

NEWSLETTER

MAY 2022



1 GOOGLE AI

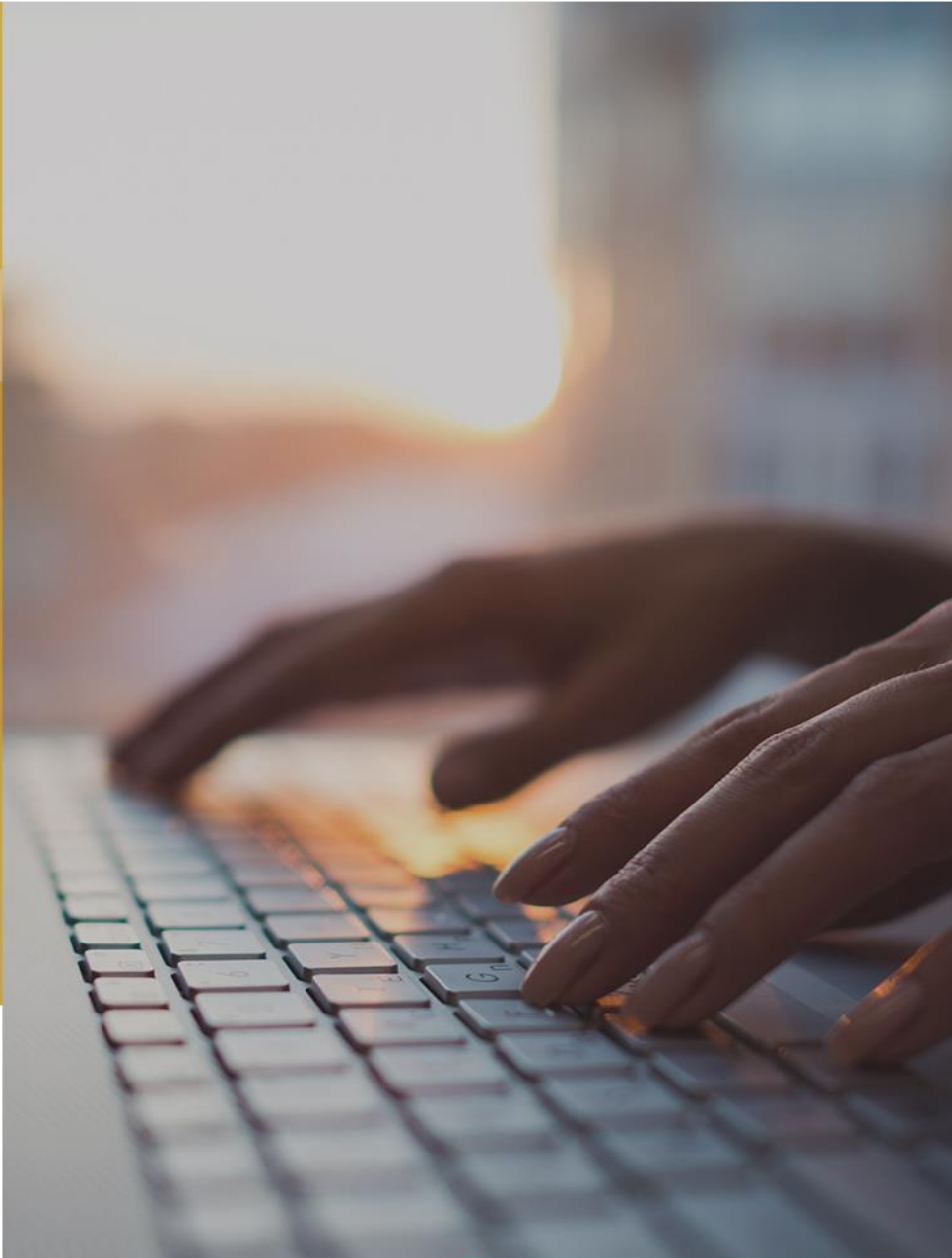
Will Automatically Update Operation Hours
For Over 20 Million Businesses

2 GOOGLE MAPS

is testing a new
position for local
listings preview!

How to quote a price for
setting up an

3 ECOMMERCE SITE



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GOOGLE AI WILL AUTOMATICALLY UPDATE OPERATION HOURS FOR OVER 20 MILLION BUSINESSES

In a new move, Google has announced the use of the AI approach to update the operation hours for over 20 million businesses around the globe in the next six months. Also, Google's AI algorithms are busy figuring out if your posted business hours are accurate.

Google said, "We developed a machine learning model that automatically identifies if business hours are likely wrong, then instantly updates them with AI-generated predictions."

How Does It Work?

The AI considers multiple factors, such as:

- The last time you updated your hours
- What they know about other shops' hours
- The Popular Times information for your shop determined by location trends

Then, the algorithm analyzes the business hours of other similar shops that are nearby, information from the shop's website, and Street View images of the shop's storefront. Also, they will look specifically for business hour signs to determine the most accurate business hour prediction.

