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being Digitalz

Table of Contents

Google Updates

Google Expands Featured Snippet

Google appears to have expanded its Featured Snippets to include Google Suggest navigational buttons. When a user enters a vague search query for which there are more nuanced variations, the featured snippets will now show navigational "chiclets" style buttons that help users navigate to a more specific response. Read More.

What Is a Google Broad Core Algorithm Update?

With Google's recent announcement of the August 1 core update, many SEO professionals were left a bit confused about exactly what changed (besides their rankings). If you missed the announcement, here's Google's official acknowledgement of the update. Read More.

Google Analytics Introduces Cross Device Capabilities With 'Google Signals'

Google Analytics has started beta testing a new feature called Google Signals, which offers cross-device reporting and remarketing capabilities. Read More.

Google Adds Price Insights to Hotel & Flights Searches

A number of new tools have been added to Google Flights and Hotel Search to help users get the best prices when booking travel for Thanksgiving, December holidays, and New Years. Read More.

'Google Go' Browser Will Read Web Pages Out Loud, Even on Slow Connections

Lightweight browser 'Google Go' received an update this week which will allow it to read any web page out loud. Google is updating the browser with the ability to read web pages in a natural sounding voice across 28 languages. Read More.

Google Assistant Can Now Speak Multiple Languages Interchangeably

An update to Google Assistant on smart speakers and phones will allow users to speak more than one language to it at a time. Read More.

Chrome starts telling users HTTP sites are not secure

Is your site using HTTPS yet? Google is releasing Chrome 68 that will begin marking pages not using HTTPS URLs as not secure. On July 24, 2018, Chrome will mark all plain HTTP sites as "not secure." Read More.

Google Assistant Can Now Read Google News Stories Out Loud

Google Assistant has been updated with the ability to read articles in Google News out loud. Previously, Google Assistant was able to read brief snippets of stories from a select number of publishers. [Read More](#).

Google Ads introduces 'ad strength' indicator & reporting for responsive search ads

Ad strength will be visible when advertisers create responsive search ads as well as in a new column in the web interface. [Read More](#).

Google Rolls Out New Featured Snippets With Expandable Subtopics

Google has introduced a new type of featured snippet dedicated to displaying more in-depth information about a topic. [Read More](#).

The voice search explosion and how it will change local search

Voice search usage is seeing unprecedented growth, with personal assistant devices leading the way. Columnist Wesley Young explores why this new medium is taking off, how it differs from keyword searches, and the challenges for local businesses to compete on yet another platform. [Read More](#).

Analysis of Google's New Schema Speakable Markup

Google announced official support for the Schema.org Speakable specification. The speakable specification will help Google Assistant and Google Home choose which content to read aloud. [Read More](#).

Google Images Data Will Soon be Displayed in Google Analytics

Google announced will soon add a new line item for Google Images data in Google Analytics. As a result, site owners may notice a drop in referral data perceived to be coming from Google. [Read More](#).

Google Launches Auto-Verification in Search Console

Google is making it easier for site owners to verify their sites in Google Search Console. Users who are verified owners of a Google Analytics property will be automatically verified for the same website in Google Search Console. [Read More](#).

Tips from Google

Google Search Console Notifying Users About HTTPS Migration Errors

Google Search Console is sending notifications to site owners about errors identified in recent HTTP to HTTPS migrations. Read More.

How to Improve Your SEO with a Topic-Driven Content Marketing Approach

The industry is rapidly moving from a keyword-focused approach to a topic-driven model. Google's recent rebrand of its ad network, AdWords to Google Ads, provides a perfect example of this. Read More.

How to Use Local Keywords to Rank Higher on Google

Many strategies can help you rank better for competitive keywords related to your product and industry. However, one often overlooked factor is local SEO. While local searches may yield lower search volumes, it's more about intent and driving traffic that is ready to convert. Read More.

HTTP to HTTPS: An SEO's guide to securing a website

Despite the numerous benefits of switching to HTTPS, many SEOs and website owners have not done so. For those feeling intimidated by the prospect of switching to HTTPS, columnist Patrick Stox breaks down the process. Read More.

4 Things to Do When Your PPC Campaign Isn't Generating Leads

PPC campaigns are not generating leads, and you can't find an automated solution to it like you would with click fraud, here's what you should do. Read More.

Google Local Search Grades Hotels Based on Location

Google has added a new tab to local search knowledge panels which assigns grades to hotels based on their location. Hotels are graded from 1 to 5 – with 1 being a terrible location and 5 being a spectacular location. Read More.

SEO Gyaan

How to increase your Page Speed in WordPress

We hear a lot about Page Speed from Google, and there's no doubt it's an important metric from both a usability and an SEO standpoint. Of course, there's a lot more to the web than WordPress, but with it now powering over 59.3 percent of the web and Google dedicating an engineering team to work with WordPress, it deserves special attention. Read More.

13 Things Every CEO Needs to Understand About SEO

Understanding the high-level principles and some of the important aspects of SEO success can set the right expectations with executives. Here are 13 key things that every CEO needs to understand about SEO. Read More.

4 Ways to Prepare Your Clients for Algorithm Updates

No matter how experienced you are, you can't predict how a major algorithm update will affect your site's rankings. An SEO professional can do everything right and still see a negative impact from an algorithm update. Read More.

7 Ways to Use Google Trends for SEO & Content Marketing

Google Trends is one of the best tools for SEO research. With these seven tips you'll be able to extract hidden insights that no other tool offers. These tips affect keyword choice to content marketing to how to best promote your website. Read More.

Google Explains Why Singular and Plurals Rank Differently

Many SEOs recommend adding synonyms to content, including the plural and singular versions of the targeted search phrase. John Mueller explains why it may be better to choose singular or plural then focus on that. Read More.

5 Essential Skills Every PPC Professional Needs to Have

I might be a bit optimistic, but there are so many possibilities and opportunities within paid search. With this in mind, I wanted to share five skills that I think are essential for every search manager to have. Read More.

What Content Length Typically Ranks Well? [POLL]

Google then rolled out the Panda update to reduce the prevalence of these low-quality pages in the SERPs and consequently, reward unique, more compelling content. Read More.

3 free tools to comprehensively test page speed

Having a fast site is important, since faster sites are rewarded with improved search engine optimization (SEO) and the ability to drive more visits and conversions. More people visiting your site can lead to more sales, signups or traffic in general. Read More.

18 Essential Social Media Marketing Apps for Your Smartphone

One of the greatest things about digital marketing is you can work from anywhere, anytime you want. However, to take advantage of how connected we've all gotten, you need to have the right tools in your "mobile office." Read More.

50+ Social Sharing Sites That Boost SEO & Drive Traffic

Social bookmarking sites are one of these tools that can have an impact on digital marketing because it fuels one of SEO's most important elements – backlinks. Social media works great for social bookmarking. Read More.

Facebook Challenges Google in Local Search

New Facebook update to their mobile app benefits small local businesses. The changes make it easier for potential customers to find and interact with local businesses in a move that poses an increasing challenge to Google Local. Read More.

Events & Education

Instagram Lets Users Apply to Become Verified

Instagram has simplified the process of becoming verified, adding a form to the app that lets users easily apply for verification. Becoming verified adds a blue checkmark badge next to an account name, letting other users know that they are interacting with the authentic presence of a public figure, celebrity, global brand, or entity. Read More.