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# NEWSLETTER



**ASKING “WHO, HOW, AND WHY” IS CHANGING YOUR CONTENT GAME**

**GOOGLE BUSINESS PROFILES SERVICES ARE NOW AFFECTING LOCAL RANKINGS!**

**GOOGLE MAKES A MISTAKE: ITS AUTOMATED SYSTEM REMOVED LOCAL GUIDE REVIEWS**

# 1

## ASKING “WHO, HOW, AND WHY” IS CHANGING YOUR CONTENT GAME

The debate on AI versus human content has been doing the rounds for months, and people may call it a stale topic now, but man, oh man, it's only getting interesting! A couple of weeks ago, Google gave another shoutout to AI-generated content, saying it is acceptable as long as it purposefully serves humans. But it can't get away with producing content that manipulates Google's search results.

This raises the question of how to tell the difference between AI content that is useful and content that is meant to trick people. That's where the "Who, How, and Why" comes into the picture. Google updated its "people-first" content section to include a new subsection with these questions (Who, How, and Why), providing additional guidance.

According to this new subsection, the evaluation of content with these questions could be a game-changer and a sure way to get rewarded by Google's systems.

### **Who let the content out? Who?!**

People understand the E-E-A-T (Experience, Expertise, Authority, and Trust) of content only when they know its creator. That's the "who" question we are talking about. Mentioning who created the content adds to its reliability and relevancy. And that's why it is recommended to add accurate authorship information, such as bylines to content where readers might expect it.

### **The How of Content**

If the readers get to know how the content was produced, not only does it give them useful insights, but it also helps them build trust. For example, readers are more likely to trust product reviews that show how many items were tested, what the results were, and how the testing was done.

In the same way, for AI-generated content, spilling the beans on the steps taken can aid readers and viewers in grasping the extraordinary and beneficial role automation plays. That's why it is advisable to disclose the process of automated content creation, so if someone thinks, "How was this created?", they have an answer.

## **The Existential Why**

Perhaps the most important question among all three is: Why is the content being created in the first place?

That's where we talk about the purpose. That's where we say that it's made to help people. It's useful to visitors if they visit our website directly. Explaining its existence means aligning with the E-E-A-T, which is what Google's systems seek to reward.

On the other hand, if the purpose of creating content is to lure search visitors, it's a direct violation of Google's spam policies, which can have an adverse effect on the website's ranking or worse, result in the removal of content altogether.

## **Key Takeaway**

It doesn't matter to Google if the content is generated by machines or humans—it wants to see content that genuinely helps people. Manipulative content won't fly—Google will eventually detect it and take action, from a ranking penalty to total content removal. Although they don't need an explanation of "who, how, and why" to rank content, we believe it's often beneficial to include that kind of information.



# 2

## GOOGLE BUSINESS PROFILES SERVICES ARE NOW AFFECTING LOCAL RANKINGS!

Last month, Joy Hawkins of SterlingSky, took to Twitter to reveal the surprising impact Services can have on the ranking of Google Business Profiles. This finding is sure to cause a stir among businesses that are trying to improve their ranking on the search engine.

