

**IS YOUR BUSINESS READY FOR GOOGLE+?**

Lorraine Curley

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### **The Ultimate Guide to Google My Business**

Google recently updated its local search algorithm to factor in more traditional ranking signals that are associated with organic search. If you visit the 'Improve.

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"It looks like the Google+ page for [business name] has not been used in a while. To simplify your Google My Business listing, we will be.

### **Google is Shifting to a Mobile First Index. Is Your Business Ready?**

You may have noticed a change recently to the Google Knowledge Panel. In early September, Google started pulling up to three ratings from other review sites.

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As of February mobile devices accounted for 18% of traffic. If you're eligible, you'll see the "Verify by phone" option when you start the verification process.

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