

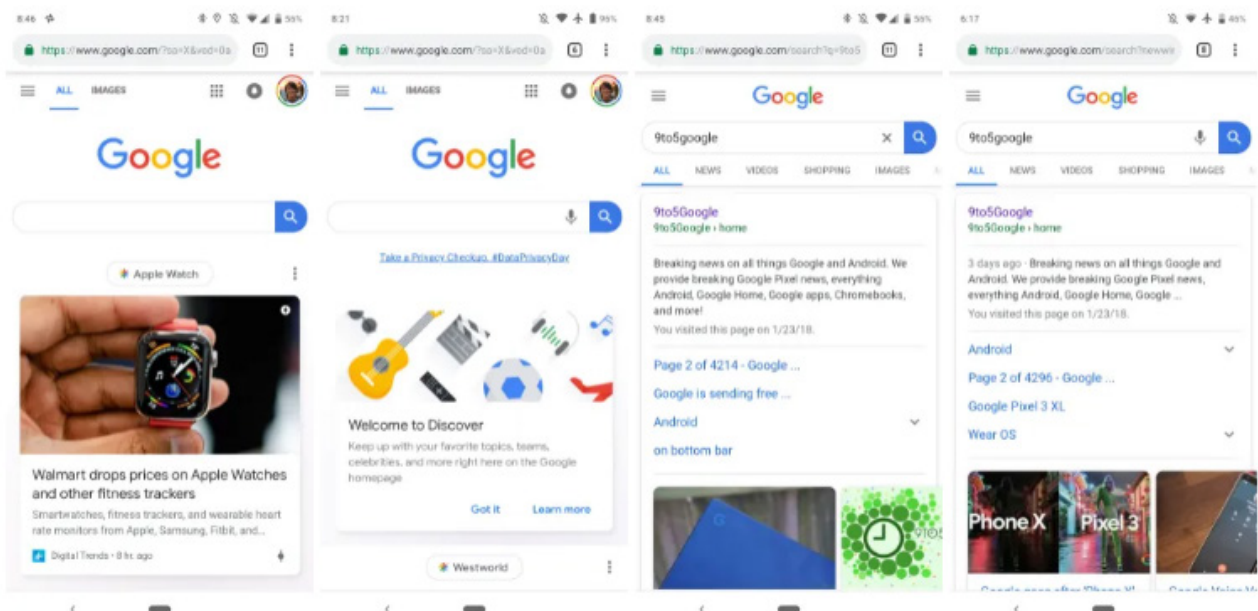
Digital Marketing Digest 2019

Search Market Updates



January

1. Google's URL inspection tool adds the ability to see a specific URL's HTTP response code, the page resources, the JavaScript logs and a rendered screenshot. Visit the [Google Search Console](#), click on the URL Inspection tool, enter a URL and do the live test.
2. Google adds a microphone to the Google.com search field on Android phones to help users access voice search on mobile devices. Read more [here](#)



February


Search

1. Search Console will soon begin assigning search metrics to the (Google-selected) canonical URL, rather than the URL referred to by Google Search. Read more [here](#)
2. Product card buttons pop up on desktop search. Read more [here](#)

Apple iPhone XR

★★★★★ 3,165 reviews

[Details](#) [Reviews](#) [Stores](#)



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iPhone XR - 128GB Black - Unlocked & SIM-free - Apple

\$31.24/mo · [Verizon Wireless](#) Free shipping

For 24 months · Apple iPhone XR 64 GB in White with installment

March

1. **Google is retiring the info command as it was an alternative way of discovering canonicals. It was relatively underused, and URL Inspection tool provides a more comprehensive solution to help publishers with URLs. Read more [here](#)**
2. **Bing delivers text-to-speech and greater coverage of intelligent answers and visual search. The announcement [read](#)**



The updated Bing app can now change text to speech, meaning Bing can speak answers to your queries back to you with a voice that's nearly indistinguishable from a human's. The Bing app also supports speech as an input, meaning you can speak to your mobile device and Bing will change your spoken word to text and search that query for you. Bing intelligent answers allow you to get comprehensive, summarized information aggregated across several sources in response to certain queries. Visual search is another area in which recent developments have enabled huge strides in efficiency and coverage. Visual search allows you to search using an image. For example, if you see an image of an accent light you like, Bing can show visually-similar decor and even show purchase options at different price points if the item is available online. To save you time, visual search also automatically detects and places clickable hotspots over important objects you may want to search for next.

