



Mystic Media Dot Com, Inc. Search News

[Account_Name] Search News is your monthly source to keep you up to date on the latest trends in search engine marketing. You'll know about emerging trends with online marketing and we'll explain how those trends can be put to use in your business.

BIG CHANGES ARE COMING TO YOUR DASHBOARD

We are gearing up to launch our upgraded, updated and refreshed client dashboard! You'll love the new, super-slick graphics package, faster, easier navigation and interactive graphs. The data will be clearer and easier to find, analyze and understand. And of course it's integrated with Google Analytics. You can start using the new and improved dashboard in early June. Here's a sneak peek:

DID YOU KNOW *THIS* ABOUT GOOGLE PPC?

Google has a program for non-profits and one of its many great benefits: Google Grants. Through this program, a non-profit firm that is approved for the grant receives **free AdWords advertising of \$10,000 per month!** Sound too good to be true? It's not. Many non-profits have applied, been accepted and are driving traffic to their website at a cost-per-click of \$0.00!

There are some limitations, however. Keyword bids cannot exceed \$1.00 (but, a paid campaign can run in tandem with the grant campaign for keywords that require a bid of more than \$1.00). And ads cannot run on the Google Display Network. Currently, only US based non-profits with 501(c)(3) status are eligible to apply. If you or your friends or colleagues are involved with a non-profit, Google grants can help you drive traffic to the website to raise awareness of the charity, raise funds and so on. For more information, please refer to the [Google for Non-Profits](#) page.

If you'd like help setting up and managing a PPC campaign, look no further. We offer a variety of PPC programs that suit all budgets. Call us for more information.

THE NO-SPIN STORY ON SOCIAL MEDIA AND YOUR SEARCH RANKINGS

Facebook, Twitter and other social media sites (yes, there are others), would have you believe that engaging with their sites will help improve your search rankings. Tweeting, Retweeting, getting likes on Facebook... do any of these efforts impact your search rankings? No, not at all. At least for now. Since we're in the SEO business, we've been following the conversation and analyzing the research and there is no evidence at all that Google is using social media as a ranking factor in their algorithm.



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What social media *can do* is connect you with customers, help you spread the word about your business, get leads and even drive sales. If you're not using social media at all, you are missing out. But you have to be smart about your strategy—set goals, design ad campaigns to reach your target audience and, most importantly, measure your results so you don't waste time or money. We can help you with social media; if you're interested, just let us know.

GOOGLE FARMER UPDATE (AKA PANDA UPDATE)...*STILL* IN THE NEWS

We've been writing about the Google Farm Update for several months now. The fallout from Google's crackdown on duplicate and machine generated content sites continues to be a topic of discussion in the SEO world. Our SEO clients need not be concerned. We write unique, quality content and we get results without putting our clients at risk for Google penalties. Some SEO firms may take shortcuts but, like the case of [JC Penney](#), it can all go away in a flash. Besides staying on Google's "good side," we are committed to full transparency with all of the SEO tasks that we do for our clients.