

GOOGLE INTRODUCES INFINITE SCROLLING ON MOBILE SEARCH ENGINE RESULTS

Google's mobile search engine results have begun rolling out a continuous scroll feature and that will have implications for Google Ads campaigns.

Google will no longer show users the 'more results' button when they reach the bottom of the page. Instead, the next page of website links will load automatically. The rollout is currently being tested in the USA.

Grofuse Digital Director, Denis Finnegan, says advertisers will be best advised to review their

advertising tactics in light of the new move. "The new feature is set to benefit Google if users scroll through more search results, therefore being exposed to more ads. This is a critical change to campaign metrics and its important to pay close attention in order to appropriately adapt advertising campaigns for success."

WHAT IS INFINITE SCROLLING?

Infinite scrolling allows users to keep scrolling a page without reaching its end. An endless scroll set up loads content continuously as the user scrolls down the page, providing a seemingly never-ending amount of material and eliminating the need to click on the next page – making the search seamless and less stressful.

Users will likely be familiar with the infinite scroll experience from social media, as Facebook, Instagram, LinkedIn and Twitter all implement infinite scrolling on their social media feeds.

Google stated in a press release announcing the decision: "While you can often find what you're looking for in the first few results, sometimes

you want to keep looking. In fact, most people who want additional information tend to browse up to four pages of search results."

With this update, people can now seamlessly do this, browsing through many different results, before needing to click the 'See more' button.

The search engine giant has not provided an estimate for the full rollout of infinite scroll yet, or for when the feature might be offered worldwide – it is currently only being tested in America.



HOW WILL THIS AFFECT ADVERTISERS?

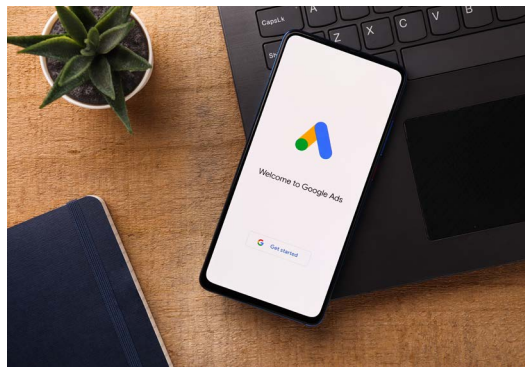
The update will have a number of impacts on advertisers, including:

- Approximately 75% of people do not search past the first page or first ten results. The update may encourage users to scroll through more results.
- Infinite scrolling will benefit Google if users scroll through more search results and are therefore exposed to more ads.

The design change reorientates the positioning of advertising within search results. Rather than ads at the top and bottom of each page, the ads are placed

throughout the stream of search results. This could benefit advertisers by making it more difficult for users to distinguish between paid and organic search results.

- It is yet to be determined how this might impact click-through rates (CTR) and traffic from Google search. Advertisers could potentially see more mobile impressions and a lower CTR on searches and local ads.
- Search campaigns may see more impressions from top ads and fewer impressions from bottom ads.



Grofuse Digital Director,
Denis Finnegan

Mr Finnegan continued: “Although the change is currently only for American queries, it is expected to roll out to additional countries in 2022, and advertisers should take action to prepare for this update. “This is a critical change to campaign metrics. Our team recommends reviewing your advertising goals while monitoring your campaigns and continuing to optimise them based on your

business objectives.

