NEWSLETTER

OCTOBER 2017

NCN TECHNOLOGY

PRACTICAL TIPS FOR USING
GOOGLE'S LOCAL Q&A FEATURE

GOOGLE NOW ALLOWS EDITING BUSINESS LISTINGS DIRECTLY FROM
THE SEARCH RESULTS

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## FACEBOOK ADS MANAGER

facebook Ads

RESPONSIVE WEB DESIGN

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GOOGLE NOW ALLOWS EDITING BUSINESS LISTINGS DIRECTLY FROM THE SEARCH RESULTS

If you area verified business in Google My Business, you can now update your business info directly from Google search engine result page, provided you're logged in to your Google My Business account.

Here's how it works. Just type your business name in the Google search box and you will see a menu right above the search results. Again, you need to be logged in to your account. Upon clicking the edit info button, you will find all the editable fields highlighted.
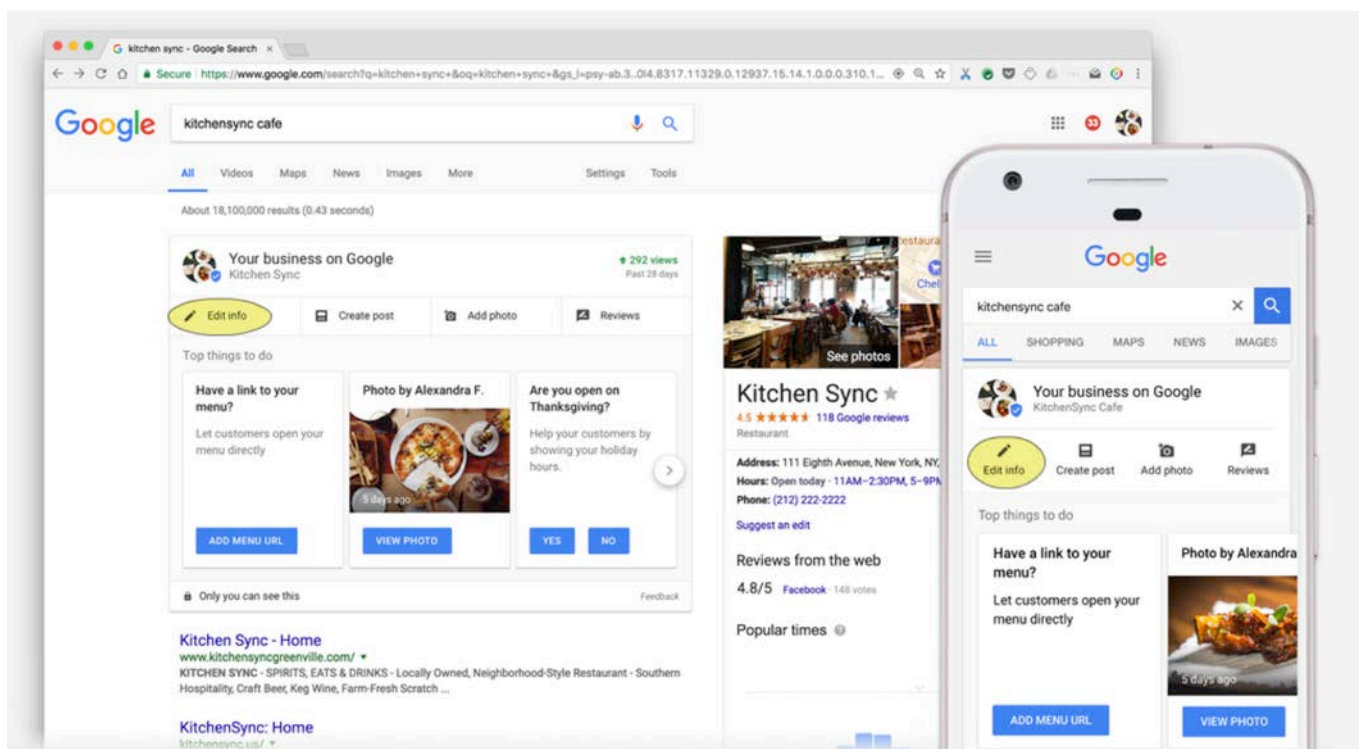
You can upload photos, see the number of views, check and respond to the reviews and even access detailed info about your site metrics. And the best part is, you can do it from any device, be it desktop or mobile.

To provide accurate and updated information to the users, Google heavily relies on the business owners. Google knows that if they want valuable content for free, they have to make the process simple and easy.

And, who better suited to provide accurate content than the business owner, right? Google's perfect plan to outsource the business info-update process just got a little more efficient. This not only maintains the value, it increases it for Google, business and customer. A win-win situation for everyone!

