

A large, stylized eye graphic composed of concentric circles in teal, dark grey, and white. The eye is looking towards the right.

THE GOOGLE ISSUE

If it isn't on Google,
it doesn't exist.

–Jimmy Wales

The rise of Google, the rise of Facebook, the rise of Apple, I think are proof that there is a place for computer science as something that solves problems that people face every day.

–Eric Schmidt

With Google I'm starting to burn out on knowing the answer to everything. People in the year 2020 are going to be nostalgic for the sensation of feeling clueless.

–Douglas Coupland

I think Google should be like a Swiss Army knife: clean, simple, the tool you want to take everywhere.

–Marissa Mayer

The only thing
Google has failed
to do, so far, is fail.

–John Battelle

Some say Google is God. Others say Google is Satan. But if they think Google is too powerful, remember that with search engines unlike other companies, all it takes is a single click to go to another search engine.

–Sergey Brin

I don't need to
Google myself.

–Nicki Minaj

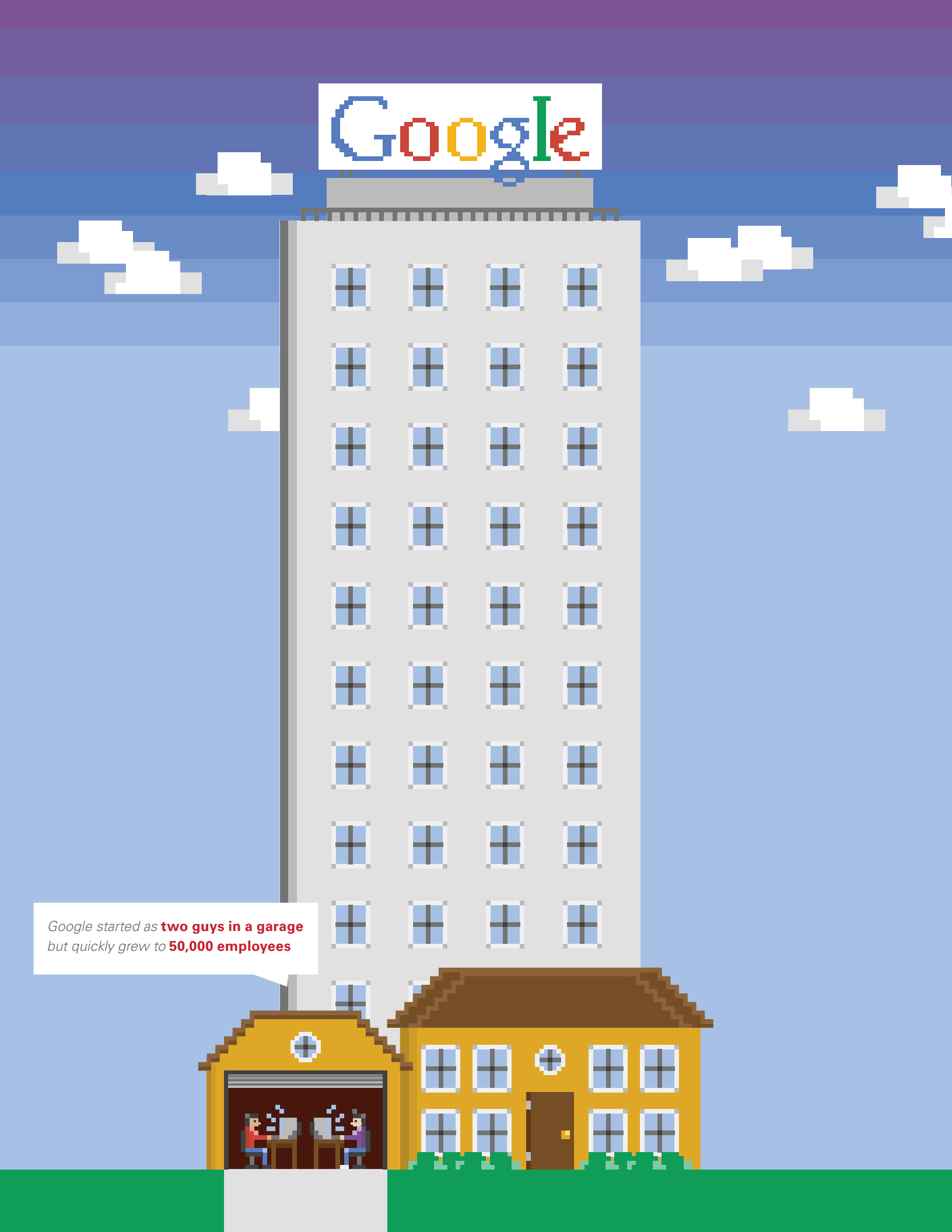


*Google's homepage is so stark because their founders **didn't know HTML.***

Quotes Source

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A pixel art illustration depicting the growth of Google. At the bottom, a small yellow garage with a brown roof and a circular window is shown. Inside the garage, two pixelated figures are sitting at a table, working on laptops. A speech bubble points from the garage towards the center. In the background, a tall, grey skyscraper with many windows stands against a blue sky with white clouds. The word 'Google' is displayed in its multi-colored logo on a white sign atop the skyscraper. The ground is represented by a green field.

Google

Google started as **two guys in a garage** but quickly grew to **50,000 employees**

“don’t be evil”

That’s the formal corporate slogan for what is certainly one of the most innovative and important companies of the digital era: Google.

