GOOGLE COMPLETES TRANSITION TO MOBILE-FIRST INDEXING

GOOGLE HAS COMPLETED TRANSITION TO INDEXING FOLLOWING A WELL PLANNED AND EXECUTED PROCESS OVER SEVERAL YEARS. THIS MEANS THAT GOOGLE NOW GIVES PRIORITY TO THE VERSIONS OF WEBSITES WHEN IT COMES TO CRAWLING AND INDEXING CONTENT. IT'S A MOVE THAT HIGHLIGHTS GOOGLE'S INCREASING FOCUS ON ENHANCING THE MOBILE USER EXPERIENCE, WHICH HAS BEEN APPARENT IN TIMES.

With the completion of the transition to indexing, Google is now taking steps to reduce its emphasis on desktop crawling in order to conserve valuable resources. This milestone represents the culmination of efforts by the search engine giant over the years.

Google's journey towards indexing began back in 2015 when they started giving more importance to mobile friendly websites in their search algorithm. The following year marked the introduction of the indexing process, where Google shifted attention towards crawling mobile web pages instead of desktop versions.

In a statement Google expressed gratitude towards all stakeholders who played a valuable part in making this transition successful, including site owners, SEO professionals, web developers, designers and everyone involved in shaping the mobile web landscape.

The shift to mobile indexing is particularly significant due to the dominance of mobile internet usage compared to desktops. Given the dominance of mobile devices over desktops in internet usage, it was crucial to crawl mobile versions of websites, ensuring that users will have an accurate and relevant search experience on their mobile devices.

In response to this trend websites have been gradually adapting to ensure that their mobile pages are just as feature rich as their desktop ones. This adaptation has become essential to meet the changing needs of users.

However it's worth noting that a small number of websites still don't work properly on devices. For those sites, Google will continue crawling the desktop versions until they become compatible with devices. As part of their strategy to conserve resources, Google will also decrease crawling of desktop pages.

In conclusion, Google has removed indexing crawler data from Search Console and this change reflects the completion of the transition to prioritise indexing based on versions rendering indexing crawler data unnecessary since all functional sites are now primarily crawled via mobile.

The successful transition to prioritising indexing based on first is proof of how central mobile devices have become in internet usage. With this transition, Google has wholeheartedly embraced mobile as the platform through which users access the web and reaffirms the importance of providing a seamless and efficient browsing experience, on smartphones and tablets. If you need any help with getting you site indexed, contact the Grofuse team.

BOOSTING BUSINESS TRUST: META **VERIFIED** PROGRAM EXTENDS TO INSTAGRAM, FACEBOOK AND WHATSAPP

In a move to empower businesses and strengthen their reputation Meta, the parent company behind popular social media platforms Instagram, Facebook and WhatsApp, is expanding its groundbreaking Meta Verified program to include businesses across all three platforms. Originally developed to enhance the credibility and visibility of content creators, Meta Verified is now being utilised to support businesses. This expansion aims to provide businesses with the ability to authenticate their accounts, protect themselves against impersonation attempts, access support services and utilise features that can help them stand out on these influential social media platforms.

PAVING THE WAY FOR STRONGER BUSINESS CREDIBILITY

The expansion of Meta Verified for businesses begins with a testing phase on Instagram and Facebook. The company has plans in place to eventually extend this program to cover businesses on WhatsApp well. Businesses will have the opportunity to opt in for Meta Verified membership, which grants them access to a range of tools aimed at strengthening their presence and building trust with customers.

MAIN FEATURES OF META VERIFIED

When businesses sign up for Meta Verified they can expect a range of features that will strengthen their presence on Instagram, Facebook and WhatsApp:

1. Verified Badge:
Businesses will receive a sought after checkmark to confirm the authenticity of their accounts. This checkmark serves as an indicator of trust for users.

2. Protection Against Impersonation:
Meta's proactive monitoring system will work diligently to protect businesses from impersonation — providing brand security.

3. Dedicated Account Support:
Subscribers will have access to support services to ensure resolution of any account related issues.

4. Enhanced Discoverability:
On Instagram and Facebook, subscribers will enjoy improved visibility as Meta Verified businesses — ensuring placement in search results and recommendations.

5. WhatsApp Enhancements:
WhatsApp business subscribers will unlock premium features including the ability to create a customised WhatsApp page that can be found through web searches as multi device support, for efficient customer communication.

WHY IS THIS BENEFICIAL?

To answer those questions, first we need to go in depth on what is Meta Verified, how it can help small businesses and what do you need for becoming a verified business?

1. WHAT IS META VERIFIED FOR BUSINESSES?

Meta Verified for Businesses is a subscription service that enables businesses on platforms like Instagram, Facebook and WhatsApp to verify their accounts. This verification is denoted by a checkmark to their account name, helping users distinguish them as legitimate entities.

MAIN FEATURES OF META VERIFIED

2. WHAT ARE THE ADVANTAGES OF META VERIFIED FOR BUSINESSES?

The benefits of opting for Meta Verified for Businesses include: a checkmark to the account name, which assists users in recognizing the business as an authentic account, improved visibility in search results and recommendations, access to direct support from the platform and proactive measures taken towards protecting verified accounts.

3. HOW MUCH DOES IT COST TO AVAIL OF META VERIFIED FOR BUSINESSES?

The pricing details of Meta Verified for Businesses can be obtained through channels or, by reaching out. Meta Verified, for Businesses is priced at $21.99 per month per Facebook page or Instagram account, or $34.99 per month for both platforms.

4. HOW CAN BUSINESSES SIGN UP FOR META VERIFIED?

Businesses can sign up for Meta Verified by visiting the Meta Verified website.

5. WHAT ARE THE ELIGIBILITY REQUIREMENTS FOR META VERIFIED FOR BUSINESSES?

To be eligible for Meta Verified for Businesses businesses must meet a few criteria. These include possessing a business licence or government issued identification, maintaining a website or social media presence that represents the business, and having a number of followers on either Instagram or Facebook.

6. WHAT HAPPENS IF A BUSINESS APPLICATION FOR META VERIFIED IS DENIED?

In cases where a business application for Meta Verified is denied, the applicant will receive an email explaining the reason behind the denial. Adjustments can then be made and applicants may reapply accordingly.

In conclusion, Metas commitment to improving business credibility and providing tools for businesses on platforms like Instagram, Facebook and WhatsApp through Meta Verified is an advancement in the ever-changing digital landscape. This expansion aims to simplify the process of identifying business accounts for users while enabling businesses to establish trust and thrive in the realm of social media. If you need any help with your social media for business, please feel free to **contact us.**

META FACES EUROPEAN BAN ON DATA-DRIVEN ADVERTISING

Meta Platforms, the parent company, behind Facebook and Instagram is facing an obstacle in the European Union. The European Data Protection Board (EDPB) has expanded a ban on "advertising" to cover all 30 EU and European Economic Area (EEA) countries. This ban, initially enforced by non EU member Norway, specifically targets advertising practices that involve collecting user data to personalise ads. For Meta, this development poses a challenge as they have been openly against any attempts to limit this type of advertising.

The ban primarily focuses on data driven advertising. This puts Meta at risk of fines up to 4% of their global turnover as stated by the Norwegian data regulator. The EDPBs decision instructs the data regulator (where Metas European headquarters are located) to enforce a ban on the company's utilisation of behavioural advertising within two weeks.

To tackle the challenge Meta has made an announcement stating their intention to offer users in the EU and EEA the choice to give consent for data collection. In addition the company has plans to introduce a subscription model in November as part of their efforts to meet requirements.

Graham Doyle, Deputy Commissioner at the Irish Data Protection Commission mentioned that their focus is on evaluating Meta's consent based model announced in August. This indicates that Meta no longer intends to rely on bases that have been questioned by regulators.

Meta's response to the ban highlights their engagement in discussions and preparations with regulators over weeks. They see this development as disregarding their efforts in establishing a compliant regulatory process. The implications of this ban are extensive since it impacts around 250 million Facebook and Instagram users, across Europe. Moreover it aligns with Metas implementation of ad subscription plans, in Europe aimed at offering an alternative revenue stream to address obstacles.

CLIENT IN FOCUS:

GROFUSE ENHANCES HI-SPEC ENGINEERING'S ONLINE PRESENCE WITH 30% ORGANIC TRAFFIC INCREASE
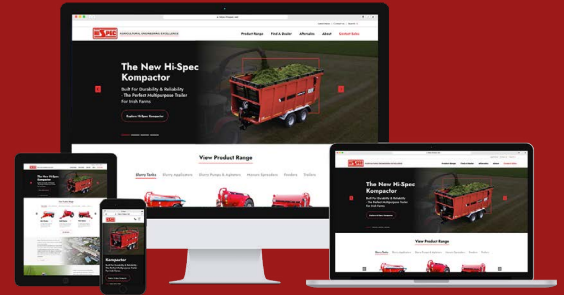
H i-Spec Engineering Ltd, an iconic Irish agricultural machinery manufacturer, excels in delivering high-quality and innovative machinery to farmers across Ireland, the UK, and internationally. The company's strong reputation for global leadership in research and development and innovation in machinery design sets it apart in the industry. The Co Carlow-based manufacturer's core product range includes its world famous slurry tankers, as well as applicators, slurry pumps, trailers, spreaders, feeders, and more. Hi-Spec Engineering approached Grofuse to establish a stunning website and online presence that reflected its sterling offline reputation as the go-to brand for farmers and dealers.

CLIENT GOALS

Hi-Spec Engineering sought a modern, visually captivating website to showcase their full product range and company information professionally. This required a user-friendly, easy-to-edit website that could enhance brand recognition and provide easy access to product details, locations, and news updates. The emphasis was on a modern, fresh, and distinctive design that would revolve around the company and its products.

WHAT WE DID

Designing a Modern Website: To meet the Hi-Spec team's objective, we crafted a visually appealing website with a contemporary design to enhance the business's online presence. This design incorporated a sleek, intuitive home page layout with products placed front and centre beneath the top section, to showcase just why Hi-Spec Engineering is a market leader in its sector.

CONTINUED ON NEXT PAGE
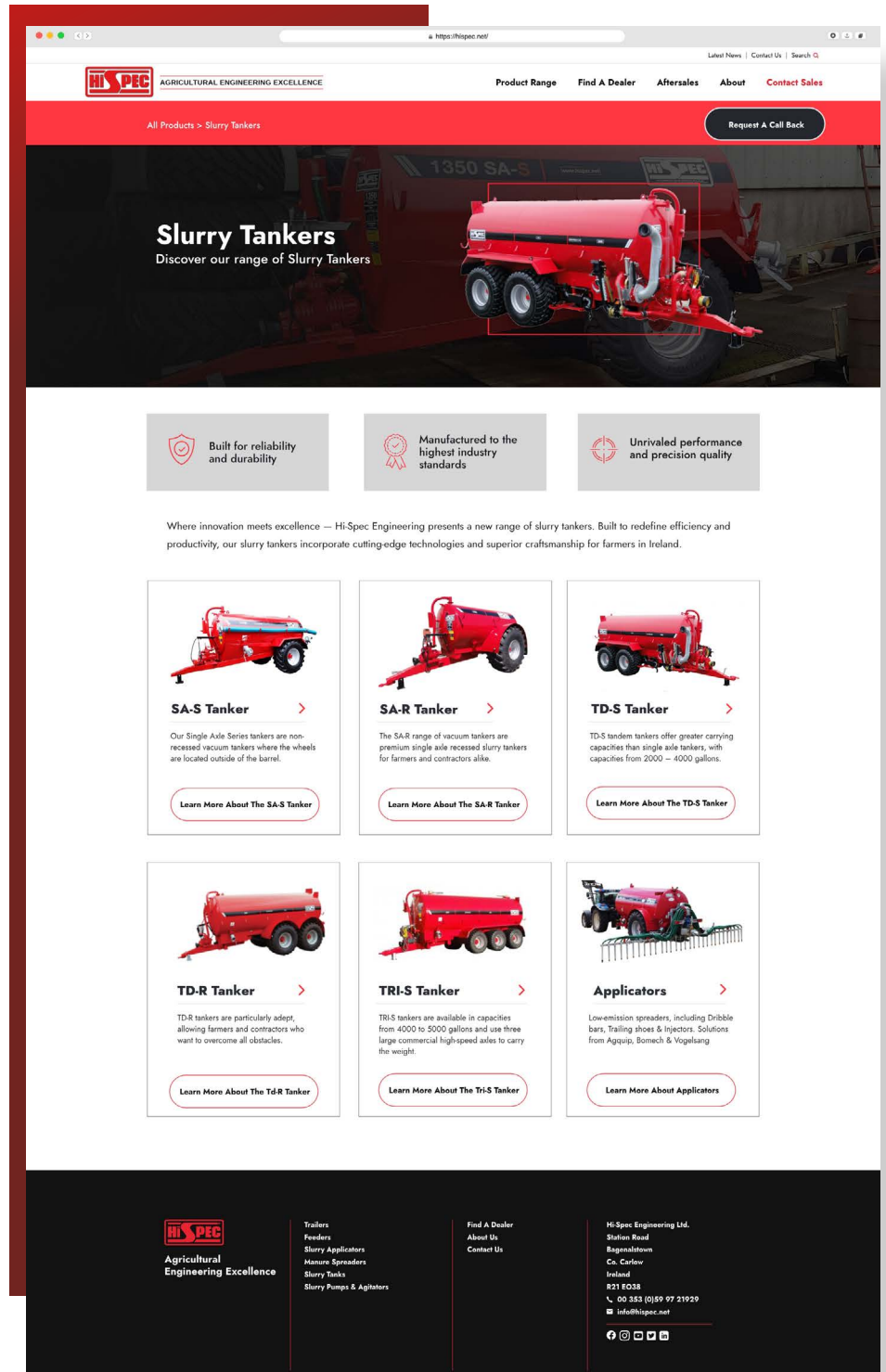
# CLIENT IN FOCUS: HI-SPEC ENGINEERING

Product Showcase: We created a comprehensive product range section, with detailed specifications and product manuals integrated directly into each of the product listings. This improvement streamlined visitor access to critical product information.

Locate Stockists Feature: The website features a map which visitors can use to easily locate stockists, making it convenient for customers to find Hi-Spec Engineering's products in their region.

Stunning Design: Our team focused on high-quality product photography and clear design to highlight the machinery's robustness and innovation. Using only high quality photography, our design team created a clean and fresh look to each page, showcasing all products in their best light and ensuring a well-balanced flow for users.

User Experience (UX): We optimised the website for excellent user experience, making it user-friendly and easy to navigate. Users can quickly find the product they are interested in, locate their local dealer, contact the sales team or get in touch with aftersales in seconds, thanks to the simple yet sleek layout.

Brand Building: The website's content was strategically crafted to convey Hi-Spec Engineering's history, quality, and commitment to excellence. We also included a blog section for category-based news and events to engage and inform visitors of everything from details of new product launches to the latest news on innovations at Hi-Spec Engineering or in the agricultural sector.
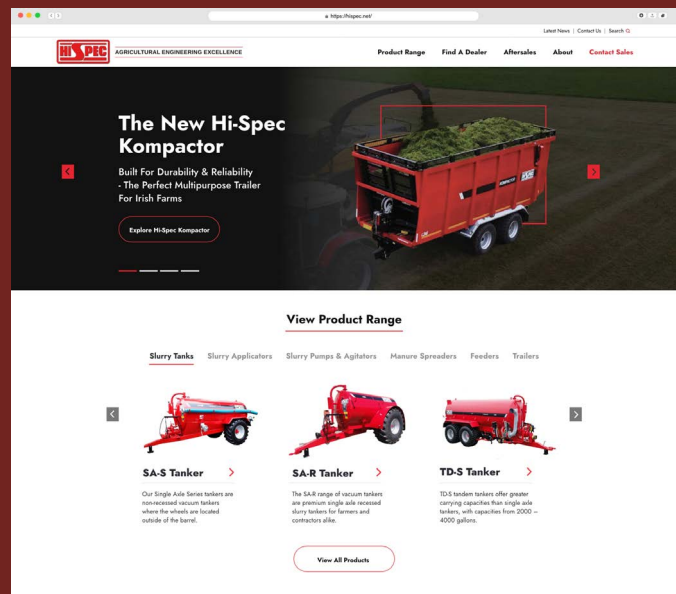
THE RESULT

The new website successfully transformed Hi-Spec Engineering's online presence. It now serves as a modern, engaging platform that showcases the company's extensive product range and stockists. With a clean, intuitive design and high-quality imagery, it embodies the team's commitment to agricultural engineering excellence. In its first month alone, the new website achieved 2,014 organic visits, marking a substantial increase from the previous 1,163 organic visits. This significant surge in organic traffic represented a remarkable 30% boost in Hi-Spec Engineering's online visibility. Just days after launch, all product pages were successfully indexing and prominently appearing on search engines, ensuring that potential customers can easily find Hi-Spec Engineering's products.

WHAT IS EMAIL MARKETING IMPORTANT?

Email is a great tool to direct traffic to your website and ultimately drive sales. It is also 100% measurable – our team takes action to track data such as who opened your email, which links were clicked and how many people unsubscribed.

With this tracking, our team can review how your email campaigns are performing, make adjustments and improve effectiveness to fuel growth.