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1

GOOGLE ANNOUNCES CHANGES TO HOW-TO AND FAQ RICH RESULTS

Google has decided to change the results in FAQ and How-To rich results, showing them less often in the search results.

Google wrote in the post, "To provide a cleaner and more consistent search experience, we are changing how some rich results types are shown in Google's search results. In particular, we are reducing the visibility of FAQ rich results and limiting How-To rich results to desktop devices."

Overview of the Change

After these changes, the primary use of FAQ and How-To structured data for site owners will be affected.

Going forward, FAQ (from FAQPage structured data) rich results will only be shown for well-known, authoritative government and health websites. For all other sites this rich result will no longer be shown regularly. Sites may automatically be considered for this treatment depending on their eligibility.

There is no need to proactively remove the structured data, as structured data that's not being used does not cause any problems; moreover, it has no visible effects in Google Search.

How-To (from HowTo structured data) rich results will only be shown for desktop users and not for users on mobile devices. However, to show How-To rich results on the desktop, Google uses the mobile version of a website as the basis for indexing. So, the mobile version of your website must include the appropriate markup.

Changes in Search Console Reporting

These changes will also appear in Search Console reporting for both of the items.

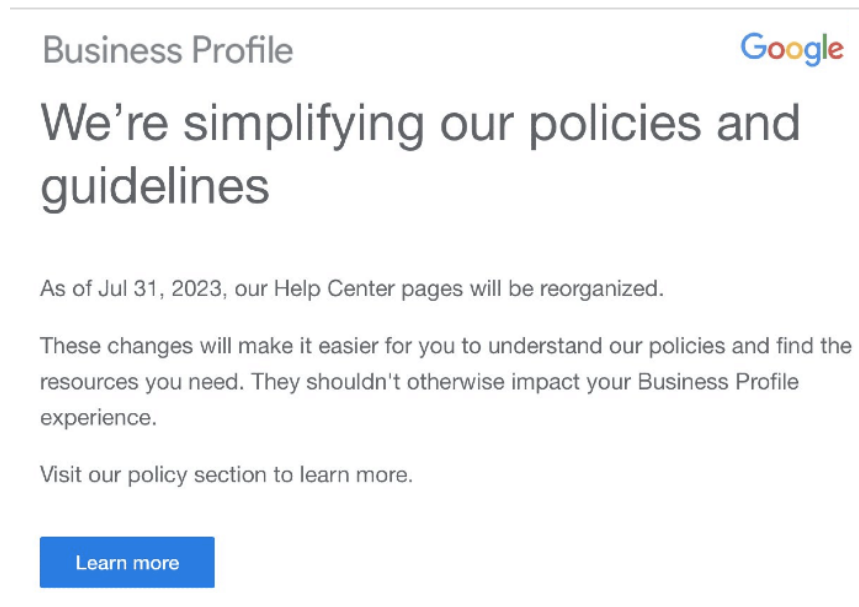
"In particular, this will be visible in the metrics shown for FAQ and How-To search appearances in the performance report and the number of impressions reported in the appropriate enhancement reports. This change does not affect the number of items reported in the enhancement reports. The search appearances, and the reports will remain in Search Console for the time being."

The update is set to roll out globally, in all languages and countries, over the course of the next week. It

2

DISCOVER WHAT GOOGLE REVEALS IN THE NEW GBP POLICY!

In the previous month, Google published a [new help document](#), to assist you in navigating your Google Business Profile (GBP) regulations. If you happen to be a GBP Merchant, it's likely that you received an email notification about this update.



The screenshot shows a Google Business Profile help document. At the top left, it says "Business Profile" and at the top right is the Google logo. The main heading is "We're simplifying our policies and guidelines". Below this, it states: "As of Jul 31, 2023, our Help Center pages will be reorganized. These changes will make it easier for you to understand our policies and find the resources you need. They shouldn't otherwise impact your Business Profile experience. Visit our policy section to learn more." At the bottom left, there is a blue button that says "Learn more".

In their Overview of Google Business Profile policies, Google emphasizes on the importance of ensuring that all content you add to your Business Profile accurately represents your location and adheres to their provided policies and guidelines. In cases where these rules are violated, Google will proactively take action, which could involve restricting the display of content or limiting access to your profile or merchant account.

This comprehensive guide goes on to offer detailed insights into some key areas of Google's policies and provides explanations for common issues that merchants may encounter. These topics include:

1. Prohibited and restricted content
2. Account level restrictions
3. Eligibility
4. Ownership
5. Posting restrictions
6. Reasons why submitted content may be rejected
7. Other reasons content may fail to publish

It's important to note that while this document provides valuable information, it doesn't cover every aspect of Google's GBP policies and guidelines. For a more comprehensive understanding, Google encourages you to refer to their [complete list](#).

Final Takeaway

If you're a Google Business Profile merchant, especially if you're new to the platform, we highly recommend dedicating some time to studying the help document. It will help you navigate the GBP landscape more effectively and ensure you comply with Google's policies.

3

GOOGLE ADS' NEW PITCH: PREMIUM SUPPORT FOR SMALL ADVERTISERS!


In an unanticipated move, Google Ads has started testing a paid version of customer support for its small business advertisers. And guess what? They didn't even make a grand announcement. Instead, they casually dropped the news via email to one of the digital agencies. Talk about keeping things low-key!

Google mentioned that this pilot is a result of "customer feedback" and is aimed at enhancing the Ads customer experience. The objective? To ensure that small businesses receive the same level of support as the big fish in the pond. However, there's a twist in the tale. Google's statement that they'll be "building on this strategy over time" has raised a few eyebrows. Could this mean that even the big players might have to pay for personalized support in the future? Only time will tell.

For now, it's still in the pilot phase, and not all small advertisers have been granted access. But if the stars align, Google might roll this out more broadly post-pilot.

For agencies collaborating with clients in this program, there's a silver lining. They can schedule specialized paid support sessions, ensuring their clients get the attention they deserve.

Wondering if you've been chosen for this exclusive pilot program? A quick peek into your Google Ads interface might reveal the answer. And for those scratching their heads at the £40 price tag, it's roughly \$50US. Currency conversion, check!

Preferred language:
English (United Kingdom) 



Email



[New Pilot]
Book an
appointment
(£40 per call)

[Learn more](#)



Community

The digital community had its say on X (formerly Twitter), with reactions ranging from sheer disbelief to labeling it as "straight garbage." One comment aptly captured the sentiment:



UncleKrusty · 4 hours ago

The reason why this is available to Google's "smallest advertisers" is because they are the easiest targets for Google to scam. They will get the same BS recommendations we all get - double your bids and quadruple your daily spend. There are enough new and small advertisers coming on board for Google to churn and burn with this scam for a while before it catches up to them.

2 ↑ ↓ [View in discussion](#)

It's hard to trust the Big G. The underlying concern? That this "paid support" might just be a gateway for Google to nudge businesses to increase their budgets, even if it's not in their best interest.

To get the full scoop on this whole affair, tune in to the [discussions](#) on X.