Online Marketing News

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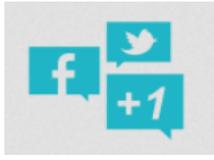
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Schemas-What Are They and How Do I Utilize Them?

You may be familiar with some of the better-known SEO practices such as having a meta description, relevant page title, etc. However, did you know there are even more ways to optimize your page for better search rankings in the back-end code of your website? These special codes are called schemas, and they're headed by search giants such as Google, Yahoo, Microsoft, and Yandex. If you'd like to learn more, visit the schema website.

Schemas offer a number of benefits with the biggest being they allow you more control over what data is pulled by search engines and the categories they're assigned to. While search engines generally do a good job of determining what is an address, what is a phone number, etc., there can sometimes be errors or incorrect data displayed (for example, Google pulls a department line as your main phone number instead of the company's main line).

Since schemas involve the use of coding in the back-end of your website, they can be tricky to implement correctly. If you'd like to learn more about how to apply schemas to your website, refer to the guide on the schema site, or contact the Online Marketing team at Unidev.

Social Media News

- Facebook, Pinterest, and Instagram have all announced plans to introduce "Buy" buttons to their platforms
- Twitter announces it will offer auto-play video as a new advertising option
- Snapchat will begin selling sponsored Geofilters
- Have you heard of Periscope? This new app allows users to share video in real-time changing the way video content can be delivered.
- LinkedIn revamps its Pulse app allowing users to browse news from their field and connections

Marketing Tip: Verify Your Online Listings

If your company has a "brick and mortar" location, it's important that customers be able to find this location when searching online. As mentioned above, while search engines are advancing tremendously in their ability to decipher what data describes each facet of a company, there are still sometimes errors in what information is displayed. Since search engines try to populate their maps and search results with as much data as possible, your business is probably listed online even if you've never filled out a form or sent a request to any search engines.

In addition to utilizing schemas on your website, claiming and verifying your business' online listing is another way to ensure the correct data is displayed on search engines. To verify your business on each of the 3 major search engines, visit these links and follow the instructions for each. If you have any questions, our Online Marketing team is more than happy to assist with any steps.

- https://www.google.com/business/
- https://www.bingplaces.com/
- https://smallbusiness.yahoo.com/local-listings (Local Basic Listing)

Announcements

Are you interested in learning more about how to better utilize your YouTube videos as a marketing tool? Unidev's own Steve Thomas and Angela LaRocca will be speaking at Microsoft's Galleria store on July 16th at 8:30am.

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