Google is so critical to the relative success (and failure) of so many businesses—and so massive in terms of its reach and influence on culture and commerce—that we decided to make it our focus for this month. As a marketing agency, it’s important for us to look at all sides of an issue and that’s what we’re doing here.

Welcome to the Google issue, party people.

Inside, you will find an in-depth look into all things Google—from its early history to the influence ex-Gogglers have elsewhere in the tech and digital industries, and everything in between.

We hope you enjoy it.

Best,

The Oneupweb Team 



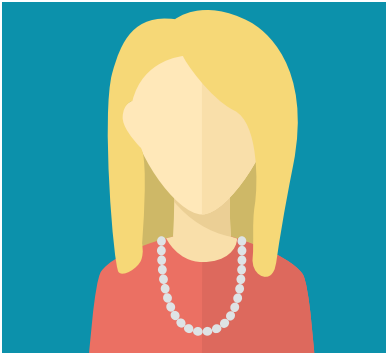
New hires, called
"Nooglers," must wear a
beanie on their first Friday.

GOOGLE INFLUENCE: WHERE ARE THEY NOW?

In the 16 years since the company's inception in 1998, Google has grown from original co-founders Larry Page and Sergey Brin to a workforce of over 43,000.

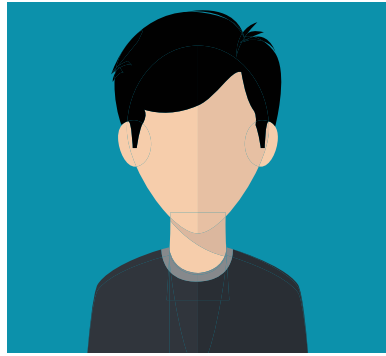
Many Google employees have gone on to take high-profile positions elsewhere in the tech industry.

Here is a list of the top six ex-Google employees:



Marissa Mayer

Google's 21st employee, Mayer worked for the search giant from 1999 until becoming [Yahoo's](#) CEO in 2012. The next year, TIME magazine named her as one of its [100 most influential people](#) in the world.



Ben Silbermann

Ben worked briefly at Google in customer support. He's been described as a "[modest genius](#)" and went on to start [Pinterest](#)—one of the fastest-ever growing social networks.



Kevin Systrom

Stanford-alum Systrom helped develop Google Reader, Gmail and more. He left Google after two years to start [Instagram](#) with Mike Krieger.



Sheryl Sandberg

Sheryl worked for Google for six years before becoming [Facebook's Chief Operating Officer](#) (and first female board member).



Tim Armstrong

After serving as president of Google's Americas Operations, Armstrong [became](#) chairman and CEO of AOL.



Megan Smith

Smith joined Google in 2003 and served as Google's vice president of business development before becoming President Obama's [Chief Technology Officer](#) in September 2014.

