This month in SEO- July

Google Search ranking update volatility July 5th & July 7th

● Over the past few days there has been some chatter within the SEO community about more Google search ranking algorithmic fluctuations and volatility. This comes after over a week of calmness in the Google search results.

● This helps to explain the spike we are seeing in the previous SERP volatility section, however, this spike only made it into the "normal" range.

● Updates like this are very common, continued monitoring will take place to assess any impact caused by this possible update.

## Unconfirmed Google Search ranking update July 9th & 10th

● Over the past few days there has been some chatter within the SEO community about more Google search ranking algorithmic fluctuations and volatility. This is once again unconfirmed by Google and volatility soon reduced to lower levels.

● This helps to explain the spike we are seeing in the previous SERP volatility section.

● Updates like this are very common, continued monitoring will take place to assess any impact caused by this possible update.

Google tests explore more search refinement for product queries

Source: https://www.seroundtable.com/google-explore-more-for-product-queries-33817.html
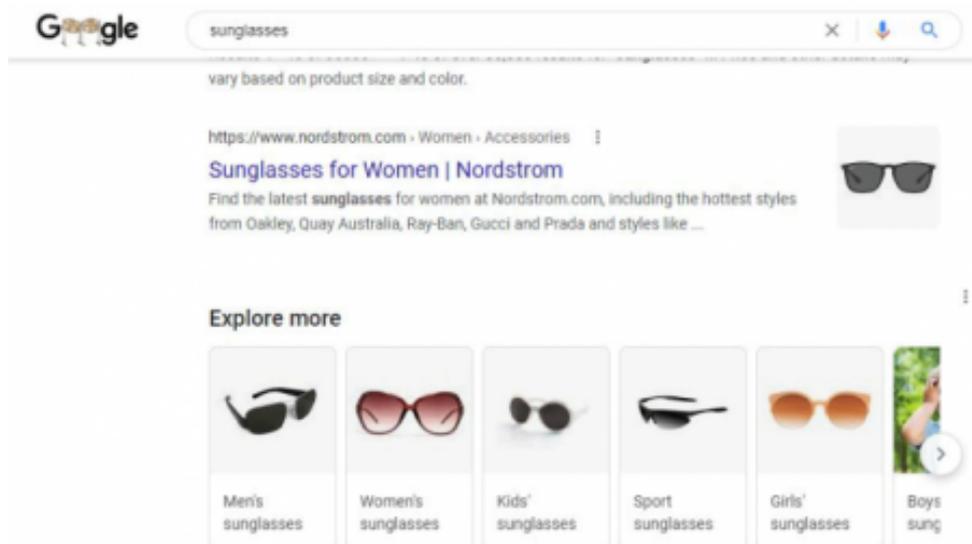
● Google seems to be testing another refinement feature named "explore

more." This is in addition to the product grids, and popular products and refine by search features. This looks similar to the refine by search feature but takes up less real estate on the SERP.

- We haven't been able to recreate this yet but does again show Google testing more visually led features.

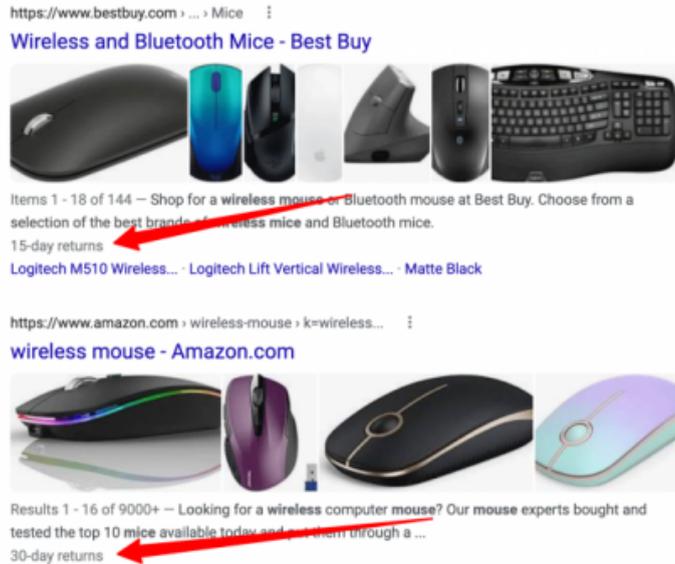**Google tests plus sign on related searches, people also search for & more**

