

Welcome to Summer 2016

Digital Strategy | Marketing | Advertising

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About the Cover Image

Leading into to Summer, our “*Opportunities With New Social & Search Features*” cover image illustrates the plethora of new features and products recently released by the majority of social and search networks. Find out more inside this edition of DD&S!

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Welcome

As featured on our cover Search and Social networks released a series of competitive features and/or acquire other related businesses to strengthen their product offerings. Microsoft purchased LinkedIn. Facebook is licensing third party website and app advertising inventory to build a network of websites to sell advertising against. Is Twitter for sale as they expand their tweet formats to offer business more value? Plus Google is expanding it's advertising formats with less opportunity for “above the fold” organic search listings in mobile screen real estate.

The interesting news for Business is a number of new and effective ways to reach your customers - outlined in our Feature Article and Advertising and Infograph sections inside.

Redefining the term “local”, there's also promises on measuring the online influence of offline transactions - see Sensible Business. Our ‘Insights, Tips and Advice’ describe new 2016 SEO Standards. Lots of new opportunities! Here's to an enjoyable Summer and thank you for subscribing to Digital Dollars and Sense.

Joe Wozny and the Concentric team

News | Digital Trends



Apple Privacy Enhancements - There's a new term in Apple lexicon - **differential privacy**. iOS 10 software will anticipate your needs and wants ... even more than it does now. More importantly Apple claims the operating system will get smarter without violating your privacy and claims this is a difference maker in online security. [More](#)



Long Content More “Sticky” - According to a Neiman Labs recent study, long Content is More Sticky on Mobile - The analysis finds that despite the small screen space and multitasking often associated with cellphones, consumers do spend more time on average with long-form news articles than with short-form. [More](#)



Facebook Livemap - Facebook's Live Video feature “Livemap” just got global thanks to an interactive map that's rolling out on the site. The interactive map should help fans of live videos find new broadcasters. The only previous way to know if an account was live streaming was by following that person or brand and waiting for a notification. [More](#)

Five Big Changes Coming to Google Adwords

Written by Joe Wozny



In our Spring edition, I discussed changes to how Paid Search Text ads have been removed from the right hand side of search return pages (SERPs) and the possible impacts to your business. This edition shares a brief overview of the 5 BIG changes Google announced shortly after Paid Search Ads.

Google continues to emphasize mobile-first, which means that the look of the SERP is changing in ways that favour the mobile experience. Paid ads are adapting to the mobile-first world including new ad formats and features you want to know about.

Search Ads to Appear on Google Maps - Get Local! Maps will be part of the Search Network moving forward. Expect to see significantly more ads appearing on the map platform. New ad formats allow you to place brand logos and offers directly on the surface of the map, rather than just alongside the map. Google Maps now has more than a billion users and people visit 1.5 billion destinations based on their Google searches. As Google noted, location-related searches account for nearly a third of all mobile searches and have grown 50 percent faster than overall mobile searches in the past year.

Expanded Text Ads Get Double Headlines & More Characters - Sorry Mobile SEO Text ads are about to undergo a significant change through expansion. With new, expanded text ads, headlines are about to get much bigger – advertisers will soon be able to have two 30-character headlines, up from a single headline of just 25 characters. In early testing, Google found this change dramatically increased CTR – by as much as 25 percent. In addition to more clicks, Google said longer headlines will be more useful for advertisers in terms of better qualified traffic. This change is huge, particularly with so little space on the smartphone screen, and for Organic in Mobile, this change has large implications.

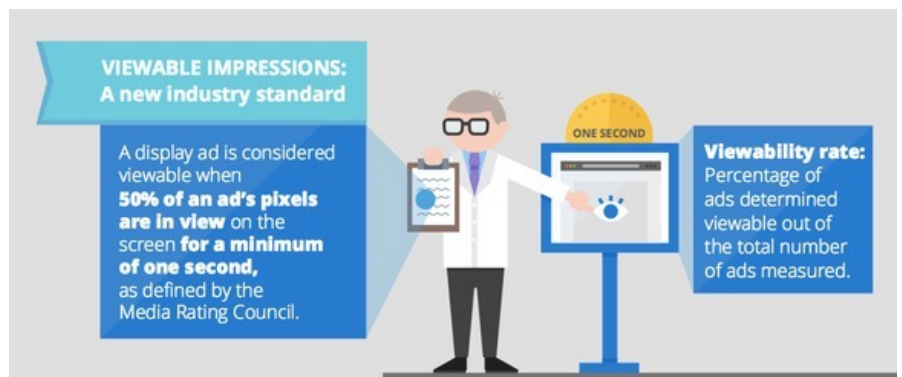
Better Measurement of In-Store Conversions - See Sensible Business in this Edition Now you will be able to know how many people clicking on your AdWords ads are visiting your local business. This begins to bridge offline and online and the measurement that

Google plans to use to measure in-store conversions. Google says it plans to look at phone location history to determine whether the person who searched and clicked on your ad ended up walking into the store. We trust this will be opt-in! And as an example, Nissan UK notes that 6 percent of people who clicked on ads went to the dealership, resulting in 25x ROI, during their testing.