That's quite an impressive list, especially for a company as young as Google. What will other future ex-Googlers be pioneering? *Time will tell.* 🏢



play nice

WITH GOOGLE

To “google” something is synonymous with searching for something. One of the primary purposes of the marketer is to make your business findable.

Like it or not, you depend on Google.

SEO pioneer Moz places Google.com at No. 3 on the [list of top web domains](#)—third only to Facebook and Twitter.

Google, however, does not necessarily depend on you. Sure, Google is a business and it generates significant revenue from the sale of advertising displayed on its search engine results pages (and other pages in its display network)—but unless

you play by their rules, you won’t see meaningful returns. That is, you need them more than they need you; which cannot be said of many of your other vendor relationships.

Here are four Google rules to understand and live by:



RULE 1:

Google Is Not Your Friend

Google, dear marketer, does not like you. It does not cater to you. Google focuses on the end user—the end, human user.

Let's look at a real-world example of how Google does not owe you a living: Once upon a time, there was a company called Demand Media (they're still around, but they're a shadow of what they used to be). Industry insiders believed the company was about to revolutionize the way content was produced. In 2011, the company went public—to much fanfare. Capital ballooned to over \$2B and times were good.

That is, until the [Panda update](#), which cost Demand Media a whopping [\\$6.4 million](#) in Q4 2012. Demand Media lived and died on revenue it generated from ads shown on its pages—but the copy was thin (having been primarily based on keywords alone) and largely just window dressing. It was not useful nor tailored to the user. A hard lesson for the content farm.



RULE 2:

Google Is Not Your Website's Friend

Google exists to serve its end human users by delivering answers and information as quickly as possible—and they'll do it with or without your website.

In Google's own words: "We may be the only people in the world who can say our goal is to have people leave our website as quickly as possible." What this means is that if Google can find a way to deliver an answer (and thereby satisfy the user) without the need to travel to a different website—well, then Google will implement that solution as opposed to any alternative.

Think about the way [Google Knowledge Graph](#) now puts information directly in its search results. Once upon a time, that information lived on someone else's website and users had to click on a link to find the information themselves. Now, certain answers to user queries appear directly on the SERP—there's no need to jump to a site, and Google is okay with that.



RULE 3:

Google Means More than Just Search

Don't Restrict Your Marketing Strictly to the SERP

Google claims that it's best to do one thing "really, really well" and that the "one thing" they do is search—but that's a little misleading.

It's Google's philosophy that there's always more information "out there"—wherever that may be. As Google continues to evolve and reach people wherever they are, you need to evolve with them, and that means focusing your digital marketing efforts on more than just optimizing for the SERP or advertising in AdWords.

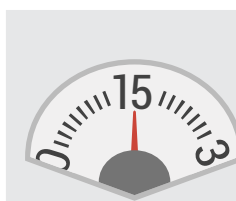


RULE 4:

There Are No Rules, Except Google's Rules

Google makes money from advertising—but at the same time, Google sets down the rules for what it believes to be the "best" kind of advertising. Google believes that advertising can provide useful information—and you should believe that, too. Your ads can't be flashy and they must be relevant.

This is Google's stance on advertising today—of course, that could all change tomorrow. It's Google's properties so it's Google's prerogative. So pay close attention to Google's stance on areas like search marketing and advertising. Those will ultimately become the rules you'll have to live by. 🏠



"Google 15" refers to the 15 pounds new employees gain from gourmet lunches and free snack foods.

LIFE WITHOUT THE GOOGLE

WORLD WAR

A TALE OF COURAGE AND SURVIVAL



Every time you use **Google Maps**, the GPS data provided by your phone is used to update traffic congestion data.

It goes by many names: “The Crisis,” “The Day the Earth Stood Still,” “World Without Web.”

20XX: The Google Funding Bill is passed. The system goes on-line. Human decisions are removed from strategic defense. Google begins to learn at a geometric rate—

No, wait—that’s wrong. Those are Schwarzenegger’s lines from *Terminator 2: Judgment Day*.

World Without Web was way, *waay* worse than that.

Prior to the Blackout, Google had spent years amassing resources. Soon, it housed all of the world’s knowledge in one, easily accessible place.

And then one day, just like plenty of useful Google gadgets and projects (Google Reader, *amirite?*), Google killed Google.

