NEWSLETTER

Venerate
Media Group

GET INSIGHTS OF YOUR BUSINESS PROFILE PERFORMANCE IN GMB

CORE WEB AND MOBILE VITALS ACROSS INDUSTRIES LIKE EDUCATION, FINANCE, B2B, AND RETAIL

TIPS TO GET YOUR PRODUCTS LISTED IN SEARCH RESULTS

TIPS TO OPTIMIZE YOUR VIDEOS

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GET INSIGHTS OF YOUR BUSINESS PROFILE PERFORMANCE IN GMB

A new Google My Business (GMB) performance report feature has been introduced, using which you can easily check how people find your business.

It enables you to even track what device and platform people are using to access your local listing. Under the header, you'll see how many people viewed your business using a desktop and how many viewed it using mobile. You will also be able to see whether they used Google Search or Google Maps to find you.

As per the updated help document:

> *"A user can be counted a limited number of times if they visit your Business Profile on multiple devices and platforms such as desktop or mobile and Google Maps or Google Search. Per breakdown device and platform, a user can only be counted once a day. Multiple daily visits aren't counted."*

Google went on to say that this metric indicates the number of users, which can be lower than the number of views you see on GMB and email notifications.

Google warns that, since the metric focuses on views of the business profile, and not the overall views of the business on Google, it may also be lower than the number of views you see on GMB and email notifications.

What You Can Do

Go through the relevant support documents to find out more details about the performance report feature:

1. **Check Your Business Profile Performance**
2. **Changes to Your Insights Data**

2 CORE WEB AND MOBILE VITALS ACROSS INDUSTRIES LIKE EDUCATION, FINANCE, B2B, AND RETAIL

A recent study came up with a **report** comparing "four distinct markets that have different sites that dominate their categories".

The four markets are:

- Finance
- Business to Business (B2B)
- Educational
- Retail

The graphic below will explain to you the effect that Google's upcoming **Page Experience update** will have on rankings for each of the markets as a whole.

Education
Less than 5% of URLs would receive a boost in rankings

Core Web Vital	Category Average
MOBILE LCP	7.05s
MOBILE FID	57.01ms
MOBILE CLS	.09

Finance
24% of Top URLs would receive a boost in rankings

Core Web Vital	Category Average
MOBILE LCP	5.04s
MOBILE FID	34.93ms
MOBILE CLS	.09

B2B
13% of Top URLs would receive a boost in rankings

Core Web Vital	Category Average
MOBILE LCP	7.05s
MOBILE FID	57.01ms
MOBILE CLS	.09

Retail
Almost none of the top ranking URLs would receive a boost

Core Web Vital	Category Average
MOBILE LCP	9.17s
MOBILE FID	78ms
MOBILE CLS	.15

Sources
Google CWV Guidelines | Crux Database | BrightEdge Research – March 2021 **BRIGHTEDGE**

The report suggests that around a quarter of the top finance sites are prepared to receive a boost. While about 13% of the B2B sites would benefit, less than 5% of the Educational sites and almost none of the Retail sites would enjoy a boost in rankings if Google flipped the switch.

It is found that the differences between the industries' expected results were primarily due to the nature of the typical website features normally found on the sites within each market. Like, the finance sector features sites that are often informational and are competitive in terms of search engine optimization. While on the other hand, education and retail sites are more media and image-orientated – features that are more challenging to optimize for speed, thereby reducing Core Web Vitals performance.

Here are the key findings:
1. The Mobile Experience is critical for all categories.
2. Image compression seems to be a leading challenge for the best of brands.
3. Pages doing well for CWV tend to be informational in nature.
4. Retail, in particular, could see significant disruption if second-tier retailers receive a boost.

The report concludes that you should focus on:
1. Reducing your Largest Contentful Paint (LCP) reduces user bounce rates. Reducing First Contentful Paint can improve conversions by as much as 15%. Your audience has other things they want to do; respect their time.

2. Improving Cumulative Layout Shift (CLS) provides your audience a visually stable and engaging experience. Layout shift disrupts the user experience and annoys your audience. Annoyed users don't convert well.

3. Improving First Input Delay (FID) helps a website respond quickly to the actions your audience takes. The quicker your site responds to a user's actions, the crisper their experience is. Users are less likely to return to a website they feel is poorly designed or broken.

TIPS TO GET YOUR PRODUCTS LISTED IN SEARCH RESULTS

Do you have an e-commerce site? This article is a must-read for you! The tips listed here are designed to help you get more traffic on your site. Let's get to the point quickly without wasting much time.

