NEWSLETTER

JANUARY 2022

FEW DASHBOARD UPDATES

YOU MIGHT BE INTERESTED IN

GOOGLE NOW ALLOWS

PRODUCT PLACEMENT

AT THE TOP OF LOCAL & MAPS LISTING

WHY DO WEB PAGES DROP OUT OF

SEARCH CONSOLE REPORTS

FEW DASHBOARD UPDATES YOU MIGHT BE INTERESTED IN

We have been busy working on our platform and updating our technology and have some good news to share. Here are few of the important updates we wanted to share:

– Late last year we realized that search engines like Bing were getting more aggressive in banning bots. This affected our keyword ranking (SERP tracking) module. We did some brainstorming and came up with the idea that in order to get the most accurate results we would have our technology to replicate actual human visitor behavior. It's with great pleasure and excitement we are announcing this new SERP tracking technology for Bing keyword tracking. We hope to slowly use this technology for Google rankings, audits, and other key areas to future proof our results.

– Not only regular search results, but we will prioritize tracking of other important sections in Bing SERP that includes "**People Also Ask**" results, **Video** and **Image** search results and show them on our dashboard.

– One of the most requested features by agencies - Apart from Local Map pack in Google SERPs, we are moving one step further to track local rankings by detecting your client's website presence in **Google Maps results.**

– Keyword opportunities are always a great KPI you can show your clients. We will be introducing a new section to show "suggested search keywords" for each keyword we are tracking. This offers additional keywords we can target and rank – thereby increasing traffic to the website.

– Tracking multiple business names for a business is difficult. So far, our system could track rankings for only a single business name. We will improve this system to track more than one name for a particular business. This gives a chance to show more keywords that are ranking for a business.

– Scan your client's website health for 100+ harmful issues with our much-improved high speed SEO crawler. Our advanced crawler will identify issues on the website that might be limiting its rankings. This should help to make your client's website more search friendly, thereby improving rankings.

– Crawler audit data will also be introduced on a "Per Page" basis giving accurate information about a particular page in addition to the whole website (global level). This gives a chance to resolve SEO errors at a minute level.

– Our website monitoring system is getting an overhaul with more accurate information. Our improved and reliable website uptime/downtime monitoring system will instantly alert you via email if the website goes down.
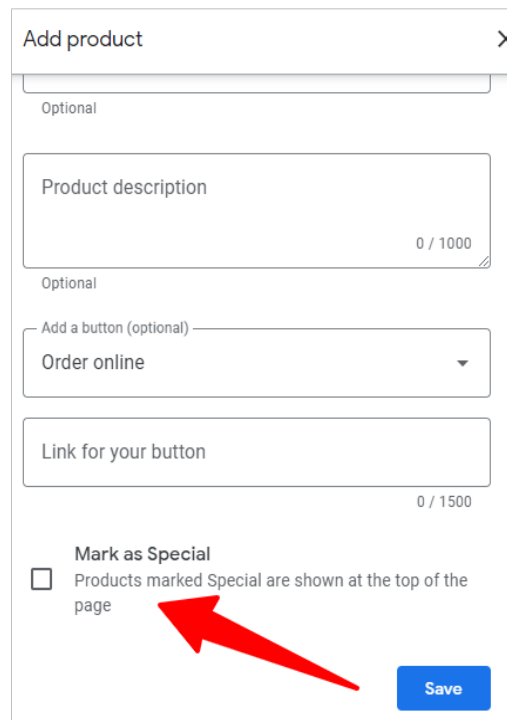
If you have any request for new features to be added or improvements in existing modules, please feel free to reach out to us.

2 GOOGLE NOW ALLOWS PRODUCT PLACEMENT AT THE TOP OF LOCAL & MAPS LISTING

Google My Business, which has been rechristened as Google Business Profile, now has a new feature that will allow businesses to mark a product as "Special". This feature, which has been rolled out by Google recently, appears in the products section and takes the product marked as special right to the top of the products listed in a business's Google Business Profile Listing.

Here's a look at what the product section now looks like:

The Google Business Profile products section setting displays the option to "Mark as Special". It clearly states that "Products marked Special are shown at the top of the page."

What makes this an exciting development

While not all businesses may see the need for this feature, a section of local SEOs and businesses have been looking for a way to promote certain products at the top of the page. This feature gives them the ability to put the best of their products high up in their Google local search and Maps listings.

3 WHY DO WEB PAGES DROP OUT OF SEARCH CONSOLE REPORTS

A query was raised by the user regarding Search Console reports. The user stated they are having a problem with some of their web pages showing up and then dropping out of Search Console reports. Especially in regards to the Core Web Vitals report, they are seeing a steady decline in the number of pages reported from month to month.

Google's John Mueller recently addressed this issue in an office hours segment where he said, *"it's a matter of how Search Console reports on web pages. Rather than attempt to include every page in the report, they use a sample of the URLs from your site. The number of pages they use to sample your site can vary from month to month in exactly the way that you're reporting."*

He further added, *"it's something where having fewer URLs in these reports doesn't mean that the other URLs are bad or problematic. It's just we didn't check them.*
So especially for the aggregate reports, which is for the Core Web Vitals to some extent, the AMP report, the Structured Data report, mobile friendliness ... for those reports, we only take a look at a sample ... and that sample can change over time."

He explains, *"they might look at 200 URLs in one month and then in the next, they'll look at maybe 100 URLs or something like that. It doesn't mean that anything bad is happening; it's just that Google is looking at a smaller sample of pages from your site."*

He advises that instead of stressing out about the changing sample size you should focus on what is actually being reported – specifically the relationship between the bad pages that are reported and the good ones.

If you see that all of the URLs in the report are without errors, then you're good to go. But if you're seeing errors, and especially if the proportion of errors is increasing over time, then you've probably got some fixing to do.

In any case, the total number of URLs in the report should not be your primary concern. It's the relationship between the pages and the reported negatives that you should focus on and attempt to fix.

You can watch this video here, where John discusses the issue starting at the 51:33 mark:
https://youtu.be/rCcDsmjn-SA