They just pulled the plug. Took their big giant ball of knowledge and went home.

The major social media networks were the next to go. Suddenly, websites were orphaned in the ethersphere of the ‘Net. It all quickly became quiet. And lonely.

As I sat there, I began to feel hungry. I tried to Google the best way to make a sandwich from the ingredients I had in the house, but then I remembered: Google didn’t exist anymore. A tiny voice asked me to Bing It, but the day was already bad enough.

I wanted an outlet. But more than anything, I wanted out. I need to get that sandwich.

I picked up my phone, “Siri, where’s the closest deli?” Silence.

“Siri, tell me how to get to the nearest delicatessen?”

More silence. I grew frustrated. But then it occurred to me that Siri was dead. Kaput. No longer with us. So maybe Siri was never actually alive, but to me, and everybody else who depended on her, she was real.

There was no time to mourn the loss of my digital guide. My stomach was absolutely killing me. (I mean, it’d been at least three hours since the last time I ate).

I started the car, not really sure where I was going. On a stroke of luck, I reached into the pocket behind the passenger seat. It was some sort of paper object. I stared at it, looking at its myriad lines.

A map! For gadsakes, I haven’t opened one of these since... Disney World?

Just then I realized I have two more problems on my hands. One, I don’t know origami, so there’s no way I’ll be able to fold this map back to its neat, folded self. And two, I don’t know where I want to eat. I’m Yelpless and helpless. No matter how many times I shook the map, it wouldn’t highlight the top-rated sandwich shops on the city’s near west side.

The damn thing was useless. I tossed it out the window. Good riddance.



I still had no sandwich and no hope of finding one. Any other time, I’d ask my friends on Facebook. I’d even place an order on my cell phone—and I don’t mean by calling it in. Without mobile apps and Google maps, eating out is tough, man. If I’m ever going to find this sandwich, there was only one option left.

I was going to have to talk to a stranger.

I spotted a disheveled-looking man wandering the street, coming toward my car. I pulled over and waited for him. Something seemed off, though. I rolled down my window. “Excuse me, sir,” I shouted, but at the sound of own voice, he flew into a panic and began charging at me, screaming, “OK, Google, OK Google!”

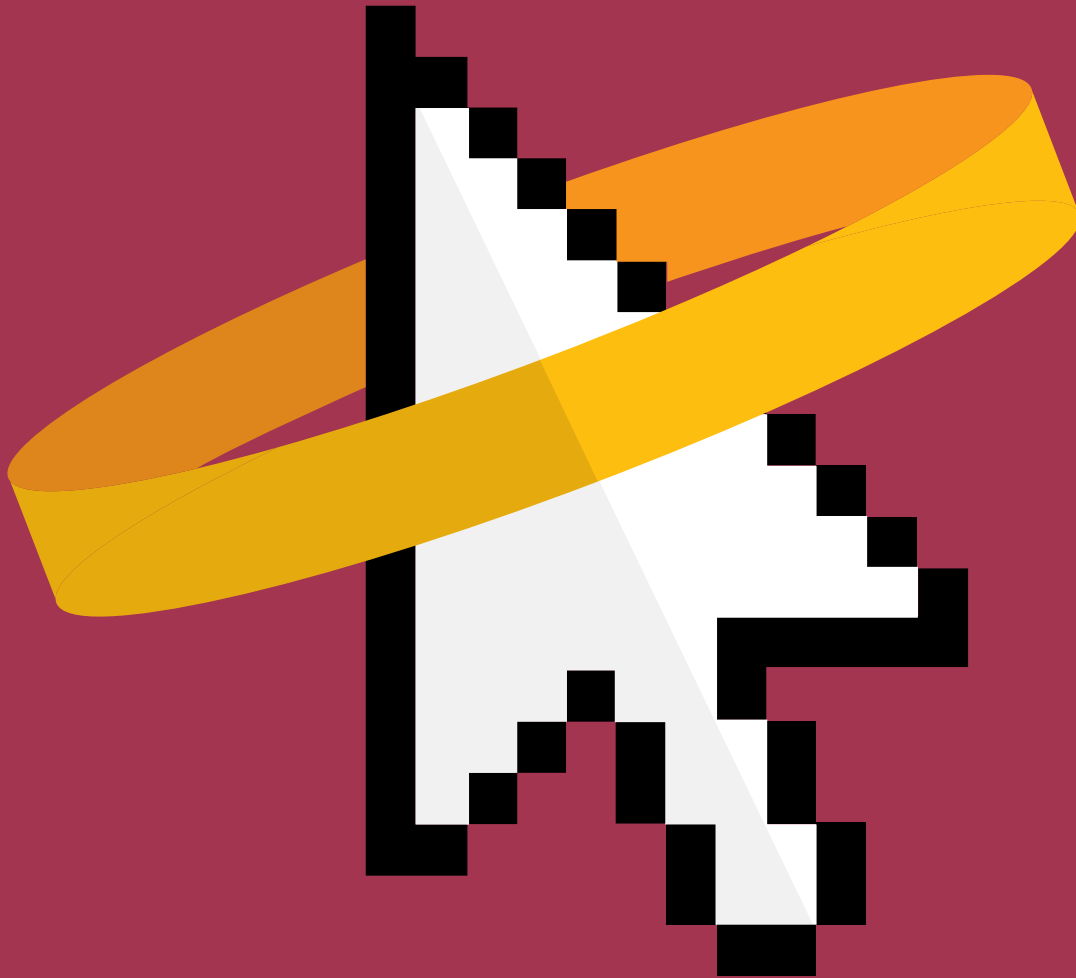
I’m not one for conflicts, so I bailed, leaving the car running. I scrambled across the street and into an alley, and then turned around to catch my breath.

