

Onward & Upward

FREDERICKSBURG, VA



SPRING HAS SPRUNG

Welcome to the official start of spring! Winter seems to have hidden this year.

Speaking of hidden, how is your website? Is it hidden from your customers? There are steps that you can take to help bring it out into view.

SWS Part of Google Now?

No, the newsletter is full of Google news as they have made a lot of updates this spring.

SERVICES WE OFFER

- Website Design
- Website Maintenance
- Search Engine Optimization
- Social Media Marketing
- Reputation Management
- Citations, both local and national
- Google Products
- Email Marketing
- Digital Marketing
- Website Hosting

Not certain if your Google Business Profile or Bing Places are doing all they could be for your business? Reach out for a free audit. Crystal will review one or both for you.

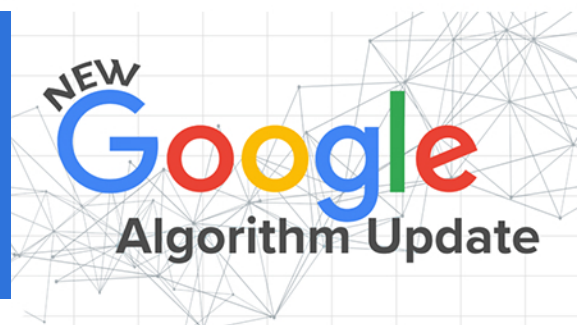
GOOGLE ALGORITHM UPDATES

Google released a 'major' update in early March, which means your website may have been bouncing around a bit. This is to be expected, if it drops and stays there that is when you should become concerned. Any client who uses us for advanced SEO, we have already been watching and fortunately many have moved up. If you are not certain where you are placing, give us a call or drop an email, we can do a site audit and let you know how the site is doing.

ON THE WEB

Blog:
<https://simplywebservices.net/blog/>

Facebook:
<https://www.facebook.com/FBurgWebDesign/>



WHAT'S IN A NAME



Google changed the name of Google My Business (GMB). It is now named Google Business Profile

NATIONAL AND LOCAL CITATIONS

What on earth are these? These are the Yelps, Google Profiles, Home Advisors on the internet. These are important to help you expand that web factor, you want to have profiles on all of these (there is a big list!) as they help with search engine placement and provide another place for your customers to find you. It is important that they are regularly logged into (updated/maintained) or they do you no good and it could actually affect your overall search engine placement. This could change in the future but at this time they should be an integral part of your marketing strategy.

MOBILE FIRST

Google has been moving towards a mobile first model. It has been pretty completely implemented, but what does that mean to your company and website? Google looks at how your website does on smartphones THAN desktop computers. If your site is slow, appears as a website with scrolling (or parts of the site off screen) then you probably have a mobile friendly site but do not have a responsive website. That means you will not place well on search engines (for the quick version).

GOOGLE REVIEWS

We have had customers following our suggestions and obtaining Google Reviews. Great work!

Did you know that you can provide links to your Google Reviews so you are able to use it in email marketing? Don't forget to thank them for the review once you receive one!

Google will continue to change how things are seen on the internet, requiring more time on the part of those managing them so plan accordingly. If you have any questions please give us a call or drop an email,

DIFFERENCE BETWEEN MOBILE FRIENDLY AND RESPONSIVE WEBSITES

Mobile friendly was the first generation of mobile friendly websites (thus the name) and not as user friendly. Many times users to mobile friendly websites result in the user to the site giving up, moving on to another website.

Responsive was the next generation of 'mobile friendly', it automatically resizes the website based on the device it is being used on. (There are other things but those are the most visible/known things). The current responsive sites are actually slowly working on being replaced with the newest version of responsive.

GOOGLE BUSINESS PROFILE (FORMERLY GOOGLE MY BUSINESS (GMB))

An important part of your marketing as it allows you to help determine how your business will be found on Google Search, Google Maps and if applicable Google Shopping. It needs to be optimized and updated regularly to have the most benefit. We do recommend that you get familiar with your listing. We also recommend not cheating the system so to speak as you will be suspended. And sometimes you will be suspended simply because you are in one of 'those industries' that are rampant with fraudulent businesses.

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