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1 Google Business Profile Websites: The End Is Near – Here's What to

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.

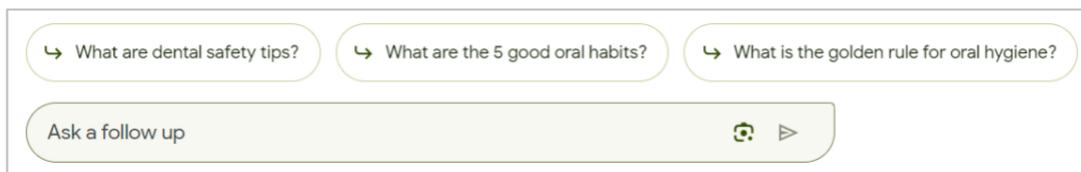**The Value of Google Business Profile:**

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)

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

↳ What are dental safety tips?   ↳ What are the 5 good oral habits?   ↳ What is the golden rule for oral hygiene?

Ask a follow up

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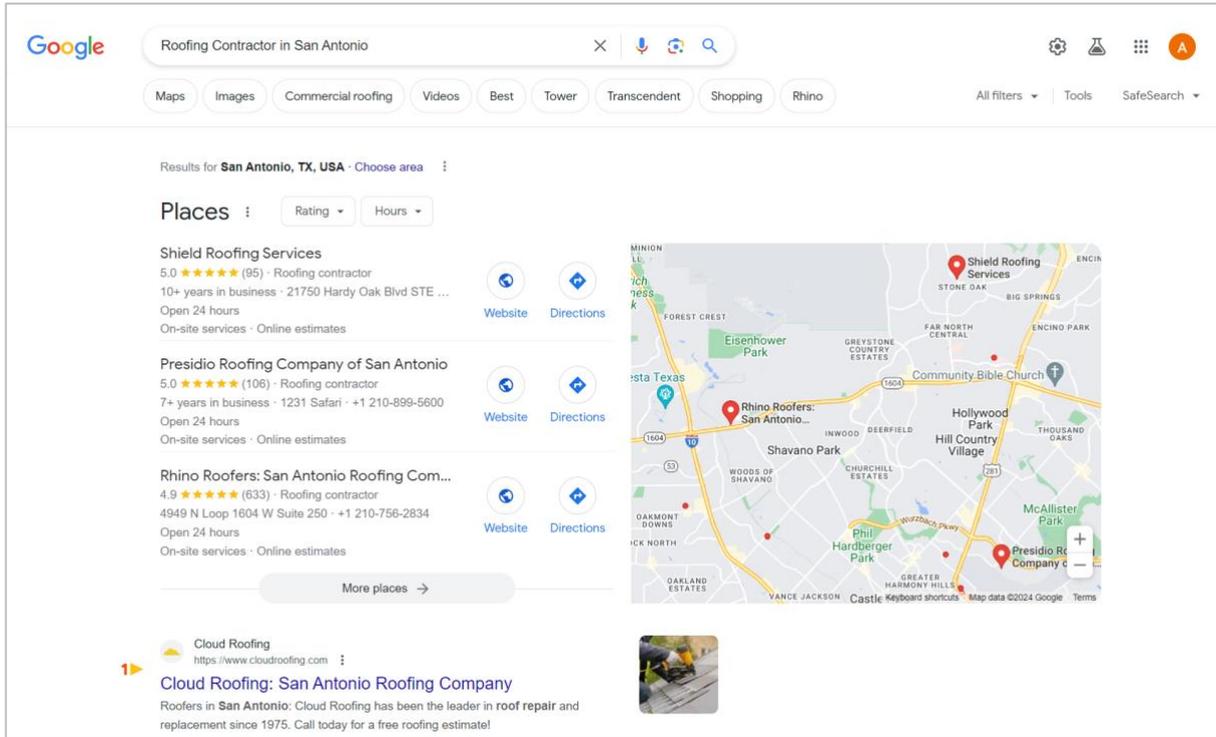
Query → Things to Consider Before Selecting a Roofing Contractor in San Antonio
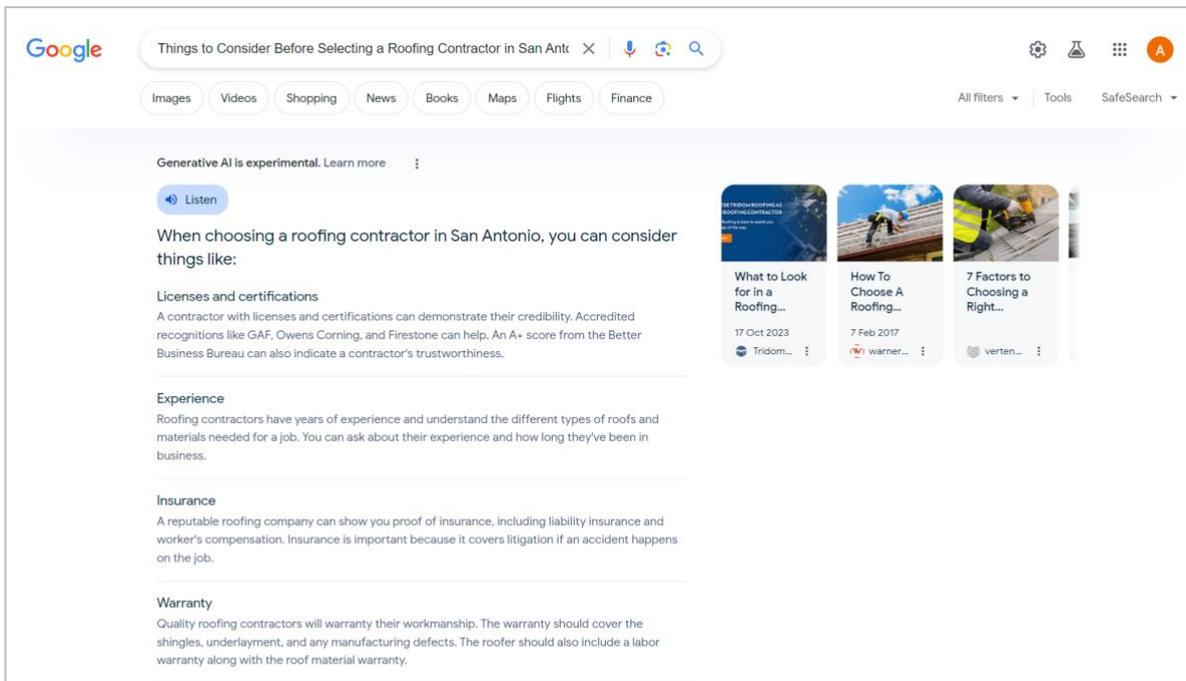