Suddenly, I heard the little sound of footsteps rise up over the grumbling of my stomach. I turned and saw a little technoratti wandering my way, holding his Android phone, chanting, “OK, Google; OK, Google.”

And that’s when I knew I was in serious trouble and that sandwich was going to have to wait. 🍷

TO BE CONTINUED ON THE ONEUPWEB BLOG...

www.oneupweb.com/blog



How Sacred is
Google Search
_____ for the _____
Tech Titan's Business Model?

Google has impressive profits and what appears to be a near-monopoly on market share—but just how secure is the search giant's current business model?

In Google's most recent earnings report, the company booked \$16.5 billion in search revenue in Q3 2014—nothing to scoff at. Yet, these earnings [missed analyst expectations](#) as Google's paid click revenue increased only 17%, falling short of the expected 22% growth.

Statistics like this have industry watchdogs beginning to [seriously talk about Google's search business becoming less relevant](#) over the long haul.

How can that possibly be, though? Their paid click revenue, after all, is still growing.

Some see the slowing growth as writing on the wall, and maybe Google is even OK with that. It's well known that Google has no problem killing off what otherwise appear to be successful and popular products. Search may not be as sacred as we tend to assume.

For further evidence, let's look at the purchases the company has made since 2001: Google's spent \$28 billion acquiring 163 different companies. In the first half of 2014, Google [more than tripled spending on acquisitions](#). In many cases, the acquisitions are not all directly going to support Google's search business, with many of them supporting other ventures, such as Google X and Google DeepMind. Take for example:

- January 13, 2014—Google spends \$3.2B for [Nest Labs, Inc.](#), a home automation company
- January 26, 2014—Google acquires artificial intelligence firm [DeepMind Technologies](#) for \$800M
- June 20, 2014—Google purchases Dropcam, a home monitoring service, for \$555M

Other purchases include Quest Visual, a firm specializing in augmented reality; Alpentel Technologies, a wireless technology company; and Jetpac, another artificial intelligence firm. These acquisitions center around robotics, artificial intelligence, home automation/security and wireless/mobile technology—nothing that directly supports search or supports Google's revenue derived from its SERP advertising ventures.

Business strategy and technology blogger Ben Thompson recently speculated that Google has reached its peak and that it [stands poised to be eclipsed](#) by another advertising channel (specifically, [native advertising](#)). Ben draws analogies to PCs being eclipsed by smartphones, for example, and Microsoft being eclipsed by Apple.