Source: https://www.seroundtable.com/google-plus-sign-on-in-search-33816.html
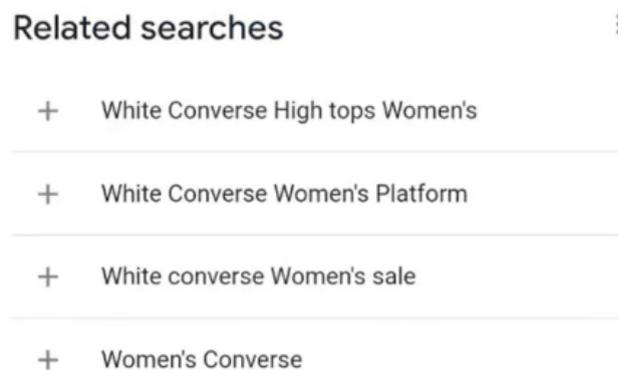
- A small test has been spotted by Google, that we haven't been able to recreate yet. A plus sign is appearing for some before related searches.

- This seems to be a nice test that makes it clear more information is available but I wouldn't say this is anything major.

Google Search displays return period in search results snippets

Source:
https://searchengineland.com/google-showing-return-grace-period-within-some-product-search-results-386730

● Google has been displaying a new snippet line for some e-commerce sites that show the return period policy for that product. So under the main search result snippet, Google will show "x-days returns."

● This is a cool test from Google and helps to serve more information to the user in snippets but we have not been able to recreate this yet.

Google hotel listings new featured in section

Source: https://www.seroundtable.com/google-hotel-listings-featured-in-section-33807.html

● Google Hotel results show a wealth of information about a hotel listing but there is a new section called "Featured In." This section shows you articles that mention the hotel, so you can read third-party reviews of the hotel.

● We haven't been able to recreate this yet but seems to get more information about a hotel in an easy way.

Google Search indexing issue on July 15th - Google not indexing new content
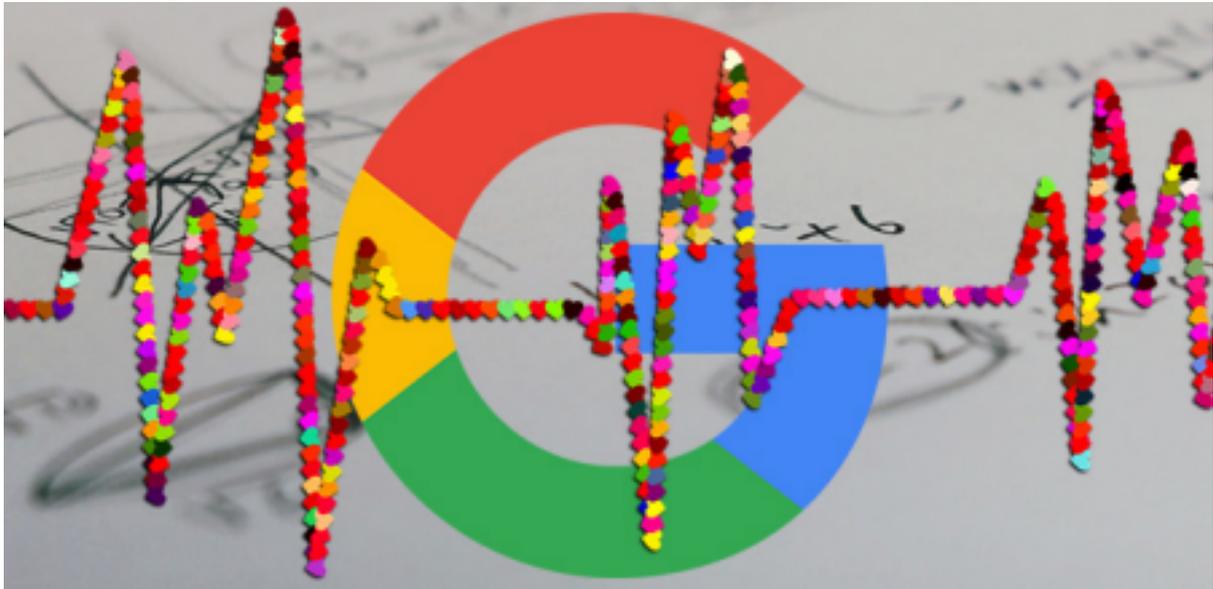
● An indexing issue saw lots of new content taking longer than normal to be indexed by Google, this has since been resolved but was nonetheless a hindrance for many.

