

NEWSLETTER

MARCH 2021



**GOOGLE PAGE
EXPERIENCE UPDATE
IS ALL SET TO
LAUNCH IN
MAY 2021**



**SEO FEATURES THAT YOUR
E-COMMERCE SITE MUST
HAVE TO RANK HIGHER**



**GOOGLE ADDS A
NEW FEATURE -
YEARS IN BUSINESS,
TO GOOGLE MY
BUSINESS**



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1

GOOGLE PAGE EXPERIENCE UPDATE IS ALL SET TO LAUNCH IN MAY 2021

That's roughly a year after the company first announced the update and gives us another six months to prepare for it. In short, Google will highlight search results that have a great page experience and could probably become a ranking factor. Google said you may see these icons and labels in the search results soon. The update will take expected user experience into consideration for ranking in search results.

What is Page Experience?

To understand how a user will perceive the experience of a specific web page, Google will evaluate a set of signals. This includes existing Google Search signals such as mobile-friendliness, safe-browsing, HTTPS, and intrusive interstitial guidelines. It also includes metrics in Google's Web Vitals to do with a site's loading speed, interactivity, and visual stability.

How to prepare for the Page Experience update?

For site owners and others, understanding these signals and making the necessary changes should be a priority. Among the steps to take are optimizing for mobile, improving page speeds, CTAs, and alt text for images.

You can start preparing now for user experience to become a ranking factor now. The [Core Web Vitals report](#) in Google Search Console is an excellent place to start getting a sense of how your site is performing in these areas. Alternatively, you can also make use of the [PageSpeed Insights tool](#) by Google (which is a part of our SEO Audit) to understand how your site stacks up.

How are we helping our clients with the Page Experience update?

To cope up with the update, we are already doing the below things for our clients:

- Implement search-friendly alt texts for images while doing on-page optimization of your website.
- Implement relevant schema tags on the website.

We have also updated our SEO Audit Reports to bring back the Mobile and Desktop Page Speed Insights sections which are a critical part in improving the Page Speed experience for users. In addition, our Audit also shows the Website HTTPS (secure website) status which is a critical ranking factor in relation to this update.

By showing this to your clients, it presents a lucrative opportunity for you to upsell add-on services like "mobile friendly optimization", "improving page load speed", "making website secure", "CTA optimization", "landing page optimization", etc. If you're interested, our team can discuss this further how to best provide these services to your clients at a minimal cost.

2

SEO FEATURES THAT YOUR E-COMMERCE SITE MUST HAVE TO RANK HIGHER

A large number of people shop online for almost everything. To get these customers, you need to be ahead of the competition. We have listed some important SEO features to help rank your product page higher.

The important SEO features are:

1) Short URL Structure

The URL structure for your product pages should be short and must have some primary keywords (related to your product) to generate high click-through. Let's compare the two links that are given below:

http://www.freeridepowersports.com/catalog_product_detail.asp?cat_9781-107864-111049_product_2176989.Garmin_Montana_680T_GPS.htm

<https://www.rei.com/garmin-montana-680t-gps>

The first URL structure is long and cannot be shared easily. The second URL structure is simple and keyword rich - considered a better URL by Google.

2) Optimized Title Tags

Your title tag affects the search rankings. You must include important product keywords like Brand Name, Part Name, Color, etc. It should be easy to understand and can be a little long. For example, the title tag given below has all the important details related to a specific product, making it easier for the user.

Wilson Mobile 4G RV Signal Booster Kit for Voice, 3G & 4G LTE

www.ubersignal.com/wilson-mobile-4g-rv-signal-booster-kit-for-voice-3g-4g-lte.html

★★★★★ Rating: 5 - 2 votes - \$399.99 - Out of stock

The Wilson Mobile 4G RV and large vehicle Signal Booster Kit is the perfect ... Unlike less powerful signal boosters, the Mobile 4G communicates with your phone ... US Cellular 2G, 3G & 4G LTE; All other carriers using 800 MHz, 1900 MHz, ...

You must also pre-plan your product category (by colour, size, or other features) and then add your pages to an e-commerce site.

3) Mobile Friendly Product Pages

With so many reliable smartphone options, most people shop using their mobile devices. Your site must have a mobile-specific design or should be AMP (Accelerated Mobile Pages) compatible. Don't ignore your potential customers who use mobile devices. Take Google's Mobile Friendly Test to ensure you are not losing business. You can also go a step ahead and use SEO audit tools to detect issues in your site.