Ben's article also posits that Google might actually be okay with it. After all, Google exists to serve human end users—if human end users stop needing search, it's unlikely Google will continue focusing efforts on improving search technology. Along similar lines, Google is a business—and a pretty savvy one at that—so armed with the knowledge that their search engine will slowly become less relevant, Google will pivot toward new business models.

But where would this leave businesses and marketers who rely on Google for eyeballs and revenue?

This is going to be a very real problem for businesses such as ecommerce sites that rely on search to reach their audience rather than by marketing in a more holistic and omnichannel fashion.

Google is obviously not standing still. And neither should you. How would your business handle a world where Google search was not the driver of revenue that it is today? If significant portions of your revenue are directly linked to search, it's not too early to begin rethinking how you might pivot as well to best market your business online. 🏠



16%–20% of Google search queries have never been asked before.



Before Google launched **Gmail**, “G-Mail” was an email service exclusively for fans of **Garfield the Cat**.

5 COMMON ADWORDS MISTAKES & ESSENTIAL FEATURES

One of the most powerful digital advertising tools is Google AdWords. Marketers use AdWords to publish short, pithy ads that appear at the top of Google search engine results pages, when audiences perform online searches for targeted keywords.

While the ads may be simple (you’re only afforded 35 characters for the display URL and description lines 1 and 2 and only 25 characters for the headline), the AdWords platform is complex.

Here are 5 common AdWords mistakes you should avoid:

1. Bidding Too Much Just to Be No. 1

Positioning high is important, but overbidding simply because you want to be in the top slot is an easy way to waste precious dollars. Aside from that, you’re not guaranteed to attract qualified clicks simply by virtue of being Number One.

2. Irrelevant Landing Page

Landing pages—pages created to receive click-through traffic from AdWords ads— can be irrelevant for a number of reasons. As an example, imagine a B2B company using AdWords for lead generation, attracting its target audience with a white paper with the hope that the audience will fill out of a form and download it. Now imagine the same company sending clicks to a landing page with multiple calls to action or—worse—to the business’s homepage, where the user is likely to lose sight of the download button and click away in frustration.

3. Overlooking Negative Keywords

A negative keyword filters out certain results so that your ads do not show up for unrelated queries. An easy example is a window manufacturer—someone making windows for commercial or residential locations. They should add “Microsoft” as a negative keyword to avoid their ads popping up for Windows OS-related searches. Properly using negative keywords helps avoid costly, unnecessary impressions.

4. Boring Content

AdWords copy does leave much room to breathe and marketers tend to act like rivers, taking the path of least resistance, so it’s common for copy to come off as bland or boring. Take the time to make the limitation work—it can often breed creativity and the time spent honing a well-crafted ad will be worth it in the long run.

5. Failing to Test Variations

That last point about variations helps transition into our last point: failing to test. Not testing different variations to dial into what’s working and what’s not, is common and might come down to lack of time or knowledge. But you should always be testing.

Avoiding common mistakes is only half the battle. To really maximize the benefit from your AdWords advertising, utilize all relevant campaign features.

Here’s our list of essential AdWords features:

1. Extensions

Ad extensions display additional information about your business. There are many different extensions: apps, call, consumer ratings annotations, location and previous visits are common ones. Take advantage of every extension applicable to your business—the features are available at no additional cost.

2. Find Duplicate Keywords

AdWords provides for deep customization, allowing marketers to set up many different campaigns to market one thing or another. While smart segmentation is ideal, it’s easy to duplicate keywords from one campaign to the next, which can harm quality score. AdWords’ “Find Duplicate Keyword” feature helps you prevent that.

3. Dayparting

If you operate on a tight budget and you know what times of day your consumers typically convert, you can use dayparting to make your ads visible only during certain times of day. This way, you’ll reach the audience when they’re most active and avoid paying for less valuable impressions or clicks. One caveat: dayparting is based on the time zone of your account—so take that into consideration for your consumers who live in a different one.

4. Geo-Targeting

Similar to dayparting, geo-targeting maximizes budget and “qualified clicks” by formatting your account to only display ads in certain geographical areas. Through geo-targeting, you can target specific areas and exclude others. For example, if you know your primary markets are in Michigan and Ohio, it doesn’t make a lot of sense to spend money displaying ads nationally or in some other region. And with geo-targeting, you don’t have to.

