

NEWSLETTER



1

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2

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3

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1

GOOGLE EMPOWERS SMALL BUSINESSES WITH PRODUCT STUDIO AND MERCHANT CENTER NEXT!

Google has made an impressive stride in supporting small businesses. Last month, at [GML2023](#), Google showcased a revamped version of its Merchant Center, aptly named Merchant Center Next, along with an innovative AI feature called [Product Studio](#). This duo is aimed at simplifying and empowering business processes, particularly for small businesses.

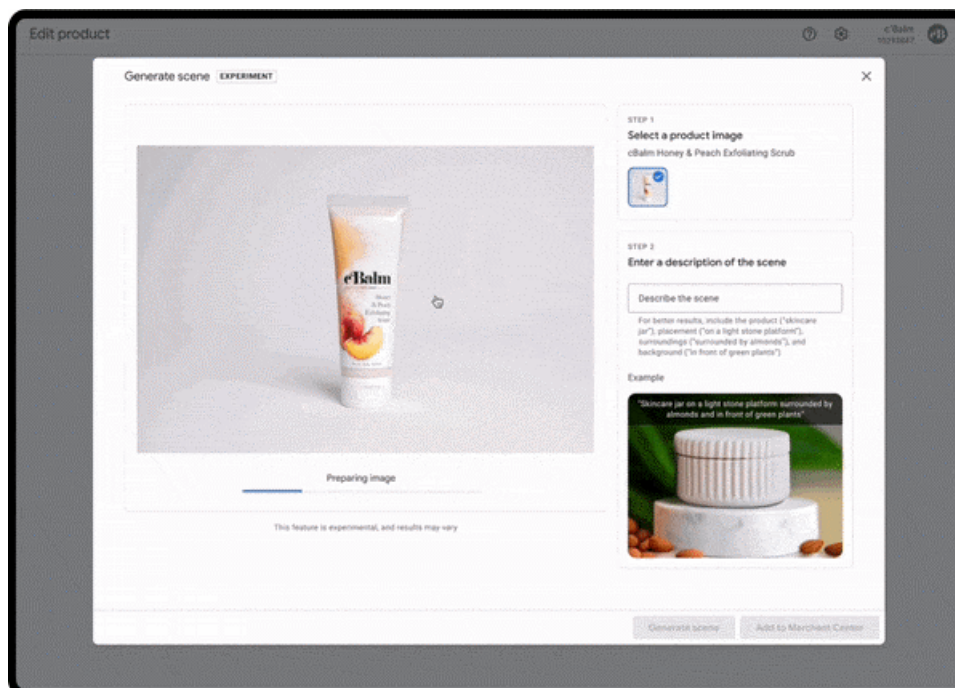
What Is Product Studio?

In the contemporary market, product visibility is paramount. Engaging and unique visuals are essential for businesses to stand out. However, creating such content often requires significant time and resources. Product Studio addresses this issue by employing generative AI to help businesses create eye-catching product images.

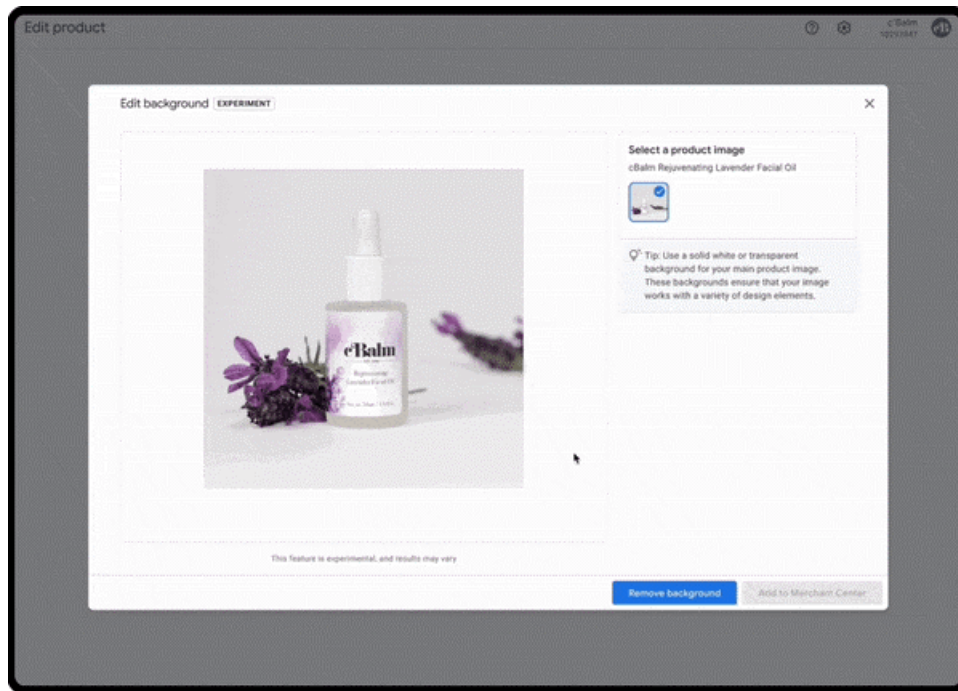
Product Studio can remove backgrounds, generate scenes, and improve the quality of low-resolution images. This tool is intended to create product imagery using generative AI. You can highlight your products in unique and captivating ways, without the need for costly and time-consuming photoshoots.

