

# GroNews

The Latest In Digital Marketing

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## €4,500 GRANT FOR SMALL BUSINESSES TO GO DIGITAL



Business owners across Ireland can receive up to €4,500 worth of free professional help implementing a winning digital growth strategy for their company. This new program is called **Digital Start** and has been made possible by the Local Enterprise Office (LEO).

Businesses can access the funding with the help of approved LEO Digitalisation Advisors such as Grofuse.

**Digital Start provides strategic intervention for businesses to:**

- Identify where you are on your digital business journey.
- Develop a digital plan based on your needs.
- Help implement your digital adaptation plan.

**Contact our team** today for FREE assistance applying for the Digital Start grant.

On another note, a new funding scheme called the 'Digital Sales Essential (DSE)' replaces the E-Merge Covid-19 grant.

There are several eligibility criteria:

You must be an SME with less than 250 employees and less

than £40 million/€50 million turnover. You must offer services in the manufacturing or tradeable services sectors for a minimum of 12 months. You must complete the project within 12 weeks of approval.

**Contact your Grofuse DSE consultant for expert advice and assistance with your application at [hello@grofuse.com](mailto:hello@grofuse.com) or call NI/GB at +44 2871228820 or ROI at +353 1 247 5294.**



# GOOGLE'S OCTOBER 2022 SPAM UPDATE: WHAT YOU NEED TO KNOW



## A NEW **GOOGLE ALGORITHM** UPDATE IS ALREADY CIRCULATING THE WEB!

Google's primary goal is to improve the quality of the search results, and this update is an attempt to make the internet safer by reducing the amount of spam on it. Google has said this update is global and affects all languages, and while the rollout was finished on October 21st, it will be some time before

you see any significant changes in your ranking.

The Google spam policies protect users and improve search results quality. In order to be eligible for Google web search results; web pages, images, videos, and news content must not violate Google Search's overall policy. These policies apply to all

web searches, even those from Google. Using automated systems and human input reviews, Google can detect content and behaviour that violate their policies. However, this could lead to manual intervention. For example, sites that do not comply with Google's policies could rank lower or not appear in search results.

## WHAT IS THE UPDATE?

Although Google's automatic systems to detect spam are always in operation, they sometimes significantly improve their performance. Google calls it a Spam Update and shares it when it occurs on Google Search Ranking updates.

**SpamBrain**, Google's AI-based spam prevention system, is an example. They periodically improve this system to detect spam better and catch new types of spam on the internet. Websites that notice a change following a spam update must review Google's [spam policy](#) to ensure they comply.

Sites that do not comply with Google's policies could rank lower or disappear from search results. If our automated systems discover that a site complies with our spam policies over time, it may be possible to make changes.

To summarise, the new algorithm will eliminate spammy sites that trick searchers into not-so-relevant pages. Before the latest update, Google had also released a Spam Update – on [June 23rd](#) and [June 28th](#) in 2021, and the July 2021 [link spam update](#). However, a significant spam update was that of [November 2021](#). This update caused an immediate concerted reaction among SEOs who complained in [WebmasterWorld](#) and [Black Hat World](#) to have been hit despite not being spammy.

## WHAT TYPE OF SPAM WOULD THE UPDATE TARGET?

**Cloaking** - This refers to the practice of showing search engines and users different content to manipulate search results and mislead users.

**Doorways** - These refer to pages or sites that are created to rank for similar searches. These doors lead users to intermediate pages, which are less valuable than the final destination.

**Hacked content** - This refers to any content placed on a website without permission. This happens because of security vulnerabilities. Hacked content can cause poor search results for our users and potentially install malicious content onto their computers.

**Hidden text and links** - These refer to inserting content on a page in a way that is intended to manipulate search engines and is not readily visible to human visitors.

**Keyword stuffing** - This is the practice of filling web pages with

keywords or numbers to manipulate Google Search results rankings. These keywords are often found in unnatural or out-of-context lists or groups.