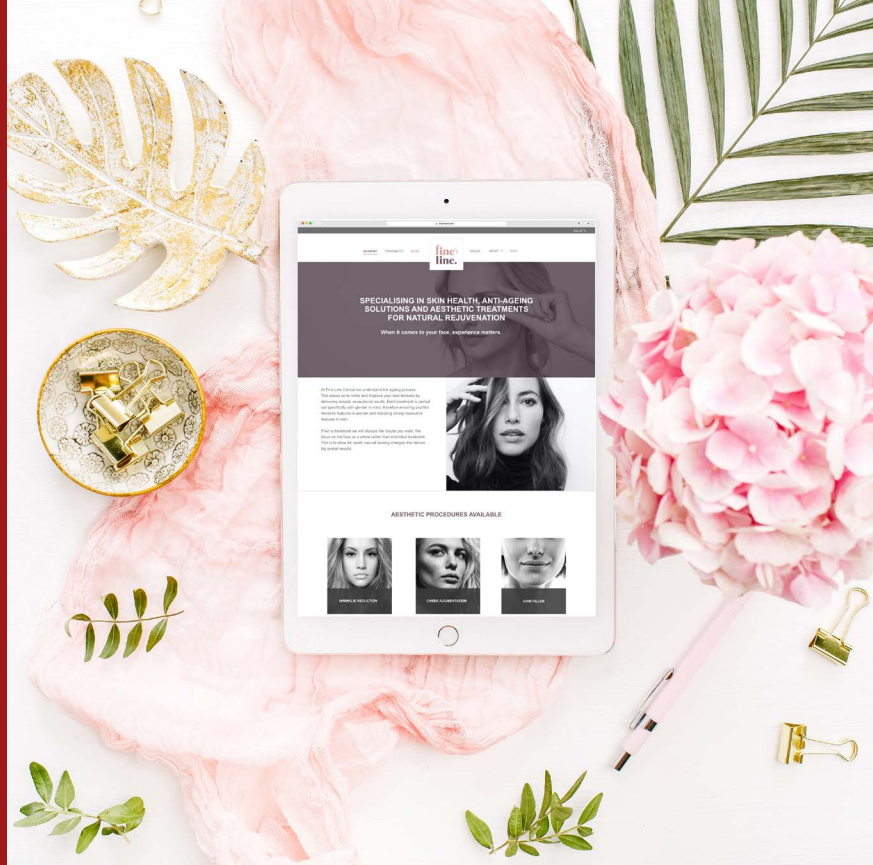
“To review your performance based on where your text ads show on the search results page, consider segmenting your performance data by top versus other. This helps you optimise ads by placing them on parts of the pages that perform best for you. Following this, review your prominence metrics - such as click-through rates or moving to a higher position.”



PROJECT IN FOCUS: FINELINE CLINICAL



“THE QUALITY OF SERVICE FROM GROFUSE HAS BEEN EXCELLENT FROM THE OUTSET. THEY UNDERSTOOD MY VISION AND EXPECTATIONS FOR THE TYPE OF SITE I REQUIRED AND DELIVERED ON EVERY LEVEL.”



WHAT THEY WANTED

Fine Line Clinical is one of Northern Ireland's premier doctor-led, aesthetic medical clinics. As a leader in medical aesthetics, Fine Line Clinical provides in-clinic treatments for patients and a range of exceptional skincare products to purchase online. The clinic also offers training courses for medical doctors to enter this field.

The original website did not reflect the client's

impressively high professional standards. It was outdated, lacked relevant content and did not have an online booking system or e-commerce shop. Fine Line Clinical was also in need of a brand refresh.

The business already had a loyal customer base, but needed a digital transformation and a renewed focus on online marketing as a revenue-driving tool to simplify the booking process.

WHAT WE DID

DISCOVERY AND WEB BRIEF

The discovery interviews with the client and web brief creation were vitally important because they created a fundamental structure. The web brief informed everything that followed to ensure the client and end-user received precisely what they needed from the finished project.

BRAND REFRESH

The brand refresh was an essential element in this project. The client wanted their branding to be stylish, sophisticated, clean and clear while showcasing their professional expertise in the sector. Our team completed a logo redesign, changing the colour palette to more elegant colours and updating the font to add modern vibrancy to the branding.



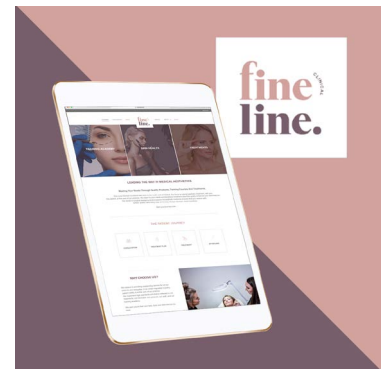
CONTENT

Following client interviews and an in-depth review of the existing online presence as part of our discovery process, the Grofuse team identified the core brand values, content requirements and user needs. Our copywriters worked closely with the client to create engaging content with clear and concise messaging and based on Grofuse's keyword research for search engine optimisation (SEO). The content was also optimised to be more discoverable on search engines such as Google.

UX DESIGN

User experience (UX) is one of the most significant factors that determine the success of a website. A website with a poor user experience will not only underperform, but will also damage a business and brand in the long run.

Our team fused content, visuals, structure and navigation to give users a memorable experience. The website UX allows users to quickly find the information



and products they're looking for - increasing conversion rates and providing the user with a positive experience to increase brand loyalty.

WEBSITE DESIGN AND DEVELOPMENT

To provide this client with the most powerful and customised digital marketing tools available, Grofuse opted for a fully custom responsive website design and development.