4) Sitelinks Search Box

High-ranking e-commerce sites use the site search feature to help customers find what they are looking for. When does a search box appear? When you enter a brand name along with the word 'website' (Amazon Website), when you add a domain along with a brand name (Pinterest.com) or enter a brand name.

Wondering why you need a search box? You need a search box to improve your user experience and display results that are relevant to your customers from your site. To add the search box to your site, read the [details](#) provided by Google. Also, to monitor what people are searching for, set up [Google Analytics Tracking](#) for your search box.

www.northerntool.com ▾

Northern Tool - Quality Tools for Serious Work

Since 1981, family owned and operated **Northern Tool** + Equipment has become an industry leader, offering expertly chosen power tools, hand tools, generators ...

You've visited this page 3 times. Last visit: 6/4/20

Results from northerntool.com



Categories

Engines - Tires + Wheels - Clothing
+ Footwear - Winches

Lawn + Garden

Shop 1498 Lawn + Garden at
Northern Tool + Equipment ...

Shop By Category

Shop By Category. Give your
vehicle everything that it needs ...

Find A Store

Store Pickup - Texas - Virginia -
Indiana - Florida - Minnesota

Hydraulics

Shop 869 Hydraulics at Northern
Tool + Equipment. Browse a ...

Clearance

Shop 939 at Northern Tool +
Equipment. Browse a variety of ...

5) Unique Product Descriptions & Images

Online retailers must avoid using product descriptions and images supplied by the manufacturer. Duplicate content is very easily detected by Google and Bing and will not show up in top search results. Nowadays, many companies offer multiple photos of a single product from different angles and these images can also be zoomed-in for better clarity. Some even add short videos. Image optimization can also get you more traffic and hence, more sales.

6) Simplified Version Of Product Data

Product specifications are very important to customers. If you provide clear, easy-to-read information, your customers will trust you and possibly return to your site again. The added advantage is that Google loves specification tables and includes them in search results as a snippet.

Organize your data properly and keep your tables simple.

SPECIFICATIONS	RATINGS	OPTIONS
Part#	DR-1247 (Single Spring)	
Alt Part#	DR-1247-16 (Set of 16)	
Description	PSI Drag Race 1200 Series Triple Valve Spring	
Outside Diameter	1.660"	
Outer Spring	ID 1.195"	
Middle Spring	ID .870"	
Inner Spring	ID 0.630"	

7) Question & Answer Section

Having an FAQ or Q&A section on the product pages helps your customers to clear their doubts or confirm the details with previous purchasers. The users can make their purchase decisions faster.

Where To Connect Two White Wires From Brakes on Trailer Axle

Question:

I have 2 white wires coming out the back. How do you know which one is ground and which one is hot with out crossing up from oneside to the other I keep blowing fuses. Trailer brakes on the axel

asked by: **Robert**

Expert Reply:

If you are referring to two white wires from the brake magnet that are coming from the rear of each electric brake assembly, then it would not matter which wire is connected to ground and which wire is used for the brake feed. The magnet that operates the electric brakes does not require the wires to be specific. I am including a link to a video review of a electric brake assembly that will show the two wires from the magnet.

8) Longer Snippets by Google!

A recent update from Google states that there are no strict rules on how long meta descriptions need to be. This helps the users to find the product information they are looking for without clicking on 10 different links. The below-given snippet has 310 characters in its meta description. But it answers the users' query properly, so Google displays the entire description in the search results.

www.tasteofhome.com › Recipes › Ingredients › Cheese ▾

Mexican Grilled Cheese Sandwiches Recipe: How to Make It ...



Directions. In a small skillet, saute peppers in oil until tender. Spread 4 bread slices with mayonnaise. Layer with peppers, salsa and **cheese**. Top with remaining bread. Butter outsides of **sandwiches**. In a small skillet over medium heat, toast **sandwiches** for 2-4 minutes on each side or until **cheese** is melted.

★★★★★ Rating: 4.5 · 4 votes · 25 mins · Calories: 402

9) Rich Results

Customers prefer enhanced results or rich results. Rich results include additional details like pictures, reviews, prices, showtimes, etc. To generate rich results like the example given below, use Schema formatted Structured Data Markup of your website content. Microdata & JSON/LD are the two main options. Google prefers JSON-LD! Try out <http://schema.org/Product> to get started.

cars.usnews.com › Home › Lexus ▾

2021 Lexus ES Prices, Reviews, & Pictures | U.S. News ...

11-Feb-2021 — The **2021 Lexus ES** has a starting MSRP of \$39,900, which is among the lowest in the luxury midsize car class. The range-topping Ultra Luxury ...