Timeline

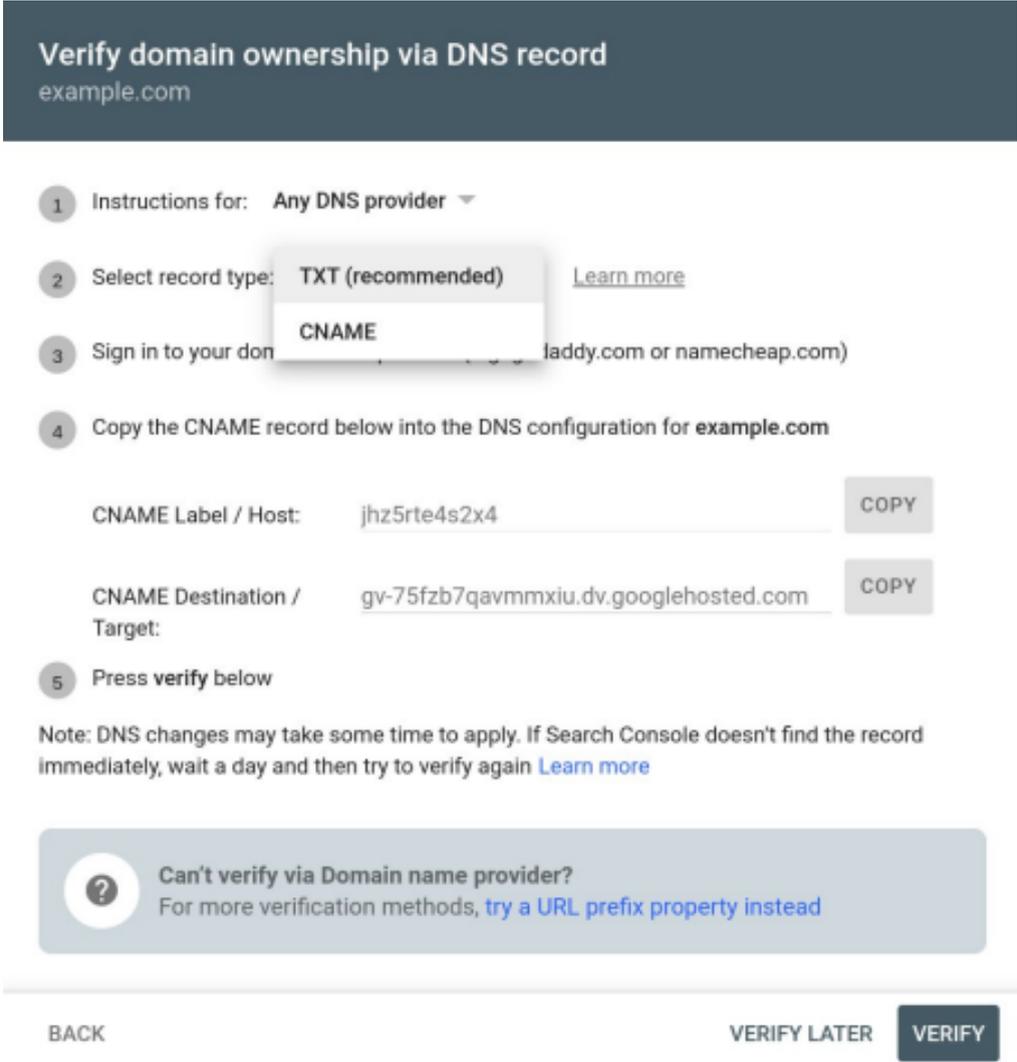● Before 7 am ET a Google bug led to new content not being indexed by Google