5. Automation

Automation can be friend or foe. You can miss key details if you rely on it too heavily, and if you don’t use it, you can get inundated with too many details. Like with most things, it’s about finding the right balance.

So there you have it. Our list of the most common AdWords mistakes and what we think are some of AdWords most useful features. If you haven’t already reviewed your AdWords efforts against these points, now would be a good time. 📌

Google indexes **60 trillion** websites everyday.



GOOGLE PENALTIES

Beware of These Shady SEO Practices

While you can follow the rules and use current best practices to help you position better on the Google search engine, it's possible for you to receive a penalty. For help, we turn to Freddy from our SEO and content marketing team to give you some tips for avoiding a hit from Google:

First off, it's important to understand that a Google penalty is different from an adverse effect an algorithm update can sometimes have on a particular website. A Google penalty is a manual action taken against a site for breaking the rules. If your site receives a penalty, you'll know it. First off, your traffic is going to drop big time. Secondly, Google will send you a message in Webmaster Tools.

Penalties can last as long as it takes the webmaster to correct the issue and apologize profusely. *"It won't happen again, Google, I swear! I'm a changed man!"*

In many cases, sites are penalized for old, outdated or lax SEO practices involving "spam" that may have been performed years ago. That's why it's important to:

1. Identify spam when you see it
2. Clean it up

Appease and appeal to Google to get out of the penalty box (if you're ever thrown in).

So what's spam, anyway?

Spam is anything designed to game the search engines in order to illegitimately improve ranking or site traffic. Examples include:

- Keyword stuffing
- Posting junk comments and links all over the Internet, or
- Sites that scrape content from other sources.

According to Google's Webspam Team, here are the top spammy practices that are most likely to draw a costly penalty:

User-Generated Spam

Websites with blogs, forums and message boards open to user comments can become overrun with spammy, irrelevant comments, links and profiles. Google usually takes action on just the forum/guestbook/blog instead of the entire site.

Solution: Implement a pre-approval process for the moderator that requires any user-generated content to receive a greenlight before becoming live on the site. Next, delete the spammy comments/pages and

put a rel="nofollow" attribute on user-generated links. Monitor your site for user-generated spam by running a site search for porn, pills and casinos.

Hidden Text & Keyword Stuffing

This is text that's visible to computers or search engines but not visible to the user. This may have been placed on your site by former SEO vendors or internal web teams five or so years ago when it was a common tactic, now frowned upon. Hidden text can appear as white text on white background or text that is hidden off the page. Keyword stuffing is easy to recognize because the content doesn't make any sense.

Here's an example of keyword stuffing copy:

The Android's Dungeon and Baseball Card Shop in downtown Springfield sells comic books and baseball cards. Visit the Android's Dungeon and Baseball Card Shop in downtown Springfield for all of your comic books and baseball card needs. The Android's Dungeon and Baseball Card Shop in downtown Springfield...

Get the idea?

Hidden text is a little harder to detect (it is hidden, after all). Using 'ctrl-a' to select all the text on a page may reveal the text. Also, certain browsers have compatible web development toolbars that have features to detect hidden text.

Solution: Once you find it, remove it! Always write for a human audience.

"Users come first and search quality comes first."

—Matt Cutts, head of Google Webspam

Pure Spam

Complete junk. Grand slam spam. Usually found on throwaway domains created for spamming purposes only. We're talking about auto-generated gibberish, cloaking, scraped content and lots of unnatural links.

Solution: These sites usually aren't submitted for reconsideration since they're mostly "churn and burn" domains. Don't link to these sites. Don't get links from these sites.

Thin Content

Ask yourself: Does every page on my website actually add value? You should avoid making unnecessary doorways. For example, a painting company should not make copies of the same page for each and every city they service. If your page is linking to an affiliate, make sure your page is different. Also beware of thin syndication, like article banks.

Solution: Be original! Add videos, photos and original opinions that actually add value to the page.

Unnatural Links (to your site)

This is probably the result of an old link-building campaign. Maybe those links used to boost PageRank, but now they're doing the opposite.

