

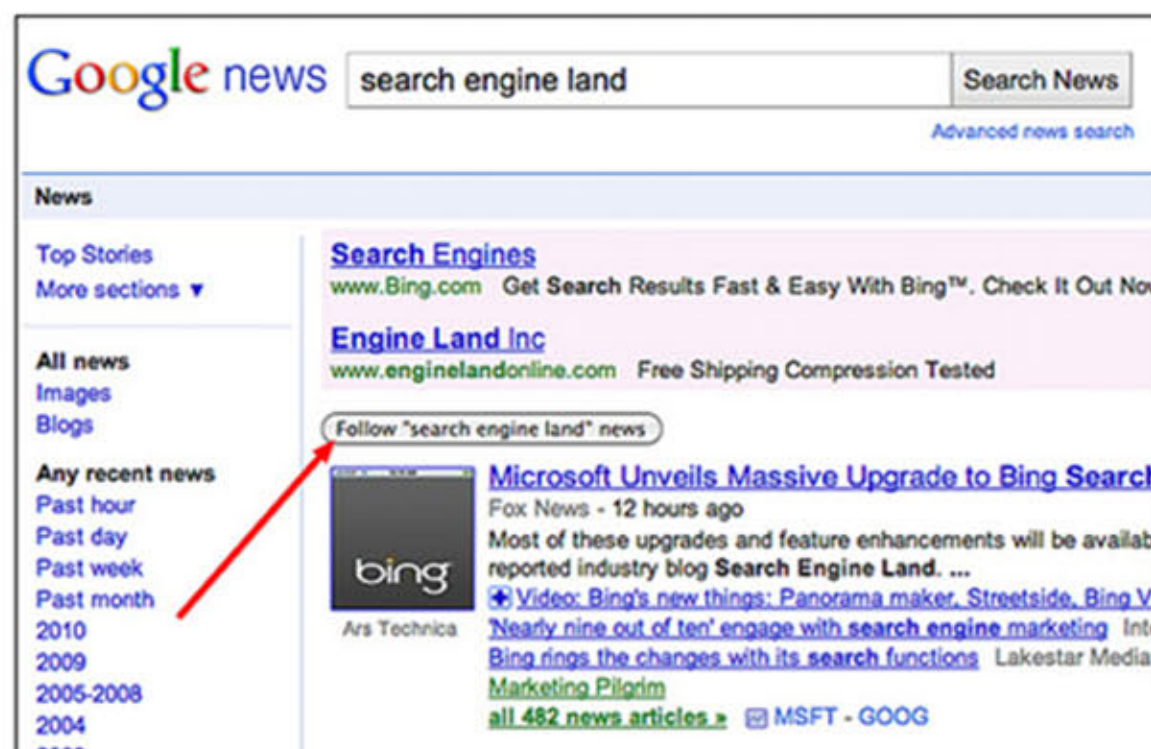
Good to know for the NEW YEAR...

What does Google have in store for 2011? The search engine (can we even call Google just a search engine anymore?) is expected to focus on three technology sectors: mobile, search and social. Here are a few favorites we hope to see [Google](#) bring to life:

- **Google Contextual Discovery:** Google plans to target mobile phone users on the go. Google will sift through signals such as search history and location profile to serve users relevant search results and local ads and deals. Imagine walking down the street and receiving a notification about a nearby museum, a 50% off coupon for the store next to you, or a list of all the lunch deals in that area.
- **Google Virtual Street View:** Google maps creator plans to add a virtual upgrade. Google will implement the augmented virtual reality technology of Layar into current local search technologies, enhancing the information and imagery provided to consumers in Street View. Imagine walking down the street while simultaneously viewing the same landscape, buildings, and imagery on your mobile device.
- **Google Voice Everywhere:** Google already tweaked Google Voice to enable calls to mobile and landline phones in Gmail. Google plans to integrate voice capabilities into other web services including Google Docs, Google Images, Google Videos, Google Maps, Google News, and Google Shopping. Imagine working on a document on Google Docs then clicking a button to initiate a call to discuss it with a team member.
- **Google Apps Goes Social:** Google plans to give Google Apps some enhanced social functionality. Take the same Google Docs example. Instead of e-mailing the document, blast it out to folks on LinkedIn, Facebook and Twitter. Another example, imagine blasting out a Monthly Training Video to your social network then clicking the Google Voice Everywhere button to initiate an instant virtual training webinar or question and answer session.

Subscribe to our [ThinkBIG Blog](#) and stay up to speed on the latest Google services as well as Tips & Tricks on Website Design, Organic SEO, PPC Management, Link Building, Social Media and more!