Google will take the help of the Google Maps community — including Local Guides and even the business owners themselves through their Google Business Profile — to verify the information they have predicted.

What Do You Need To Do?

All the business owners located in Argentina, Australia, Chile, France, Japan, Mexico, New Zealand, Peru, or the United States, should prepare their staff to expect inquiry calls powered by Google's conversational AI asking about their business hours.

Also, check Google Maps from time to time to ensure that Google has correctly listed the timings, in case they have been changed without your input.

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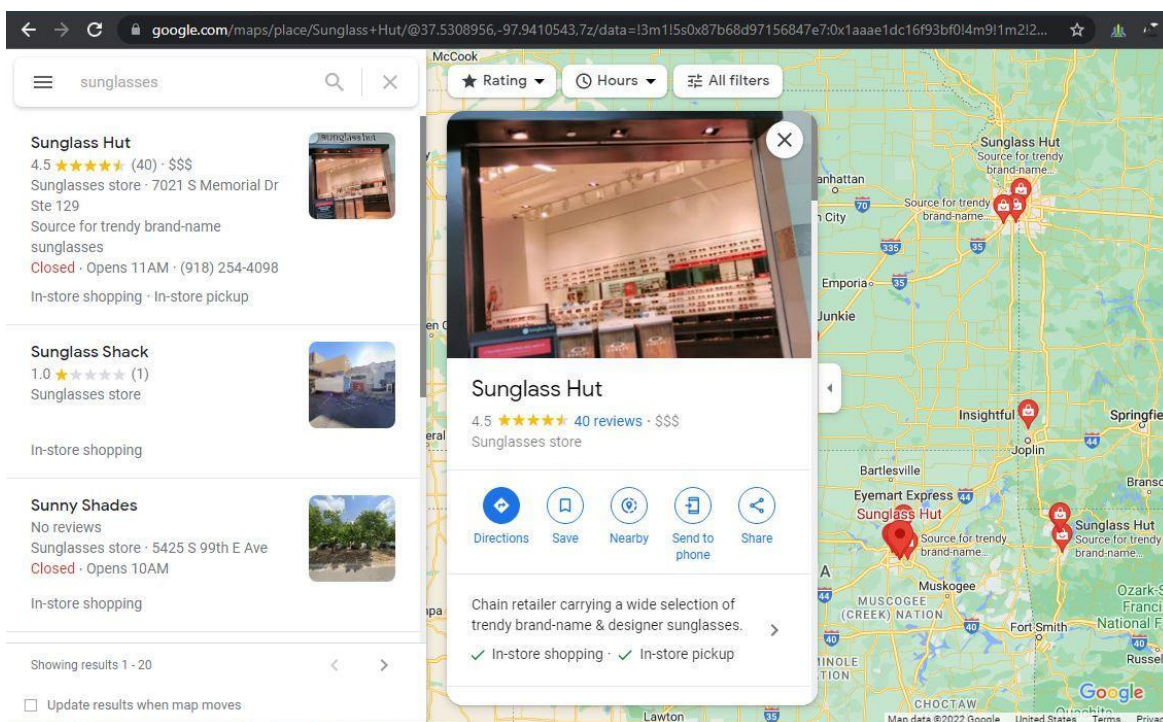
GOOGLE MAPS IS TESTING A NEW POSITION FOR LOCAL LISTINGS PREVIEW!

Google performing random display testings is no longer surprising. This time around, it is Google Maps testing the position of local listing previews.

Recently, one of the users noticed that when a specific listing is clicked on from the Google Maps search results that appear on the left-hand side, the local listing pops up in a new position.

Instead of its original position on the left bar, the local listing preview now hovers in a new position, overlaid on top of the map. So far, this new position testing seems to be limited to the Google Maps interface for the desktop.

Here's a look at the local listing overlay box:



Source: google.com

Normally, there would be no overlay box hovering over the map, and the local listing details would appear in the left bar, pushing the search results to the bottom footer.

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HOW TO QUOTE A PRICE FOR SETTING UP AN ECOMMERCE SITE

We have highlighted the main steps involved in setting up an e-commerce site & depending on the work required in each step you can determine the price of the project.

Step One -

- Calculate the time required to set up a WordPress site, install plugins, install a WordPress theme, and meet a client's requirements.

Step Two -

- Calculate the time you need to finalize images. Mostly, it depends on whether you are -
 - Using existing images
 - Making new images
 - Modifying manufacturer's images

Step Three -

- Determine the number of products or SKUs included in the project.
- Also, make a note of whether you will take the content from an old site, create your own new content, or reword the manufacturer's website content.
- Lastly, you need to know if you must create custom category pages and the amount of product information that will be provided.

Step Four -

- Customizing a plugin may need about 20-30 mins, so extra features like Shipping Plugins, Invoicing Plugins, & more should be noted down.

After you have a good idea of the level of work required, you can give an estimated price range for the project. If the estimate is approved by the client, you can charge by the hour to ensure you are paid for your work.

Have any questions? Get in touch with our experts for assistance.