

NEWSLETTER

DECEMBER 2019

SHORELINE
MEDIA MARKETING SOLUTIONS
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**THE BEDLAM UPDATE –
WHAT YOU NEED TO KNOW**



**GOOGLE ROLLS OUT LOCAL OPPORTUNITY
FINDER TO HELP BUSINESSES UP THEIR
LOCAL SEO GAME**

**PAY PER CLICK (PPC) UPDATES
FOR DECEMBER 2019**

**PAY PER
CLICK**



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THE BEDLAM UPDATE – WHAT YOU NEED TO KNOW

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1 THE BEDLAM UPDATE – WHAT YOU NEED TO KNOW

After the Possum update in 2016, the month of November marked the biggest ranking shift in Local SEO. With the Possum update, the Local Search industry saw its first big Proximity update by Google. This shift enables SEO experts to develop tools and strategies considering 'location' as a pivotal aspect in ranking.

The recent update (dubbed as **Bedlam**), too, indicates that Google will be focusing more on proximity.

Key Observations From The Bedlam Update

- The results aren't industry-specific. They have and still are shifting across the board.
- There were HUGE Google Maps ranking changes noticed on November 5th.
- Since November 7th, the Organic Local Search results began to change as well.
- Things began settling into the new normal from November 10th, when some of the changes were rolled back.



- Most changes that this update brought were mainly on the zip codes the business was NOT located in, with the proximity dial being turned up.
- More changes were added by Google back into the Local Pack changing them back to 3-packs from 1-packs that we've been seeing.
- This wasn't a spam update at all. However, it has uncovered a lot more spam listings, which is a part and parcel of big changes like these.
- If found to be too close to another similar business or if they share the same name or phone number with another location, Google My Business listings are being filtered out.

Final Takeaway

1. When big changes like these take place, you only need to sit back and wait for things to settle down a little bit.
2. Check out your local rankings using our dashboard and get a hold of the changes that have taken place to see what impact they have had or will have on your business. To see what the different results look like to users from different locations, you can use browser [addons](#).
3. When you see legitimate Google Maps spam listings competing with you, don't forget to report them to Google.
4. Without a legitimate business location, you will not be able to continue ranking in those further away areas you've lost since the update. You will have to design your strategies accordingly to include other referrers for those areas that don't include Google. For instance, you could start a series of targeted Facebook ads for users who are in your competitors' locations by offering them a 'second opinion' or a 'free consultation'.

As always, we are here to help. If you are facing any issues with your local campaign, do get in touch with our experienced personnel for assistance. We're just a call away!

GOOGLE ROLLS OUT LOCAL OPPORTUNITY FINDER TO HELP BUSINESSES UP THEIR LOCAL

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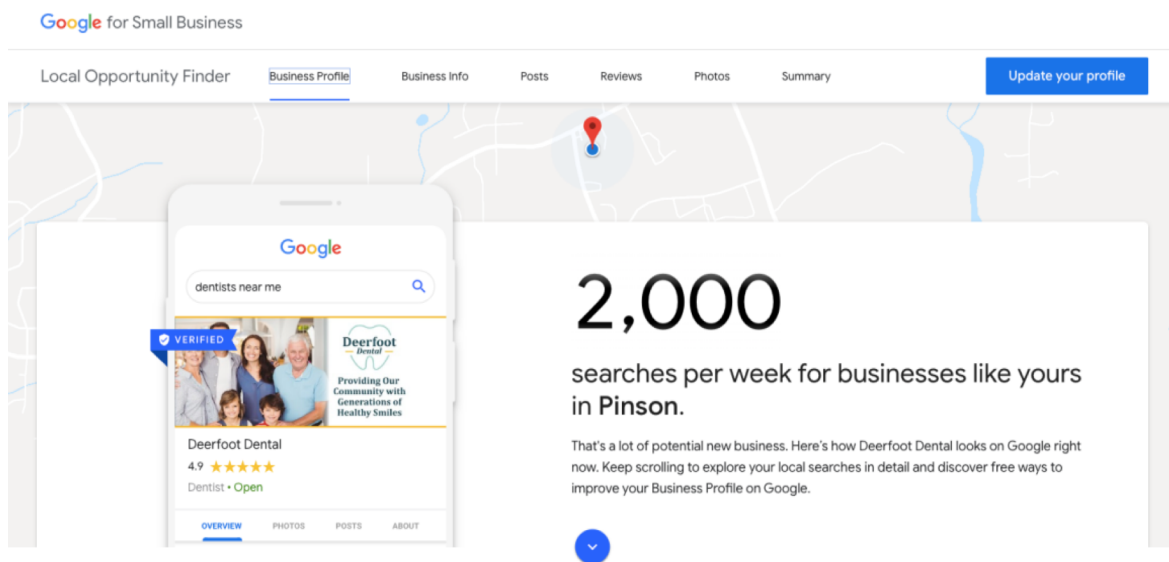
Google is set on helping out small businesses with Local SEO. Google recently announced through its Google Small Business handle on [Twitter](#) and [Facebook](#) that they are rolling out a brand new tool – Local Opportunity Finder.