Google Launches their "Follow News" Button



Google recently launched their "Follow News" button to allow users to bookmark and follow news on specific search topics. People on the web that do a search on [Google News](#) should now see a "Follow News" button at the top of the search results.

Once the "Follow News" button has been clicked, the bookmarked search is added to the left hand navigation bar on Google News for easy access, making it extremely easy to follow and track a user's favorite topics. Clicking the link will immediately bring to the user the most updated search results for the topic that was bookmarked. This eliminates the need for processing that particular search over and over; maximizing the value of time spent online.

The process becomes even more user friendly when a user has a personal Google News home page. When the "Follow News" button is clicked, a custom section of news is added to the Google News home page. Now the user will have relevant news stories automatically appear on the Google News page after the simple click of the "Follow News" button.

10 Different Ways to Get Found in Google

Google will rank your business 10 different ways if you let them. All Google asks is that you have high quality, relevant, optimized and properly named web content for each of the 10 different ways a user can search. Imagine you owned a business named the Fresh Flower Shop, which had an online store, and delivered worldwide. Users could browse your flower shop and products in 10 different ways:

- 1 **Google Everything:** Users could use traditional search to find your flower shop and products.
- 2 **Google Images:** Users could view imagery to browse your flower shop and products.
- 3 **Google Videos:** Users could experience videos of your flower shop and products.
- 4 **Google Maps:** Users could locate the physical location of your flower shop.
- 5 **Google News:** Users could read and follow news about your flower shop and products.



- 6 Google Shopping:** Users could buy your flowers and products directly from the search results.
- 7 Google Books:** Users could read, download, and buy articles about your flower shop and products.
- 8 Google Blogs:** Users could find and subscribe to your blog when searching for flower shops.
- 9 Google Realtime:** Users could browse current Twitter and Facebook posts about your flower shop and products.
- 10. Google Discussions:** Users could interact in active discussions about your flower shop and products.

Does your business rank in all 10 Google search categories? [ThinkBIG](#) can help you create high quality, relevant, and optimized [web content](#) to achieve top search engine rankings in each of the 10 Google search categories, as well as in Yahoo and Bing.

8 Benefits of PPC Advertising

What makes Pay Per Click (PPC) advertising so special? [PPC advertising](#) has been around for a number of years. Many users know it better by its Google name of Ad Words PPC, because Google has dominated the PPC arena for so long. But why is it valuable to your business? Here's our list:



- 1 Custom Budgeting:** Every business has a different budget, and PPC advertising allows you to specify how much you want to spend on any given day or month. Custom budgets tailored just for your business.
- 2 Geo Location:** Local and regional campaigns benefit the most from geographical targeting. If you have an event that is only going to be in Arizona, then just target your PPC ads to Arizona, and you're set.
- 3 24/7 advertising:** Have an online store that runs itself? Then PPC advertising is definitely for you. Your store is open 24/7, so should your ads. Even if you're brick & mortar, your customers search all hours of the day and night – not just during business hours.
- 4 Immediate Results:** Once your campaign is properly set up, you are off and running immediately. Your ads are live and you can receive clicks instantly, with sales shortly thereafter.
- 5 Precision Targeting:** By choosing keywords that match your ads, that match the final landing page/s, you will precisely match what a visitor is searching for and direct them to the appropriate web page that contains the specific information they require.

- 6 Brand Awareness:** Even without people clicking on your PPC ads, if they see your ad in the sideline, they are now aware of you. Some people will design ads not to be clicked on, but for brand awareness only.
- 7 Metrics Tracking:** PPC ad effectiveness can be tracked and measured. You can track what keywords are being searched, how many folks clicked on your ads, and even track if they made a purchase through that click.
- 8 On/Off/Modify Switch:** PPC advertising campaigns can be instantly turned on, off, or modified to adapt to changes in the campaign such as; user needs, product availability and so on.



These are but a few of the reasons to use PPC advertising for your business. A ThinkBIG PPC advertising campaign offers you an effective, results driven, way to hit the ground running in terms of building [website traffic](#) and enhancing the brand name awareness of your company. A professional [PPC management](#) company like TBS will help you to manage the intricacies of running successful pay per click campaigns – maximizing their effectiveness and handling all the details. Let us concentrate on the [marketing strategies](#) for your website so that you can concentrate on growing your business!

[ThinkBIG](#) understands that internet marketing success is achieved on multiple levels; it is the role of the [Internet marketing experts](#) at ThinkBIGsites.com (TBS) to help our clients navigate the various methods of website promotion so that the most effective path is chosen for their specific needs.

Are you prepared for the New Year? Let us plan and prepare your 2011 marketing strategies, just give us a call at **888.300.1496**.



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