NEWSLETTER

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MEDIA MARKETING SOLUTIONS

01.
GOOGLE DECIDES TO REMOVE 4 RANKING SYSTEMS IN YET ANOTHER UPDATE!

02.
GOOGLE I/O 2023: THE RISE OF AI AND HOW IT CAN IMPACT SEO

03.
EMBRACE THE CHANGE!
GET AHEAD WITH GOOGLE'S UPCOMING SEARCH CONSOLE ADJUSTMENTS

1 GOOGLE DECIDES TO REMOVE 4 RANKING SYSTEMS IN YET ANOTHER UPDATE!

Google has yet again succeeded in throwing us a curve ball with the decision to demote some of its ranking systems. On 21st April 2023, the search giant updated its **documented ranking systems page**, taking out a total of 4 ranking systems. These systems include the following:

- Page Experience System
- Mobile-Friendly Ranking System
- Page Speed System
- Secure Sites System

Turns Out They Are Still Important Ranking Factors

While 3 of the above ranking systems were completely taken off the list, the Page Experience System has been excluded from the main list but not added to the retired list.

This update caused many people to wonder whether these systems were ever important! However, it seems that this change comes in an effort to correct the perception of how these factors figure in the ranking algorithm.

Google continues to consider Page Experience and the rest as important ranking signals, even when they are no longer considered to be actual ranking systems.

The Search Giant Has Also Updated Its Content Guide

Apart from the changes we see in the ranking systems list, Google has also updated its guide to creating quality content – **Creating helpful, reliable, people-first content**. The updated guide states that the **ranking systems** are designed to offer information to benefit people, and not so you can use them to rank higher in the search engine result pages.

The guide also explains how to:
- **Self-assess your content**
- **Provide a great page experience**
- **Focus on people-first content**
- **Avoid creating search engine-first content**

So What Does It All Mean?

Despite all that Google has to say, the fact remains that quality content simply isn't enough! You have to design your pages as per Google to ensure it gets crawled and ranked. There are a number of quality pages out there that have quality content but are still neglected by Google because they fail to present their content in the format that the search engine demands of its high-ranking pages.

2 GOOGLE I/O 2023: THE RISE OF AI AND HOW IT CAN IMPACT SEO

Google's announcement of search upgrades at Google I/O is truly exciting. These upgrades have the potential to enhance search relevance, information, and engagement for users.

One particularly intriguing upgrade is the **introduction of generative AI to search**, allowing Google to provide more comprehensive and informative search results.

These upgrades are likely to have a significant impact on the real estate of the SERP and the overall search experience. However, it is important to note that **it will take at least a year or so for the enhancements to be fully rolled out.**

Despite these changes, **the fundamental way search works will remain unchanged.** SEOs will continue to focus on creating high-quality, audience-relevant content.

Regarding the impact on SEO, I agree with Juan's thoughts. Google's search upgrades hold the potential to affect various aspects:

- **Impact on Local SEO:** It is still early to determine the extent of the impact on local SEO. However, there is a possibility that user behavior might shift towards more specific queries, such as seeking the "best dentist for a root canal in X area." This could pose challenges for businesses aiming to rank for local searches.

- **Impact on AI-generated content:** The impact on websites employing AI-generated content remains uncertain. Google might consider the quality of such content when ranking websites. This could make it more challenging for websites with low-quality AI-generated content to achieve higher search rankings.

- **Impact on Backlinks:** With Google's search upgrades, backlinks, along with quality content, are likely to become even more critical. Backlinks signal to Google the quality and trustworthiness of a website. Focusing on building high-quality backlinks will be essential for improving search rankings.

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 EMBRACE THE CHANGE! GET AHEAD WITH GOOGLE'S UPCOMING SEARCH CONSOLE ADJUSTMENTS

There's some significant chatter in the tech world you ought to know about. Google is making some serious changes to the Google Search Console (GSC). They're refreshing the Page Experience report and bidding farewell to the "Mobile Usability" report and its accompanying test tools. Let's unravel what this shift could mean for your digital presence.

A Makeover for the Page Experience Report

In the coming months, the Page Experience report in your Search Console is going to get a significant revamp. Google's blog has hinted that it will evolve into a fresh dashboard, linking to general guidance about page experience and individual Core Web Vitals reports. Navigating the HTTPS reports will also be more convenient with this dashboard view.

So Long, Mobile Usability Tools

As of December 1, 2023, Google will be retiring the Mobile Usability Report, Mobile-Friendly Test Tool, and API. However, this doesn't indicate any less emphasis on mobile usability. As the users shift more towards mobile devices, it's essential to ensure your site's mobile compatibility. Tools like Chrome's Lighthouse are robust alternatives for assessing mobile usability.

FAQs to Guide Your Transition

Amid these changes, you might wonder how to ascertain if your site delivers a great page experience. Fear not; Google's got you covered with an informative FAQ. A few takeaways:

- A great page experience requires an all-around approach; it isn't solely based on Core Web Vitals.
- While some signals, like Core Web Vitals and HTTPS, are crucial, there isn't a single "page experience signal" determining your site's ranking.
- A good page experience doesn't guarantee a spot in the "Top Stories" carousel, but it can boost your site's visibility in search rankings.

In a nutshell, your website's page experience continues to be crucial for success in Google Search. The changes in Google Search Console are only to improve your website's adaptability to evolving user trends and expectations.

Keep these updates in mind as you strategize your site's optimization for a seamless transition. As it is said, change is the only constant in the digital world, so stay ahead of the curve and embrace it. Your users, and Google, will thank you!