£17.92	12.50%

# Bids by location (on settings tab)

Ad Groups Settings Ads Keywords Ad extensions Auto targets Dimensions

All settings Locations Ad schedule Devices

View: Town/City Filter Columns

[« Back to locations](#)

### Where your users were

This report shows where people were physically located when they viewed your ad. Depending on your targeting settings, it may be different from the location that triggered your ad, which can be locations that people were searching for or viewing pages about.

Add targets and set bid adjustment

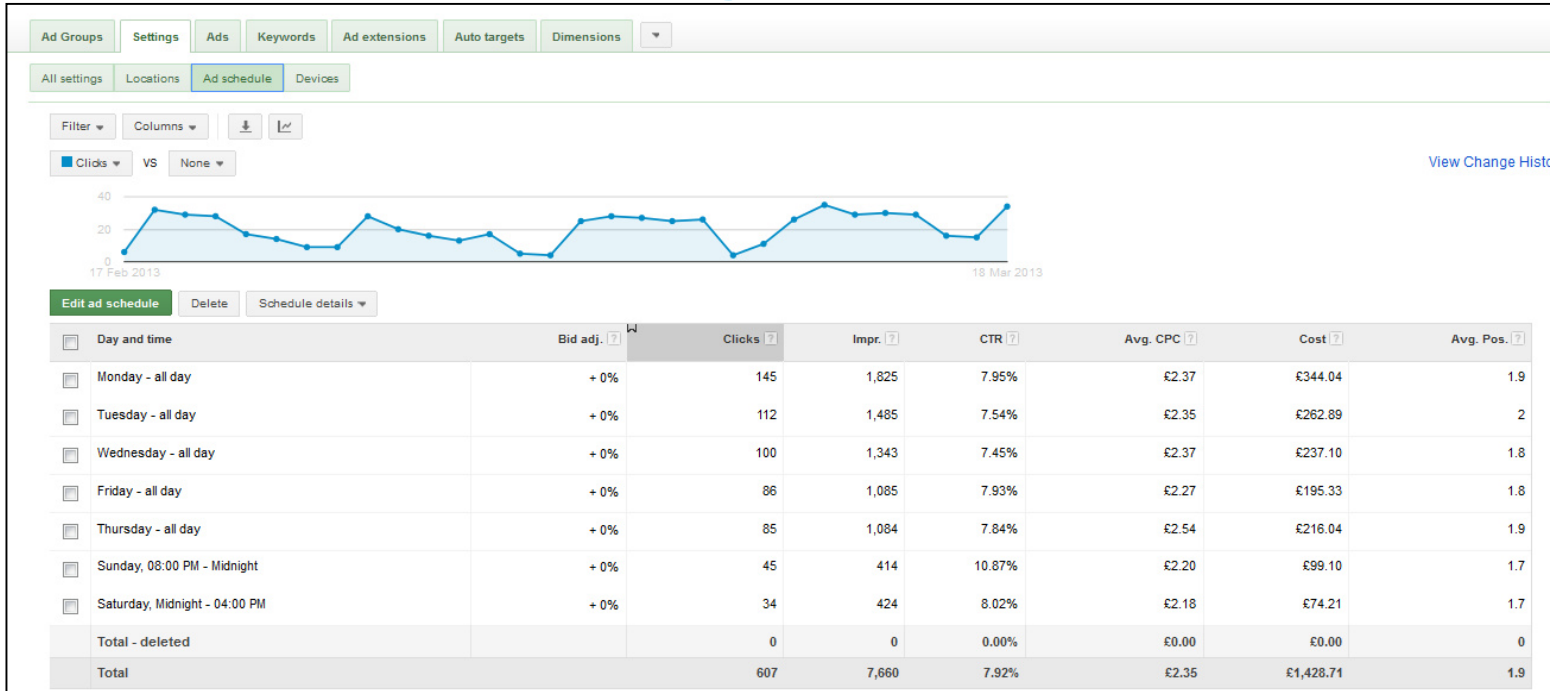
Add the selected locations to your target list and adjust your bids for selected campaigns. Your bids will not be adjusted if you enter "0" (zero) in the field below.

Adjust bids Optional Increase by  %

Example: A £10.00 bid will become £12.50.

<input type="checkbox"/>	Location	Added/Excluded	Clicks <small>?</small>	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small>	Avg. Pos. <small>?</small>	Conv. (1-per-click) <small>?</small>	Cost / conv. (1-per-click) <small>?</small>	Conv. rate (1-per-click) <small>?</small>	View-through Conv. <small>?</small>
<input checked="" type="checkbox"/>	London, England, United Kingdom	None	131	1,775	7.38%	£2.46	£322.15	2.2	16	£20.13	12.21%	0
<input type="checkbox"/>	Manchester, England, United Kingdom	None	30	335	8.96%	£2.39	£71.79	2.2	4	£16.84	14.29%	0
<input type="checkbox"/>	Newcastle upon Tyne, England, United Kingdom	None	26	211	12.32%	£2.44	£63.51	1.7	0	£0.00	0.00%	0
<input type="checkbox"/>	Leeds, England, United Kingdom	None	8	147	5.44%	£1.78	£14.28	2.5	2	£7.14	25.00%	0
<input type="checkbox"/>	Liverpool, England, United Kingdom	None	12	106	11.32%	£2.22	£26.67	1.9	3	£8.89	25.00%	0
<input type="checkbox"/>	Stockton-on-Tees, England, United Kingdom	None	4	102	3.92%	£2.60	£10.38	1.1	0	£0.00	0.00%	0
<input type="checkbox"/>	Bristol, England, United Kingdom	None	0	99	0.00%	£0.00	£0.00	1.6	0	£0.00	0.00%	0
<input type="checkbox"/>	Sheffield, England, United Kingdom	None	12	98	12.24%	£1.90	£22.80	1.9	2	£11.40	16.67%	0
<input type="checkbox"/>	Hull, England, United Kingdom	None	2	95	2.11%	£3.14	£6.27	2	1	£6.27	50.00%	0

# Scheduling – new format



Edit ad schedule

By default, eligible ads may be shown at any time within a 24-hour day, any day of the week. Use the ad scheduling options below to select more specific days and times that your ads can appear. [Learn more](#)

Monday 12 AM : 00 to 12 AM : 00 X

Tuesday 12 AM : 00 to 12 AM : 00 X

Wednesday 12 AM : 00 to 12 AM : 00 X

Thursday 12 AM : 00 to 12 AM : 00 X

Friday 12 AM : 00 to 12 AM : 00 X

Saturday 12 AM : 00 to 04 PM : 00 X

Sunday 08 PM : 00 to 12 AM : 00 X

+ Add

Display clock  12 hour  24 hour

Time zone Europe/London (cannot be changed)

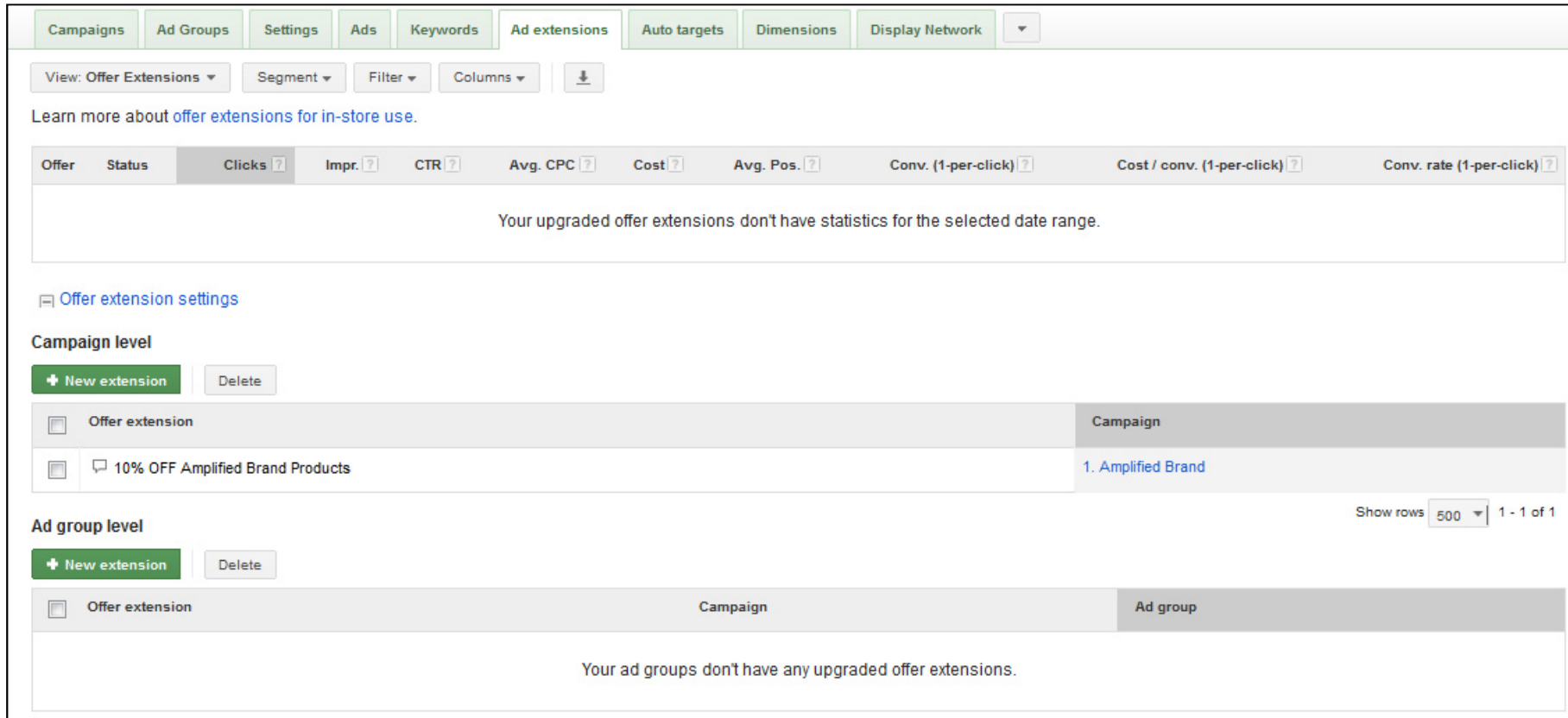
Save Cancel

# Ad Extensions - Sitelinks

[amplifiedclothing.com](http://amplifiedclothing.com) - Amplified® Clothing Store  
[www.amplifiedclothing.com/](http://www.amplifiedclothing.com/)  
 Huge Sale On Now - Items From £9.99 New Range Just In, Buy Online Now!  
[Band Clothing](#) [Womens](#)  
[Mens](#) [Celebrities](#)