Critics' Rating: 8.8

Safety: 9.4

Interior: 7.1

Performance: 7.8

★★★★★ Rating: 8.2/10 · Review by Zach Doell

[2021 Lexus ES](#) · [2021 Lexus ES Photos](#) · [2014 Lexus ES](#) · [2009 Lexus ES](#)

10) Reviews That Influence Your Customers

Every customer now checks the reviews before purchasing a product online.

www.tripadvisor.in › ... › Manchester Restaurants

COFFEE CAFE, Manchester - Menu, Prices & Restaurant ...

Coffee Cafe, Manchester: See 137 unbiased reviews of Coffee Cafe, rated 4.5 of 5 on Tripadvisor and ranked #2 of 59 restaurants in Manchester.

PRICE RANGE: US\$ 5 - US\$ 10

★★★★★ Rating: 4.5 · 137 reviews · Price range: ₹₹ - ₹₹₹

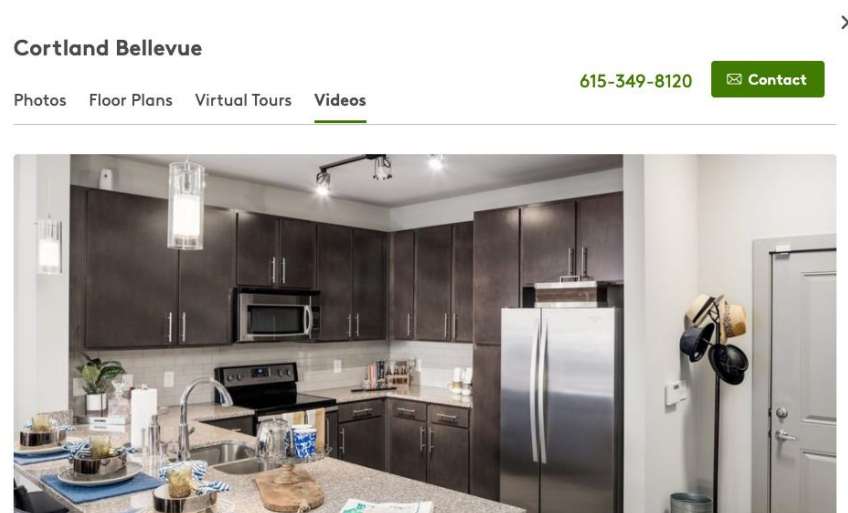
Guidelines given by Google are as follows:

- The reviews on your site must not be taken from other websites.
- Both positive and negative reviews must be posted.
- Only genuine, independent, and unpaid reviews are allowed.
- Every review must be specific to a particular product or location.

To learn more, read [Google's Review Guidelines](#).

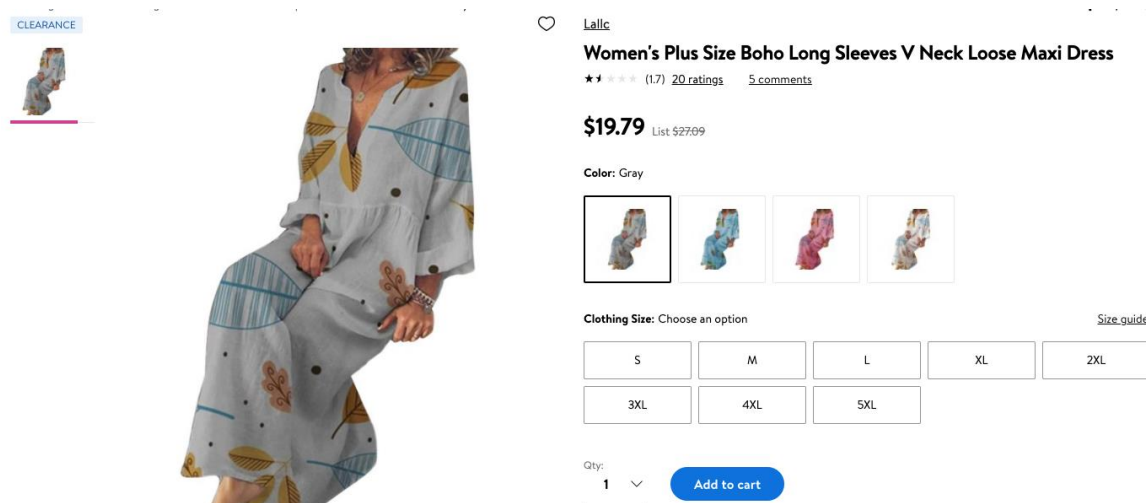
11) Video Content

Some videos are designed to answer most of the frequently asked questions in a single go. Hence, videos save users' reading time and help in making online purchase decisions. The only disadvantage is the page load time. Using an image link that opens on a new page with the video can be an easy way to reduce the load time.



