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being Digitalz

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Google Updates

Google clarifies the upcoming Speed Update only impacts the 'slowest sites'

Google clarifies that if you have a fast site, making it faster 'won't change things' with your rankings specific to the upcoming Speed Update. Read More.

Say goodbye to low Quality Score with this Google Ads script

Since the dawn of AdWords (now Google Ads), low Quality Scores have been the bane of every account manager's life. Not only are their inner workings a mystery to us all, they're also a real eyesore and annoyingly hard to fix. Read More.

Google Image search updates referrer URL to help publishers track image search traffic

Google has announced a change to the referrer URL sent by Google Image search. The referrer URL is the way web analytics software tracks the source of a click to your website originates from. Read More.

Google rolling out new white local panel in search results

Google is now rolling out a new look for the local panel in the mobile search results. The new look goes from the blue interface with text buttons to a white interface with rounded buttons. Read More.

YouTube to Highlight Breaking News, Including Links to Articles

News outlets often break news by writing articles first, because they can be produced faster than videos. During the initial hours of major news events YouTube will now link to articles when users are searching videos of a specific story. Read More.

Google Removes Public URL Submission Tool

Google has removed the public version of its URL submission tool, which allowed users to submit any page to Google's index. Google is now advising people to use Search Console's Fetch & Submit tool. Alternatively, site owners can notify Google about new pages with a sitemap file. Read More.

Google Has New Markup to Optimize Content for Google Assistant

The new markup, called "speakable," can be used to indicate that content is especially appropriate for text-to-speech conversion. So if someone were to ask the Assistant, "Hey Google, what's the latest SEO news?", it would respond with a section from a news article that contains speakable markup. Read More.

Google My Business Insights adds queries used to find your business

Learn how people find your business in Google Maps and local search within Google My Business Insights with this new report. [Read More](#).

Google Ads Introduces New Campaign Type for Hotels

Google Ads has introduced a new campaign type designed to help advertisers better manage hotel ads. Hotel campaigns are a continuation of Google's marketing efforts that began in 2010, when sponsored hotel prices were listed in Google Maps. Since then, hotel ads have expanded to Google search results, which helped the ad type grow. [Read More](#).

Google Adds "People Also Search For" Box to Paid Search Results

Google has added a new feature to paid search results that was previously displayed only in organic search snippets. The new "People Also Search For" box, which was updated for organic search this past February, now appears in paid search ads. [Read More](#).

Tips from Google

5 Things Google Ads can now do automatically

Google Ads (formerly known as AdWords) has always had frequent product updates, but with the ongoing improvements in machine learning (ML), it seems that every month brings new automated features, in addition to the manual features we've come to expect. Read More.

Google expanding store visitation and local conversion reporting

Google has begun an expanded rollout of store visits reporting for AdWords (soon to be called Google Ads) customers of all sizes that provides performance breakouts by individual store locations. Marketers will be able to see in-person visits to their physical stores and other types of "offline" conversions associated with each business location. Read More.

Do Google reviews impact local ranking?

The reviews removed were old reviews from anonymous profiles that didn't have a profile attached to them. Since they didn't have profiles attached, it would also take you to a blank page when you tried to click the username, which is not the greatest user experience. Read More.

Google: Rel=Canonical isn't a Guarantee

Google's John Mueller has advised that rel=canonical does not necessarily guarantee Google will recognize a page as the canonical version. This was stated by Mueller in a Twitter reply to a user who asked why Google is indexing the "wrong" page, instead of the page that rel=canonical is pointing to. Read More.

15 checks you should make when choosing a link partner

When inbound links occur naturally, you don't look to see if the site linking to you is a good linking partner. They just link in, and eventually, you look if you need to. Most websites don't "just" accrue links on their own if they are focused on ranking; they use some sort of link-building tactic to attract them. Read More.

Voice Search Optimization: 6 Big Changes You'll Need to Make

As voice recognition technology becomes more accurate and versatile, users are beginning to realize more of the benefits of using voice commands for search. Read More.