+ New extension		Delete												
<input type="checkbox"/>	Ad Extension	Campaign	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through	Conv.
<input type="checkbox"/>	Band Clothing Mens Womens Celebrities	1. Amplified Brand	Approved	5,233	34,464	15.18%	£0.12	£623.93	1.5	138	£4.52	2.64%		0
	Headline			4,974	34,464	14.43%	£0.12	£599.12	1.5	135	£4.44	2.71%		0
	Sitelink			259	34,464	0.75%	£0.10	£24.81	1.5	3	£8.27	1.16%		0
<input type="checkbox"/>	Band Clothing Mens Womens Celebrities	1. Stone Roses	Approved	814	9,492	8.58%	£0.08	£65.15	2.2	7	£9.31	0.86%		0
	Headline			779	9,492	8.21%	£0.08	£63.00	2.2	7	£9.00	0.90%		0
	Sitelink			35	9,492	0.37%	£0.06	£2.15	2.2	0	£0.00	0.00%		0
<input type="checkbox"/>	Band Clothing Mens Womens Celebrities	1. Run DMC	Approved	511	6,182	8.27%	£0.10	£49.14	1.9	3	£16.38	0.59%		0
	Headline			499	6,182	8.07%	£0.10	£48.52	1.9	3	£16.17	0.60%		0
	Sitelink			12	6,182	0.19%	£0.05	£0.62	1.9	0	£0.00	0.00%		0

# Offer extension



The screenshot shows the Google Ads interface for managing Offer Extensions. At the top, there are navigation tabs: Campaigns, Ad Groups, Settings, Ads, Keywords, Ad extensions (selected), Auto targets, Dimensions, and Display Network. Below the tabs, there are controls for View (Offer Extensions), Segment, Filter, Columns, and a download icon. A link to learn more about offer extensions for in-store use is provided.

Offer	Status	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?
Your upgraded offer extensions don't have statistics for the selected date range.										

[Offer extension settings](#)

### Campaign level

[+ New extension](#) [Delete](#)

Offer extension	Campaign
<input type="checkbox"/> 10% OFF Amplified Brand Products	1. Amplified Brand

Show rows 500 1 - 1 of 1

### Ad group level

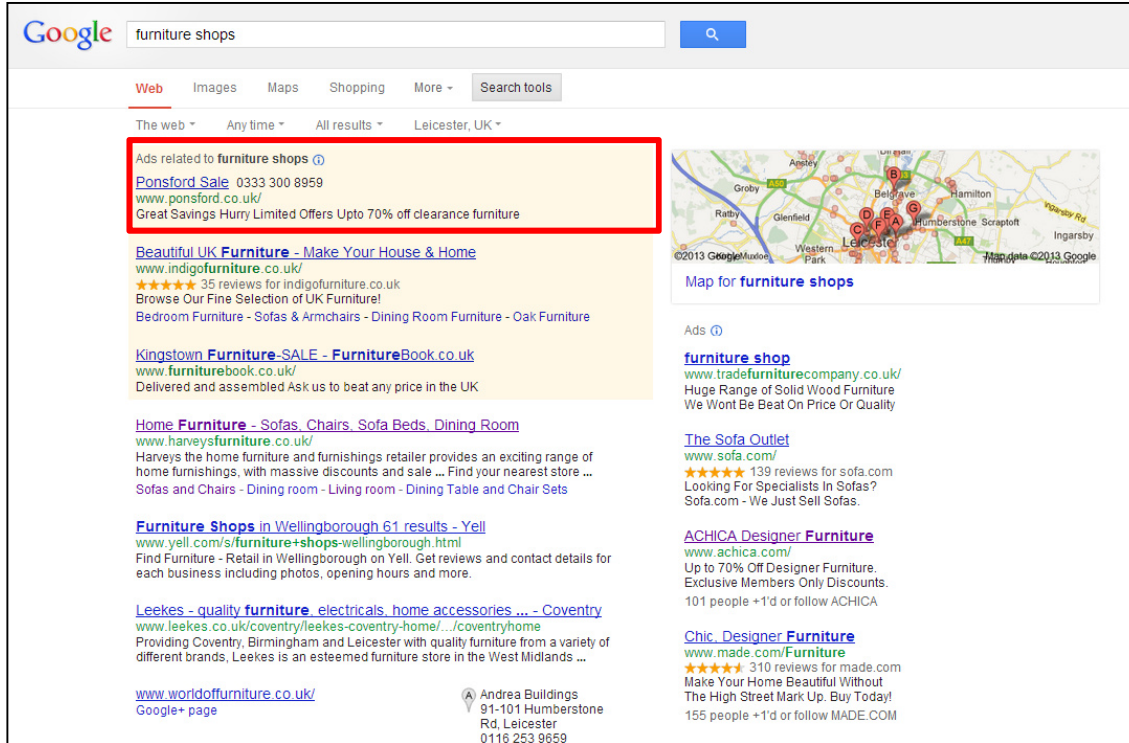
[+ New extension](#) [Delete](#)

Offer extension	Campaign	Ad group
Your ad groups don't have any upgraded offer extensions.		

# Location and call extensions



# Localised results & Click to call



Google furniture shops

Web Images Maps Shopping More Search tools

The web Any time All results Leicester, UK

Ads related to **furniture shops**

**Ponsford Sale** 0333 300 8959  
[www.ponsford.co.uk/](http://www.ponsford.co.uk/)  
Great Savings Hurry Limited Offers Upto 70% off clearance furniture

**Beautiful UK Furniture - Make Your House & Home**  
[www.indigofurniture.co.uk/](http://www.indigofurniture.co.uk/)  
★★★★★ 35 reviews for indigofurniture.co.uk  
Browse Our Fine Selection of UK Furniture!  
Bedroom Furniture - Sofas & Armchairs - Dining Room Furniture - Oak Furniture

**Kingstown Furniture-SALE - FurnitureBook.co.uk**  
[www.furniturebook.co.uk/](http://www.furniturebook.co.uk/)  
Delivered and assembled Ask us to beat any price in the UK

**Home Furniture - Sofas, Chairs, Sofa Beds, Dining Room**  
[www.harveysfurniture.co.uk/](http://www.harveysfurniture.co.uk/)  
Harveys the home furniture and furnishings retailer provides an exciting range of home furnishings, with massive discounts and sale ... Find your nearest store ...  
Sofas and Chairs - Dining room - Living room - Dining Table and Chair Sets

**Furniture Shops in Wellingborough 61 results - Yell**  
[www.yell.com/s/furniture+shops-wellingborough.html](http://www.yell.com/s/furniture+shops-wellingborough.html)  
Find Furniture - Retail in Wellingborough on Yell. Get reviews and contact details for each business including photos, opening hours and more.

**Leekes - quality furniture, electricals, home accessories ... - Coventry**  
[www.leeke.co.uk/coventry/leeke-coventry-home/](http://www.leeke.co.uk/coventry/leeke-coventry-home/)  
Providing Coventry, Birmingham and Leicester with quality furniture from a variety of different brands, Leekes is an esteemed furniture store in the West Midlands ...

[www.worldoffurniture.co.uk/](http://www.worldoffurniture.co.uk/)  
Google+ page

Andrea Buildings  
91-101 Humberstone Rd, Leicester  
0116 253 9859

Map for furniture shops

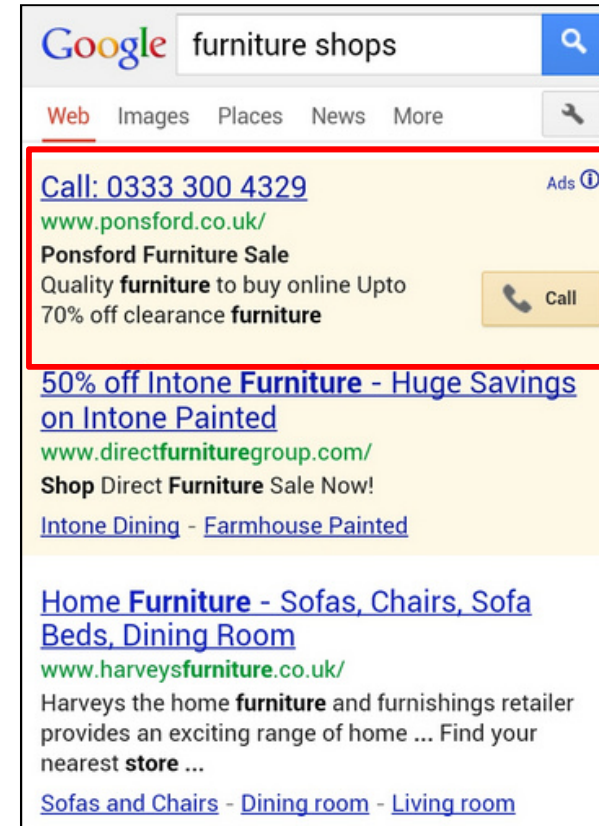
Ads

**furniture shop**  
[www.tradefurniturecompany.co.uk/](http://www.tradefurniturecompany.co.uk/)  
Huge Range of Solid Wood Furniture  
We Won't Be Beat On Price Or Quality

**The Sofa Outlet**  
[www.sofa.com/](http://www.sofa.com/)  
★★★★★ 139 reviews for sofa.com  
Looking For Specialists In Sofas?  
Sofa.com - We Just Sell Sofas.