The team conducted an industry review which consisted of a thorough market analysis in order to ensure the new website reflected Fine Line Clinical's position right at the forefront of its sector. This process led to laying the foundations for a stunning website design and free-flowing structure.

ONLINE BOOKING APPLICATION

The information-to-conversion process needed to be seamless and clear. To achieve this, the team integrated a secure scheduling platform to display available services and appointment timeslots in real-time. This feature prevents double-booking and provides users with the most personal and accurate experiences.

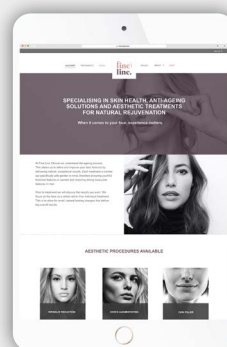
E-COMMERCE STORE

Building a solid foundation with the website structure was critical to Fine Line Clinical's long-term e-commerce success. The team implemented an online shop with features such as product variations, automated stock inventory and a secure payment system.

THE RESULT

The result is a stylish, sophisticated and clear website which reflects the clinic's strong credibility and expertise. Administrative responsibilities were significantly reduced as the booking system was automated. The client also created an additional revenue stream by selling their products online. Owner of Fine Line Clinical, Dr Linda Simpson, said: "The quality of service from Grofuse has been excellent from the outset. They

understood my vision and expectations for the type of site I required and delivered on every level. From graphic design to web build to e-commerce, every aspect was delivered upon. I am very happy that they could take my ideas and produce a site that is



professional, encompassing and user friendly. "I would strongly advise anyone seeking web design or digital marketing to speak with them as they are very accommodating in their approach. Their patience with my busy work schedule was appreciated and they kept the process as stress-free as possible. Thank you Martina, Lauren, Denis and Ian for the great work; the site is excellent."



WHAT ARE THE BENEFITS OF SOCIAL MEDIA MARKETING FOR MY COMPANY?

Whether your business is taking advantage of it or not, social media has forever changed how consumers communicate with companies and vice versa. Being accessible to your customers - and potential clients - via social media is vital for developing relationships with them and helping them through the sales funnel as well as building brand awareness.



HOW CAN I CREATE CONTENT THAT CONVERTS?

It's important to remember that content marketing is just one step in the conversion funnel. Through a combination of SEO, content marketing, social media marketing, outreach, email marketing, and website design, prospective customers are converted into customers.

Content marketing is vital in the conversion process since each page of your website and each informative blog post plays a role in convincing visitors to buy. Create different content with each step of the conversion funnel in mind and don't forget to include calls to action.

INTERTRADE IRELAND EXTENDS E-MERGE GRANT FREE GOVERNMENT AID TO HELP YOUR BUSINESS GROW

Are You Eligible?

You can apply for free digital marketing mentoring support with Grofuse through the £2500/€2800 E-merge Project if you meet the following criteria:

- Must be an SME with less than 250 staff and 40 million turnover.
- Must be an indigenous business registered in Ireland or Northern Ireland (companies from Ireland must hold a valid Tax Clearance Certificate).
- Offer services in either the manufacturing or tradeable services sectors.
- Minimum of 12-18 months trading history.
- Must have an established trading record in cross border trade (i.e. selling products/services in the cross border market) or have identified a potential opportunity for future cross border trade.
- Must be able to complete the E-Merge project within 4-6 weeks of approval.

Services you can get for free:

- E-Marketing - how to promote and sell online
- Website updates/design
- Promotion through social media
- Search engine optimisation (SEO)
- Identification of sectoral e-markets
- Advice on online payment systems, retail, billing or security

Grofuse digital director, Denis Finnegan, said: "Many businesses Grofuse has assisted in securing this funding have reported immediate and significant wins as a direct result of the services they received through their E-Merge project.

"The extension of this grant will act as a lifeline to many more businesses in advancing their online sales and remaining competitive. For businesses to secure funding and access vital resources during an ongoing online surge is win, win."

Approved InterTrade Ireland Consultants

Grofuse is an approved consultant for InterTrade Ireland programmes, including the E-Merge grant. Contact our InterTrade Ireland consultant for expert advice and assistance with your application.

Email denis.finnegan@grofuse.com. Alternatively, call NI/GB +44 2871 228820 or ROI +353 1 247 5294.



**DO YOU NEED EXPERT
ASSISTANCE WITH
YOUR DIGITAL
MARKETING STRATEGY?**

**Contact Grofuse for a free consultation today:
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Alternatively, email: hello@grofuse.com**

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