New Responsive Display Ads - Ads Created from Your Inventory With this feature, you will give Google an URL, headline, description, and image, and Google will create responsive display ads for you. This means that ads will adapt to the content of the websites they're on and apps in the GDN, including native ad inventory.

Changes to Device Bidding - Hurray for Decoupling Currently, advertising pricing is based on desktop bids with a multiplier for mobile bids. Going forward, bids are being decoupled providing the ability to set mobile bids, desktop bids, and tablet bids independently or make them dependent on each other. More flexibility and further support of Google's mobile-first viewpoint.

Bottom Line: In a mobile world Google will give you great flexibility. Desktop ads continue to improve. Organic search is impacted for mobile and we suggest you consider your media mix (seo and paid) carefully.





Facebook Targets Non Members Through Off Site Ads

Facebook took a step towards becoming the internet's advertising exchange after announcing that it will start showing ads to non-users across the web.

Previously, if you were either not a Facebook user or not logged into the social network, Facebook advertising would not be visible to you. — That's all changed.

Facebook will use a mix of cookie tracking, its own buttons and plugins and other data to identify non-users on third-party websites. Added to that data, Facebook will use patterns within it's massive user base to make educated guesses about non-users to help target them with more relevant advertising.

[More](#)

Ads Coming to Google Image Search

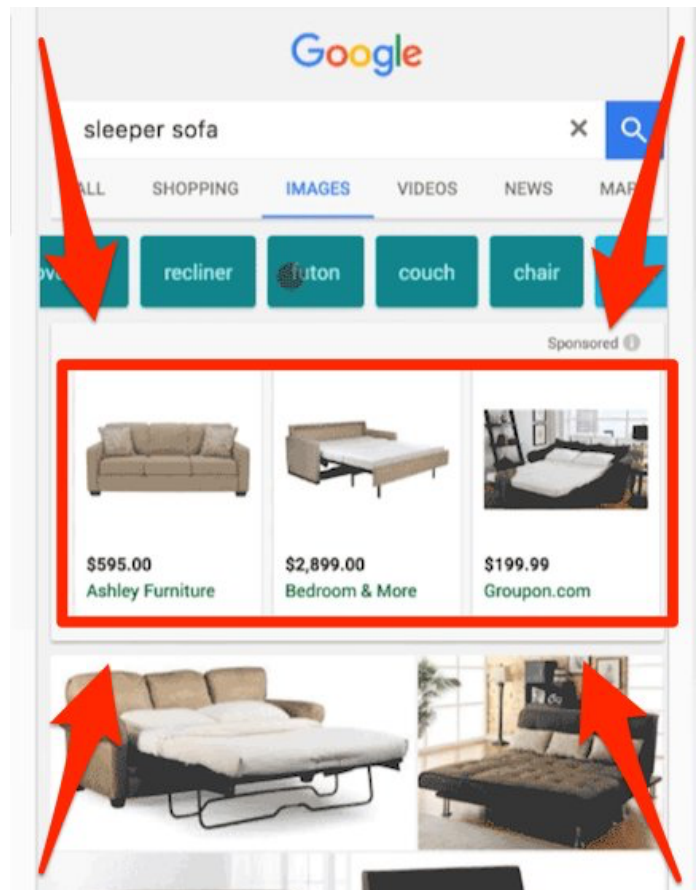
Get ready to start seeing ads in Google's image search.

The search engine is launching its shopping ads on Images in mobile, so you'll start seeing a line of sponsored items when you search for a product.

Google will also give you the option of sorting products by features like color, type - for example, 'couch versus recliner' if you're looking for sofas - including locations where you can find that product in-stores.

As part of this change and enhancements to the image search suite, Google's also making its local inventory ads, which lets stores list which products they have in stock, more useful. Now available, advertisers can add a store pickup link on the product page that shows up after a user clicks on their local

inventory ad, and make all of their inventory searchable. [More](#)



The Anticipated Cost of Ad Blocking

The rise of ad blockers is set to continue to such an extent that it will cost media owners in the U.S. \$12.1 billion in lost display ad revenues, with Optimal.com forecasting this amounting to a 23.8 per cent impact on earlier forecasted earnings. [More](#)

Grow Your LinkedIn Business - Three Tools to Attract More Clients

Looking for the best ways to sell products and services using LinkedIn? The platform evolves into the best business-to-business themed marketplace on the planet with 433 million members in more than 200 countries - and with 2 new members joining every second!