**ACHICA Designer Furniture**  
[www.achica.com/](http://www.achica.com/)  
Up to 70% Off Designer Furniture.  
Exclusive Members Only Discounts.  
101 people +1'd or follow ACHICA

**Chic, Designer Furniture**  
[www.made.com/Furniture](http://www.made.com/Furniture)  
★★★★★ 310 reviews for made.com  
Make Your Home Beautiful Without  
The High Street Mark Up. Buy Today!  
155 people +1'd or follow MADE.COM



Google furniture shops

Web Images Places News More

Call: 0333 300 4329  
[www.ponsford.co.uk/](http://www.ponsford.co.uk/)  
**Ponsford Furniture Sale**  
Quality **furniture** to buy online Upto  
70% off clearance **furniture**

50% off **Intone Furniture - Huge Savings on Intone Painted**  
[www.directfurnituregroup.com/](http://www.directfurnituregroup.com/)  
**Shop Direct Furniture Sale Now!**  
[Intone Dining - Farmhouse Painted](#)

**Home Furniture - Sofas, Chairs, Sofa Beds, Dining Room**  
[www.harveysfurniture.co.uk/](http://www.harveysfurniture.co.uk/)  
Harveys the home **furniture** and furnishings retailer provides an exciting range of home ... Find your nearest **store** ...  
[Sofas and Chairs - Dining room - Living room](#)


# Call and location extensions

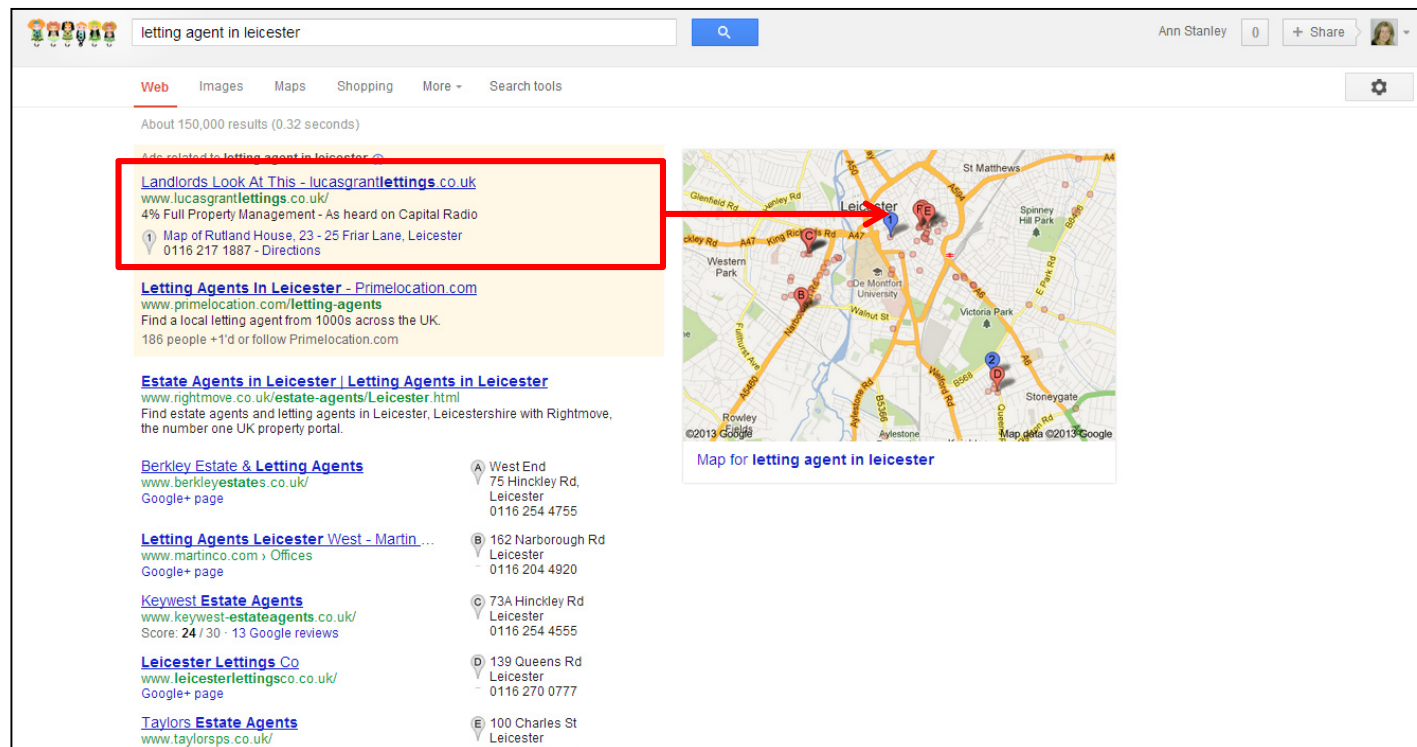
## Melton Toys

[www.meltontoys.co.uk/](http://www.meltontoys.co.uk/)

Traditional Independent Toy Shop

Based in Melton Mowbray Town Centre

 7 King Street, Melton Mowbray  
01664 565616 - [Directions](#)




letting agent in leicester

Web Images Maps Shopping More Search tools

About 150,000 results (0.32 seconds)

Ads related to letting agent in leicester

- Landlords Look At This - lucasgrantlettings.co.uk**  
[www.lucasgrantlettings.co.uk/](http://www.lucasgrantlettings.co.uk/)  
4% Full Property Management - As heard on Capital Radio  
 Map of Rutland House, 23 - 25 Friar Lane, Leicester  
0116 217 1887 - [Directions](#)
- Letting Agents in Leicester - Primelocation.com**  
[www.primelocation.com/letting-agents](http://www.primelocation.com/letting-agents)  
Find a local letting agent from 1000s across the UK.  
186 people +1'd or follow Primelocation.com
- Estate Agents in Leicester | Letting Agents in Leicester**  
[www.rightmove.co.uk/estate-agents/Leicester.html](http://www.rightmove.co.uk/estate-agents/Leicester.html)  
Find estate agents and letting agents in Leicester, Leicestershire with Rightmove, the number one UK property portal.
- Berkley Estate & Letting Agents**  
[www.berkleyestates.co.uk/](http://www.berkleyestates.co.uk/)  
Google+ page
- Letting Agents Leicester West - Martinco**  
[www.martinco.com/Offices](http://www.martinco.com/Offices)  
Google+ page
- Keywest Estate Agents**  
[www.keywest-estateagents.co.uk/](http://www.keywest-estateagents.co.uk/)  
Score: 24 / 30 - 13 Google reviews
- Leicester Lettings Co**  
[www.leicesterlettings.co.uk/](http://www.leicesterlettings.co.uk/)  
Google+ page
- Taylor's Estate Agents**  
[www.taylorps.co.uk/](http://www.taylorps.co.uk/)

Map for letting agent in leicester

Map showing Leicester area with location pins A through E.

# Call Extension data

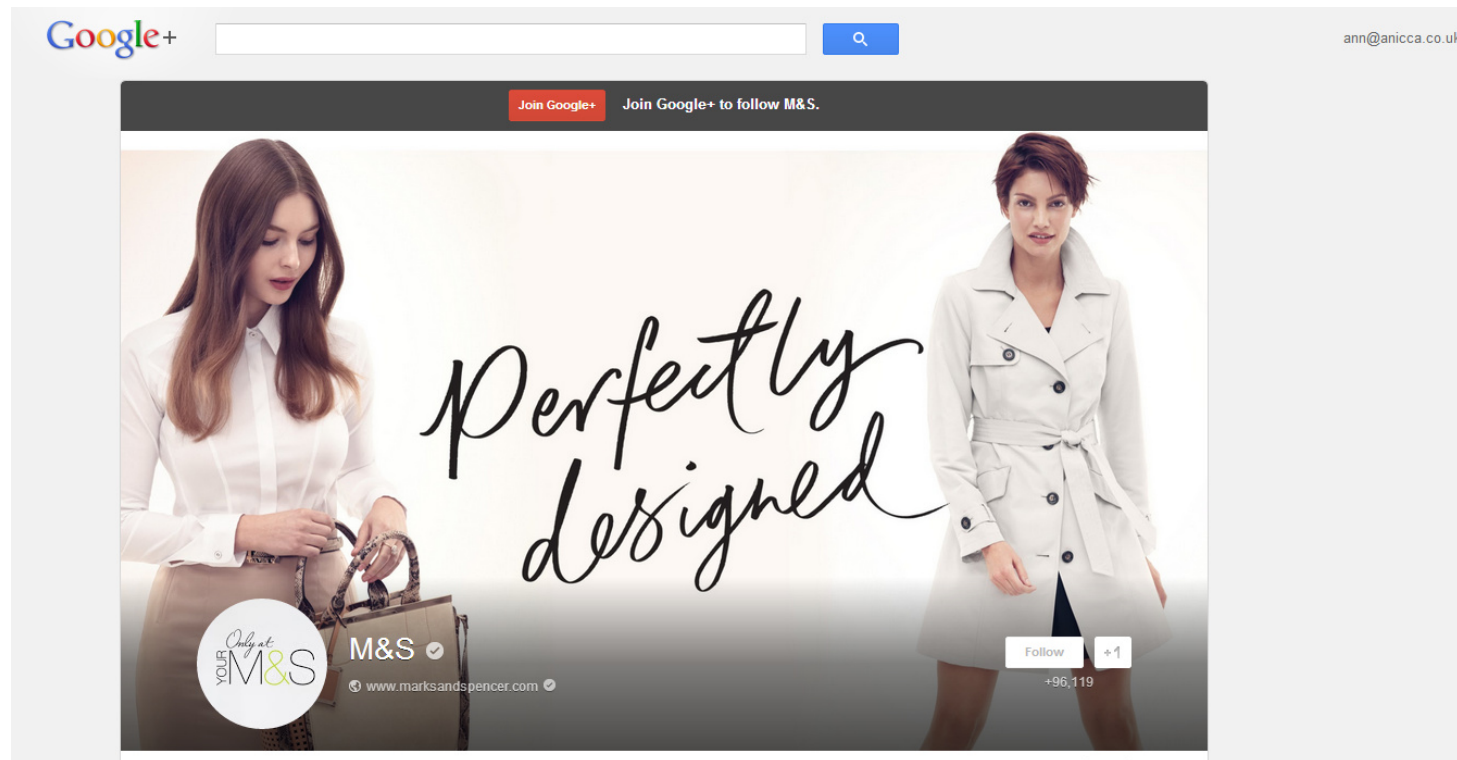
Ad Extensions												
View: Call Extensions   All but deleted   Segment   Filter   Columns   Download												
Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for the campaigns that you are currently viewing, for eligible ad extensions that have been triggered. <a href="#">Learn more about ad extensions statistics</a>												
+ New extension   Delete												
Ad Extension	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	
0116 254 4555	Approved	216	10,057	2.15%	£0.35	£75.67	2.2	0	£0.00	0.00%	0	
Headline		159	10,057	1.58%	£0.38	£60.41	2.2	0	£0.00	0.00%	0	
Mobile clicks-to-call		55	10,057	0.55%	£0.28	£15.13	2.2	0	£0.00	0.00%	0	
Get direction		2	3,385	0.06%	£0.06	£0.13	2.2	0	£0.00	0.00%	0	
Total - all extensions		216	10,057	2.15%	£0.35	£75.67	2.2	0	£0.00	0.00%	0	