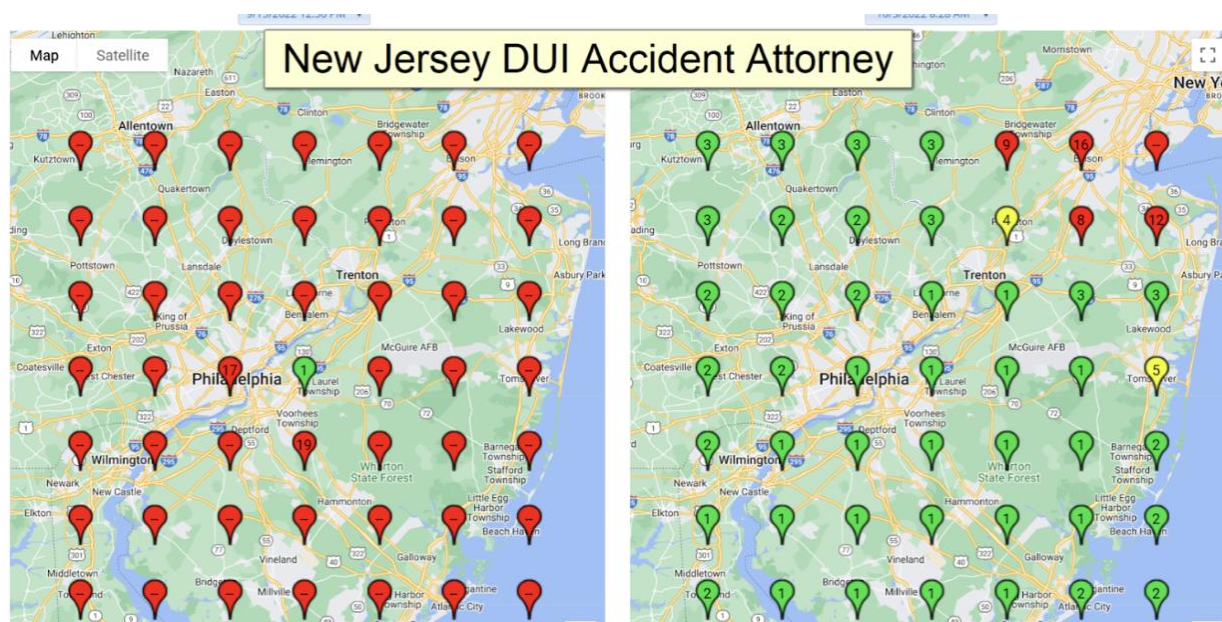
Link: <https://www.sterlingsky.ca/services-in-google-business-profile-impact-ranking/>

### The Study Led To Some Surprising Outcomes

This study showed that local businesses that have verified their information with Google Business Profiles are now seeing the benefits in terms of local rankings. This is because Google has now started to surface business information in search results, giving these local businesses a boost in the rankings.

Pre-defined services have been available on Google Business Profile dashboards for a while now, but until recently, it wasn't clear if they actually had an impact on rankings. However, when retested, Hawkins was able to discover that Services can have a major impact on the rankings of a website. Services in GBP may indirectly impact rankings if they are related to SEO or other ranking factors.

Unlike what was noticed in previous tests, simply adding the service "DUI injury litigation" for a lawyer in New Jersey had a noticeable impact on their rankings. You can see the results of the test in the image below. The charts show the rankings before and after Joy's experiment.



## **Final Takeaway**

Hawkins noted that businesses that are able to offer more pre-defined services generally tend to rank at a higher level on Google. Furthermore, adding pre-defined services to a company's Google Business Profile can positively impact both explicit and implicit keywords – with the explicit keyword ranking generally seeing more dramatic results.

The report also points out that the ranking impact varies depending on the specific industry and market. For example, it can take 24-72 hours for a change to take effect in the stock market, but it may take longer for the impact to be seen in other industries.

Therefore, it is important for businesses to take advantage of this and add these pre-defined services to their Google Business Profiles for maximum visibility.

## **TL;DR:**

- Services impact ranking.
- Both explicit and implicit keywords appear to be impacted by services.
- The impact on explicit keyword ranking is more significant.
- The impact on ranking appears to vary depending on the industry and market.
- It may take 24-72 hours for the ranking impact to take effect.

# 3

## GOOGLE MAKES A MISTAKE: ITS AUTOMATED SYSTEM REMOVED LOCAL GUIDE REVIEWS

Google admits that it made a mistake in an effort to remove local reviews. Violating its policies and guidelines, Google's automated system removed local guide reviews. Now they are working on restoring the incorrectly removed reviews.

Google says, ***"In the last few weeks, our protections took down more than expected policy-abiding reviews from a set of Local Guides. We've also closely followed the conversations on Connect around unpublished reviews, and we acknowledge that this change has affected a lot of your accounts."***

Google has announced an update to its safeguards to address the problem of fake reviews. In addition, if they determine that a review is fake, they will automatically reinstate it "over the next few weeks." However, some reviews may remain private if the content violates their policies.

You can request a human review by filling out a form if your review has not yet been reinstated. Here is the link to it --> [Click here](#).