A 48 month study identifies use of the following tools to help you attract more clients and generate more business: a) Rapportive b) Revealer c) Headlinr. Read the full article: [More](#)

Sensible Business

The Big Deal About Location Based Marketing on the Web



In the space of little more than a week, Pinterest, Google and Facebook announced new or expanded initiatives to connect the dots between digital media and offline consumer behavior.

There are well over a dozen companies that are doing similar things for mobile display or cross-platform display: Foursquare, NinthDecimal, YP, UberMedia, Swirl, Verve, PlaceIQ, Factual and others.

For years, digital marketers have associated location based marketing with “local”. Local has also been associated with small businesses. Most have assumed that local was a niche segment or a difficult and not-very-lucrative market.

National advertisers and brands generally have had trouble localizing and thus local has been ignored for the most part. Some marketers continue refer to local and localization as a “vertical.”

With technology enhancements, our view of location based marketing (or local) is changing. In fact, it’s received a new name - offline consumer behaviour - because it’s defined by a different set of parameters. Offline consumer behaviour features being created by major ad, search and social networks aim to assist marketers with reaching and influencing consumers before they buy something - in most cases offline at “a location” near them.

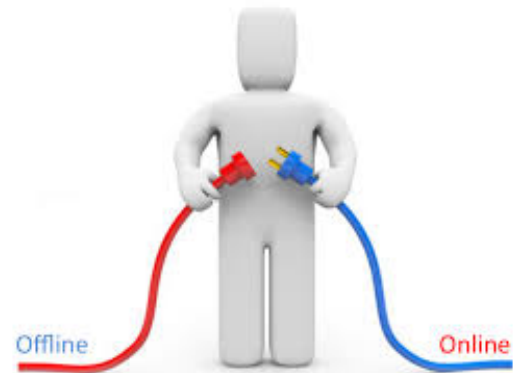
Some say this opportunity is many times larger and more important, than e-commerce. For example: In 2015, approximately \$4.8 trillion in retail spending happened “offline.” That compares with roughly \$350 billion in e-commerce in 2015. This does not include the services industry (restaurants, entertainment, professional services, etc) which is reported to be several times larger than retail, where trillions of dollars more are spent on each year.

Google, Facebook and several others are also trying to go beyond “mere visits” and track the impact of actual sales from ad exposures. The implications of

you having visibility into offline consumer behaviour for these networks include:

- Optimizing campaigns for offline actions. Media planning can be measured in terms of what’s actually working (vs. clicks/impressions).
- Offline data can be used for online retargeting and personalization plus audience segmentation and targeting based on real-world actions.
- Location analytics offer deeper insights into both offline and online actions.

Location Accuracy The one significant caveat to date, with any offline consumer behaviour initiative,



is data accuracy in relation to a physical location. Tests to date have shown that accuracy can be uneven and are source dependant.

As more publishers and networks offer this feature location accuracy is forecasted to improve. In fact [MarketingLand reports](#) that advertisers and brands need to understand how a provider ensures accuracy and filters out bad location data when working with a location-based marketing platform. In other words, all location impressions are not created equal — as this report indicates.

Bottom Line: The larger point is that local/location should be viewed through a new filter. Tying online to offline consumer behaviour will assist with measuring and focusing internet-driven activities (clicks, conversions) and give a more accurate measure of transactions influencing a “customer” life cycle. It’s just part of the drive to ensure that online becomes increasingly transparent to real-world activities. Enjoy!

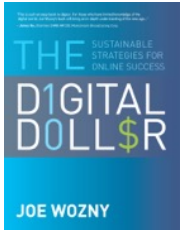
Infographic - What the New Twitter's Features Mean for Marketers

Twitter recently announced a new update that will see big changes to the way people (and brands) create content and engage on the social media platform. Changes that have impact include: posting of 4 images, a poll, a 30 second video and the quoting tweets *without* using your 140 character limit.



Digital DOLL\$R Insights, Tips and Advice

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Q: Do you have any “pointers” on how we should bring our SEO to 2016 standards?

In reviewing SEO tactics, you might be surprised at how much changed for 2016. Consider the following activities.

