



**Google Business Profile
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Google Business Profile Websites: The End Is Near – Here's What to Do"

We're reaching out to ensure you're informed about a significant update that may impact your business's online presence. Google has announced an essential change to websites created using Google Business Profiles, a tool many small businesses and entrepreneurs have come to rely on for its simplicity and accessibility.

Upcoming Changes:

Starting in March 2024, **Google will discontinue websites made with Google Business Profiles**. Visitors to these sites will not reach your custom website; instead, they'll be redirected to your Business Profile on Google. This redirection will remain in effect until June 10, 2024, after which a "page not found" error will greet your customers.

What This Means for You:

- Websites ending in .business.site and .negocio.site will be removed from the website field on your Business Profile in March.
- We urge you to update your Business Profile with a new website URL as soon as possible.
- Your Business Profile itself will remain unaffected by these changes.
- If your website is hosted on Google Business Profile, prepare for redirection to your Business Profile.

For Those Without a Google Business Profile Website:

If you don't currently utilize a Google Business Profile website, these changes do not affect you. However, it's an excellent opportunity to evaluate your online presence and consider establishing or updating your website.

Recommended Website Builders:

Considering a new website? Google recommends several user-friendly site-building platforms, including Wix, Squarespace, GoDaddy, Google Sites, Shopify, and WordPress. Each offers unique features suitable for various needs, from e-commerce to blogging.

Manage Your Ads and Domains:

- **Ads Campaigns:** Update any ads linked to a Google Business Profile website before March 1, 2024, to avoid interruptions.
- **Custom Domains:** If you're forwarding a custom domain to your Google Business Profile site, ensure you update the redirection to a new website before June 10, 2024.

The Value of Google Business Profile:

Despite these changes, your Google Business Profile remains a valuable tool for showcasing your business. It's an ideal platform for sharing updates, contact information, and linking to other social media and online platforms.

Additional Resources:

- Learn [how to locate](#) and [edit your Google Business Profile](#).
- [Discover how to create a new website or landing page for your ads](#).
- For further assistance or queries regarding these changes, [contact Google Support directly](#).

This update signifies a pivotal moment to reassess and enhance your online presence. Embracing this change can lead to new opportunities for growth and engagement with your audience.

2

All About Google's Search Generative Experience (SGE)

What is Google SGE?

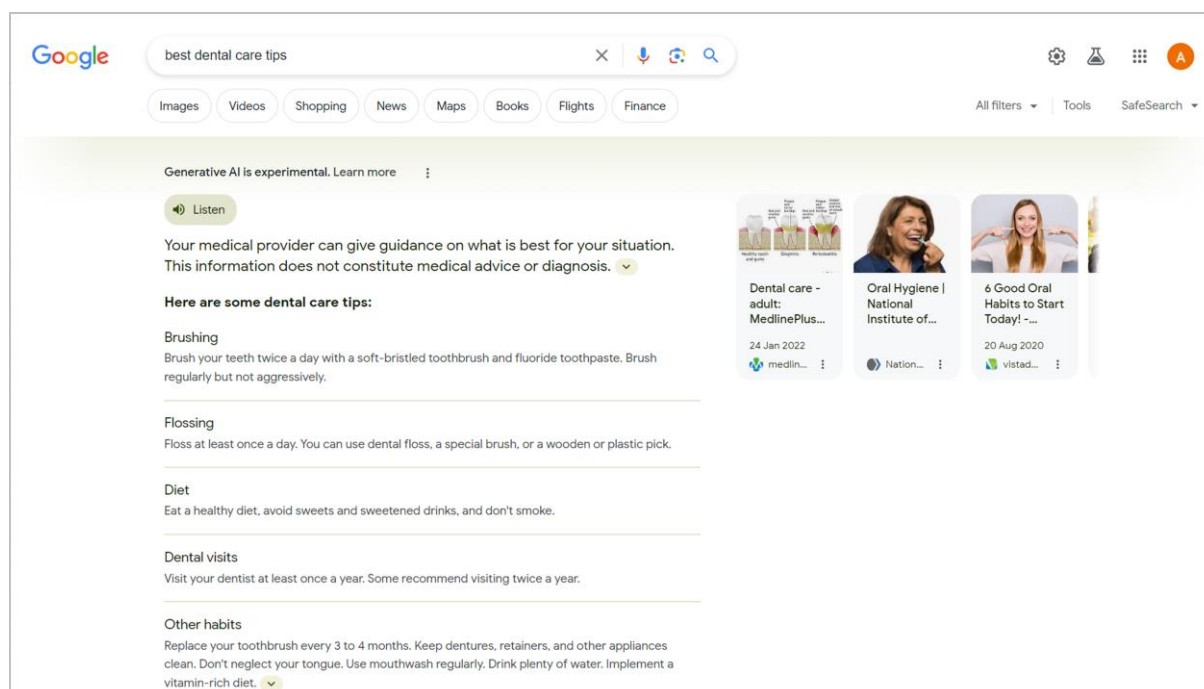
Google's Search Generative Experience (SGE) is an experimental feature that offers a new way to search the web. It uses advanced artificial intelligence (AI) to give you quick summaries of search topics, so you don't have to click on multiple links.