New enhanced ads have Google call forwarding (for free) and additional features

# Other Ad Extensions

# Social extensions

[50% Off M&S Luggage - marksandspencer.com](#)  
[www.marksandspencer.com/Sale](http://www.marksandspencer.com/Sale)  
Up To 50% Off Selected Luggage. Shop The M&S Sale While Stocks Last  
**93,327 people +1'd or follow M&S**  
[Suitcases - Shop M&S Outlet Online - Visit the M&S Christmas Shop](#)



Don't forget the SEO importance of every connection or post in Google +

# App extensions (mobile and tablets)

Ad Extension	Campaign	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
iOS Download Our Free App Now	0. London - Brand	Approved	351	2,006	17.50%	£0.11	£39.10	1	15	£2.61	4.27%	0
Computers			0	0	0.00%	£0.00	£0.00	0	0	£0.00	0.00%	0
Mobile devices with full browsers			0	0	0.00%	£0.00	£0.00	0	0	£0.00	0.00%	0
Tablets with full browsers			351	2,006	17.50%	£0.11	£39.10	1	15	£2.61	4.27%	0
iOS Download Our Free App Now	0. London Campaign - Top Keywords	Approved	78	1,998	3.90%	£2.72	£212.21	2.5	2	£106.10	2.56%	0
Computers			0	0	0.00%	£0.00	£0.00	0	0	£0.00	0.00%	0
Mobile devices with full browsers			44	1,512	2.91%	£3.29	£144.87	2.6	0	£0.00	0.00%	0
Tablets with full browsers			34	486	7.00%	£1.98	£67.34	2.1	2	£33.67	5.88%	0
iOS Download Our Free App Now	0. London Professional	Approved	35	2,482	1.41%	£3.18	£111.37	2.6	0	£0.00	0.00%	0
Computers			0	0	0.00%	£0.00	£0.00	0	0	£0.00	0.00%	0
Mobile devices with full browsers			25	2,003	1.25%	£2.84	£70.92	2.7	0	£0.00	0.00%	0
Tablets with full browsers			10	479	2.09%	£4.04	£40.45	2.3	0	£0.00	0.00%	0
Total - all extensions			464	6,486	7.15%	£0.78	£362.68	2.1	17	£21.33	3.66%	0

# Communication extension – beta test

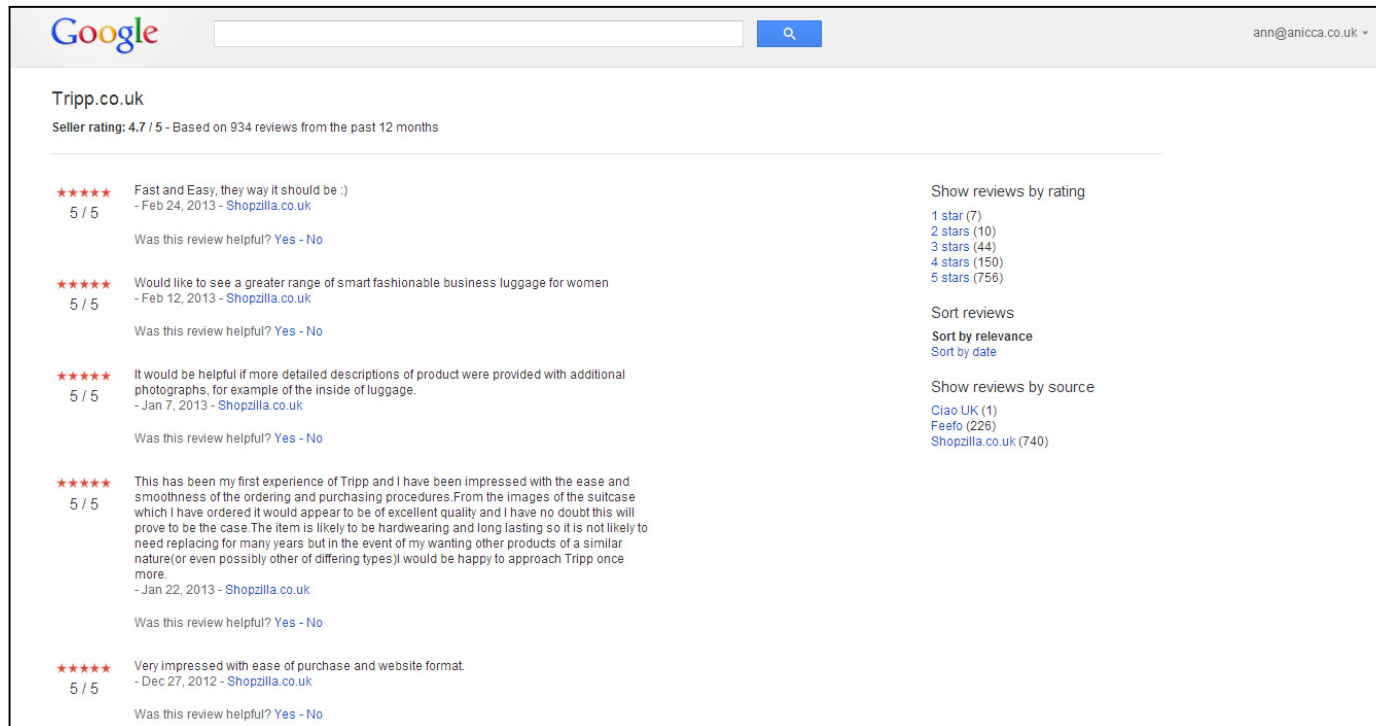
Clarks™ **Shoes** - Discover Our New Season Styles  
[www.clarks.co.uk/Shoes](http://www.clarks.co.uk/Shoes)  
Free Delivery & Free Returns.  
 [Get Updates](#) [Privacy](#)

Clarks™ **Shoes** - Discover Our New Season Styles  
[www.clarks.co.uk/Shoes](http://www.clarks.co.uk/Shoes)  
Free Delivery & Free Returns.  
✓ You have successfully signed up to receive updates.

- Most advertisers do not have access to this extension, because it is still in beta

# Star rating (not an extension!)

**Luggage Sale Now On - tripp.co.uk**  
[www.tripp.co.uk/Luggage](http://www.tripp.co.uk/Luggage)  
★★★★★ 937 reviews for tripp.co.uk  
Now Up To 80% Off Luggage At Tripp. Free UK Delivery, Limited Time Only  
Luggage Collections - Suitcases - Cabin Luggage & Suitcases



Google

ann@anicca.co.uk ▾

**Tripp.co.uk**  
Seller rating: 4.7 / 5 - Based on 934 reviews from the past 12 months

---

★★★★★ Fast and Easy, they way it should be :)  
5 / 5 - Feb 24, 2013 - Shopzilla.co.uk  
Was this review helpful? Yes - No

★★★★★ Would like to see a greater range of smart fashionable business luggage for women  
5 / 5 - Feb 12, 2013 - Shopzilla.co.uk  
Was this review helpful? Yes - No

★★★★★ It would be helpful if more detailed descriptions of product were provided with additional photographs, for example of the inside of luggage.  
5 / 5 - Jan 7, 2013 - Shopzilla.co.uk  
Was this review helpful? Yes - No

★★★★★ This has been my first experience of Tripp and I have been impressed with the ease and smoothness of the ordering and purchasing procedures. From the images of the suitcase which I have ordered it would appear to be of excellent quality and I have no doubt this will prove to be the case. The item is likely to be hardwearing and long lasting so it is not likely to need replacing for many years but in the event of my wanting other products of a similar nature (or even possibly other of differing types) I would be happy to approach Tripp once more.  
5 / 5 - Jan 22, 2013 - Shopzilla.co.uk  
Was this review helpful? Yes - No