April

1. Google may decide to charge for Google My Business listings. The [report](#) says Google is asking some local businesses to fill in a survey form to check whether they would pay for some features they are currently getting for free.
2. Google starts showing more images in web search results. As per this [report](#), images in the top 10 leapt from an approximately 24% occurrence to a 34% occurrence.
3. Google My Business rolls out a feature to let businesses create a short name and short URL. Read more [here](#)
4. Google Posts can now highlight customer testimonials in some countries. Read more [here](#)



5. 4% of the Google index hit by de-indexing bug : Moz data. Check the details [here](#)

May

1. Google will soon roll out a new look for search results. The [announcement](#) read



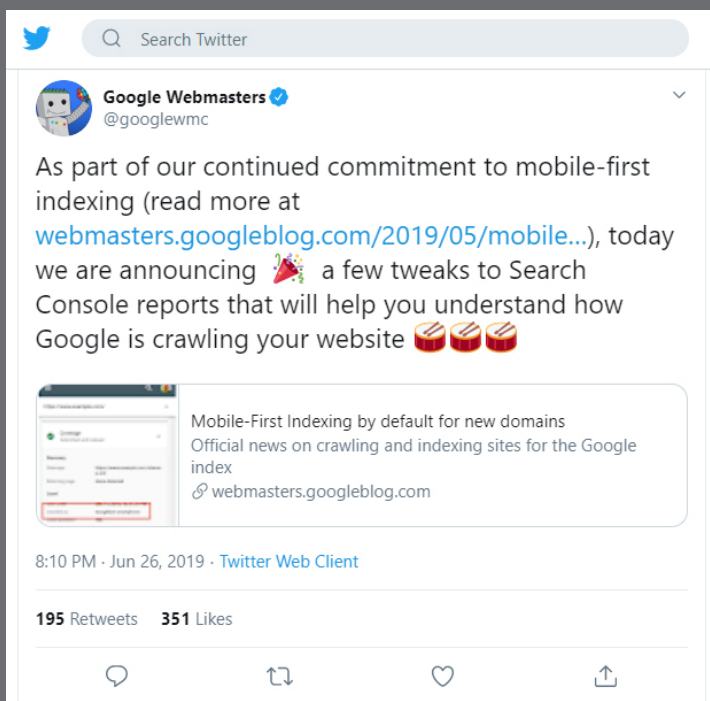
The name of the website and its icon appear at the top of the results card to help anchor each result, so you can more easily scan the page of results and decide what to explore next. When you search for a product or service and we have a useful ad to show, you'll see a bolded ad label at the top of the card alongside the web address so you can quickly identify where the information is coming from.

2. Google Maps uses machine learning to recommend a restaurant's most popular dishes. More details [here](#)
3. Google says mobile-first indexing by default for new domains. More details [here](#)
4. Users can use Google Search, Maps or the Assistant to order food. The [announcement](#) read

June

1. Google makes a “few tweaks” to Google Search Console to help webmasters and SEOs understand how Google is indexing their sites. Specifically, they can see if and when Google switched a site to mobile-first indexing or not.

As part of our continued commitment to mobile-first indexing (read more at <https://t.co/7FXf67A84f>), today we are announcing a few tweaks to Search Console reports that will help you understand how Google is crawling your website – Google Webmasters (@googlewmc) [June 26, 2019](#)



2. Google deprecates support for social profile markup.



Social profile markup for Knowledge Panels is now deprecated. We now automatically discover profiles to include. Those who have claimed Knowledge Panels can also suggest any profiles not included. Learn more here: <https://t.co/OgXAs8zsxy> – Google Webmasters (@googlewmc) [June 25, 2019](#)

3. 49% of all Google searches are no-click: Study. Read more [here](#)

4. Google My Business rolls out more features to help businesses make their Profiles unique and descriptive. The [announcement](#) read