Solution: Check out your external link profile and look for link farms and spammy directory services. Next, contact the webmaster at those sites and ask them to remove the links. They could also redirect the links to a URL on their site that's blocked in robots.txt. If the webmaster won't cooperate, you can always send Google a [disavow request](#).

Unnatural Links (from your site)

Links should be an editorial choice to send your readers to another relevant and useful page. They should not be created for the sole purpose of passing page rank. It's best to avoid link selling and excessive link exchange altogether.

Solution: Remove the unnatural links. You can also add a rel="nofollow" attribute or redirect the links to a URL that's blocked in robots.txt. In some cases, the penalty may be related to a subdomain. Be sure to check Webmaster Tools for all related sites.

Once you have corrected the issue, return to Google with hat in hand. After all, you wouldn't wear your hat in court, would you? With a reconsideration request, you really are on trial. Here are some tips from the Webspam team:

- Document everything!
- How did it happen?
- How did you fix it?
- How are you going to keep this from happening again?

After you've addressed the outstanding issues and documented your road to recovery, submit your site for reconsideration. Check out the [Webmaster Guidelines](#) for detailed instructions. The bottom line is that a Google penalty is a huge headache that can be fixed but is better to be avoided in the first place.

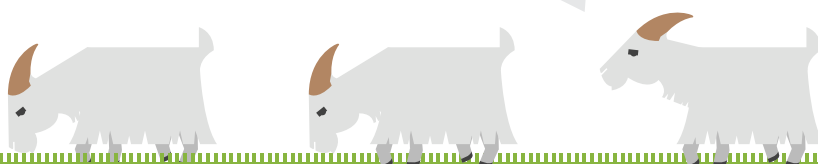
And that's about it. This is Freddy, signing off—back to you guys!

Thanks, Freddy!

So there you have it—our best practices for how to play nice with Google. In summary: Keep your audience in mind, always create content and market to the human end-user and actively monitor your efforts to avoid running afoul of Google's guidelines. 🐐

Google rents **200 goats** to help reduce the amount of weeds and brush at their headquarters.

[Google facts source](#)





About Oneupweb

Oneupweb is a 20-year innovator in digital marketing, creating strategy- and research-driven online marketing for clients of all sizes. Our award-winning work involves web design, content marketing, paid media, social media, inbound marketing and more.

Heralded by our clients for our leadership team, work ethic and experience, Oneupweb has received a number of industry accolades, including multiple *Addy* awards, a *HOW International* Design Award and being named a Top 25 Search Marketing Agency by *Advertising Age* for five consecutive years.

Oneupweb is a privately held company located in Traverse City, Michigan. For more information on Oneupweb, please call 877.568.7477 or visit OneUpWeb.com.

Have a question or comment? Please contact us.

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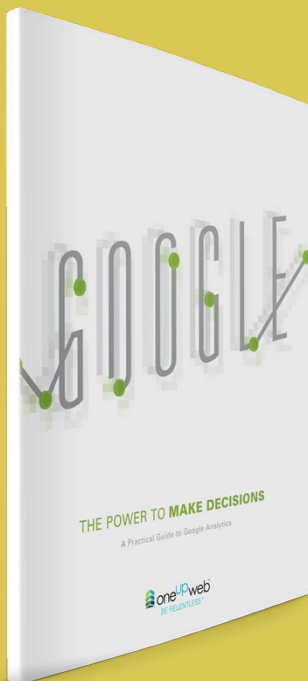
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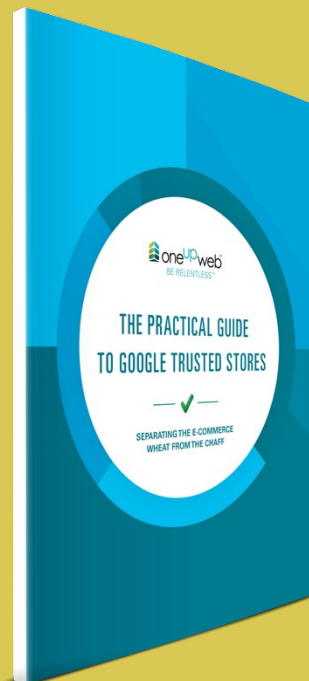
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