

JANUARY 2025

# Newsletter

**GOOGLE'S NOVEMBER '24  
CORE UPDATE IS FINALLY COMPLETE!**

**Finally,**  
NEW GOOGLE  
SEARCH CONSOLE  
'RECOMMENDATIONS'  
ROLLS OUT



**NAVIGATING THE FUTURE:  
HOW AI IS TRANSFORMING  
GOOGLE MAPS**



**GOOGLE TO UPDATE AD POLICY  
ON MISLEADING BUTTON DESIGNS**

# 1

## Google's November'24 Core Update is Finally Complete!

It's a tradition, and Google has no intention of breaking it! That's right...Google just launched its annual holiday season core update. And as usual, this move has caused quite a bit of stir among merchants who witnessed a drastic fall in their rankings at the height of the holiday buying season.

While this core update began on 11<sup>th</sup> November 2024 and was supposed to run for just two weeks, it took almost double that time and was completed only recently on 5<sup>th</sup> December 2024. Those who expected the search engine giant to stick to the schedule were left wondering as to when it would actually end.

### Google Search Status Dashboard

This page provides status information on the services that are part of Google Search. Check back here to view the current status of the services listed below. If you are experiencing an issue not listed here, please [contact Support](#). Learn more about what's posted on the dashboard in [this FAQ](#). For additional information on these services, please visit <https://developers.google.com/search/help/status-dashboard>.

✔ Available ⓘ Service information ⚠ Service disruption ✖ Service outage

### Incident affecting Ranking

November 2024 core update

Incident began at **2024-11-11 11:00** (all times are **US/Pacific**).

DATE	TIME	DESCRIPTION
11 Nov 2024	13:23 PST	Released the <a href="#">November 2024 core update</a> . The rollout may take up to 2 weeks to complete.

### Wild Swing in Rankings!

As expected, this core update has led to major changes in rankings. Also, speculations are rife on whether this was meant to be a personalization update.



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### November Core Update = Personalization Update?

In the last few days I have seen a lot of examples where the search results when logged in differ significantly from those when logged out. This would also explain why the tools don't see any big effects with the update. Anyone else?

Furthermore, there are some who report to have noticed radically different rankings when logged in as compared to when logged out of their Google accounts.

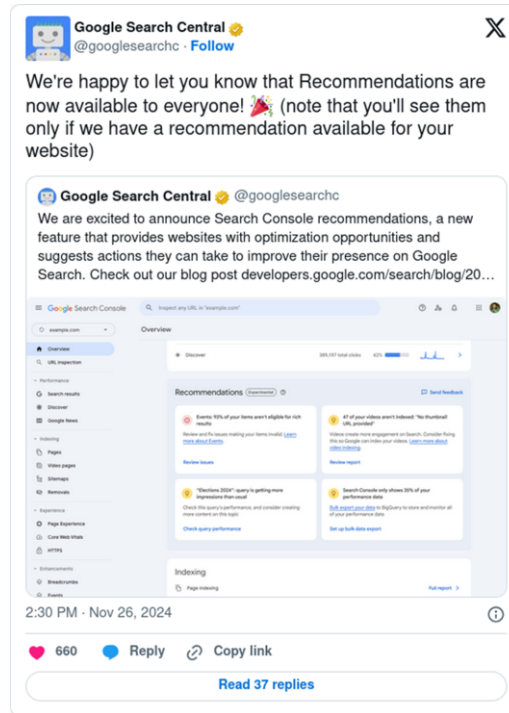
### Final Takeaway

So far, there hasn't been a clear pattern regarding the recent core update. All we've observed is volatility for logged-in users. However, we haven't noticed any major shifts or drop in rankings for our clients. For more insights or to join the discussion about the update, feel free to reach out to our technical team.

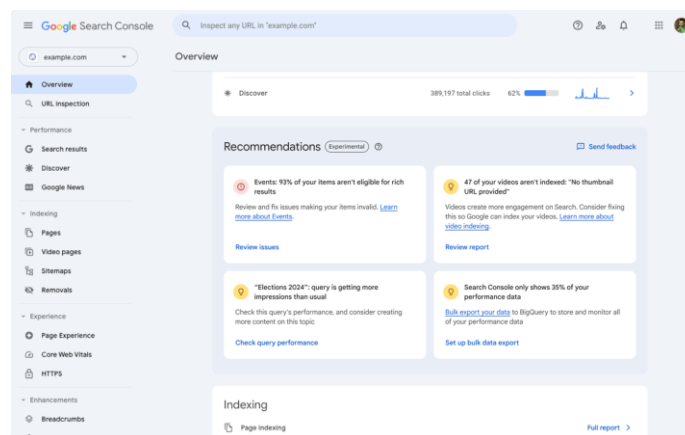
# 2

## Finally, New Google Search Console 'Recommendations' Rolls Out

In August 2023, Google came up with a new initiative; it slowly began rolling out Google Search Console "Recommendations" for some users. Google has announced on LinkedIn and X (formerly known as Twitter) that the feature is now fully rolled out.



As noted in the post, you will only see them if Google has a recommendation for your website. Here's what they might look like...



With this, Google analyzes and identifies potential issues and opportunities, such as indexing problems, mobile usability concerns, or opportunities for enhanced structured data implementation. These recommendations are presented clearly and concisely, often with step-by-step guidance on how to address them.

### How Can It Help Businesses?

Google Recommendations provides actionable insights tailored to your specific website, helping you improve your site's visibility and user experience. The recommendations can help you make data-driven decisions that could potentially lead to higher rankings, more organic traffic, and higher sales conversions.

# 3

## Navigating the Future: How AI is Transforming Google Maps

Google revealed significant changes last month to Google Maps with an emphasis on AI-powered improvements meant to improve user navigation, exploration, and planning.

The main advantages for firms and consumers are broken out here.

### For Individuals: Gemini-Powered Suggestions

- ▶ Users may now ask Maps for customized activity ideas—such as "things to do with friends at night," and get comprehensive choices (e.g., speakeasies, live music venues) driven by Gemini's superior artificial intelligence.
- ▶ Improved place details—that is, instantaneous responses on locations—such as availability of outdoor seating or ambiance—allow quick and informed planning.
- ▶ Review Summaries-Gemini saves time when assessing locations by compiling user assessments into succinct insights.
- ▶ Accessibility-now being rolled out in the United States for Android and iOS, with additional integration into Google Search in next months.

### Easy Navigation and Driving

- ▶ Plan travels including pauses straight to routes with features like picturesque locations and monuments.
- ▶ Improved lane guidance on challenging roads, clear visual signals for lanes, crosswalks, road signs, and lane-specific navigation help to ease uncertainty.
- ▶ Particularly helpful in the winter, view and document situations including floods, unplowed roads, and limited visibility.
- ▶ Updated arrival guidance gives detailed instructions, including AR walking navigation, to orient oneself from car to location for parking, doors, and surrounding lots.
- ▶ Driving features were rolled out worldwide last month; improved navigation begins this month in 30+ metro areas, with more destinations to follow.

### Immersive View Expansion

- ▶ Global Reach: Immersive View for locations is now available in 150 cities, including new categories such as college campuses.
- ▶ Immersive Routes: The latest updates now include parking locations and advance warnings for complex turns, providing a more seamless trip experience.

Availability: The feature was implemented globally on Android and iOS devices in regions that support Immersive View last month.

## **For Companies: Gemini Powered Prospectus**

- AI Tools for Developers: New chances to include mapping skills driven by Gemini into projects for businesses and city planners.
- Local corporate visibility: Improved maps provide companies more visibility to possible clients by including well-chosen activity recommendations and review summaries.

### **Actionable Plan**

Although you cannot directly regulate the output of the artificial intelligence, you can indirectly affect the summary by:

- Making sure your business description, website content, and social media postings complement the language and messaging of your brand can help to maintain Consistent Brand language.
- Maintaining correct and current Google Business Profile listing and website information will help you.
- Answer Google Map reviews and inquiries to show active customer involvement.
- Refine your business description and maybe affect the summary using Google's AI-powered tools, including the business description tool.

# 4

## Google to Update Ad Policy on Misleading Button Designs

Google will update its **Misleading Ad Design** policy on January 23, 2025 to combat deceptive practices in advertising. The change will restrict ads that feature stand alone buttons in image ads which lack clear context, making it difficult for users to recognize they are interacting with an advertisement. Ads that use buttons disproportionately, making them more prominent than other content, will also be restricted.



### That being said, Google wrote:

“On January 23, 2025, the Google Ads Misrepresentation - Misleading Ad Design policy will be updated to clarify that ads that make it difficult for the user to understand they are interacting with an ad by using standalone buttons in image ads that lack clear context explaining their function, or whose prominence relative to the surrounding ad content is disproportionate, are restricted.

We will begin enforcing the policy clarification on January 23, 2025, with full enforcement ramping up over approximately 8 weeks.”

### Key Takeaways

- Ads with unclear or overly prominent buttons will be restricted.
- Full enforcement starts in January 2025.
- Warnings will be issued before account suspension.

Advertisers should review their ads now to ensure compliance before the new rules take effect.