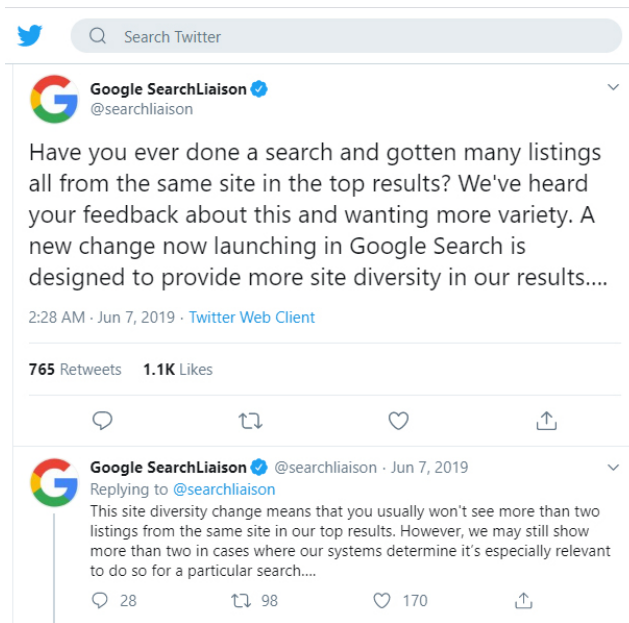
Find businesses quicker with short names and URLs: Business owners can now claim a short name and URL for their business. With this URL, businesses can easily refer customers back to their Profile - to catch up on latest updates, to make a booking or to write a review after a visit. In the coming months, people will also be able to search short names in Maps. Show personality with cover photos: Businesses can easily set their preferred profile cover photo, putting their best foot forward.

Identify companies with more prominent logos: Businesses have an additional branding opportunity with the logo feature. Those that have completed their core information (phone number, hours, etc) will have their logo displayed at the top right-hand side of their profile.

5. Google rolls out new search menu with icons. Read more [here](#)

6. Google no longer supporting the preferred domain setting in Google Search Console. Read more [here](#)

7. Google search update aims to show more diverse results.



8. Google Search Console adds 2 new features

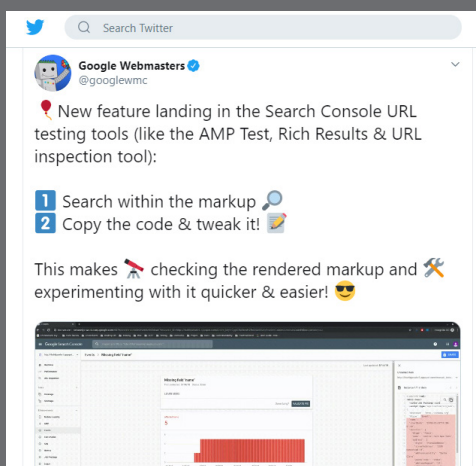


New feature landing in the Search Console URL testing tools (like the AMP Test, Rich Results & URL inspection tool):

1. Search within the markup
2. Copy the code & tweak it!

This makes checking the rendered markup and experimenting with it quicker & easier! [pic. twitter.com/AVe90L5zF2](https://twitter.com/AVe90L5zF2)

– Google Webmasters (@googlewmc) [June 24, 2019](#)



August

1. Key insights from the [survey](#) of 5 million Google search results to better understand organic click through rate.

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The #1 result in Google’s organic search results has an average CTR of 31.7%. Title tags that contain a question have a 14.1% higher CTR vs. pages that don’t have a question in their title.

Adding “Power Words” to your title tag may decrease your CTR. Titles with positive or negative sentiment improved CTR by approximately 7%.

September

1. Google rolls out new snippet settings to allow webmasters to control how Google search displays their listings, Read more [here](#)
2. Organic search responsible for 53% of all site traffic, paid 15% [Study]. Read more [here](#)
3. Google rolls out a new feature - calls it key moments in videos. The [announcement](#) read

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Starting today you can find key moments within videos and get to the information you're looking for faster, with help from content creators. When you search for things like how-to videos that have multiple steps, or long videos like speeches or a documentary, Search will provide links to key moments within the video, based on timestamps provided by content creators. You'll be able to easily scan to see whether a video has what you're looking for, and find the relevant section of the content.

