

Search Engine Intelligence



SEO stories of interest from the previous week

14th October 2011

[Google Enables Call Tracking From Mobile Landing Pages](#) - Google is broadening mobile call tracking with a new capability that reaches beyond phone numbers in AdWords to mobile landing pages. As Google previously relied on AdWords phone extensions, it has now announced it is introducing a new conversion tracking metric, where it will be reporting calls made from mobile pages. To simplify; Google will be tracking the calls made after a click through to a site. At the moment this service is free but it is assumed Google will eventually start charging for the privilege.

[Google Analytics Webmaster Tools SEO Reports Now Available](#) - Google has just announced that an exciting new service recently introduced is now available to everyone. During June, Google released a limited beta of Webmaster Tools integration with Google Analytics, where users are able to view search query data from Webmaster Tools directly in Google Analytics. The new reports can be found in new Google Analytics under the traffic sources > search engine optimisation section. These new reports also include various aspects including landing pages, queries and a geographical summary with impressions, clicks and position and CTR information for the top 1,000 daily landing pages and queries.

[Comparison of the Top Three Search Engines](#) – When compared with the Bing and Yahoo, Google still outranks its main competitors by some margin. Google owns around 65% of US search engine traffic, however Search Engine Journal suggests that the smaller grossing search engines such as Yahoo and Bing could be catching up in as soon as 18 months.

Experian's Hitwise suggests that Bing is gradually catching up with Google and search agency Rosetta reports that Bing and Yahoo combined, hold 37% of retail search. Market share projections from July to August 2011 show Google have suffered a 1% decrease whilst Yahoo.com and Bing.com have increased. This shows that whilst Google is still ahead by a large margin, over the last 6 months, searches powered by Microsoft Bing are increasing at an impressive rate. If this continues, there will certainly be a contest present with Google and Bing next year. With this in mind, companies are being pre warned that if Google is their primary strategy for SEO, now may be the time to explore others.

[Google and Bing Disagreement on rel=canonical Tag Implementation](#) - Bing and Google are currently differing on how the rel=canonical tag should be implemented.

When building sites, developers often include the canonical tag within site wide templates and in some cases, the tag may become self-referential. For Google this is a non-issue with Google's Maile Ohye offering, "it is absolutely okay to have a self-referential rel=canonical", but for Bing it is more of a problem, with Duane Forrester posting this week on the Webmaster Center blog that "pointing a rel=canonical at the page it is installed in essentially tells us 'this page is a copy of itself. Please pass any value from itself to itself.' No need for that." Most SEOs don't see the harm in self referential canonicals and it remains to be seen how this particular issue will resolve itself.

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