How do you prepare for this change?

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

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

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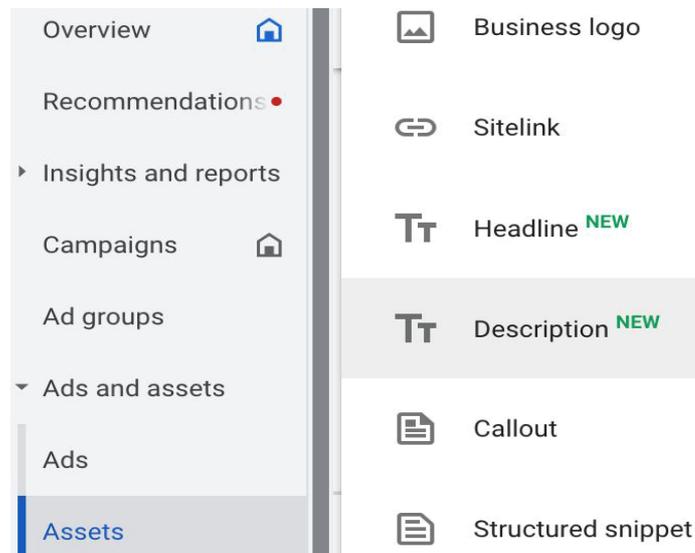
Why is this development significant, you may inquire? Imagine the ability to integrate three campaign-level headlines and two descriptions, meticulously curating them for maximum impact and even scheduling their deployment for optimal effectiveness. These functionalities are not merely advantageous during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

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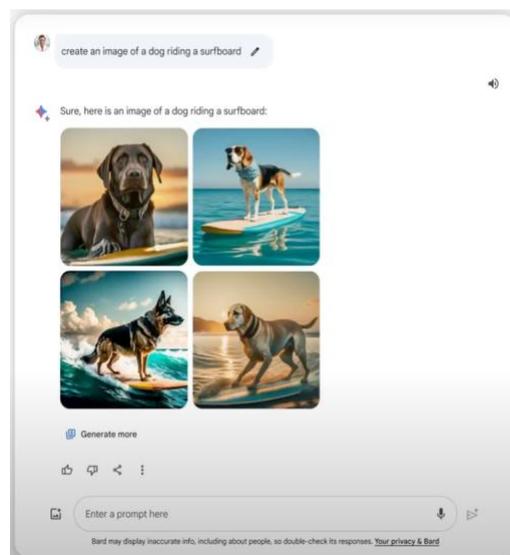
Google also shared multiple other examples of Bard-generated images:

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.