How Product Studio Can Help?

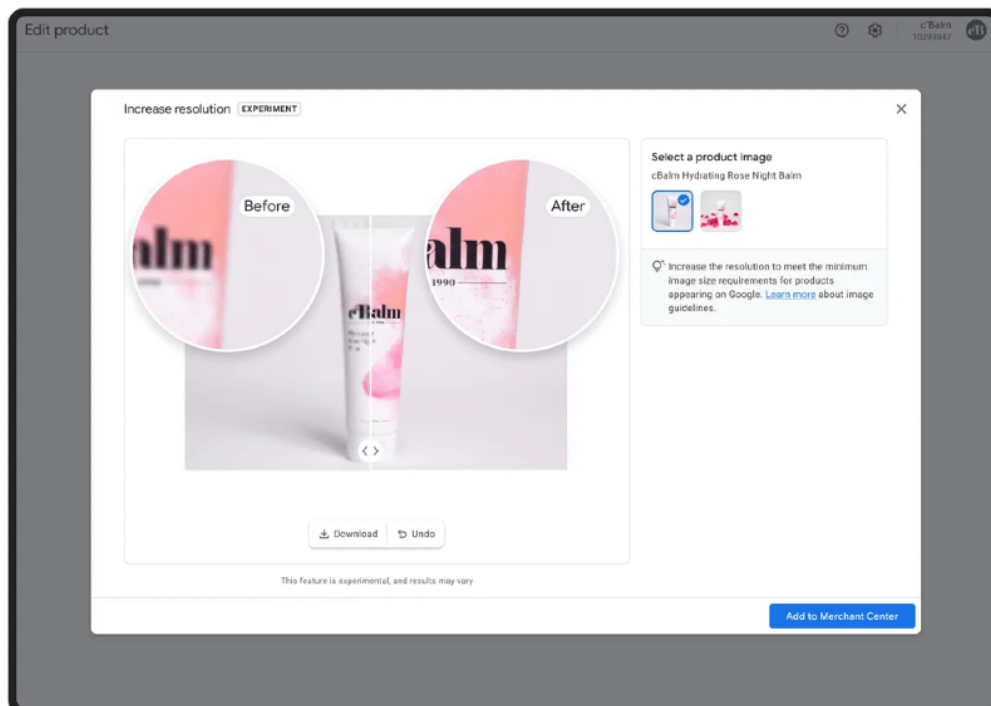
- 1. Add custom product scenes:** With Product Studio, you can now incorporate custom product scenes into your marketing efforts with ease.



2. Remove a distracting product background: Whether you desire a clean and professional look with a plain white background or need to remove a complex background, Product Studio provides a simple solution.