**Link spam** - Link spam is any link that manipulates Google Search results rankings. This includes any behaviour that influences links to your site and outgoing links. Google considers links an essential factor when determining the relevancy of web pages.

### Some other spam triggers include:

- Malware and malicious behaviour
- Machine-generated traffic
- Misleading functionality
- Scrapped content
- Sneaky redirects
- Spamy automatically-generated content
- Thin affiliate pages
- User-generated spam.

# HOW TO PROTECT YOUR WEBSITE?

You can do many things to improve your website's SEO, but some core practices will significantly impact how your content ranks and appears on Google Search, and prevent it being ranked as spam.

This includes but is not limited to:

- Creating helpful, reliable, people-first content. You should use simple and original words people might use to search for your content.
- Make your links crawlable to allow Google to find other site pages through the links you provide.
- Tell others about your site. Get involved in groups that allow you to tell others about the products and services you have mentioned on your site.
- If your site contains images or videos and structured data, follow the best practices from that sphere to help Google understand them.
- Enable features relevant to your site to enhance the appearance of your site in Google Search.
- You can opt-out of search results if you have content you don't want, or need to hide.



## FINAL REMARKS:

Google will update its spam algorithm in the coming months, and your SEO strategy should constantly evolve in order to stay ahead. By keeping your links clean and providing content and information that's truly useful, relevant, original and credible, your SEO will persevere and keep up with relevancy factors across the web.

As you develop your SEO strategy over time, you'll learn what works for your

site and what doesn't, as things will keep changing in the SEO industry. The most important thing to remember is that consistency matters while making the necessary changes to comply with Google's future updates.

By working with a team of experts, you can be sure that the result will be exactly what you need to comply with Google and drive leads.

While you can't necessarily protect

your website with a magic firewall from each and every update on the internet, working with a team of professionals can reinforce that wall. We can help you stay on track and maintain your website, making it as relevant as possible for users. If you're ready to take your business to the next level, [contact us](#) at Grofuse!



# CLIENT IN FOCUS:

## DESIGNER BOOKBINDERS



### CLIENT IN FOCUS:

Congratulations to Designer Bookbinders on the launch of its new website by Grofuse. Designer Bookbinders is one of the world's foremost societies devoted to the craft of contemporary bookbinding. Founded more than fifty years ago, the society is a registered charity and has helped to establish the reputation of British bookbinding worldwide by means of events, education, exhibitions and publications.

### WHAT THEY WANTED:

Designer Bookbinders needed a completely new website to appeal more to their target audience, specifically to attract new members and visitors seeking to sign up for workshops or events.

They desired to have their on-site SEO perform better so more traffic would come to their site from search engines.

#### Their main requirements for the website were:

- It should be accessible from different devices (PCs, iOS devices, tablets and smartphones) operating on all common platforms.
- It should have a contemporary design to suit the organisation's and its members' interests.
- It should be easy to manage so their own marketing team can easily update the content.
- It should have straightforward navigation, to ensure minimal clicks for users to access the content they seek.

### WHAT WE DID:

The Grofuse team answered their call for change!

We took care of everything: from initial digital growth consultation, to creating the brief and conducting discovery interviews with their team, to developing the content, implementing design requirements and completing on-site SEO.

#### We refreshed the brand:

Designer Bookbinders needed a more contemporary approach to their brand. That's why we created a new logo which reflects their position as a modern organisation in the arts and crafts scene. The delicate balance between old and new styles was carefully considered to avoid alienating current customers while enticing potential customers with a contemporary approach.

We also implemented other changes, such as overhauling Designer Bookbinders digital media advertising campaigns.

#### We created relevant content & contemporary design:

The Grofuse team identified the content requirements and user needs following a full discovery process in collaboration with the Designer Bookbinders team. Our copywriters worked closely with the client to create engaging, on-brand content that was clear, concise and easy to read.