This can be helpful for:

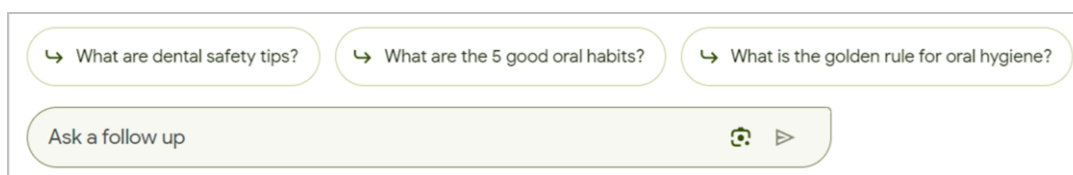
- Finding answers quickly.
- Getting an overview of a topic.
- Summarizing important points.
- Finding step-by-step instructions.

Imagine you're looking for the best dental care tips. In the past, Google would lead you to various websites for insights. However, with SGE, Google offers a curated list of suggestions sourced from multiple outlets, conveniently displayed at the forefront of your search results.

Adjacent to the search results, Google showcases the sources of information available for users to explore further.



Additionally, users have the option to input their own follow-up questions into the "Ask a follow-up" box.



The image shows a user interface for asking follow-up questions. It features three rounded rectangular buttons at the top, each containing a question: "What are dental safety tips?", "What are the 5 good oral habits?", and "What is the golden rule for oral hygiene?". Below these is a larger rounded rectangular box with the text "Ask a follow up" on the left and a green circular icon with a right-pointing arrow on the right.

Just to clarify, this feature is not a chatbot like ChatGPT.

As it becomes increasingly widespread, this feature will likely change how we use the search engine. It will also impact how websites try to get more views and visitors.

And, it's not merely a concept; businesses are making significant investments in this technology.

In fact, the artificial intelligence market, which drives innovations such as SGE, is currently valued at nearly \$100 billion USD and is projected to surge to nearly \$2 trillion USD by 2030.

Is it live yet?

While not officially baked in yet, Google's SGE is experimental and is only accessible to limited people in the United States and is currently offered exclusively in English. If you are located in the U.S., you can attempt to [activate it while browsing](#).

Will it affect all search queries?

Google's Search Generative Experience (SGE) is designed to enhance the search experience by generating more conversational and comprehensive responses to search queries. However, since it is still experimental, whether it affects all search queries depends on various factors such as the nature of the query, the user's location, the language of the query, and whether Google has rolled out SGE for that particular type of query or in that specific region.

We did our own experiments across different types of search queries and found that this **should not affect direct local search queries**. Informational queries are likely to be affected.

For example, a search for **"Roofing Contractor San Antonio TX"** did not bring up SGE result at the top as opposed to **"Things to Consider Before Selecting a Roofing Contractor in San Antonio TX"**.

Query → Roofing Contractor in San Antonio

Google

Roofing Contractor in San Antonio

Maps Images Commercial roofing Videos Best Tower Transcendent Shopping Rhino

All filters Tools SafeSearch

Results for **San Antonio, TX, USA** · Choose area

Places

Shield Roofing Services
5.0 ★★★★★ (95) · Roofing contractor
10+ years in business · 21750 Hardy Oak Blvd STE ...
Open 24 hours
On-site services · Online estimates
Website Directions

Presidio Roofing Company of San Antonio
5.0 ★★★★★ (106) · Roofing contractor
7+ years in business · 1231 Safari · +1 210-899-5600
Open 24 hours
On-site services · Online estimates
Website Directions

Rhino Roofers: San Antonio Roofing Com...
4.9 ★★★★★ (633) · Roofing contractor
4949 N Loop 1604 W Suite 250 · +1 210-756-2834
Open 24 hours
On-site services · Online estimates
Website Directions

More places →

Cloud Roofing
https://www.cloudroofing.com
Cloud Roofing: San Antonio Roofing Company
Roofers in San Antonio: Cloud Roofing has been the leader in roof repair and replacement since 1975. Call today for a free roofing estimate!

Query → Things to Consider Before Selecting a Roofing Contractor in San Antonio

Google

Things to Consider Before Selecting a Roofing Contractor in San Ant...