Google Ads intros new URL parameter options ahead of parallel tracking deadline

Google is two landing page URL parameter options in Google Ads (formerly AdWords) ahead of the parallel tracking deadline. There is a new field to add a "Final URL suffix," which gets appended to the end of the final URL, and advertisers can now enter as many as eight custom parameters, up from just three. Read More.

Google's URL inspection tool now available for all users

The URL inspection tool allows you to check a specific URL on your website to see the status of how Google search sees that URL. This tool "provides detailed crawl, index, and serving information about your pages, directly from the Google index," Google says. [Read More](#).

Google to stop supporting public URL submissions to its search index

Google Webmasters said,"We've had to drop the public submission feature." The company did not say why it was necessary to drop it. Maybe it has to do with spam issues or abuse. [Read More](#).

SEO Gyaan

How to drive conversions with on-brand SEO copywriting

Great SEO copywriting involves much more than simply writing for Google, or even writing for your target audience. It is a beautiful balance of both, and to do it effectively, you often have to think outside the box. Read More.

Working around Google Analytics to improve your content marketing

Organic search is still one of the best ways to drive traffic to your website. Having your site positioned in front of users at the very moment they search is hugely powerful. From helping drive brand awareness to building engagement and driving conversions — there is nothing as satisfying as ranking your content in organic search. Read More.

Google Asks SEOs if Domain Changes Result in Loss of Traffic

For the most part, SEOs agreed that domain changes carry a lot of risk and will almost always result in a loss of traffic. Read More.

How to Build a Free Facebook Messenger Chatbot for Lead Generation

This Facebook Messenger chatbot is an interactive game you can play in Messenger. It shows how images and GIFs look, how buttons work, and I'll show you how it saves user preferences to customer profiles to enable follow-up messaging. Read More.

How to use SEO for big ROI during back-to-school and other sales events

While retailers are focusing on campaigns, commercials, margins and inventory, what can a search engine optimization specialist (SEO) do to help a client's bottom line? How do we create a competitive advantage over other retailers for these specific sales events? Read More.

20 Proven Tactics That Will Reduce Your High Website Bounce Rate

Bounce rate can be one of the more mysterious metrics when it comes to measuring digital marketing efforts. It is generally analyzed in order to provide insight into how a site's overall user experience is. Read More.

How to Secure Your Website from Hacking & Manual Actions

Security threats and search engine penalties are critical issues that can hurt your rankings and your bottom line. You need to avoid them from the outset. Read More.

Bing Ads recommends updating final ad URLs to HTTPS if supported

With Google starting to mark HTTP URLs as "not secure" in its Chrome browser this month, Bing Ads is recommending advertisers update their final ad URLs to HTTPS. Read More.

The small business owners guide to conquering SEO: The glossary

If you are a small business owner with a grasp of what it takes to make your site rank for the search terms your potential customers use, great! But if you're not, don't despair. Many small business owners struggle with one or more aspects of search engine optimization (SEO), and for good reason. Read More.

How to project SEO traffic levels and avoid saying, 'It depends'

Establishing a baseline and understanding historical trends helps forecast traffic trends and alerts you when traffic changes. Contributor Simon Heseltine lists steps you can take to predict incoming traffic and changes to your site. Read More.

Podcasts More Popular than Blogs

Data shows that blogging and blogs are on a downward trend and podcasts are gaining popularity. Content consumers are increasingly turning to podcasts for content. Google Trends shows that searches for podcasts have surpassed searches for blogs. Read More.

Events & Education

How to be proactive and prevent a negative SEO campaign — Part 3

All you can reasonably do is take action to lessen the probability of becoming a victim by reducing attack vectors. This way, anyone seeking to do harm has to be more sophisticated and put forth a greater effort than they would against an average website. Read More.

Top 7 Ranking Signals: What REALLY Matters in 2018?

With Google evaluating sites based on hundreds of ranking factors, knowing where to aim your SEO strategy in 2018 for the biggest bang might seem impossible. Read More.

How to Make the Right Landing Page Rank: A Complete SEO Checklist

I've made a checklist on emergency actions that will put everything in place. Compare the page that is ranking and the page that should rank, and optimize the latter for things it lacks. Read More.