Our website design and content structure were based on our brand refresh, resulting in a much better customer experience.

#### We developed a customised website:

We developed a customised web store

"THE GROFUSE TEAM WAS ABLE, WITHOUT ANY PROBLEMS, TO DELIVER A FANTASTIC WEBSITE EXPERIENCE THAT MET EVERY SINGLE OBJECTIVE!"

DESIGNER BOOK BINDERS

and user-buying journey. To achieve smooth payments, we set up secure gateways for the shopping cart.

Since one of the requirements was to make it easy for the client's team to update the content, we implemented a 'my account' login feature to allow different users various levels (or permissions) of access.

Moreover, for more straightforward navigation, we organised many tabs on one page, each linking to a library of pages behind each one to optimise user experience in a content-rich website.

#### We provided on-site SEO services:

Regarding on-page SEO, our goal was to get as close as possible to giving this client everything they need so they can handle search engine optimisation.

We pride ourselves on being experts in not only optimisation but marketing as well and we were there to help the client team every step of the way.

Our services included everything from keyword research and implementation, to site-wide formatting changes for increased readability, and full integration with Google Analytics 4 and Google Tag Manager (GTM).

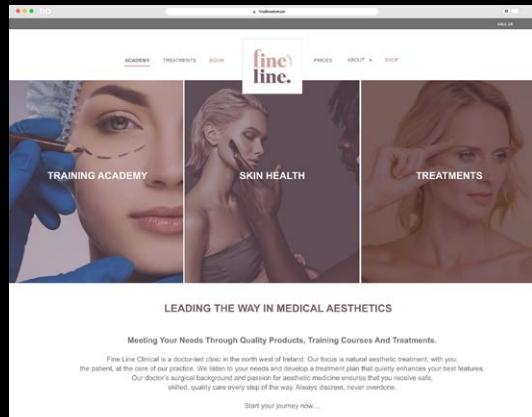
We ensured the site was mobile-friendly and responsive on different devices and platforms.

We also added meta descriptions and meta titles on every page to allow Google to read and index these pages appropriately.

# DOES A GOOD WEB DESIGN EQUAL ATTRACTIVE AESTHETICS?

Much more than providing an attractive site, great web design ensures a website is both engaging and effective. The most beautiful website will only do you good if visitors have help finding what they're looking for. Good web design not only looks fantastic, but it's also easy for users to navigate — and easy for search engines like Google to index. In addition, every aspect of your site — from your layout, imagery and colours to your calls-to-action (CTAs) should work together towards one purpose: growing your business.

To have a great website, you need to know exactly what your visitors are looking for and how they can easily navigate your site.



## HOW CAN YOU INCORPORATE SIMPLICITY INTO YOUR WEBSITE?

It's hard to capture simplicity, but you can achieve it by keeping your website simple. Limit your information and design to only what is needed. Keep text to a minimum and use images with little or no text. Make sure everything on your site is consistent from page to page, from

section to section, and from one product/service to another. It should be easy for customers to navigate through your website without getting confused about where they are at any given time or being overwhelmed by excess information that doesn't pertain to them specifically.

Moreover, think about your graphics, home page and colour scheme. Striving for a simple design is one of your best options to ensure that people can navigate your site easily. In addition, simple websites are easier to load and use less storage space.

## WHAT ARE THE MOST COMMON WEBSITE DESIGN MISTAKES TO AVOID?



Several common mistakes can be made in website design, but we will focus on the most common ones here.

- > Using too much text.
- > Using too little content.
- > Not having a clear call to action.
- > Not ensuring the layout is legible for users.
- > Not enough images, animation or gifs.
- > Using colour palettes and themes not related to each other or your brand.
- > Making your navigation menu hard to find.
- > Trying to cater to different audiences with different needs.
- > Not having easily accessible contact info.
- > Having too many flashy ads in all the wrong places.