Images Videos Shopping News Books Maps Flights Finance

All filters Tools SafeSearch

Generative AI is experimental. Learn more

Listen

When choosing a roofing contractor in San Antonio, you can consider things like:

Licenses and certifications
A contractor with licenses and certifications can demonstrate their credibility. Accredited recognitions like GAF, Owens Corning, and Firestone can help. An A+ score from the Better Business Bureau can also indicate a contractor's trustworthiness.

Experience
Roofing contractors have years of experience and understand the different types of roofs and materials needed for a job. You can ask about their experience and how long they've been in business.

Insurance
A reputable roofing company can show you proof of insurance, including liability insurance and worker's compensation. Insurance is important because it covers litigation if an accident happens on the job.

Warranty
Quality roofing contractors will warranty their workmanship. The warranty should cover the shingles, underlayment, and any manufacturing defects. The roofer should also include a labor warranty along with the roof material warranty.

How do you prepare for this change?

It's still too early to have a foolproof method for optimizing content for Google's SGE. However, prioritizing content that directly and thoroughly addresses user inquiries can help ensure relevance. This is because the AI-generated results provided by SGE still include links to relevant content and resources alongside the search results.

The exact factors influencing the links appearing alongside the snippet remain unclear. However, based on our research, it's advisable to focus on content that includes:

- **Long tail keywords:** These are highly specific queries that often have lower search volumes. An example of long-tail keywords when writing content about Eco Friendly Cleaning in Irvine could be - ***Eco-friendly cleaning services for homes in Irvine or Green cleaning services in Irvine.***
- **Question keywords:** These are keywords that begin with question words like "how," "what," "why," "when," and "where." Here are some examples of a question keyword - ***Where can I find eco-conscious cleaners in Irvine? Or Are there any green cleaning companies in Irvine?***
- **Conversational keywords:** These are keywords that mimic natural conversation and reflect how people speak when using voice search. Examples of a conversational keyword are - ***Find me a local company specializing in eco-friendly cleaning services in Irvine or Can you tell me about green cleaning options in Irvine?***

However, one thing is certain: Don't discard traditional SEO best practices because of SGE. Even though AI-generated results might influence user behavior, SERPs still feature traditional search results, making them relevant in the future of SEO.

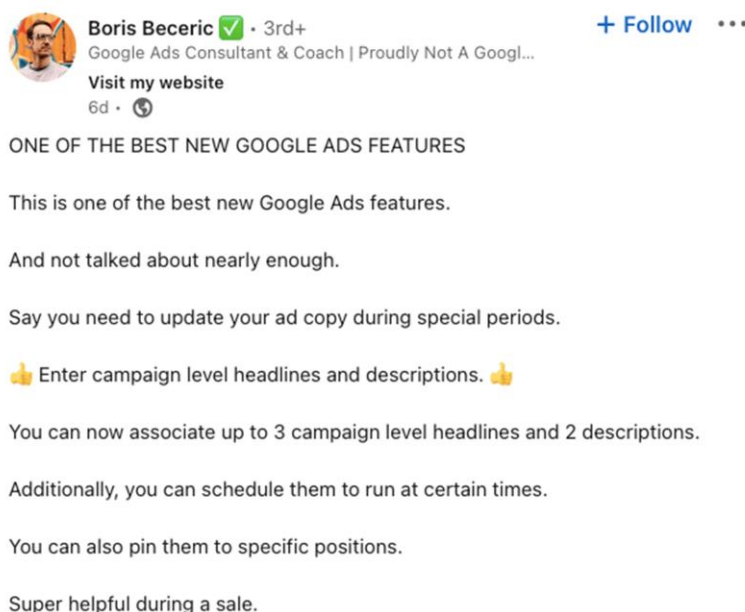
At this point, it's too early to determine how often users will depend on SGE to answer their queries. Many users may still choose to click through to the traditional search results that continue to be displayed in the SERP.

3

Revolutionize Your Campaigns: Google Ads Unveils Dynamic New Features!

We are excited to inform you about the latest update from Google Ads that brings forth valuable enhancements to campaign management. Recently, Boris Beceric highlighted one of the newest features on LinkedIn, labeling it as **"ONE OF THE BEST NEW GOOGLE ADS FEATURES"** that can significantly aid during sales periods.