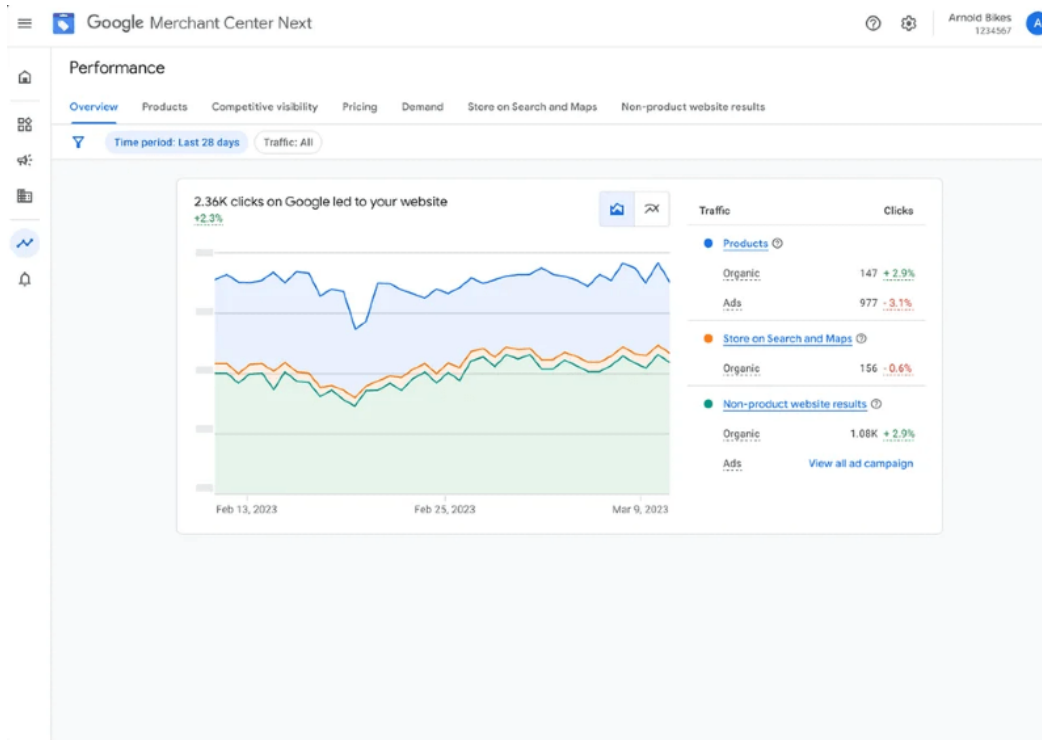


3. Quickly increase resolution: With just a few clicks, you can quickly increase the resolution of your images, resulting in improved clarity and sharpness.



What Is Merchant Center Next?

Merchant Center Next is Google's enhanced platform designed to facilitate the listing of products across Google's various services. This includes making Product Studio features readily available to merchants who utilize the Google & YouTube app on Shopify.



Key Highlights:

- 1. Streamlined Product Feed:** Merchant Center Next simplifies the setup of a product feed. Instead of manual entry, Google will automatically populate your product feed with information from your website.
- 2. Consolidated Insights:** Access comprehensive insights regarding your performance in a single tab. Review best-selling products, see which businesses are shown alongside yours, and understand how shoppers engage with your business.
- 3. Integrated Inventory Management:** Manage online and in-store product inventory efficiently through a unified view.

Google has already commenced the rollout of Merchant Center Next for new users. It plans to upgrade small businesses progressively, with the goal of completing the global rollout by 2024.

In A Nutshell:

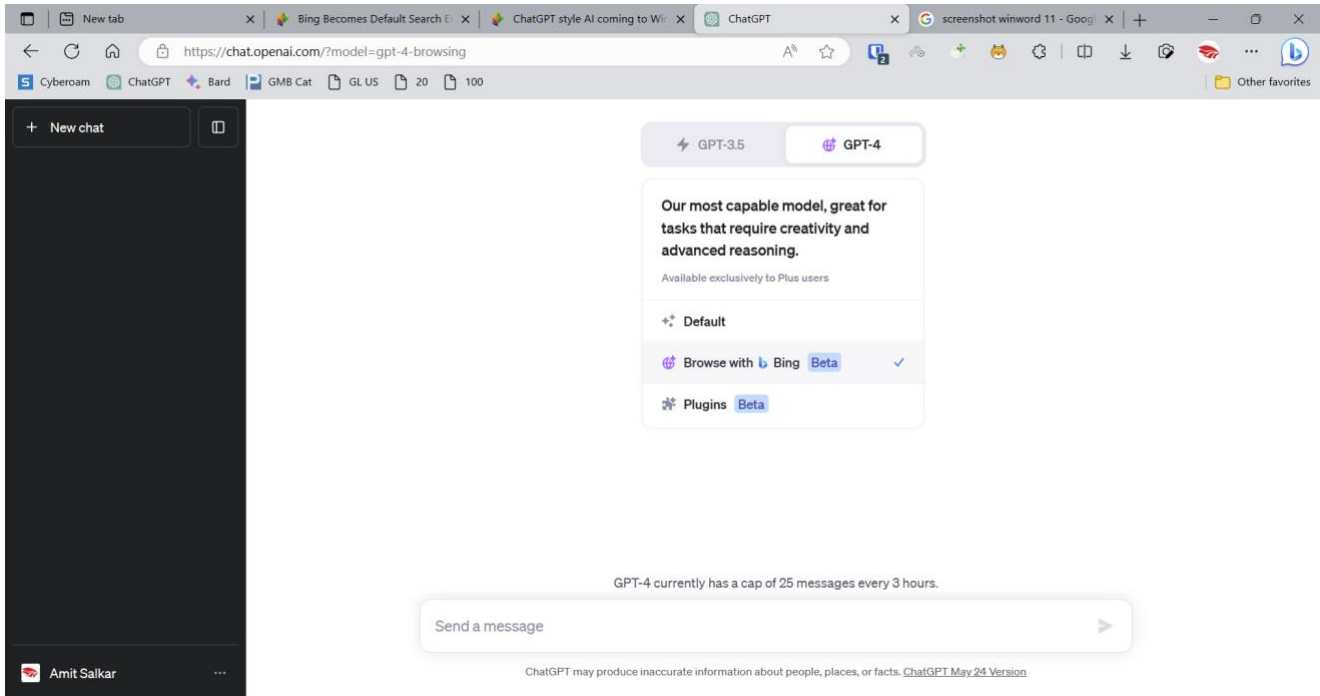
This introduction of AI-powered tools by Google is a testament to the evolving landscape of e-commerce and the continuous efforts to provide small businesses with effective resources. With such tools at their disposal, small businesses are better equipped to optimize their online presence and drive growth.