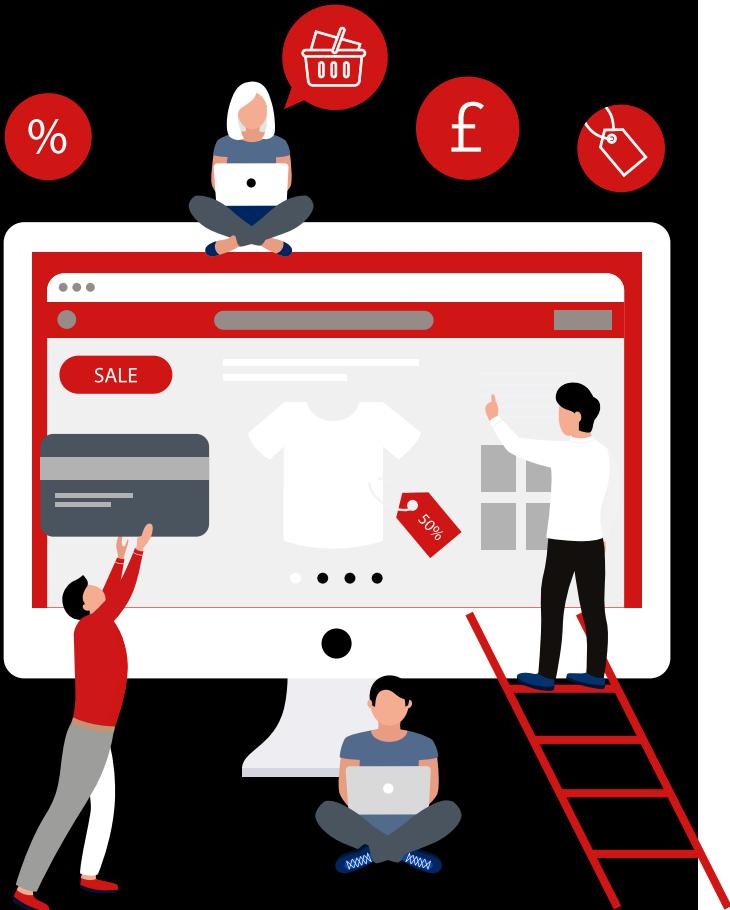
# HOW E-COMMERCE AND WEB DESIGN COMPANIES HELP GROW YOUR STORE?

You already know how important it is to have an online store, but if you're just starting, you may need to learn precisely how to find and hire the right e-commerce web design company to build your web store.

You might know that you need someone specialising in e-commerce web design and development, but do you know what sets one company apart from another? It takes about 0.05 seconds for users to create an opinion about your website and determine whether they'll stay or leave. So, the truth is that all e-commerce website development companies aren't equally created. Finding the right one can make all the difference in growing your online store and attracting more customers to your products or services. The most valuable relationships in business are the ones that create long-term benefits, not just short-term wins. The partner you choose to help you develop your online store should be one of those relationships.

## So, how does this relationship help you to?

- > Create brand authority
- > Create custom designs that reflect your brand
- > Attract repeat customers
- > Improve navigation and site \ structure for a better user experience
- > Boost mobile traffic
- > Optimise product pages for conversions