12) Single Product Page With Many Options

Products are combined into a single page mostly when they differ in few specifications like size, colour, etc. For example, a trouser that is available in various sizes and colours. The selection of a specific size or colour generates a unique number or SKU. Such pages are preferred by customers and give better results.



Before creating combined pages, the points that must be considered include the following:

- Make the site easy to use, so that all the combined products can be accessed by the customers without any hassles.
- The SKU of every product on a combined page will not be shown on the page until that product is selected. Therefore, Google ranking is not possible.

A product page can rank on Google when the details of all the products are simplified in a chart or listed on the page. Check out the table given below to understand clearly. Creating such tables definitely takes a lot of time, but the rewards are also higher.

SPECIFICATIONS				
	OPTIONS	RATINGS		
PART NUMBER	LENGTH	DIAMETER	BALL SIZE	WALL THICKNESS
T70001055	7.000	5/16"	5/16"	0.105"
T70251055	7.025	5/16"	5/16"	0.105"
T70501055	7.050	5/16"	5/16"	0.105"

13) Easy-To-Follow Product Details & Ordering Process

Adding unwanted information or complex functions can drive your customers away. The customers must easily understand the options and receive what they have ordered. Redesign your page and make some internal changes if needed to improve your online sales conversion rates. Also, your 'Buy now' or 'Add to Cart' buttons must be optimized (location, colour, button text, size, and shape) to improve the click rate.

14) Quality Signals

Quality Signals are very important for every e-commerce site.

The basic requirements are:

- A DV (Domain Verification) certificate
- A 100% HTTPS secure site (all pages)

These certifications will help you rank higher and assure your customers that your company is reliable & valid.

A shopping site must include Payment Policies, Exchange Policy / Information, Return Policy, easy to find Full Contact/Customer Service Information, Secure Server, etc. Check out the [Google Quality Raters Handbook \(PDF\)](#) for more details.

15) Fast Loading Website

A **study** shows that for every 1-second delay in page responsiveness, conversions can suffer by 7%. Also, **Core Web Vitals** will be included in page experience signals. So, Fast Loading Pages will be ranked higher.

16) The Marketing Team & Keywords

The marketing team that spends time learning about their products, their target customers, participates in Online Forums, joins various groups, attends shows, etc., can form highly optimized keywords & excellent sales copy. This will help make the business highly profitable.

After going through all these features, make a list of issues that your site might have and start improving it. To stay ahead of your competition, you must focus on enhancing your site.

3

GMB MESSAGING FOR DESKTOP NOW ROLLING OUT

Aren't yet seeing messages in your GMB desktop dashboard? Soon you will! Google My Business is rolling out messaging for desktop this month. Within a couple of weeks in March 2021, all businesses will have access to messaging on the web.

Opt-in to enable users to send messages via your GMB account to use the service. You can automate the welcome responses as per your brand and interact with the users messaging you.

This new feature will allow you to track messages and [save and download](#) all your conversations. However, you should take note that Google expects you to respond to the messages within 24 hours. By failing to do so, you can lose access to messaging tools. Also, know that your customized automated welcome messages do not count as a response here.

As per Google, this is [how it works](#):

Once you turn on messaging, customers will find a "Message" button on your Business Profile and will be able to message you at any time.

- The messages will appear in your Business Profile on Google. You'll receive notifications for incoming messages.
- You can customize the automated welcome message that your customers will get when they message you.
- You can even share photos with your customers through messages.
- If multiple people own or manage your Business Profile, each one can message the customers.
- Customers may find your name and profile photo from your [About Me](#) page.

Steps to Take

- Make sure to thoroughly go through the [Guidelines for Messaging](#) and for [Reading and Replying](#) to the messages.
- [Join the waitlist](#) if you are interested in the messaging API, currently in closed beta.