The Idea Behind This New Development

Local Opportunity Finder is said to be designed to help small businesses understand how Local SEO can benefit them and discover how people nearby generally search for businesses like theirs. Simply put, the tool analyzes what, where and how people from a specific area are inclined to search for a particular type of business.

When a business name is entered on [Local Opportunity Finder](#), the tool breaks down all the information necessary to improve its online presence into the following categories:

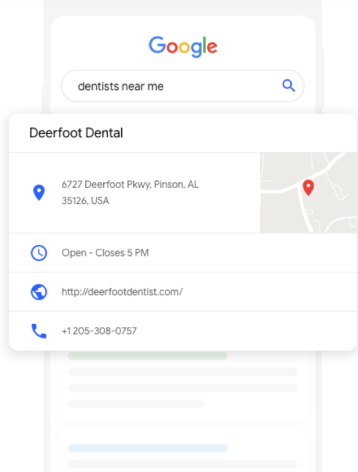
- **Business Profile** – A brief overview of the number of searches made per week for businesses like theirs in that region.



- **Business Info** – Insight to the kind of information people nearby look for when they search for such businesses.


Google for Small Business

Local Opportunity Finder Business Profile Business Info Posts Reviews Photos Summary [Update your profile](#)



BUSINESS INFO

Keep your details current to help people connect with you.



4 out of 5 consumers use search engines to find local information like store address, business hours, and directions.#

Having an up-to-date Business Profile is the best way to attract new customers. Make sure your contact information and opening hours (including holiday hours) are current so they have all the information they need at their fingertips.

[Edit your Business Info](#)

- **Posts** – The ideal time to put up a post about their business based on the daily peak time when people search for businesses like theirs.

Google for Small Business

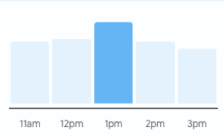
Local Opportunity Finder Business Profile Business Info Posts Reviews Photos Summary [Update your profile](#)

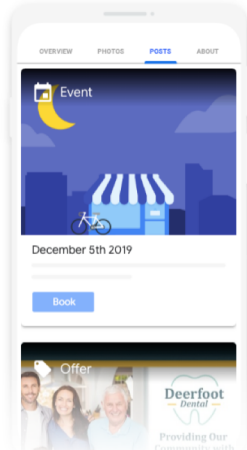
POSTS

Searches for businesses like yours peak daily at **1pm**. Make the most of this by posting in the **afternoon**.

Posting from your Business Profile is a great way to spread the word about your daily specials or seasonal updates. These can help you stand out from other businesses like yours in Pinson.

Popular search times





Share events, offers, and updates directly on your Business Profile to attract new Deerfoot Dental customers.


- **Reviews** – The importance of reviews for such a business and how the company, in particular, is doing in this area.

Google for Small Business

Local Opportunity Finder Business Profile Business Info Posts **Reviews** Photos Summary [Update your profile](#)

REVIEWS

Great job, you received a **5-star review in the last week**. Respond to keep the conversation going.

 **Sherry Tews** ★★★★★

I just want to say thank you for the best experience with you. Having to find a new dentist is... [Read more](#)


People turn to reviews first when learning about a new business. In fact 2 out of 3 customers say positive reviews are an important factor in selecting a business to buy from. Whether they're good or bad, responding to reviews for Deerfoot Dental is a great way to engage and stay connected with potential customers— all 2,000 of them.


[Respond to your Reviews](#)


Latest reviews for Deerfoot Dental


169 Reviews


Last 5 Reviews

5 

4 

3 

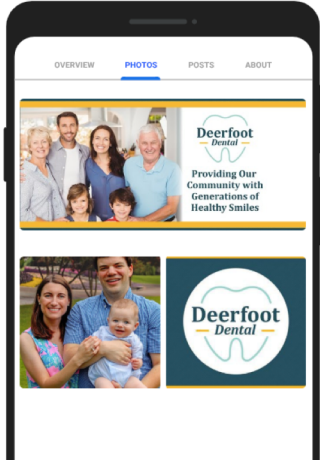
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- **Photos** – How important a role the photos play in Local SEO for such businesses.