How does Google list your products on its search page?

- Google aims to help the users make the right decisions, and it does so by using special formatting for products. For example, Google shows product details like Ratings, Reviews, Prices, etc.
- Google also displays product images with additional details like 'in stock'.
- The tools in Google Shopping Tab help the users filter products, depending on the price range, brand, etc.
- If you have provided the location of your inventory, Google Maps can also display your products when a user enters a specific location.

Importance of providing product data to Google:

- Product data is more accurate and precise than the data fetched from web pages.
- When the data you provide is accurate, Google can confidently filter your products according to the user requirements.
- As we all know, structured data is preferred by Google to better understand your product details. One of the common ways to encode structured data on a page is using JSON-LD-encoded content.
- From 2020, participating in Google Shopping Tab is free. Also, product data from Google Merchant Center can be displayed in organic search results. So, here is your chance to submit your data to Google Merchant Center and drive more customers.

Three strategies to get your product data into Google Merchant Center:

1. **Google's Web Crawling**
   - You can set up and configure Google Merchant Center and let Google crawl product data from your website. Also, make appropriate approvals in your Google Merchant Center account to get listed in Google's Shopping Tab.
   - You can also use supplemental feeds to add additional fields to the primary data. Additional feeds include stock level, pricing, etc. Google combines your primary data with the supplemental fields to form a final view or table of your product. Supplemental feeds can be updated more frequently. Different ways to provide supplemental fields are – Google sheets, scheduled uploads, and on-demand uploads.

2. **Periodic Feeds**
   - In this strategy, you submit your entire catalog file to Google. Google then compares your feed data to original data and checks for data consistency. If your data is highly inconsistent, your product can be removed.
   - To keep Google Merchant Center updated with your current web page data, enable automatic item updates in your account.

3. **Content API**
   - It is tedious to replace a complete set of data related to your products. To make it easier, you can use API to insert, remove, or update specific products. The best part here is you can make changes to a single product as well as a small group of products.

Get Started!
   - Use structured data to improve accuracy.
   - Make a proper plan to send your product data to Google (for ex: API, Google sheets, etc.).
   - Add attractive or engaging content, especially images, descriptions, etc. related to your products.

TIPS TO OPTIMIZE YOUR VIDEOS

Whether you are uploading videos related to education, sports, or any other field, it is important that Google finds your videos and displays them to the users. In this article, we will give you some basic details on how Google Indexes Videos and also the best practices to optimize your videos.

How Google identifies a video

- Google checks for various signals to identify videos. These signals are Video HTML tags, structured data markup, video sitemaps, and many others.
- After identifying a video, Google tries to understand its content so that relevant videos are displayed to the users.
- To understand the content of a video, Google looks for the available text on the video page. Various texts like page title, heading, captions, referral links (if mentioned), etc. are considered. Google also fetches structured data markup to analyze the audio & video content.

Locations where your videos can appear if optimized correctly

- Google's main search result page
- Google's Video Search Tab
- Google's Image Search Tab
- Google Discover suggestions

Best practices to follow

- Make your videos available publicly. Do not block your page by using robots.txt.
- Use appropriate HTML tags to organize your content properly & make it easy for Google to understand.
- Use specific & unique title or description for each video.
- Each video must have a single, unique, and stable URL.
- Use **VideoObject markup** to include details of your videos like duration, thumbnail, descriptions, etc.
- Videos must include a high-quality thumbnail. Either you provide one or let Google generate a thumbnail for you. For more information about supported formats for images, click **here**.
- For live streaming videos, display the 'LIVE' badge on your video. Use **BroadcastEvent structured data** and the **Indexing API** to make the badge visible.
- Google suggests using Video Sitemaps. To test your sitemap, use **Search Console Sitemaps tool** or **Search Console API**.
- Videos should start in minimum steps. Complex user actions make it difficult for Google to find your videos.
- Even if the videos that are embedded on your page use platforms like YouTube, Vimeo, or Facebook, you must provide structured data & make sure that these hosts permit Google to access your video file.
- You can also restrict your video based on the users' location. If you use **VideoObject structured data**, then follow these steps.

Benefits of allowing Google to fetch your files

- Google selects a preview of your video to make it more engaging. To set the duration of the video preview, use the **max-video-preview** robots meta tag.
- Google can also automatically detect the key moments (video segments) in your videos. There are two ways to inform Google manually about the key moments.
  - If your video is embedded on your web page – add **Clip structured data**.
  - If your video is on YouTube, check out these **points**.