- *Install Google Analytics* - Analytics help you gain an insight into your visitor demographics to better understand your marketing opportunities.
- *Add Website to Google Search Console and Bing Webmaster Tools* - These tools analyze many factors that affect your search traffic. It's a must have.
- *Check Site Page Speed at Google PageSpeed Insights* - A score of around 85/100 is considered good for both mobile and desktop. Remember, if your site takes more than 2 to 4 seconds to load, your visitor will move on.
- *Ensure Your CMS is Equipped* Make sure your Content Management System is equipped with an SEO plugin that allows you to write the title, description, image tags, h-tags (headers), and page tags. It should also allow you to format your article (bold, italics, spell-check). I suggest Yoast SEO for WordPress.
- *Make Your Site Responsive* - It should deliver a great user experience across all devices.
- *Check Broken Links* - Use Xenu's Link Sleuth, which is a free and helpful tool.
- *Validate Your HTML and CSS* - Validate your HTML and CSS coding at W3C (World Wide Web Consortium) using HTML validator, CSS validator, and mobile code validator.
- *Create and Upload a Sitemap.xml* - Position pages with maximum potential at the top. Here's a dynamic sitemap.xml generator (free for up to 500 pages).
- *Submit the sitemap link* (yoursite.com/sitemap.xml) to Google and Bing using appropriate sections located in the Google Search Console/Bing Webmaster Tools.
- *Create and Upload a Robots.txt File* - The Robots file instructs search engines about pages to crawl, and pages to leave alone (admin area, restricted areas, etc.).
- *Run an SEO Check* - Run an SEO check after submitting your website to Google Search Console (See #2 above). Check all sections such as Structured Data, Crawl Errors, Blocked Resources and fix as necessary.
- *Find 301 and 302 Redirects* - Use Screaming Frog to find 301 and 302 redirects. Fix if necessary. You can use the tool free for up to 500 URLs. It does much more than reporting on redirects, but it's much of the same stuff covered above, so I'm not repeating it here.
- *Check Your Server* - Check if your site is hosted on a spam server. If it is, it will ruin all your SEO-related hard work. Feed your server IP into this tool, and get the lowdown.
- *Install an SSL Certificate* - It encrypts your buyers' inputs, gets you an HTTPS, and builds trust with search engines and viewers at a small price.
- *Claim Your Business* - Claim your business and/or URL on all social networks and directories (G+, Facebook, Twitter, LinkedIn, Technorati, Pinterest, etc.).

Bottom Line: Ensure your on-page SEO (including keywords, Title, Meta Description, and ALT Tags, Headers Tags and Internal Links) are contextual for your pages, your content is optimized to justify the title of every article, your site is positioned on [RankBrain](#) and any FAQs you have provide informative results.

New Digital Diction

The Digital Dictionary - “A glossary for navigating planet Internet” - is included in The Digital DOLL\$R book and online. You can visit the Digital Dictionary, online, by [clicking here](#). New terms for Q2 -2016:

Ad Audience - The total number of people that have been exposed to or could possibly be exposed to an ad during any specific time period.

Conversion Tracking - Monitoring how many conversions have occurred during any specific time period, and analyzing which ads led to the conversions.

Cross-Device Targeting - Serving the same buyer targeted ads across multiple devices.

Differential Privacy - A method of data collection that tries to learn statistical information about a population without learning specific information about any particular individual. The latest large scale deployment is with Apple iOS10.

Influencer Marketing - In a nutshell, it is influential people who vouch for your brand.

Lookalike Audience - If you're like most businesses, you know who your customers are from a demographic and even psychographic point of view. A Lookalike Audience targets people who are similar to your existing customers which helps improve your conversion rates. You can use Lookalike Audiences when you're running online display, Facebook, mobile display or just about any other kind of digital marketing campaign.

Insite - Responsive Website Templates that display a pop up that offers personalized content to website visitors.

Social Impressions- Social impressions measure the number of times social media content was viewed.

Rapportive - A software plug in for browsers that shows you everything about your contacts right inside your inbox.

About Concentric

Concentric is a digital marketing and advertising company. Digital strategy is at the heart of every engagement. We developed the trademarked [digitalroadmap®](#) process to ensure the digital work you implement aligns with your business goals. We focus on the details that get you to the finish line.

We give great value add and go beyond just “completing the work”. We believe in sharing our knowledge, empowering you, and that the work we do for you is a reflection of our brand.

We are “geek deep” in research, technology platforms, modern digital marketing, merchandising, lead generation and advertising platforms, driven by real people.

Our long term relationships are extremely important to us. We have a huge customer service focus. We are easy to work with. We have clear processes. We communicate well. We deliver on time and on schedule.

And, we love what we do! We practise what we preach. We have staying power. Twenty five years in business and counting.

About Digital DOLL\$RS and Sense

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