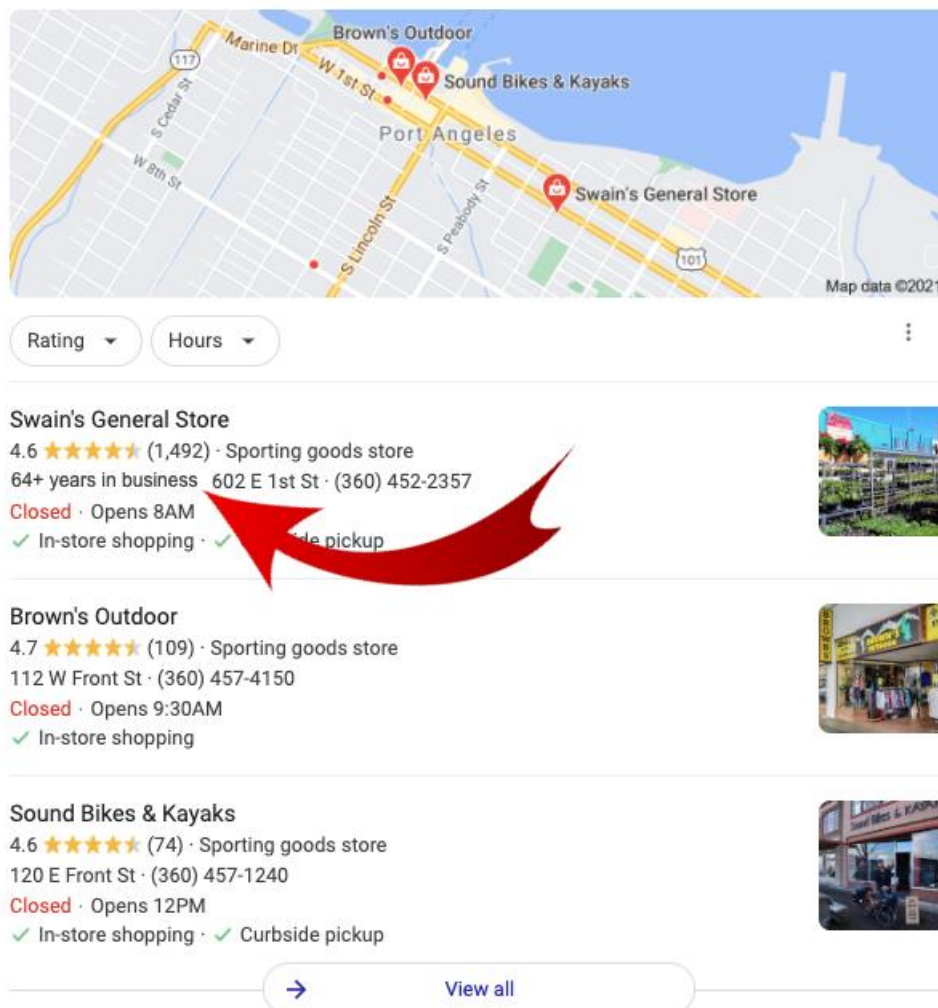
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Aren't yet seeing messages in your GMB desktop dashboard? Soon you will! Google My Business is rolling out messaging for desktop this month. Within a couple of weeks in March 2021, all businesses will have access to messaging on the web.

Here's another update by Google! Last month, Google My Business added a new Years in Business feature. So business owners can now tag onto their Business Profile to tell their customers in which year a business opened or will open, at its address.

Have a look at the image below:



Map data ©2021

Rating ▾ Hours ▾ ⋮

Swain's General Store
 4.6 ★★★★★ (1,492) · Sporting goods store
 64+ years in business · 602 E 1st St · (360) 452-2357
 Closed · Opens 8AM
 ✓ In-store shopping · ✓ Curbside pickup

Brown's Outdoor
 4.7 ★★★★★ (109) · Sporting goods store
 112 W Front St · (360) 457-4150
 Closed · Opens 9:30AM
 ✓ In-store shopping

Sound Bikes & Kayaks
 4.6 ★★★★★ (74) · Sporting goods store
 120 E Front St · (360) 457-1240
 Closed · Opens 12PM
 ✓ In-store shopping · ✓ Curbside pickup

→ View all

Follow the below steps to set your opening date

1. Sign in to Google My Business.
2. If you have multiple locations, open the location you'd like to manage.
3. From the menu, click Info.
4. Click Add opening date.
5. Enter your opening date.
6. Click Apply.

All you require is the year and month of your opening date. It allows you to enter a date in advance up to one year, but it won't show on Google until 90 days before the date.

Google says that "On certain places in Google Search, the opening date may be used to let customers know how many years a business has been in operation."

Actionable Strategy — The new feature is being viewed as a trust factor by several consumers. So if you've been around, you should take advantage of your years in business.