Google for Small Business

Local Opportunity Finder Business Profile Business Info Posts **Photos** Reviews Summary [Update your profile](#)



PHOTOS

Add more photos to your profile to show your business at its best.

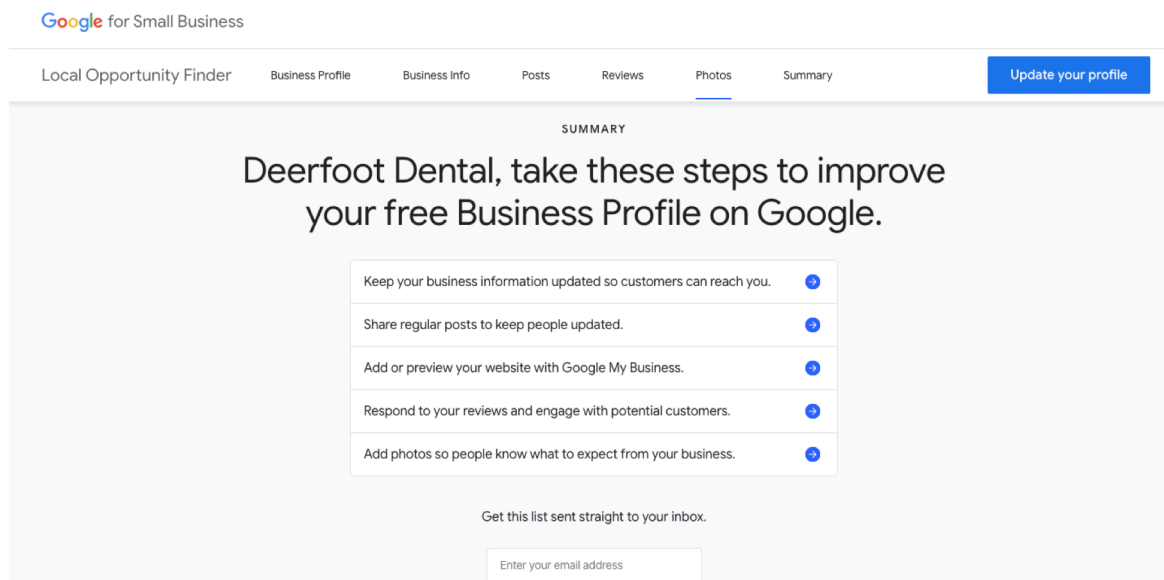
 90% of customers are more likely to visit a business that has photos on its profile.†

Your customers can add pictures to your Business Profile, and so can you. Showcase the best of what you offer and give people a feel for your business by adding your own great photos.

And with the [Google My Business](#) app it's now even easier to edit and share your photos in real time.

[Upload your photos now](#)

- **Summary** – Steps that the company can take to improve its presence on Google Search and Maps.



Our Takeaway

It sure looks like Local Opportunity Finder be a huge help for small businesses when it comes to understanding what they need to do to bring their Local SEO strategies to fruition. However, it seems that as of now only businesses in the US have access to this new tool developed by Google.

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PAY PER CLICK (PPC) UPDATES FOR DECEMBER 2019

- [Now get more insight into your bid strategy with top signals.](#)
- [Hanapin Marketing Ad Gallery allows you to view real examples of all available ad formats from top platforms.](#)
- [Google resolved the issue that impacted Google Ads reporting for conversion occurring between Nov 11 and Nov 20.](#)
- [Adworld Experience 2020 – The largest Pay Per Click & Conversion Rate Optimization event in Europe is around the corner. Registration open now!](#)
- [If you think, ‘who even uses Bing?’, you’ll be surprised to know, nearly half of the US searches on Bing.](#)
- [Google will soon be releasing new extensions for YouTube ads.](#)
- [Several misconceptions surround online search marketing. Here's your guide to local campaigns in Google Ads.](#)
- [2019 Facebook Ad Benchmark by industry sector, including CTR, CPC, CVR, CPA.](#)
- [Now Sponsored Display is available to vendors who sell on Amazon in the UK, Germany, France, Italy, Spain, India, Japan, and Canada.](#)
- [Brands can now advertise their products & services right in the YouTube home feed & search results.](#)
- [With the holiday shopping season coming up, Google Ads Merchant Center gets an upgrade.](#)
- [Google launches new extensions for YouTube ads to help advertisers hit their business goals.](#)
- [Facebook rolls out new responsive ads feature with multiple text optimization.](#)