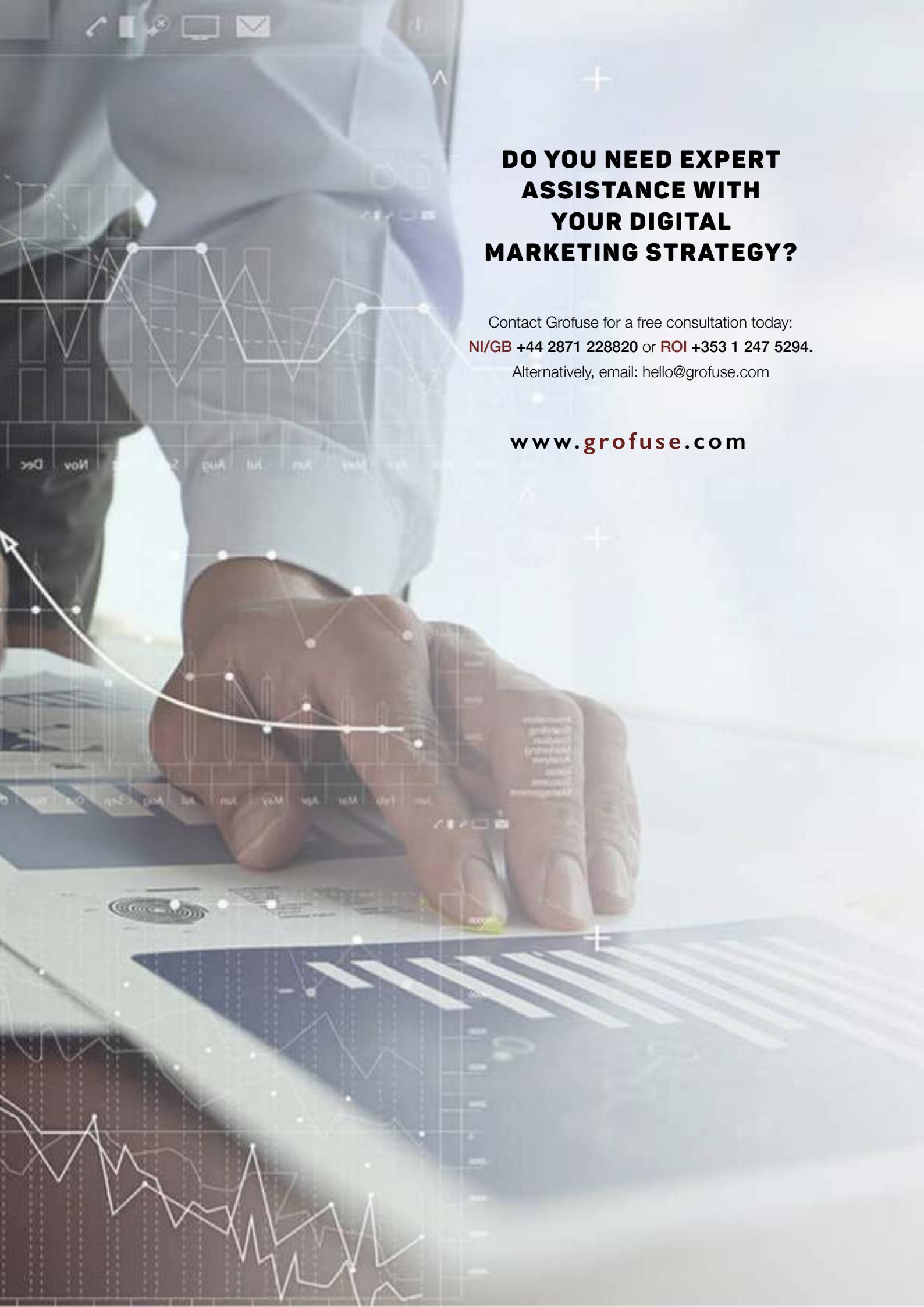
There are many ways that an e-commerce web design and development company can help you grow your online store.

They can help you create a user-friendly website, choose the right platform for your business, and optimise your site for search engines.

Additionally, they can assist you with setting up payment processing, creating product pages, and in providing customer support.

Working with a professional e-commerce web design company allows you to focus on growing your business while leaving the technical details to the experts.

If you want to take your e-commerce store to new heights, don't hesitate to [contact us!](#)



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

Contact Grofuse for a free consultation today:  
**NI/GB +44 2871 228820 or ROI +353 1 247 5294.**

Alternatively, email: [hello@grofuse.com](mailto:hello@grofuse.com)

**[www.grofuse.com](http://www.grofuse.com)**