NEWSLETTER

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GOOGLE SEARCH CONSOLE

GETS A NEW FEATURE – "RECOMMENDATIONS"!

STAY AHEAD WITH **GOOGLE'S KEY VIDEO**

SEO UPDATES & BEST PRACTICES!

GOOGLE LOCAL SERVICE ADS INCORPORATES
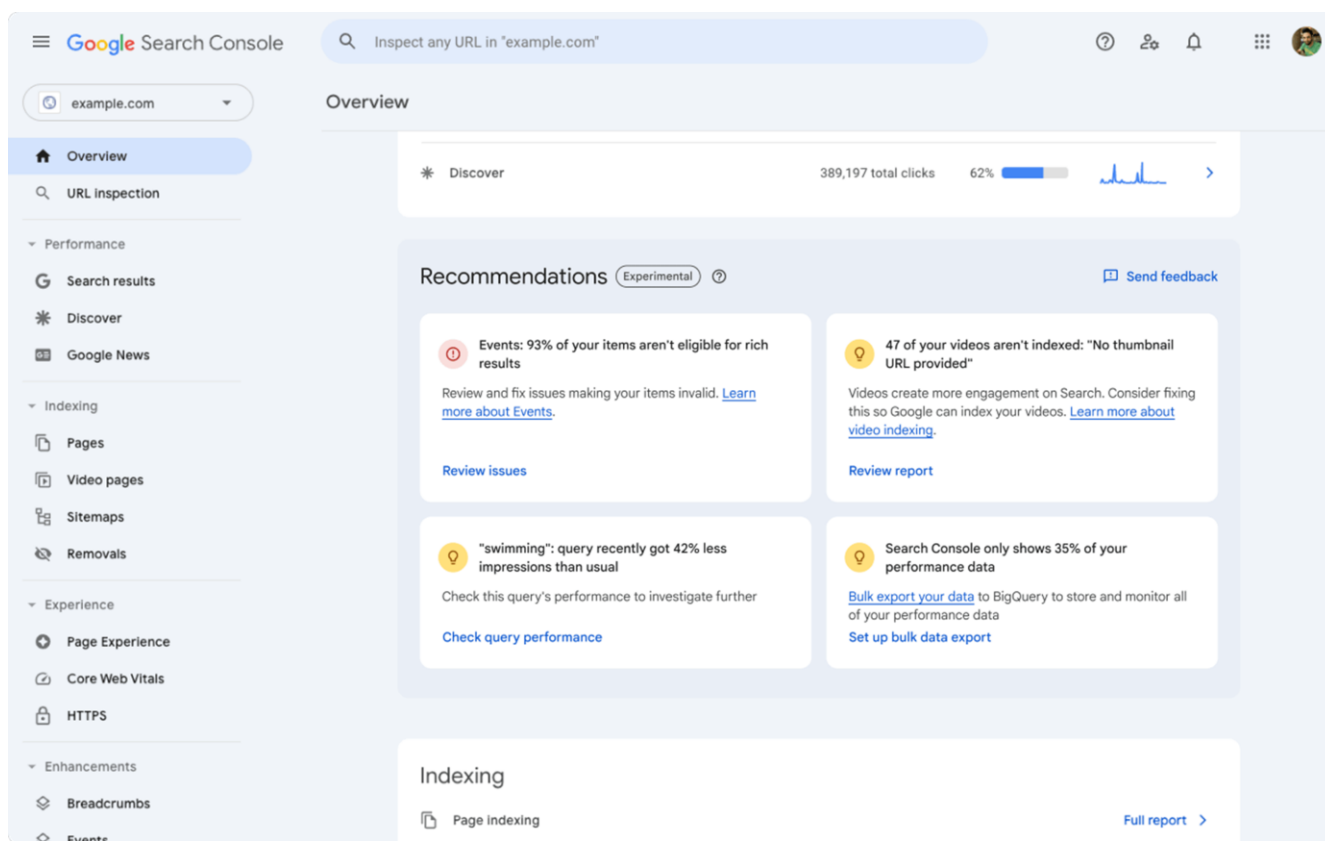PHOTOS RESULTING IN **BOOSTING VISIBILITY & RANKING**

1 Google Search Console Gets A New Feature – "Recommendations"!

It no longer comes as a surprise that Google has yet again added a new feature to the Google Search Console. Just last month, the search engine giant introduced a new "experimental" feature in the Google Search Console called Recommendations. This feature is meant to give actionable insights to improve a website's visibility in the SERP.

As per Google's announcement,

"The recommendations will appear in the Search Console overview page. This is still an experimental feature, and not all sites will have recommendations at this stage, we'll be rolling out this feature slowly over the coming months. Note that even after complete rollout, we'll only provide recommendations when we have a recommendation available for your website."

