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NEWSLETTER



GOOGLE INTRODUCES **TWO NEW BUSINESS** **PROFILE ATTRIBUTES** FOR DIVERSITY!

GOOGLE'S
ANNOUNCEMENT

INDIGENOUS-OWNED
ATTRIBUTE



1

Google Introduces Two New Business Profile Attributes for Diversity!

If a business happens to be owned by individuals with disabilities or Indigenous communities, they can now make that known on their Business Profile. This means that Google gives you the option to self-identify yourself if you are from a community like Asian, Black, Latino, LGBTQ+, Veteran, or Woman-owned.

Google has expanded its Business Profile attributes to provide more options for businesses looking to showcase their diversity. Already, business owners have had the option to highlight their ownership through icons in their profiles. Now, Google has introduced two additional attributes – Disabled and Indigenous-owned.

Google's Announcement:

The latest update allows businesses to easily identify as disabled-owned in their Business Profiles, making it easier for customers to find and support them through Google Maps and Search. This new identity attribute for the disability community aims to provide customers with more information about a business and gives merchants the option to self-identify as part of this community.

It's worth noting that this addition complements Google's existing attributes, such as Asian-owned, Black-owned, Latino-owned, LGBTQ+ owned, veteran-owned, and Women-owned.

Indigenous-Owned Attribute:

While the announcement did not explicitly mention Indigenous-owned businesses, this option is available within the Business Profile's attributes section for businesses to select.

Our Perspective:

It's important to consider that Google, as a publicly-owned company, often introduces features that align with its profit-driven goals. In this instance, Google is presenting a feature that may appear altruistic but could also serve as a data collection opportunity under the guise of minority empowerment.

Adding a minority-based attribute to your Business Profile may have positive effects on your business, but it's essential to be aware that it can also draw attention in today's complex world. Google understands this dynamic, but its primary focus remains on its profit model, which relies heavily on targeted marketing.

Final Takeaway:

Before you decide to include any minority-based attribute in your Business Profile, we recommend conducting thorough research to make an informed decision. The safety and success of your business may depend on your understanding of the implications associated with such attributes.

2

Your No-Sweat Guide to SEO-Safe Website Migration!

Migrating your website to a new platform can feel like navigating through a minefield, especially when it comes to preserving your hard-earned SEO. It's a delicate process, with significant risks. But fear not – with a bit of foresight, you can sail through smoothly!

Start with a solid migration plan. It's your blueprint for success. Engage SEO experts early on to collaborate with your product and engineering squads. Together, they'll help chart out the technical details and content strategy, providing a guiding light for pre and post-migration quality checks.

Remember, your site's information architecture is the backbone of your SEO. While a migration might seem like the perfect time for a complete overhaul, proceed with caution. Gradual changes are better than sudden shifts that can disrupt user experience and search engine rankings.

Content pruning is a common step during this process, but it's not the time for rash decisions. Each piece of content is a potential SEO asset. Instead of a hasty purge, opt for a thoughtful review to identify what should stay, be updated, or be merged.

Next up, 301 redirects – these are crucial. They're the signposts that tell search engines where your content has moved. Mishandle these, and you're looking at losing traffic. Invest the time to map out your redirects carefully.

Don't let on-page SEO fall by the wayside during a redesign. Work closely with your UX and engineering teams to ensure that SEO basics like titles, headings, and meta descriptions remain intact and effective.

Mobile optimization is not just a buzzword; it's a priority. With Google's mobile-first indexing, ensuring that your mobile site is on par with your desktop site is non-negotiable.

Page load times can make or break your user experience. A new platform may not always be faster, so prioritize performance from the outset.

Be vigilant about crawlability, indexing, and setting up your analytics correctly. These elements help you understand your site's performance and flag any issues early on.

Keep your XML sitemaps clean and current. They guide search engines through your site and can accelerate the indexing of your new URLs.

And finally, post-migration monitoring is critical. Keep a close watch on your SEO metrics to spot and resolve any issues promptly.

By avoiding these common pitfalls, you can ensure that your website retains its SEO strength during the transition to a new platform, setting the stage for continued online success.

3

Vehicle Listings On Google Now Made Easy!

Google is known to always make efforts to simplify things for its users. The result of one such effort was seen last month, when the search engine giant rolled out new structured data markup – Vehicle Structured Data – for car dealerships.

How Does This New Markup Help?

This new update has been introduced to help dealerships that until now have not signed up for vehicle listings or prefer a simpler setup.

As per Google,

“Vehicle listings on Google allows car dealerships to show their for-sale inventory on Google Search and other Google surfaces. It is currently available in the US and US territories.”

It is built to provide car dealerships with an easier alternative to feed in vehicle inventory data and some basic information about the cars for sale. For more information, check out the [official document](#) released by Google.

Why Is This Important?

This particular step taken by Google indicates that now car dealerships of all sizes can create vehicle listings using the vehicle listing markup. However, for car dealerships that are comfortable creating and maintaining feed files the usual way, the existing [feed method](#) is still a good option.

Furthermore, Google is taking efforts to simplify monitoring and fixing the required structured data using the Search Console reports and tools. Go through their [announcement](#) to find detailed guidance on [Rich Result Reports in Search Console](#) and [how your structured data can be tested](#) using the [Rich Results Test](#).

4

A Guide to Optimizing Local Listings for SEO Success

Local SEO has become increasingly vital for businesses aiming to thrive in their respective communities. A crucial aspect of local SEO is managing and optimizing local listings to ensure maximum visibility and engagement.

Here's a comprehensive guide to optimizing local listings for SEO success:

- **Claim Your Google My Business (GMB) Listing:** The cornerstone of local SEO is claiming and optimizing your Google My Business listing. Ensure that all business information, including name, address, phone number, and business hours, is accurate and up-to-date. Complete all relevant sections of your GMB profile, such as categories, services, and a compelling business description.
- **Consistent NAP Information:** Consistency is key in local SEO. Ensure that your business's Name, Address, and Phone number (NAP) information is consistent across all online platforms. This consistency builds trust with search engines and enhances your local search visibility.
- **Optimize for Local Keywords:** Research and incorporate relevant local keywords into your business description and other content. It helps search engines understand your business's relevance to local searches. Include location-specific terms naturally within your website content and local listings.
- **Encourage Customer Reviews:** Positive reviews build credibility and also impact local search rankings. Encourage satisfied customers to leave reviews on your Google My Business profile and other relevant review platforms. Whether positive or negative, respond promptly to reviews, showcasing your commitment to customer satisfaction.
- **Add High-Quality Photos:** Visual content plays a significant role in local SEO. Include high-quality images of your business, products, and services. Visual appeal attracts potential customers and can lead to higher engagement with your listings.
- **Local Link Building:** Foster relationships with local businesses and organizations to build quality backlinks. These local connections signal the search engines that your business is an integral part of the community, positively influencing your local search rankings.
- **Monitor and Update Regularly:** Keep your local listings current by updating information regularly. It includes changes in business hours, location, services, or contact details. Regular monitoring ensures that your business maintains a strong online presence.