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NEWSLETTER

seo solutions
Strategic Search Engine & Internet Marketing Solutions

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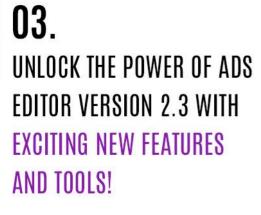
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1 EVERYTHING ABOUT GOOGLE'S MARCH 2023 BROAD CORE UPDATE

Google launched a broad core update which lasted for almost 15 days. This update was global, impacting all regions and all languages.

It was a major update that appeared to have a significant impact on search results. Due to this update, some websites witnessed a dip, while others saw an increase, and some websites even lost their rankings.

The update caused a significant volatility during the roll out period and even after the official end of the update, with some websites seeing their rankings fluctuating. But, the unpredictability and the rankings have finally stabled.

The main concern that is now troubling the businesses is regarding "Ad-spam" — the sponsored listings that appear above, and compete with, the organic listing for traffic. Most of the accounts reported more ad-spam above the fold in the search results. In some cases, the #1 organic listing, being below the fold, reported terribly low traffic numbers due to competition from the many ad listings appearing above them.

Here are a few tips to keep in mind for future updates:

- Remember, content is king! Ensuring your content is original, engaging, and useful to your target audience, will attract more audience and increase your ranking.

- Use relevant keywords to optimize your website, create a sitemap, and build high quality, relevant backlinks to your website.

- It's important to keep a track of Google's latest Quality Rater Guidelines. It will provide you with insights into what types of content Google's algorithm is looking to reward.

- If your ranking isn't improving, wait. Google takes time to index new content and to adjust its rankings. Don't expect to see results overnight.

If you've recently experienced a drop in your website's rankings, please don't hesitate to reach out to our team for assistance.

2 GET THE SCOOP ON GOOGLE MAPS CHANGES!

Keeping up with all the changes that Google makes can be a bit of a challenge. Hence, we wanted to take a minute to talk about the new updates Google Maps just released regarding prohibited and restricted content.

Let's start with civil discourse, meaning personal information must not be distributed or posted without consent on Google Maps. It includes full or last names, images, videos, financial information, and other identifying information. While merchants are allowed to post contact information, an individual's full name may only be used when it is part of their business or they are public-facing professionals. If you become aware of personal information being posted without their consent, follow the instructions on the Google Maps platform to report it.

Moving onto the next one – deceptive content. It is not allowed on Google Maps. This includes incentivizing, paying for, or encouraging the posting of fake content, as well as selectively soliciting positive reviews from customers. Additionally, businesses are not allowed to delete reviews or offer incentives in exchange for the removal of negative reviews. Finally, content from multiple accounts or services that mimics genuine engagement is prohibited.

For local businesses, customer reviews are a great way to get noticed and build up viewership. But it's important to follow Google's guidelines and make sure the reviews you receive are genuine and represent your services accurately. No one wants to be tempted with rewards just to give a positive review, so it's important to make sure that's not part of the picture.

We hope this summary helps you to stay up to date on Google's policies, so you can make sure you're always in the know and running a successful operation.

3 UNLOCK THE POWER OF ADS EDITOR VERSION 2.3 WITH EXCITING NEW FEATURES AND TOOLS!

Google Ads Editor recently released version 2.3, and it comes packed with new features and improvements. Most notably, the update includes file support for image assets, a card view for **image assets**, and an improved **type list** that shows rearranged asset tables under the "Asset Library" folder. Additionally, the update provides support for legacy image assets, automatically created assets, location assets, and **business information** assets.

This version also provides several clickable buttons to make it easier to resolve Primary Display Status (PDS) reasons, as well as opt-in or opt-out of text asset automation for Performance Max campaigns. Users can also benefit from the bid explorer, which displays several recommended bids that include projected improvements for each option.

The update also includes location targeting for "radius around location groups" and "radius around all locations in linked feed," as well as support for Discovery ads and campaigns with product feeds. Plus, the update provides proper pluralization in messages, and more notification types to keep users informed of their account status. On the other hand, the update has removed some features, such as the "top content bid adjustment" setting and the recommendation to create Dynamic Search Ads.

In conclusion, the version 2.3 of Google Ads Editor is much more powerful and better than ever, ready to take your campaigns to the next level! With features like Google video partners recommendation, Location targeting, and Discovery ads and campaigns with product feeds support, you'll be able to get the most out of your campaigns and achieve incredible results. Don't miss out on this exciting update and upgrade your campaigns today!