★★★★★ Very impressed with ease of purchase and website format.  
5 / 5 - Dec 27, 2012 - Shopzilla.co.uk  
Was this review helpful? Yes - No

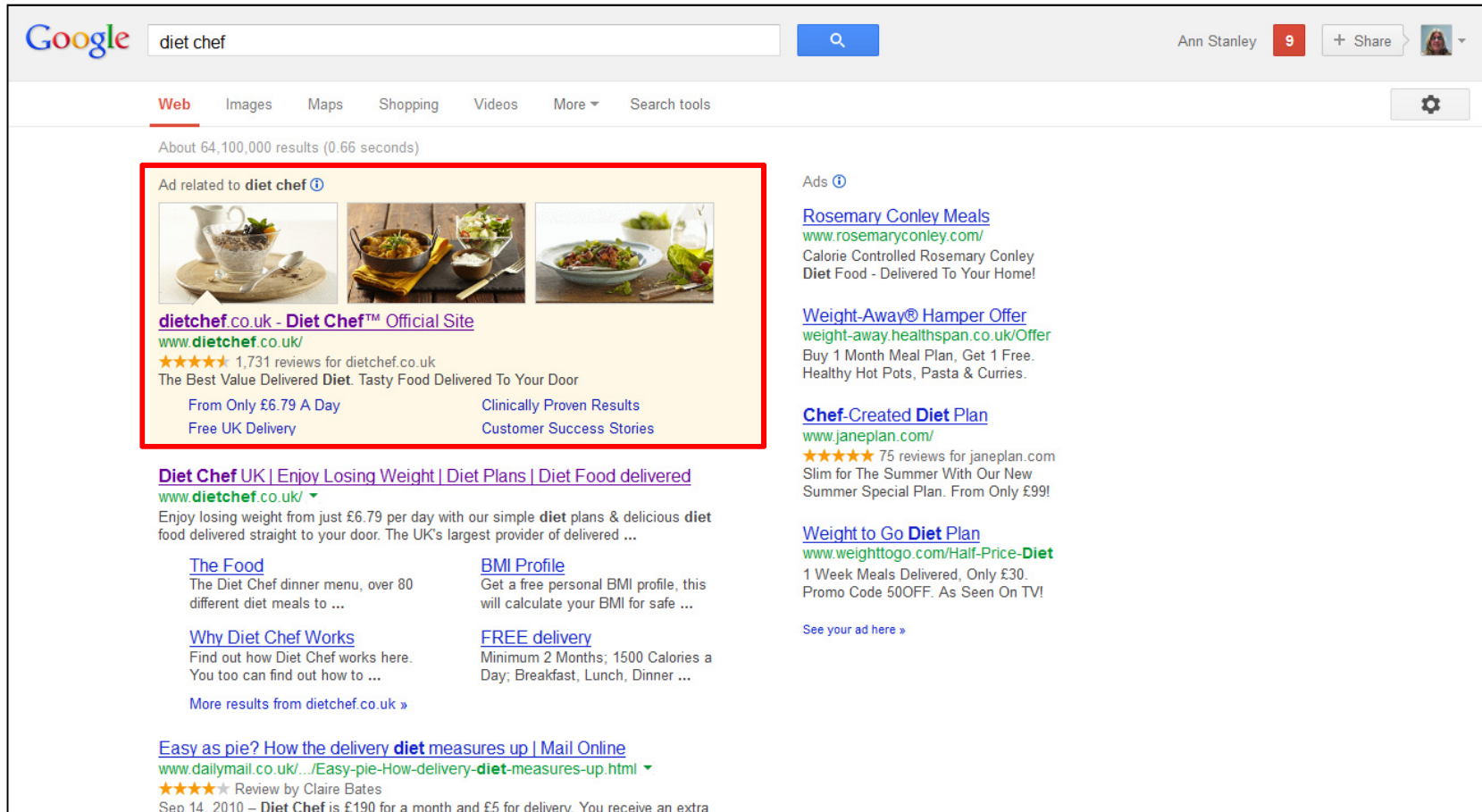
Show reviews by rating  
1 star (7)  
2 stars (10)  
3 stars (44)  
4 stars (150)  
5 stars (756)

Sort reviews  
Sort by relevance  
Sort by date

Show reviews by source  
Ciao UK (1)  
Feefo (226)  
Shopzilla.co.uk (740)



# New Image extension (Images with text ads)



The screenshot shows a Google search for "diet chef". The search results page includes a navigation bar with "Web", "Images", "Maps", "Shopping", "Videos", "More", and "Search tools". Below the search bar, it indicates "About 64,100,000 results (0.66 seconds)".

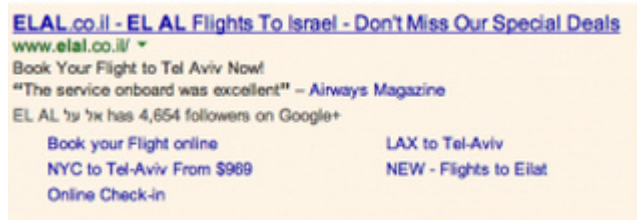
An "Ad related to diet chef" extension is highlighted with a red box. It features three images of food dishes. Below the images, the text reads: "dietchef.co.uk - Diet Chef™ Official Site", "www.dietchef.co.uk/", "★★★★★ 1,731 reviews for dietchef.co.uk", "The Best Value Delivered Diet. Tasty Food Delivered To Your Door", "From Only £6.79 A Day", "Free UK Delivery", "Clinically Proven Results", and "Customer Success Stories".

Below the image extension, there are several organic search results for "Diet Chef UK | Enjoy Losing Weight | Diet Plans | Diet Food delivered", "The Food", "BMI Profile", "Why Diet Chef Works", "FREE delivery", and "Easy as pie? How the delivery diet measures up | Mail Online".

On the right side of the search results, there are three ads: "Rosemary Conley Meals", "Weight-Away® Hamper Offer", and "Chef-Created Diet Plan".

# Review extension and Shared endorsements

- Quoted review from a third party validated source – set up in AdWords ad extensions

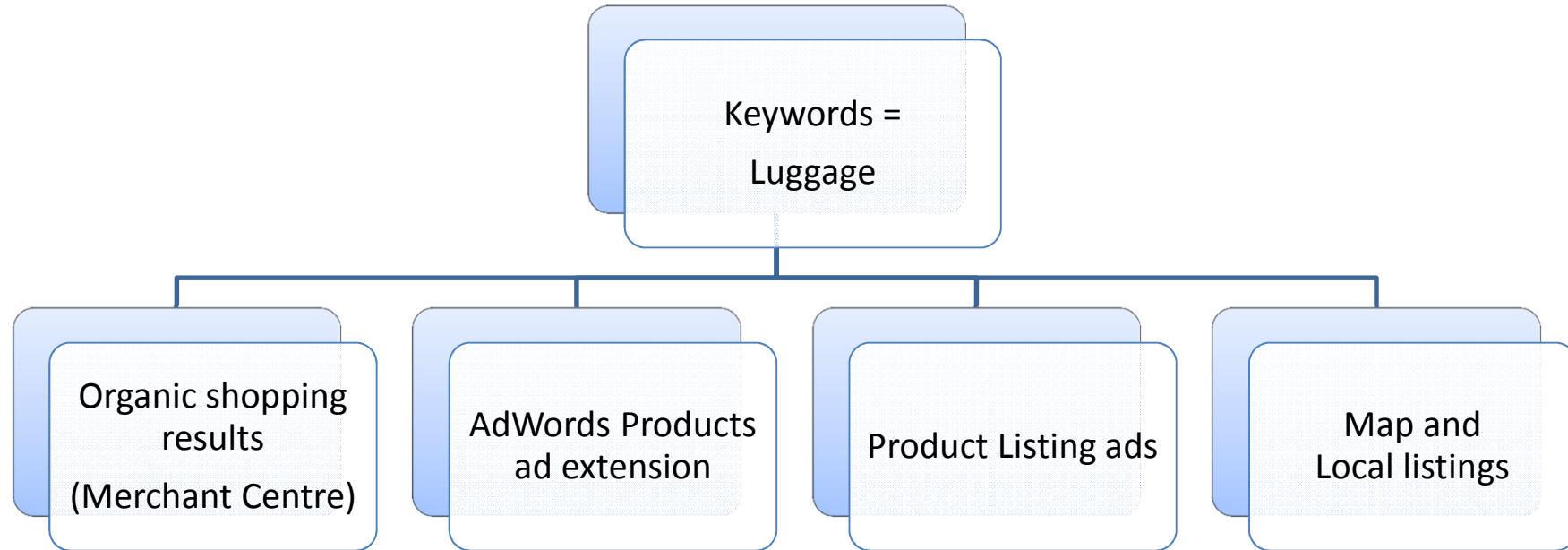


- Shared endorsements use your details in ads
- Automatically linked once you accept terms and conditions



# Shopping results and Product Listing Ads

# Summary of different shopping results in Google



Shopping results for **samsonite luggage**

Samsonite BLite 77cm Spinner Black £161  
Samsonite Lite Up Case 55cm £139  
Samsonite Cosmolite Spinner Case £144  
Samsonite B-Lite Upright Case £315

Shopping results for **Protocol 5 Laptop Luggage**

Protocol 5 Laptop Luggage £40.00 - Tesco.com  
Samsonite BLite 77cm Spinner Black Luggage Case £161 - 8 stores  
Play.com Cabin Flight Bag / Backpack Hand Luggage £11 - 6 stores

**Luggage Express** | luggageexpress.co.uk  
www.luggageexpress.co.uk/

Wide range of top brand **luggage** at great prices all with free delivery

- \*Arizona 3 piece **luggage** set 53, 65, 74 cm 2 ... £197.99
- Antler Purelite Carry On **Luggage** 56cm 4 wheel £79.20
- \*5 piece Sub Zero 77, 67, 58, 50, 40cm ... £175.26

**Samsonite** | www.p...  
Selected Laptop Bags  
Price - Free Delivery  
- Hide products from WashbagsUK

**Samsonite B-Lite Upright Case - 55cm / 20 inch 41188 - Aubergine**  
£139.00

Ads - Why these ads?