2

PRACTICAL TIPS FOR USING GOOGLE'S LOCAL Q&A FEATURE

Google's idea behind introducing the Q&A into local search was to get most updated and relevant data about businesses and places. Q&A is always been one of the best sources to get fresh content. However, you have to be careful while using it, because there are issues that are not addressed yet and can work against you.
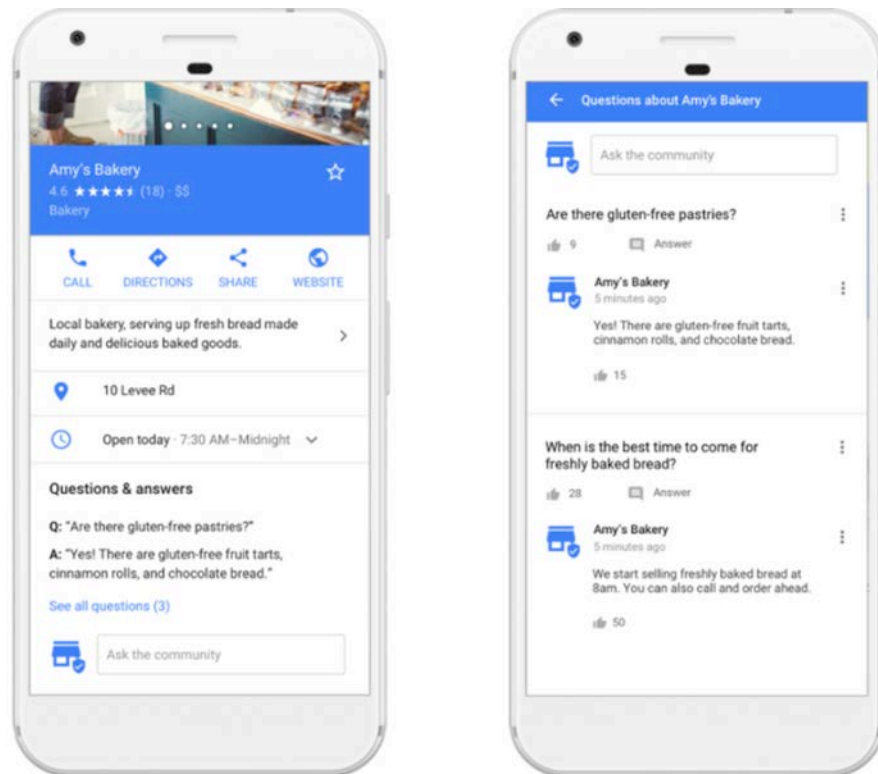
Recently, we came across a well researched and written article about the Google's Q&A feature. Although some issues mentioned are already addressed or will be in near future, there's one very important point that you need to pay attention to.

MAKE SURE TO AVOID ONE WORDS ANSWERS AT ALL COST.

Although it's tempting to write just one-word answers, the fact that a user can change the question makes it a risky affair. For example, if someone asked you "Do you provide preventative maintenance service" the most simple answer would be "Yes". But if they changed the answer to "Have you ever been sued by the customer & the answer remain yes, you can imagine how much harm it can do.

So instead of just saying "Yes" try "Yes, we provide preventative maintenance service and have been doing so from past 10 years". You should also try to use positive words which help you build trust.

Here are some important points covered in the article:

- What if you're the business owner but are not seeing the feature.
- It appears that questioners aren't yet being notified when answers are posted.
- Q&A tracking necessitating the Google Maps App.
- How to see the profile of the questioner.
- Avoid answering with a generic yes or no.
- The importance and effectiveness of up-voting questions.

3

## HOW TO MOVE YOUR M-DOT URLS TO NEW RESPONSIVE WEBSITE - A STEP BY STEP

Google has released a 4 step tutorial on how to move your m-dot URL's to your newly created responsive websites in a "Googlebot friendly" way.

Below are the steps Google outlined (in green). Plus we have added our own steps in between to give you a clear path to work on.

