

# AdWords Update

Web – Print.biz

9/30/2014

Latest info

## Google to Use Close Variant Matching for all AdWords Accounts

Last month, Google had [announced](#) that starting the end of September they will start removing the option to exclude close match variants across all AdWords accounts. The close match variant setting allows Google to match your phrase



**Hulk (comics) - Wikipedia, the free encyclopedia**  
en.wikipedia.org/wiki/Hulk\_(comics) - Wikipedia -  
The Hulk is a fictional character and superhero that appears in comic books published by Marvel Comics. The character was created by Stan Lee and Jack Kirby ...  
**First appearance: The Incredible Hulk #1 ... Alter ego: Dr. Robert Bruce Banner (full ...**

and exact match keywords to search queries that include plurals, misspellings and other close variants of your keywords. For example someone bidding on “red shoe” could show up for any of the following: red shoes, reb shoe, red shoelace. Currently, you have to opportunity to not include close variants.

Since we begin with a solid negative keyword strategy and continuously add negative keywords, we do not foresee this having any effect on our accounts. For your prospects, we encourage them to take a look at their settings and implement a solid negative strategy before the change occurs.

## Google Rolls Out New Structured Snippets



Google announced in their Google Research [blog](#) that they are introducing a new addition to organic search listings called structured snippets. This snippet is designed to incorporate relevant facts extracted from the landing page that corresponds with the search result. Below is an example that resulted from the query “hulk”:

The appearance of these snippets are far and few between, but we expect to continue to see them more often as Google continues to enhance the relevancy and accuracy of their search results.

## August 2014 U.S. Search Engine Rankings Released by comScore

There are no major surprises in comScore's August 2014 U.S. Search Engine Rankings [report](#). Google holds steady at 67% search share on desktop devices, with Microsoft sites in second with 19% of share, followed by Yahoo, Ask and AOL.

In Europe, Google has over 90% dominance of the search share, which is the fuel for the [antitrust probe](#).

comScore Explicit Core Search Share Report*			
August 2014 vs. July 2014			
Total U.S. – Home & Work Locations			
Source: comScore qSearch			
Core Search Entity	Explicit Core Search Share (%)		
	Jul-14	Aug-14	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	67.4%	67.3%	-0.1
Microsoft Sites	19.3%	19.4%	0.1
Yahoo Sites	10.0%	10.0%	0.0
Ask Network	2.0%	2.0%	0.0
AOL, Inc.	1.3%	1.3%	0.0

*\*Explicit Core Search\* excludes contextually driven searches that do not reflect specific user intent to interact with the search results.*

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