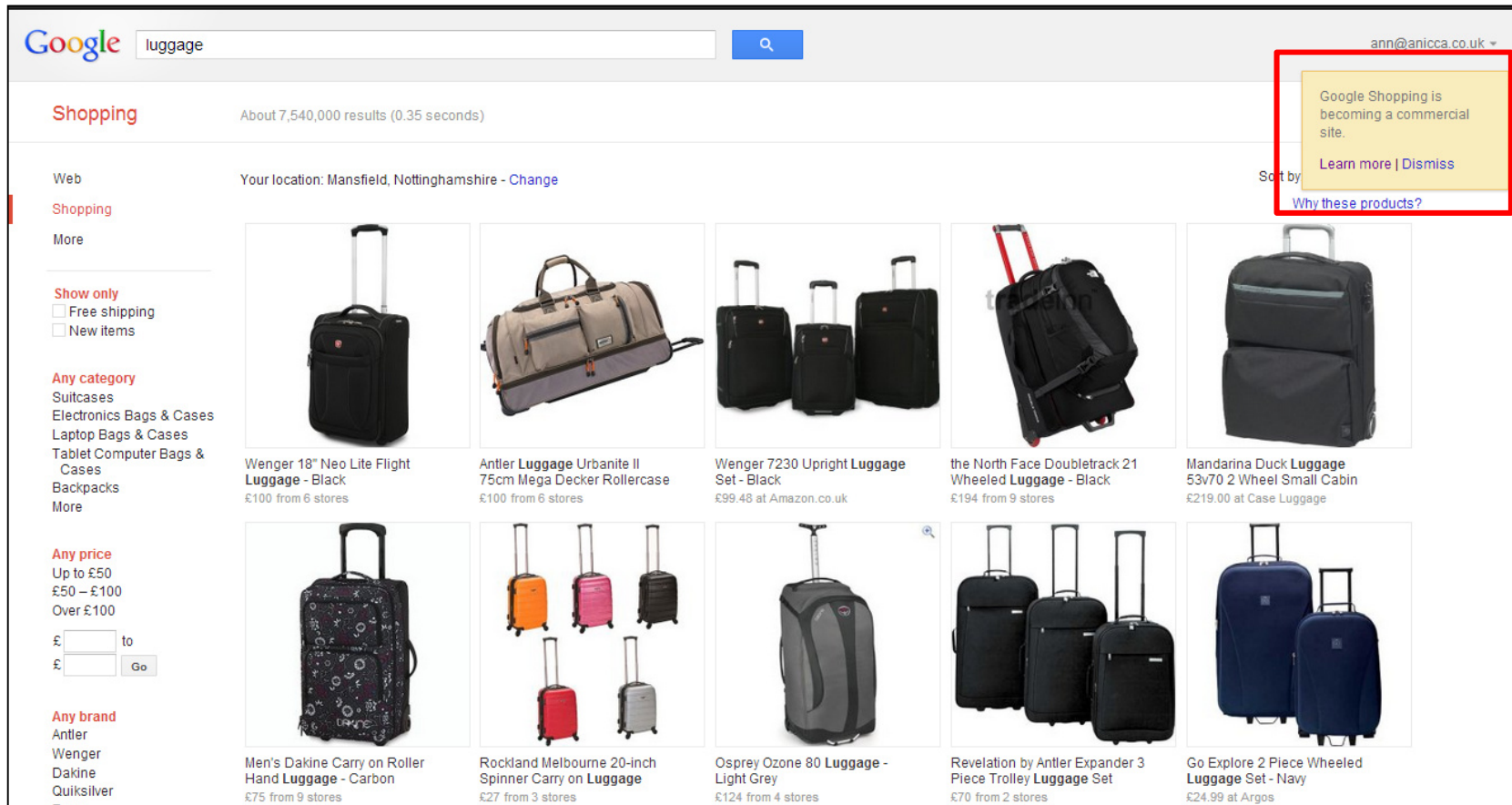
**The Worlds Lightest Luggage Sub-0-q Zero Suitcase ...**  
£52.95 - eBay  
Free Shipping!

**Cabin Approved 21 Inch Hand Luggage Bag (Black)**  
£11.99 - Amazon.co.uk  
Free Delivery on many UK Orders

**Tripp Luggage - Tripp Ltd**  
www.tripp.co.uk/  
Place page  
2 Saint John's Square  
London  
020 7014 5800

**London Luggage**  
www.londonluggage.co.uk/  
Place page  
83 King Street  
London  
020 8741 8948

# Shopping results



The screenshot shows a Google Shopping search for 'luggage'. The search bar at the top contains 'luggage' and a search icon. The results page shows 'About 7,540,000 results (0.35 seconds)'. A notification box in the top right corner, highlighted with a red border, contains the text: 'Google Shopping is becoming a commercial site. Learn more | Dismiss Why these products?'. The left sidebar includes filters for 'Web', 'Shopping', 'More', 'Show only' (Free shipping, New items), 'Any category' (Suitcases, Electronics Bags & Cases, Laptop Bags & Cases, Tablet Computer Bags & Cases, Backpacks, More), 'Any price' (Up to £50, £50 - £100, Over £100, with input fields for price range), and 'Any brand' (Antler, Wenger, Dakine, Quiksilver, etc.). The main content area displays a grid of ten luggage products with their respective images, titles, and prices.

Product Name	Price
Wenger 18" Neo Lite Flight Luggage - Black	£100 from 6 stores
Antler Luggage Urbanite II 75cm Mega Decker Roller case	£100 from 6 stores
Wenger 7230 Upright Luggage Set - Black	£99.48 at Amazon.co.uk
the North Face Doubletrack 21 Wheeled Luggage - Black	£194 from 9 stores
Mandarina Duck Luggage 53v70 2 Wheel Small Cabin	£219.00 at Case Luggage
Men's Dakine Carry on Roller Hand Luggage - Carbon	£75 from 9 stores
Rockland Melbourne 20-inch Spinner Carry on Luggage	£27 from 3 stores
Osprey Ozone 80 Luggage - Light Grey	£124 from 4 stores
Revelation by Antler Expander 3 Piece Trolley Luggage Set	£70 from 2 stores
Go Explore 2 Piece Wheeled Luggage Set - Navy	£24.99 at Argos

# Examples of Product Listing Ads

The screenshot shows a Google search for "buy black jeans". The search bar at the top contains the text "buy black jeans" and a search icon. The user's profile "ann@anicca.co.uk" is visible in the top right. Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The search results are displayed on a white background with a light grey header.

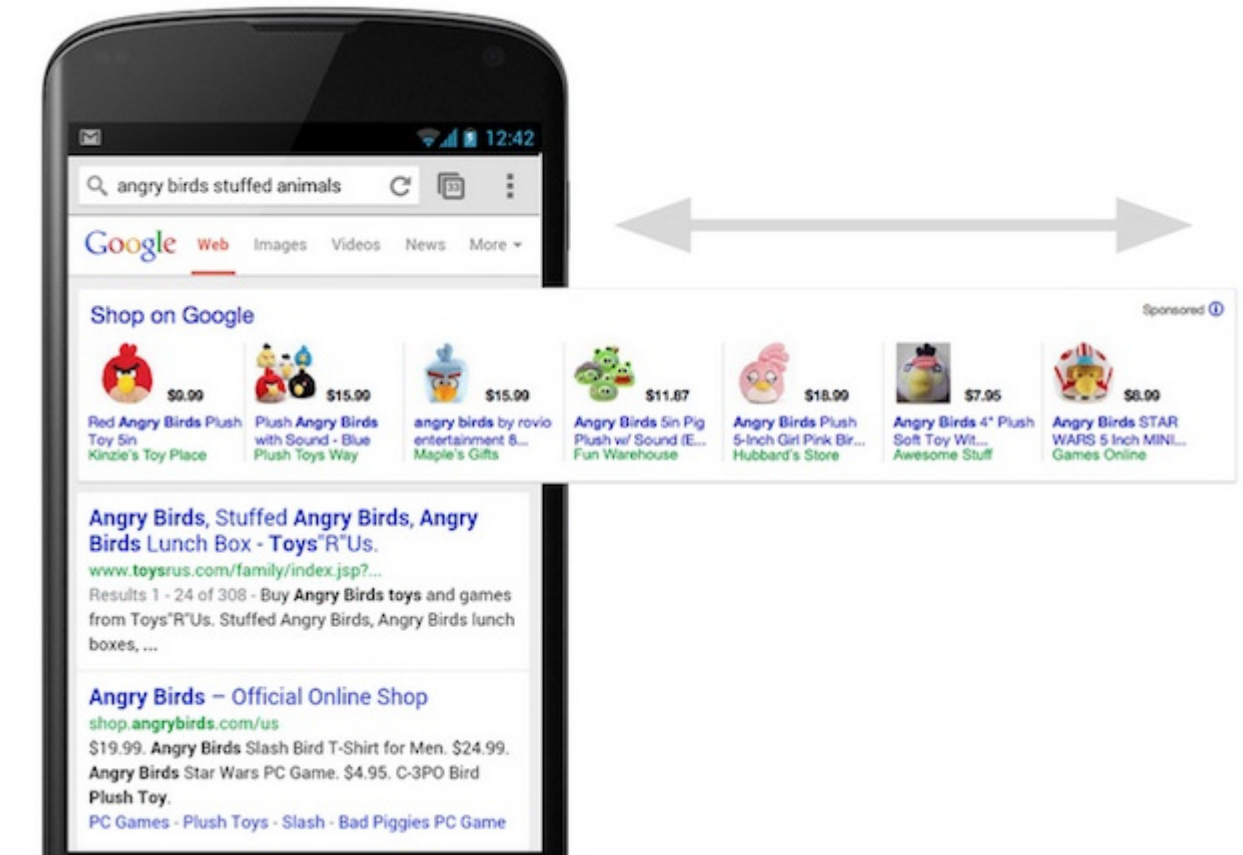
Search results include:

- M&S Black Jeans - marksandspencer.com**  
www.marksandspencer.com/blackjeans  
Buy Black Jeans at M&S. Free Next Day Delivery to Stores!  
92,358 people +1'd or follow M&S
- Buy Black Jeans - 100s of Sizes & Styles Available**  
www.littlewoods.com/  
★★★★★ 146 reviews for littlewoods.com  
Free Delivery And Returns!  
11,678 people +1'd or follow Littlewoods  
Blue Jeans - Bootcut Jeans - Skinny Jeans - Straight Jeans
- Mens Black Jeans - Big Mens Jeans To 54" Waist**  
www.premierman.com/jeans  
From Only £10 - In 4 Leg Lengths.  
Best Sellers - Loose Fit Jeans - Stretch Jeans - New In
- Buy black Jeans from the Next UK online shop**  
www.next.co.uk/shop/category-jeans/colour-black  
Shop for black Jeans at Next.co.uk. Next day delivery and free returns available.  
1000s of products online. Buy black Jeans now!
- Buy black Men's Jeans from the Next UK online shop**  
www.next.co.uk/shop/gender-men-category-jeans/colour-black  
Shop for black Men's Jeans at Next.co.uk. Next day delivery and free returns available.  
1000s of products online. Buy black Men's Jeans now!
- Levi's 501 Jeans | Black | £49.99 | Buy Jeans | Standard Fit | Straight...**  
www.buy-jeans.net › Men's Brands › Levi's Original 501 Jeans  
★★★★★ Rating: 4.7 - 128 reviews  
Levi's 501 Jeans, Black, £49.99 with FREE UK DELIVERY from Buy Jeans, Standard Fit, Straight Leg, Levi's Original 501 Jeans, Men's Brands,

Sponsored ads include:

- Shop for buy black jeans on Google** (Sponsored)
- Orlan Andersson** - £38.00 (oki-ni)
- Men's Skinny Black Jeans** - £28.00 (Burton)
- Black Denim Flared Lola** - £32.95 (Amazon.co.uk)
- Nudie Jeans Hank Rev** - £85.00 (Stuarts London)
- ASOS Skinny Black Jean** - £23.00 (ASOS.com)
- Custo Growing Girl's tammy** - £37.50 (House of Fras...)
- Slim Jeans black denim** - £29.99 (Mango UK)
- Vintage Black Denim** - £29.99 (Ark.co.uk)
- Black Jeans at Debenhams**  
www.debenhams.com/Black Jeans  
£10 Off Selected Jeans at Debenhams  
Free Delivery on Orders Over £50.  
42,385 people +1'd or follow Debenhams
- Levi's @ Authorised Shop**  
www.jeansshop.com/  
Mens, womens & kids clothing.  
Great Prices. Order Today!

# Expanded PLA on mobile




# Remarketing



# What is Remarketing?

- Remarketing is an online marketing technique where you show adverts to users who have previously visited your website as they visit other websites.
- Users can leave your site without purchasing, even if they may have had a genuine interest in your services. Remarketing helps us to connect with these potential customers again.
- Remarketing is also known as “stalking” – Some users have reportedly found this technique annoying, but with a frequency cap in place there are some really great results possible.
- We can use various techniques to target users with Remarketing. This is an extremely fascinating feature within Google AdWords

# Examples of remarketing ads



Local food wherever YOU are...

**Lets eat...**

Location Search


County  
Leicestershire

Town/City  
Leicester (601)

Postcode  
Please Select

All leads are not created equal.

We'll show you the best ones.



Local food wherever YOU are...






**Lets eat...**

Location Search

County  
London

Town/City  
London (57)

Postcode  
Please Select

Now it's your turn to meet someone amazing.

[Register for free](#)

**LOVESTRUCK®**

[Login](#)

[Add Menu](#)

Every Menu
Indian
Chinese
Japanese
Italian
Burger
Pizza
All Night Alcohol
Other

**London's pizza takeaways and restaurants**


Click on the takeaway or restaurants name for more information

Name	Menu	Address	Type	Telephone
Dial a Pizza		West Hendon Broadway, London	Pizza Takeaway	
Pizza Da Milano		Holloway Road, London	Pizza Takeaway	
Prime Pizza		Church Road, London	Pizza Takeaway	

[Home](#) | [Contact](#) | [Member Login](#) | [Become a Member](#) | [Privacy Policy](#)

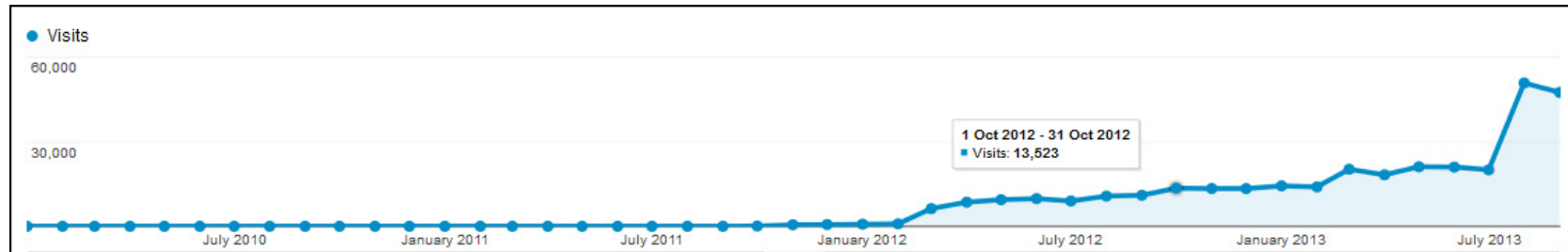
Avon | Berkshire | West Midlands | Cambridgeshire | Derbyshire | Herefordshire | Leicestershire | London  
Merseyside | Northamptonshire | Nottinghamshire | Rutland | Shropshire | Staffordshire | Warwickshire | Worcestershire

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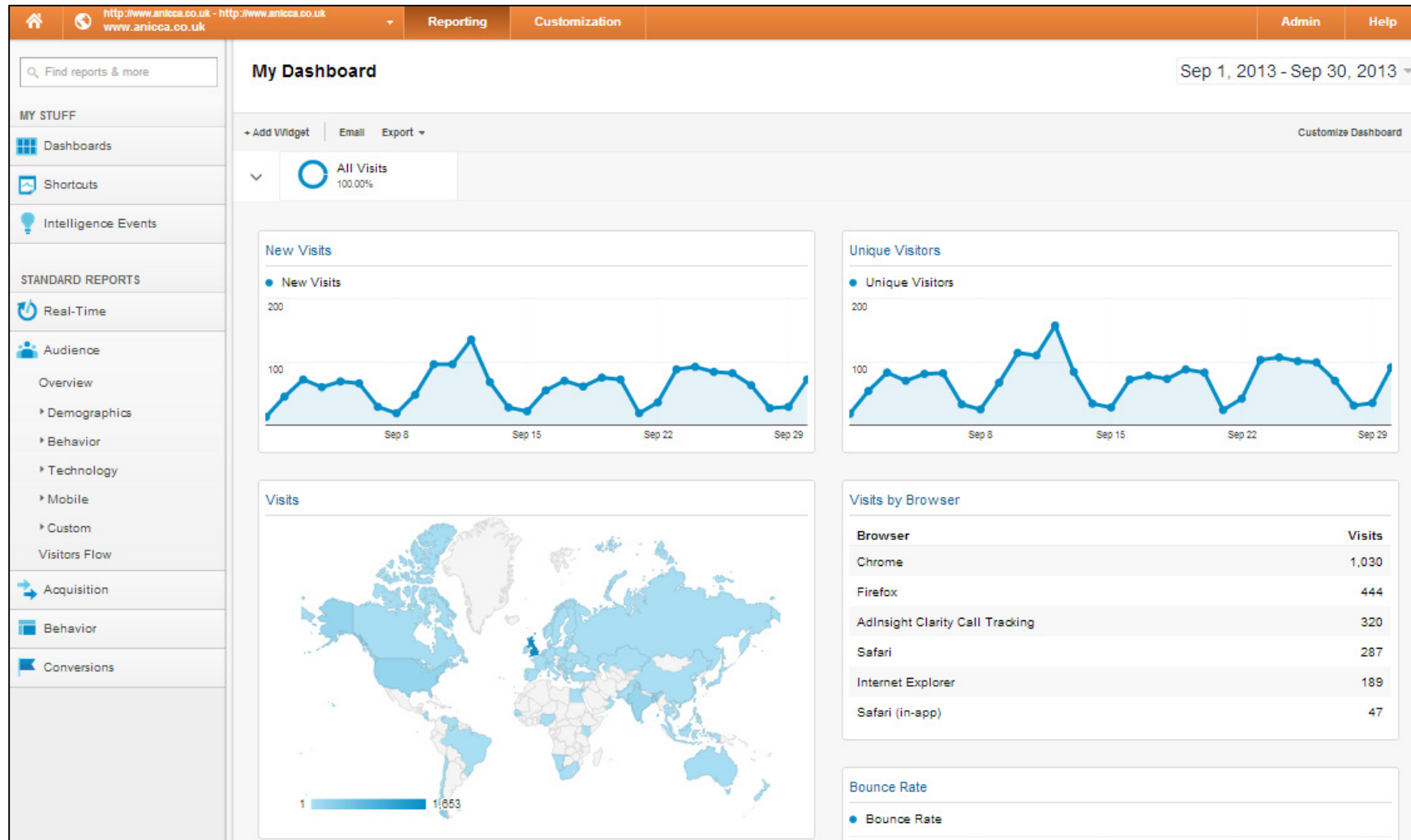
## 3) Analytics updates and AdWords integration