1. First Thing first, get your responsive site ready.
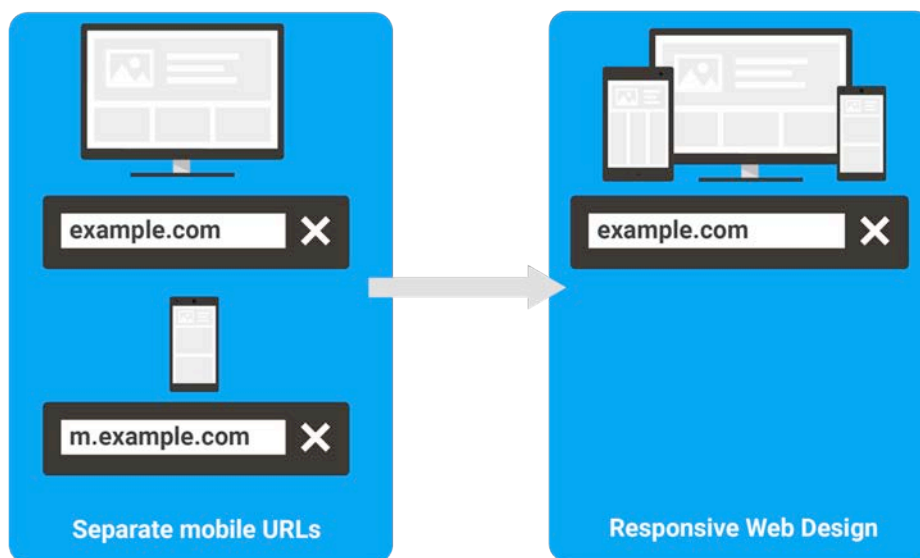
2. Collect all the data from your M-dot website like conversion rate, traffic etc. So that you can compare it with the new responsive site & know how your new website is performing.

3. 301 redirect to the new responsive URL's from your old URL's. You will have to do it for each URL's separately, it is daunting but necessary.
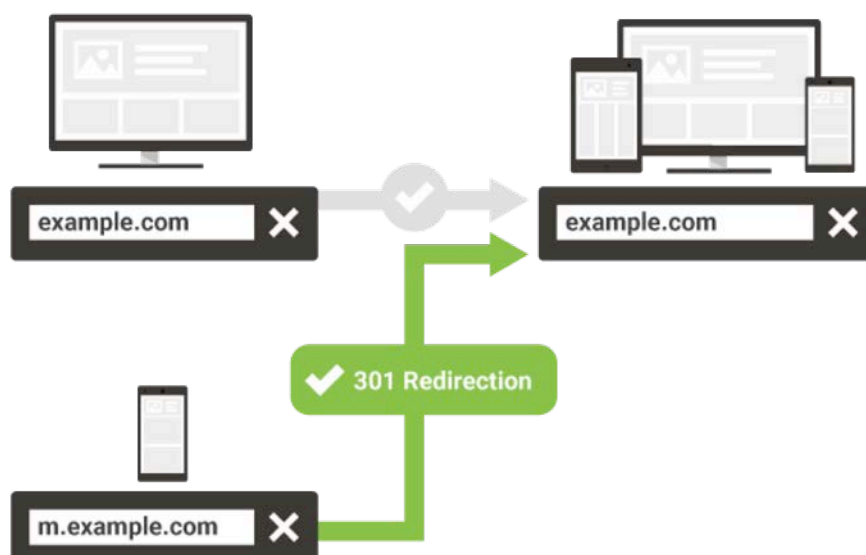
4. Sometimes, there are images or a white paper that is in use & ranking well. You will have to find them out and redirect them to your main site so that you don't lose traffic.

5. Your site might have some Mobile-URL specific configuration like conditional redirects, make sure you remove it.

6. Setup rel=canonical on the responsive URLs pointing to themselves.

7. You can encourage the search engines spider to recrawl your M-URL by resubmitting your M.site Google search console & Bing Webmaster Tools Sitemaps. By doing so, you will help them become aware of the new 301 Redirects.

8. Keep an eye on the progress by monitoring the index status of the old M.site on Google Search Console and Bing Webmaster Tools.

9. In about 3 months or more, Google will drop the M URL's out of the index. But only after they become aware of the 301 redirects.

10. Update the important links to the Old M.site & have them point to the new URLs.

11. Make sure you change the new old M.site to the new one on all your marketing and promotional materials.

4

NEW UPDATES FOR FACEBOOK ADS MANAGER

Facebook has come up with an update for "Ads Manager" to improve their advertising services. Facebook has combined Ads Manager and Power Editor into one platform, to make it simpler for users to create and manage ads both at one place.

With the new update rolling out you will notice few changes. If you are using Power Editor there is no difference in ad creation and management except the name but, if you are using Ads Manager, you will witness few changes like:

1. You Get New Workflow - With the new update you can first create a draft campaign and then create your ad sets and ads. Ads Manager gives you the option to complete campaign steps out of order and, even you can use the original ad creation workflow.

2. You Can Review Your Drafts - Ads Manager allows you to review your draft every time after making the changes in the ad. For making changes in the ad, use review the changes under Review Draft Items and then confirm the edits made. Changes will be not done till you confirm the edits, even if you want to delete the ad you need to confirm the deletion.

Watch the video below for a brief overview on the new features: