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being Digitalz

Table of Contents

Google Updates 2

Tips from Google 4

SEO Gyaan 5

Events & Education 7

Google Updates

Google Launches New Search Features for the FIFA World Cup

The new features are designed to keep fans informed with what's going on in and out of the game. When the FIFA World Cup is in progress, searchers will find new experience for exploring group tables, stats and trending players. [Read More](#).

Google Has Removed Over 80% of Hacked Sites from Search Results

The search giant plans to continue its efforts by working directly with popular content management systems to fight back against those who compromise forums and comment sections with spam. [Read More](#).

Google Announces Advancements in AI

Google recently published two new algorithms related to natural language processing. One of them claims a new state of the art for understanding how to answer questions. [Read More](#).

Google makes some clarifications related to mobile-first indexing

If you deploy different URLs for mobile versus desktop, Google will show the mobile searchers your mobile URL and the desktop searchers your desktop URL. In both cases, the indexed content will be the mobile version of the site, even if Google shows the desktop URL. [Read More](#).

Google Removes URLs in Under a Day After Search Console Requests

Site owners can request to have specific URLs removed from search results using a tool in Google Search Console. Google confirmed the removal process is completed in less than a day. [Read More](#).

Google's New Verification Process Lets Users Edit Knowledge Panels

For the first time, Google is now letting individuals and organizations suggest edits to their own Knowledge Panels. Knowledge Panels provide curated information about people, organizations, sports teams, events, and media properties. [Read More](#).

Google Posts adds products and offers

Google announced Wednesday that within Google My Business, two new Google Posts categories are available. Now, in addition to using Google Posts to tell people what's new at your business or about upcoming events, you can also post about new offers and new products that you want to highlight. [Read More](#).

Google Search Console releases URL inspection tool

Google has announced a new feature in the beta Google Search Console that allows you to check a specific URL on your website to see the status of how Google search sees that URL. This feature is called the URL inspection tool and is now rolling out to Google Search Console users over the coming weeks. [Read More](#).

Google launches Islamic prayer times for some queries

Google has confirmed to Search Engine Land that they have launched Islamic prayer times in Google search. The prayer times can be triggered for some queries that seem to be asking for that information and also include geographic designators, such as [prayer times mecca], where Islamic prayer times are relevant. [Read More](#).

Google News to deprecate crawl errors report in Search Console & mobile app link in News Publisher Center

A few weeks ago, the standout and original source tags and Editors' Picks will be going away. Additionally, the news crawl error tool in Google Search Console and the ability for publishers to highlight mobile apps in Google News Publisher Center will be removed. [Read More](#).

Tips from Google

Pages Blocked by Robots.txt Will Get Indexed if They're Linked To

Google's John Mueller warns that pages blocked by robots.txt could still get indexed if there are links pointing to them. This could become a problem because Google would then see these pages as having no content due to it being blocked from getting crawled. [Read More](#).

Googler Advises How to Rank Duplicate Content Product Feeds

Google in Español published an inaugural hangout on YouTube. A web publisher asked about the proper way to import a large product feed with content that is already indexed by other vendors. The web publisher asked if he should use no-index. [Read More](#).

Click Depth Matters More for SEO than URL Structure

If it takes one click to get to a page from the home page, then Google would consider the page more important. Therefore it would be given more weight in search results. [Read More](#).

Google: Splitting or Merging a Website Can Cause Months of Unstable Search Rankings

Google's John Mueller revealed that splitting a website into two or more sites, or merging multiple sites together, could cause months of instability in search results. [Read More](#).

SEO Gyaan

5 Things Every SEO Strategy Needs

In this industry, we spend a lot of time trading SEO tactics and ideas with each other for mutual benefit. It's a wonderful thing. Not every industry does this. Unfortunately, we invest less time in talking about how to develop our own SEO strategies. [Read More.](#)

Yoast SEO Plugin 7.0 Bug Causes Ranking Drops

A major update to Yoast SEO fixes a bug that affected the rankings of certain websites. The founder of Yoast, Joost de Valk, personally offered an apology to victims of the error that may have suffered "Panda-like problems" and lost search rankings as a consequence. [Read More.](#)

Should You Noindex Category & Archive Pages?

Pages like tag pages, category pages, and search results that are included "out of the box" in popular CMS like Drupal and WordPress are generally not prevalent enough to matter. If Google sees value in them, they will crawl them and index them. If they don't, they won't. [Read More.](#)

Links but No Traffic? Understanding a Study of Nearly 1 Billion Pages

In a study of almost a billion web pages, the SEO big data company Ahrefs discovered over 30,000 that had backlinks from over 200 referring domains but still couldn't obtain organic traffic. Ahrefs reached specific conclusions about these sites based on the data. But I reached different conclusions. Why we came to different conclusions and what this says about interpreting a study of nearly one billion pages. [Read More.](#)

What's the Ideal Blog Post Length for SEO?

People are oftentimes quick to assume shorter content is best for users. It's easier and faster to read, and people don't want to stare at the same thing on a computer screen for long. [Read More.](#)

Everything You Need to Know About Breadcrumbs & SEO

The breadcrumb trail is a useful tool for both web designers and SEO experts. It helps Google bots to better understand the website hierarchy, and it helps users to comprehend their current position on the site. [Read More.](#)

SEO for Ecommerce: How to Write Meta & Product Descriptions

When it comes to choosing which ones to use in content, understand that Google will recognize if certain words are very similar or related to one another. I would expect them to equate coatings and melts for example. [Read More.](#)

Deindexed by Google? Here's How to Recover

This article will provide solutions on how to fix some of the major causes of deindexation and then show you the steps to recovery. [Read More](#).

Ecommerce Website Redesign: A Technical SEO Checklist

Redesigns keep your brand relevant and your message clear, can dramatically improve the user experience, and may be necessary in order to keep up with evolving web standards. [Read More](#).

Google May Ignore Keyword Stuffing if Content Has Value

When the excessive keyword repetition was further criticized by another user, Mueller said this practice shouldn't result in a page being removed from search results, and "boring keyword stuffing" may be ignored altogether. [Read More](#).

How to build authoritative links with data-driven content

Most people who link to a web page are looking for something to support a claim or back up their narratives; they are looking for data to support their ideas. [Read More](#).

How to determine if you've been hit by negative SEO

Knowing you've been hit by a negative SEO campaign is crucial to fighting it. Contributor Joe Sinkwitz outlines the tools and steps you can take to figure out if you've been targeted. [Read More](#).

5 things to check if your traffic suddenly drops

Has your traffic taken a sudden nosedive for no obvious reason? Let's investigate the most common underlying issues and the ways to get back on track. [Read More](#).

Optimize for local SEO and drive more customers to your business

It is estimated that more than half the searches on Google are made with "local intent." This means that one out of two people in Google is actually looking for local products or services when they search for something. So if you don't get your local SEO right, you're losing out on earning more customers for your business. [Read More](#).

Events & Education

The Best SEO Conferences to Attend in 2018 & 2019

Attending conferences will help keep you up to date on the latest SEO strategies, trends, tips, and tools. Plus, SEO conferences are a fantastic way to grow your professional network and connect with potential clients. All of this can happen between sessions, during official networking events, or sometimes even at a pub or restaurant after hours. [Read More.](#)

5 Reasons Why You Should Avoid Cheap SEO Packages

From those who consider it redundant or an inconvenient cost to the marketers that commit a large portion of their budgets to search engine optimization, it continues to inspire debate throughout the industry. [Read More.](#)