Stay ahead of the curve with these new offerings from Google!

2

MICROSOFT MAKES BING A DEFAULT SEARCH ENGINE FOR CHATGPT!

In the latest [announcement](#), Microsoft said that Bing Search is now the default search engine for OpenAI's ChatGPT.



In this announcement, Yusuf Mehdi, VP at Microsoft, stated, “ChatGPT will now have a world-class search engine built-in to provide timelier and more up-to-date answers with access from the web. Now, ChatGPT answers can be grounded by search and web data and include citations so you can learn more—all directly from within a chat. The new experience is rolling out to ChatGPT Plus subscribers starting today and will be available to free users soon by simply enabling a plugin that brings Bing to ChatGPT.”

Further, he added, “As we talked about today at Build, Microsoft, and OpenAI are jointly committing to support and grow the AI plugins ecosystem by embracing interoperability. This means developers can now use one platform to build and submit plugins that work across both consumer and business surfaces, including ChatGPT, Bing, Dynamics 365 Copilot, Microsoft 365 Copilot, and Windows Copilot.”

To read the rest of the announcement and to learn more about how Microsoft is accelerating the Bing ecosystem and supercharging with plugins, and integrating Bing across Microsoft's copilots, [click here](#).

Considering the approaching update, here are some suggested approaches:

- **Generate High-Quality, Relevant Content** - Create high-quality, relevant content that resonates with your target audience, as this remains a crucial factor in improving search rankings.
- **Boost Rankings with Long-Tail Keywords** - Utilize long-tail keywords, which are less competitive and more specific, increasing the chances of ranking for targeted searches.
- **Write Clearly for Google's Generative AI** - Ensure your content is well-written and easily comprehensible to accommodate Google's new generative AI capabilities.
- **Enhance Engagement with Multimedia Content** - Incorporate multimedia content, such as images, videos, and infographics, as Google's generative AI can process and understand such media, making your content more engaging and informative.
- **Keep Up with SEO Trends** - Stay updated with the latest SEO trends, as Google frequently updates its algorithm. Remaining informed about emerging trends will help you adapt and optimize your strategies effectively.

By implementing these approaches and closely monitoring the developments, we can navigate the impact of Google's search upgrades and continue to optimize our SEO efforts.

3

WINDOWS COPILOT TAKES OFF: MEET YOUR EFFICIENT TASKBAR BUDDY!

Microsoft made strides with AI innovations at their Build event last month - an event that might as well be dubbed Tech Paradise of the Year. It graciously lifted the curtain to showcase how AI is set to be a game changer in everything they offer.

Introducing Windows Copilot: Your AI-Enhanced Personal Assistant on Windows 11!

Windows 11, the latest and finest from Microsoft, comes packed with a useful feature called Windows Copilot. Imagine having an assistant that's just one click away, ready to streamline your work! It's conveniently placed on the taskbar, making it easier than ever to access and enhance your productivity.

Here's the official word from Microsoft:

"We are introducing Windows Copilot, making Windows 11 the first PC platform to announce centralized AI assistance to help people easily take action and get things done."

But that's not all! There are also Bing Chat plugins, new Hybrid AI loops, Dev Home, and an array of other such AI-based features on the Microsoft Store. Quite the innovation-packed bundle, wouldn't you agree?

[Watch this video](#) for a swift tour of these integrations. But be warned, it might make you strongly consider hopping onto the Windows 11 bandwagon!

Microsoft vs. Google: A Tech Colossus Face-Off!

Now, let's put this in perspective. Google is known as the master of internet search. However, when it comes to integrating AI into an operating system, Microsoft has the home-field advantage. Their stronghold in the enterprise realm is nothing short of impressive. This integration might very well be the starter's whistle for a riveting competition between Microsoft and Google.

And where does Google stand? They appear to be strategizing in the background while Microsoft takes the limelight. Relying solely on advertising might not be the winning ticket in this contest. As the saying goes, the best defense is a good offense!

Something To Ponder: On a PC, you'll be using Microsoft or Apple's operating system. But Google? It's not a must-have. A noteworthy point to consider.

Stay Tuned: We're on the cusp of a major shift, one that could redefine the technological landscape. Keep your eyes peeled and your senses alert – this is a development you'll want to track closely!

For a comprehensive overview of the highlights from Microsoft's Build event, [visit this link](#).