What he said in his post is this:

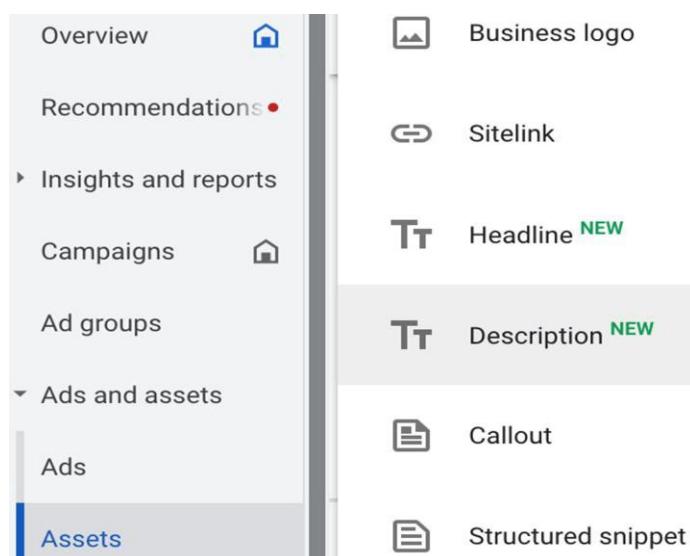


This update introduces the ability to add three campaign-level headlines and two campaign-level descriptions. Moreover, users now have the option to schedule headlines and descriptions to run at specific times or pin them to particular positions within their campaigns.

Here's a quick guide on how to implement these features:

1. Click on the icon of the campaign.
2. Navigate to the assets dropdown in the section menu and click on assets.
3. Select the "associations" table view.
4. Click on the filter icon, then choose to filter by all asset types, headlines, or descriptions.
5. Click the "+" button.
6. Choose the campaigns to apply the headlines or descriptions.
7. Add your desired headline or description in the text box.
8. Optionally, use the pin icon to lock specific headlines or descriptions in position.
9. For advanced options, click on "advanced options" to set scheduling details.
 - a. Start date: Select "none" for immediate scheduling.
 - b. End date: Select "none" for indefinite scheduling.
10. Save your changes.

It's important to note that, while not everyone may have access to these shiny new features just yet, those who do are seeing them labeled as NEW and BETA.



Add headline

Add to

Campaign ▾

[DE] BOFU - Brand 

Headline BETA

Add a headline. This will be used across your selected campaigns.

[Learn more](#)



0 / 30

^ Advanced options

Asset scheduling

Select when your assets will be eligible to show

Start date

☒ None

☐

Select a date ▾

End date

☒ None

☐

Select a date ▾

Why is this development significant, you may inquire? Imagine the ability to integrate three campaign-level headlines and two descriptions, meticulously curating them for maximum impact and even scheduling their deployment for optimal effectiveness. These functionalities are not merely advantageous during promotional endeavors but also invaluable for ongoing experimentation and refinement.

In conclusion, the evolution of Google Ads represents a pivotal moment in the realm of digital advertising—one that demands our attention and strategic embrace. Let us seize this opportunity to elevate our campaigns to unprecedented levels of success.

4

Now, You Can Generate High-quality, Photorealistic Images Using Google Bard

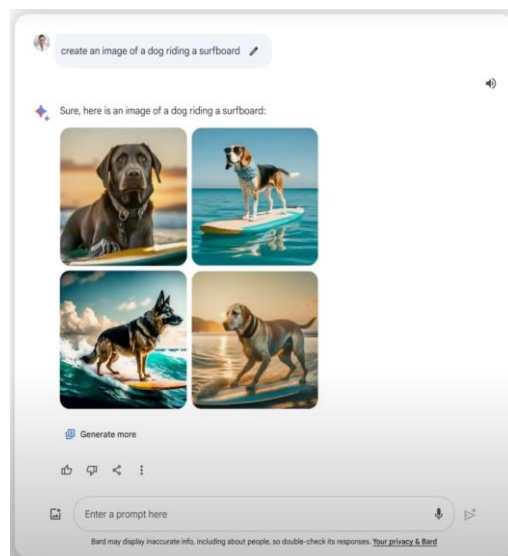
Google recently announced an update about Google Bard. You can now generate high-quality, photorealistic images for free using Google Bard. This new update is available in English in most countries.

This progress has opened up a fresh avenue for creating visually captivating image content at no cost.

This progress has opened up a fresh avenue for creating visually captivating image content at no cost. Over the past year, significant advancements in AI-driven image generation tools, spearheaded by leaders such as Midjourney, alongside reliable alternatives like DALL-E and Bing Chat/Copilot.

The new update is easy to use - all you need to do is enter a prompt for the image you want to create (e.g., "create an image of a dog riding a surfboard"). Bard will present you with four images, with the option of generating more.

Here's a screenshot Google provided:



Google also shared multiple other examples of Bard-generated images:

Bard's image generation relies on a model known as Imagen 2. According to Google, Imagen 2 is designed to produce high-quality, photorealistic outputs. As a result of the provided images, Bard's generated images effectively fulfill this commitment.

You need to note that all images created with Bard will be marked with a SyntID digital watermark. Also, Google has issued a warning that Bard will limit violent, offensive, and sexually explicit content. Google will also try to avoid generating images of named people using filters.

Try this new capability of Bard and make the most of it.