# Not-provided search phrases



Keyword	Acquisition			Behaviour			Conversions		
	Visits ?	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	2,755,669 <small>% of Total: 83.37% (3,305,414)</small>	68.04% <small>Site Avg: 68.93% (-1.30%)</small>	1,874,940 <small>% of Total: 82.29% (2,278,494)</small>	65.80% <small>Site Avg: 66.43% (-0.95%)</small>	2.35 <small>Site Avg: 2.29 (2.36%)</small>	00:01:35 <small>Site Avg: 00:01:34 (0.99%)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	£0.00 <small>% of Total: 0.00% (£0.00)</small>
1. (not provided)	287,564	73.05%	210,057	67.40%	2.20	00:01:34	0.00%	0	£0.00
2. every menu	24,056	41.85%	10,068	16.40%	6.29	00:04:06	0.00%	0	£0.00
3. everymenu	20,966	41.11%	8,619	15.12%	6.58	00:04:10	0.00%	0	£0.00
4. noodle bar loughborough	8,097	61.12%	4,949	77.61%	1.71	00:01:18	0.00%	0	£0.00
5. flames nuneaton	8,068	64.59%	5,211	80.74%	1.51	00:01:07	0.00%	0	£0.00
6. lee garden kettering	6,808	67.14%	4,571	79.39%	1.66	00:01:15	0.00%	0	£0.00
7. simla hinckley	6,561	65.61%	4,305	78.20%	1.63	00:01:16	0.00%	0	£0.00
8. castle balti warwick	6,372	67.29%	4,288	83.71%	1.37	00:01:00	0.00%	0	£0.00
9. flames kettering	5,985	50.61%	3,029	81.42%	1.56	00:01:02	0.00%	0	£0.00
10. every menu leicester	5,626	39.02%	2,195	14.47%	6.24	00:04:47	0.00%	0	£0.00

# New Analytics interface



# Dynamic PPC script with [@annstanley](https://twitter.com/annstanley) conversion value

```
<script type="text/javascript">
/*  */
var google_conversion_id = 123456789;
var google_conversion_language = "en";
var google_conversion_format = "2";
var google_conversion_color = "ffffff";
var google_conversion_label = "AAAAAAAAAAAAAAAAAAAA";
var google_conversion_value = 0;
if (&lt;%total_value%&gt;) { google_conversion_value = &lt;%total_value%&gt;; }
/* ]]&gt; */
&lt;/script&gt;

&lt;script type="text/javascript"
src="http://www.googleadservices.com/pagead/conversion.js"&gt; &lt;/script&gt;
&lt;noscript&gt;
&lt;div style="display:inline;"&gt;
&lt;img height="1" width="1" style="border-style:none;" alt=""
src="http://www.googleadservices.com/pagead/conversion/ 123456789/?value=
&lt;%total_value%&gt;&amp;label=
AAAAAAAAAAAAAAAAAAAA&amp;guid=ON&amp;script=0"/&gt; &lt;/div&gt;
&lt;/noscript&gt;</pre></div><div data-bbox="625 316 875 533" data-label="Text"><p>The actual field used will depend on your shopping cart and the program used to write your ecommerce software e.g. php</p></div><div data-bbox="72 875 261 942" data-label="Page-Footer"><p><b>anicca</b></p></div><div data-bbox="673 861 840 942" data-label="Page-Footer"><p><img alt="Google Partner logo" data-bbox="681 866 736 942"/> Google Partner</p></div><div data-bbox="853 861 928 942" data-label="Page-Footer"><p><img alt="Google AdWords Certified Partner logo" data-bbox="861 866 921 942"/> Google ADWORDS CERTIFIED PARTNER</p></div>
```

# Conversion & Analytics data in AdWords



Campaign	Budget	Status	Enhanced	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels	Bounce rate	Conv. (many-per-click)	Cost/Conv. (many-per-click)	Total conv. value	Value / conv. (1-per-click)
1. Amplified Brand	Master £270.00/day	Eligible	Enhanced	1,649	17,302	9.53%	£0.10	£168.28	2.3	45	£3.74	2.73%	0	--	13.68%	63	£2.67	1,072.3	23.8
PLA	£100.00/day	Eligible	Legacy	1,783	79,497	2.24%	£0.13	£233.61	0	38	£6.15	2.13%	0	--	0.00%	58	£4.03	1,010.8	26.6
1. Exclusive Hoody (Pulp)	Master £270.00/day	Eligible	Enhanced	454	52,034	0.87%	£0.12	£53.63	2.6	6	£8.94	1.32%	0	--	0.00%	10	£5.36	97.8	16.3
0. Remarketing	£10.00/day	Eligible	Legacy	470	199,370	0.24%	£0.13	£63.36	1	6	£10.56	1.28%	193	--	0.00%	7	£9.05	60	10
Dynamic Search Ads (Pulp)	Master £270.00/day	Eligible	Legacy	358	98,259	0.36%	£0.11	£40.70	3.1	3	£13.57	0.84%	0	--	0.00%	5	£8.14	48.9	16.3
1. The Rolling Stones	Master £270.00/day	Eligible	Legacy	137	5,010	2.73%	£0.11	£15.26	3.7	1	£15.26	0.73%	0	--	46.88%	1	£15.26	1	1

# Conversions Attribution – [@annstanley](https://twitter.com/annstanley)

## top paths leading to a sale

Basic Channel Grouping Path	Conversions	Conversion Value
1. Organic Search	5,602	£115,339.88
2. Direct	4,972	£116,283.83
3. Paid Search	3,461	£89,177.58
4. Email	2,103	£49,762.85
5. Referral	1,711	£36,577.59
6. Direct → Direct	1,555	£38,311.40
7. Organic Search → Organic Search	1,292	£27,197.43
8. Email → Email	892	£21,476.29
9. Paid Search → Paid Search	844	£17,038.48
10. Organic Search → Direct	723	£14,659.44
11. Direct → Direct → Direct	661	£17,354.20
12. Email → Email → Email	531	£13,391.90
13. Organic Search → Organic Search → Organic Search	447	£9,160.75
14. Direct → Direct → Direct → Direct	374	£8,870.38
15. Paid Search → Organic Search	365	£7,478.89
16. Email → Email → Email → Email	363	£8,459.08
17. Paid Search → Direct	344	£7,797.84
18. Email → Direct	335	£10,305.23
19. Organic Search → Paid Search	318	£6,202.74
20. Organic Search → Direct → Direct	293	£7,293.83
21. Paid Search → Paid Search → Paid Search	259	£6,125.54

Assisted click – in conversion path

Last click before a conversion



# Integration of channels (last click vs. assisted click)

Assisted Conversions		Assisted Conversion Value		Last Interaction Conversions		Last Interaction Conversion Value		Assisted / Last Interaction Conversions	
<b>25,449</b>		<b>£609,757.54</b>		<b>43,448</b>		<b>£1,000,001.68</b>		<b>0.59</b>	
<small>% of Total: 100.00% (25,449)</small>		<small>% of Total: 100.00% (£609,757.54)</small>		<small>% of Total: 100.00% (43,448)</small>		<small>% of Total: 100.00% (£1,000,001.68)</small>		<small>Site Avg: 0.59 (0.00%)</small>	

Primary Dimension: Basic Channel Grouping									
Secondary dimension									
Plot Rows									
advanced									
Basic Channel Grouping	Assisted Conversions ↓	Assisted Conversion Value	Last Interaction Conversions	Last Interaction Conversion Value	Assisted / Last Interaction Conversions				
1. Direct	11,407	£290,638.09	15,321	£380,793.27	0.74				
2. Organic Search	9,747	£221,204.40	11,422	£243,279.17	0.85				
3. Email	7,770	£203,705.26	6,589	£164,006.13	1.18				
4. Paid Search	6,147	£136,667.15	6,748	£136,991.02	0.91				
5. Referral	3,492	£82,758.96	3,014	£66,744.41	1.16				
6. Social Network	527	£13,599.53	334	£7,792.00	1.58				
7. Display	46	£999.87	14	£256.18	3.29				
8. Other Advertising	6	£147.92	2	£22.00	3.00				
9. (Other)	4	£46.66	4	£117.50	1.00				

# Call tracking & optimisation



- > Call tracking software is now available to determine the keywords that triggered a phone call from your website
- > Ideal for sites where conversions are also taken over the phone as well as online
- > Dynamic code is added to your website, which generates a unique phone number for every visit
- > If the number is called it is redirected to your normal phone number, with the option to record the call
- > The users' referral data is sent to the tracking software and a virtual page is fired and tracked in Analytics
- > A Goal can be set-up in Analytics and imported back into AdWords to allow "Call Optimisation"

# Our labs!

- AdWords Scripts
- Landing page testing
- Integrated Analytics & AdWords Reporting (Insights Reporting Tool)
- Ecommerce – New PrestaShop plug-ins and Reflex data-bridge
- SEO links/site authority reporting
- PPC Competitor analysis

# Thank you!

Ann Stanley  
[ann@anicca.co.uk](mailto:ann@anicca.co.uk)