4. Google rolls out two new link attributes that provide webmasters with additional ways to identify to Google Search the nature of particular links. The [announcement](#) read

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rel = sponsored: Use the sponsored attribute to identify links on your site that were created as part of advertisements, sponsorships or other compensation agreements. rel="ugc": UGC stands for User Generated Content, and the ugc attribute value is recommended for links within user generated content, such as comments and forum posts. rel="nofollow": Use this attribute for cases where you want to link to a page but don't want to imply any type of endorsement, including passing along ranking credit to another page.

October

1. Google rolls out BERT to improve its search results. The announcement [read](#)

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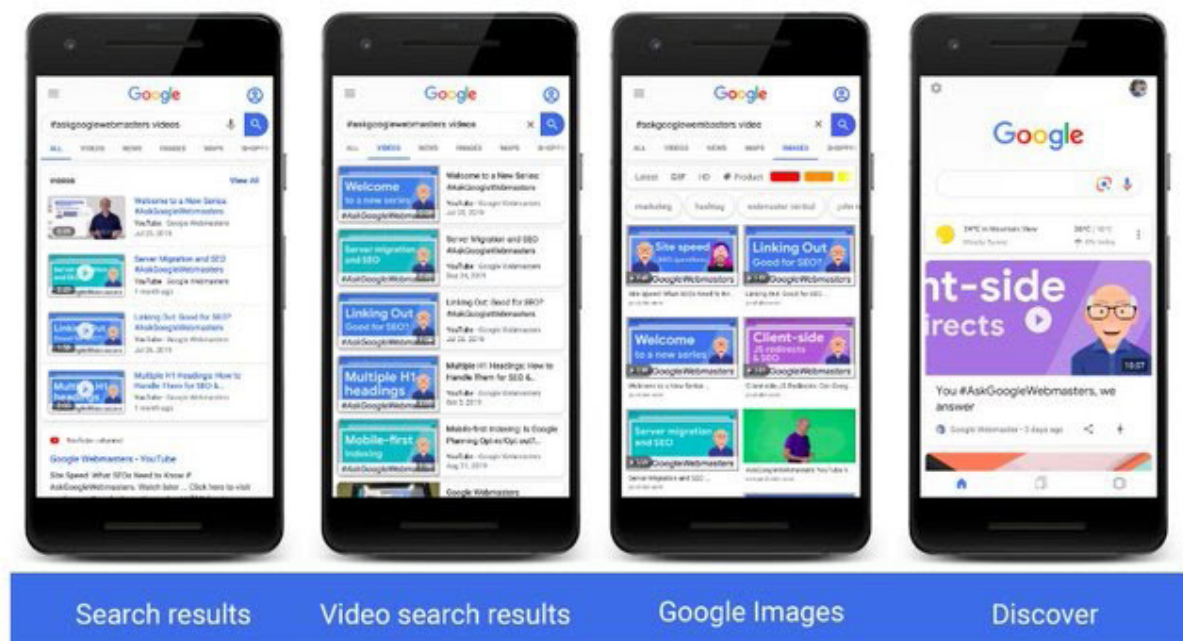
Well, by applying BERT models to both ranking and featured snippets in Search, we're able to do a much better job helping you find useful information. In fact, when it comes to ranking results, BERT will help Search better understand one in 10 searches in the U.S. in English, and we'll bring this to more languages and locales over time.

2. Google to stop indexing flash content. Read more [here](#)
3. 3.7 Google My Business rating stars delivers highest conversion boost: Study. Download [here](#)

November

Search

- 1) Google Maps are the dominant local search tool, followed by Facebook and Yelp. The [survey](#) also found that a vast majority of people (81%) use smartphones for “near me” searches, with a small number favoring tablets (9%) and the rest using desktops or laptops (22%).
- 2) Google gives new information on the latest video structured data features. The [announcement](#) read



- 3) Bing's image search engine gets more precise through improved understanding of the relationships between user queries, images, and webpages. Read more details [here](#)
- 4) Bing releases a new set of search penalties for inorganic site structure. The [announcement](#) read

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In order to maintain the quality of our search results while being transparent to the SEO community, we are introducing new penalties to address “inorganic site structure”. In short, creating a website structure that actively misrepresents your website boundaries is going to be considered a violation of the Bing Webmaster Guidelines and will potentially result in a penalty.

December

- 1) Google now shows carousels of reviews on local business profiles. Read more [here](#)
- 2) BERT comes to 70 languages globally.