Source: https://developers.google.com/

The Idea Behind The Addition of This New Feature

- Helping businesses better understand their website's performance.
- Assisting them in identifying areas for improvement.
- Providing data-driven recommendations to help businesses create content that ranks well in the SERP.

How Will This "Experimental" New Feature Work

Recommendations is meant to analyze various aspects of a website to provide specific suggestions that will apparently help improve its search performance. The recommendations you receive can be anything from improving certain technical aspects of the website to enhancing content quality or site structure.

Ways to Make the Most of Search Console Recommendations

- **Keep an eye out for new recommendations** – Visit the Search Console regularly to check for new recommendations.

- **Prioritize recommendations that align with your goals** – Focus on recommendations that are best suited for your business and SEO goals.

- **Make the recommended changes** – Take the necessary steps to make recommended changes as soon as possible.

- **Track website performance** – Analyze Search Console data and other metrics to monitor the effect of the changes made.

- **Stay up-to-date with the latest developments** – Keep an eye out for the latest algorithm updates and best practices for site optimization.

As Search Console Recommendations is still a new feature, it has not yet rolled out completely. Once all sites have access to Recommendations, Google has plans to expand it over time.

In the meanwhile, the search engine giant invites website owners to give their feedback on the new feature. You can also browse the Google Search Central Community on X or LinkedIn and view their Recommendations in Search Console support doc for more information.

In order to assist website proprietors in improving their video search performance, Google released a significant update last month on its best practices for video Search Engine Optimization (SEO). This update provides clearer guidelines and more extensive examples.

Here is their announcement:

"Improving the Video SEO documentation

What: Overhauled the [video SEO best practices](). Notably, we clarified the [video indexing criteria]() and [technical requirements](), added a new [watch page]() section, and expanded our examples.

Why: Based on feedback submissions, we revisited our video SEO guidance to clarify what's eligible for a video result and how site owners can make it easier for Google to find their videos."

What's New in Video SEO?

1. Clearer Video Indexing Criteria

In the past, the standards were not as explicit as they are now regarding the categories of videos that are acceptable for indexing.

Now, Google has made it more clear which videos are likely to show up in the search results, such as those that are of high quality, related to the search, and easily accessible.

2. Updated Technical Requirements

Then, the technical requirements for videos were relatively loose.

Google has now emphasized the relevance of supported video formats, minimized file sizes, and clear metadata. Ensuring that your video fits these requirements will improve playback and indexing, resulting in a more seamless user experience and increased chances of discovery.

3. Dedicated Watch Pages for Each Video

Previously, Google placed a relatively little amount of importance on watch sites.

The newly implemented standards emphasize the importance of having a specific page for each movie, which should include all of the pertinent metadata and content. This makes it possible for search engines to grasp the context better and relevance of the video, which in turn increases its visibility.

4. Expanded Best Practice Examples

The examples were previously less comprehensive, leaving many people unsure how to implement them.

Google has now added more extensive examples, providing clearer information on how to effectively utilize Video SEO methods. These examples illustrate real-world scenarios, making it easier for website owners to implement best practices.

To sum up

These changes aim to enhance the quality and relevance of videos appearing in search results, giving creators a more defined framework to work with. For those looking to elevate their video content, this update is a game-changer.

3 Google Local Service Ads Incorporates Photos Resulting in Boosting Visibility & Ranking

In a new move aiming to increase the business's visibility on LSA ranking, Google is now incorporating photos. It will help businesses attract more qualified leads and ultimately boost your local market presence.

Here is Google's [post on X](#) announcing the new update.

Impact of Photos on LSAs

- **Improves Ad Ranking**: According to Google, high-quality photos contribute to improved LSA rankings, and businesses with visually appealing and relevant photos have more chances of appearing higher on search results.
- **Increase in Engagement:** Adding photos to LSAs makes them visually appealing, attracting more potential audiences that can convert into leads.
- **Customers can take a Glance at Your Business:** Your potential customers can have a sneak peek of your services and facility that will build trust.

Things to Consider for LSAs Photos

- **Quantity with Quality:** Upload multiple photos of high-quality resolution, clear, and professional-looking.
- **Relevant Photos:** Photos should showcase what your business is offering.
- **Maintain Consistency:** Having consistency in the visual style of all your photos will be beneficial.

The Process of Uploading the Photos

Google has made the process of uploading images easier than ever, and the updated photo editor allows you to bulk upload, multi-select, and bulk delete photos.

- Photos can be uploaded on the Profile and Budget page in your LSA Profile.
- We recommend uploading several high-quality photos related to your business. Learn more about Local Services platform policies.
- Make sure your photos are properly sized and formatted.
- If you have existing photos in your Google Business profile, you'll need to add them to your LSA profile to benefit from this feature.

What Can You Expect

Local Services Ads already display important business information and credibility badges. The addition of photos aims to enhance the ad's appeal.

Photos will be displayed prominently in ad listings, making it easier for potential customers to see what your business has to offer.