

# NEWSLETTER

JUNE 2022



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## ALL ABOUT GOOGLE'S MAY 22 BROAD CORE UPDATE

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## GOOGLE COMES UP WITH NEW GUIDELINES FOR VIRTUAL & DELIVERY ONLY FOOD BUSINESSES



## 1

## ALL ABOUT GOOGLE'S MAY 22 BROAD CORE UPDATE

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On May 25th, Google announced an update via a tweet.



This core update was further explained on [Google Search Central](#). According to this article, Google makes changes to the ranking process to increase the accuracy of the search results. These improvements are called core updates. The core updates are not specific to certain sites but will certainly generate notable effects. Some sites' ranking may drop, while others may rank better.

Also, Google said that if any site does experience a drop in its ranking, they don't have to fix anything. These updates are meant to improve the system, helping under-ranked sites to get better traffic.

So, if your ranking suddenly drops, there's nothing to worry about. You have not violated any webmaster guidelines. You just have to sit back and wait for the next core update. One last thing you can do is observe the sites that have ranked higher and try to figure out the factors that helped them.

Still have any issues? You can get in touch with our experienced team for assistance.

## 2

## GOOGLE COMES UP WITH NEW GUIDELINES FOR VIRTUAL & DELIVERY-ONLY FOOD BUSINESSES

Last month Google laid out new, more specific guidelines to help the virtual food brands and delivery-only businesses with their Business Profiles on Google. These guidelines are meant for food businesses that don't really have a physical location in an area, but they do re-package and deliver the local restaurants' food.

The guidelines can be found in Google's [Guidelines for representing your business on Google](#), under the section Guidelines for chains, departments & individual practitioners.

Here's a look at what these new guidelines have to say:

### Virtual food brands

Virtual food brands are permitted with conditions.

#### Co-located food brands offering pick-up

- Food brands that are co-located each must have permanent separate signage. They should display their address **only** if they offer pick-up to all customers.
  - Delivery-only brands (no-pick up option) out of shared kitchens must hide their address and add service areas to that specific brand to avoid confusing their customers.

#### Delivery-only food brands

- Delivery-only brands (i.e. those operating out of virtual kitchens) are permitted if they have distinct branded packaging and a distinct website.
- Multiple virtual brands operating out of one location are permitted, but are subject to additional verification steps.
- Delivery-only brands must add their service areas and [hide the address](#) on their business profile to avoid confusing their customers.
- If there is a partnership where a food brand has authorized the virtual kitchen as a verified provider of the food, the virtual kitchen may manage each authorized brand's business profile once the authorization is confirmed.
- The facility that houses the delivery-only brands, i.e. Doordash Kitchens, is permitted to have its own separate business profile. Only someone affiliated with the facility can claim and verify this profile.

### Final Takeaway

If you own a virtual food business, it is in your best interest to take a look at the new guidelines so that you can create a business profile on Google that isn't suspended.

## 3

## GOOGLE IS LAUNCHING VIDEO INDEXING REPORT TO SEARCH CONSOLE

Recently Google's Dikla Cohen gave a [presentation](#) on video indexing, which explains that video indexing does not rely on where and how you host your videos. You can host them yourself or choose from the most popular video hosting platforms and services.

With this, he announced Google is soon launching a new set of reports and tools in Search Console to make video indexing easier to track and diagnose.

With this new launch, the Video Page Indexing report will show a summary of all the pages that Google's systems find with a video while crawling and indexing your website. At a glance, you can see how many video landing pages were indexed.

Issues will be grouped with a trend line and counts of the affected videos. For example, which videos are missing a thumbnail URL, with reasons – the largest impact ranked on top.

You can click on one of the rows to get more details, such as affected video page URLs. You can also download the list of examples and double-check them. So, you can narrow down the details and understand what is happening and how to resolve issues.

Once your website is updated; and you think you have resolved the issue you were facing, you can go back to the Video Indexing Report, go to that specific issue type, and then use the validate fix button to inform Google.

This way, you can initiate the recrawling of known URLs affected by the issue. And as the pages are being reprocessed, you will be notified if everything is resolved or if there are remaining issues.

But you will have to note that it can take some time to go through all the URLs.

If you wish to check the video indexing status, you can get there by entering the URL of the video landing page at the top of the search console. It will first show you the current status of that URL, as well as the video index status of the page. It will inform you whether Google detects a video on the page. And, if so, did they manage to index it. If a detected video is not indexed, it will list the reasons preventing it from being indexed.

Also, please note that Google indexes only one video per page, even when a page has multiple videos.

To summarize, with the new tools,

- You will be able to see how many video landing pages Google has discovered and how many of them were indexed.
- Examine reasons for unindexed videos on video landing pages.
- You can use the list of affected video page URLs to debug and fix issues.
- You can use the Validate Fix button to initiate recrawling of the known URLs affected by the issue.
- You will be able to check the video indexing status of a specific video using the URL inspection tool.