

Subject: FW: Maryland Web Designers Newsletter



October 2012

# NEWS & NOTES

A monthly newsletter to keep you informed.

## Recent Changes

We're very excited to announce a new addition to our SEM capabilities, Google Fetch. The Fetch as Google tool lets you see a page as Google sees it. This is particularly useful if you're troubleshooting a page's poor performance in search results. For example, if you use rich media files to display content, the page returned by the tool may not contain this content if Google can't crawl it effectively. You can choose to fetch a page as Google's regular web crawler sees it or, if you publish mobile content, as our mobile crawlers do.

## Snippets

Google's generation of page titles and descriptions (or "snippets") is completely automated and takes into account both the content of a page as well as references to it that appear on the web. The goal of the snippet and title is to best represent and describe each result and explain how it relates to the user's query. The more information you give us, the better your search result snippet can be. With rich snippets, webmasters with sites containing structured content-such as review sites or business listings-can label their content to make it clear that each labeled piece of text represents a certain type of data: for example, a law firm name, an address, or a rating. If you are a monthly retainer client, Rich snippets are automatically being added to your website to facilitate better Google search results. If you are not on retainer please [contact us](#) as soon as possible to make sure you have this added functionality on your website.



## Organic Search Engine Results

Maryland Web Designer's understands that Search Engines are the #1 way people find websites. They account for virtually 90% of all the traffic your website receives . Our competitive and aggressive internet marketing strategy uses all of the popular online search engines to get you ranked high in the organic search engine rankings to bring you more quality leads than any of your competition.



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## Mobile Web Design

By 2014 Smart Phone Internet browsing will exceed the PC and laptop. If your website is not mobile ready please give us a call for a free consultation, or [click here.](#) Here are some statistics we have gathered off the web:

- People are spending more time on their mobile devices than ever before.
- Marketing today consists of smartphones, SEO, SEM, mobile sites, geolocation and social marketing.
- Of the worlds 4 billion mobile phones, 1.08 billion are smart phones and 3.05 are sms enabled.
- One half of all local searches are performed on mobile devices.
- 86% of mobile internet users do so while watching TV.
- On average Americans spend 2.7 hours per day socializing on their mobile device.
- Over 1/3 of Facebook's 600 million plus users use Facebook Mobile.
- Twitter has 165 million users, 50% of them use Twitter mobile.
- 200+ million YouTube views occur on mobile devices each day.
- Women age 35-54 are the most active group in mobile social media.

<http://cache.gawkerassets.com/assets/images/4/2010/03/090903-is-mobile.png>

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