● 10:50 am ET Google confirmed there is an issue with indexing

● 3:00 pm ET Google identified the issue and is working on a fix

● 4 pm ET we are starting to see new content show up in the Google Search index

● 2:00 am the following day, Google confirmed the issues are fully resolved

New verification of Google Search Console via DNS CNAME

Verify domain ownership via DNS record
example.com

1   Instructions for: Any DNS provider ▾

2   Select record type: **TXT (recommended)**   Learn more

       CNAME

3   Sign in to your don   laddy.com or namecheap.com)

4   Copy the CNAME record below into the DNS configuration for **example.com**

    CNAME Label / Host: jhz5rte4s2x4   COPY

    CNAME Destination /   gv-75fzb7qavmmxiu.dv.googlehosted.com   COPY
    Target:

5   Press **verify** below

Note: DNS changes may take some time to apply. If Search Console doesn't find the record immediately, wait a day and then try to verify again Learn more

?   **Can't verify via Domain name provider?**
For more verification methods, try a URL prefix property instead

BACK   VERIFY LATER   VERIFY

● Google announced this week that they have added a new way to verify your domain name and properties in Google Search Console. You can now do so through or via DNS CNAME, not just a TXT verification over DNS.

● DNS has been the most popular way to verify for some time now, so the addition of CNAME is welcomed by many.

Google tests "Reviews Aren't Verified" label

Source: https://www.seroundtable.com/google-reviews-arent-verified-label-33788.html
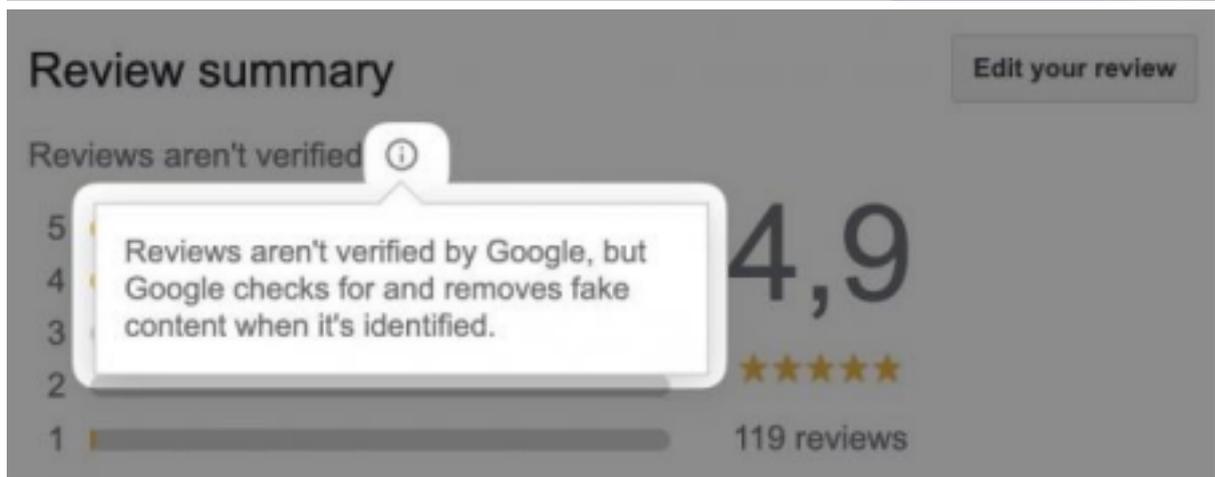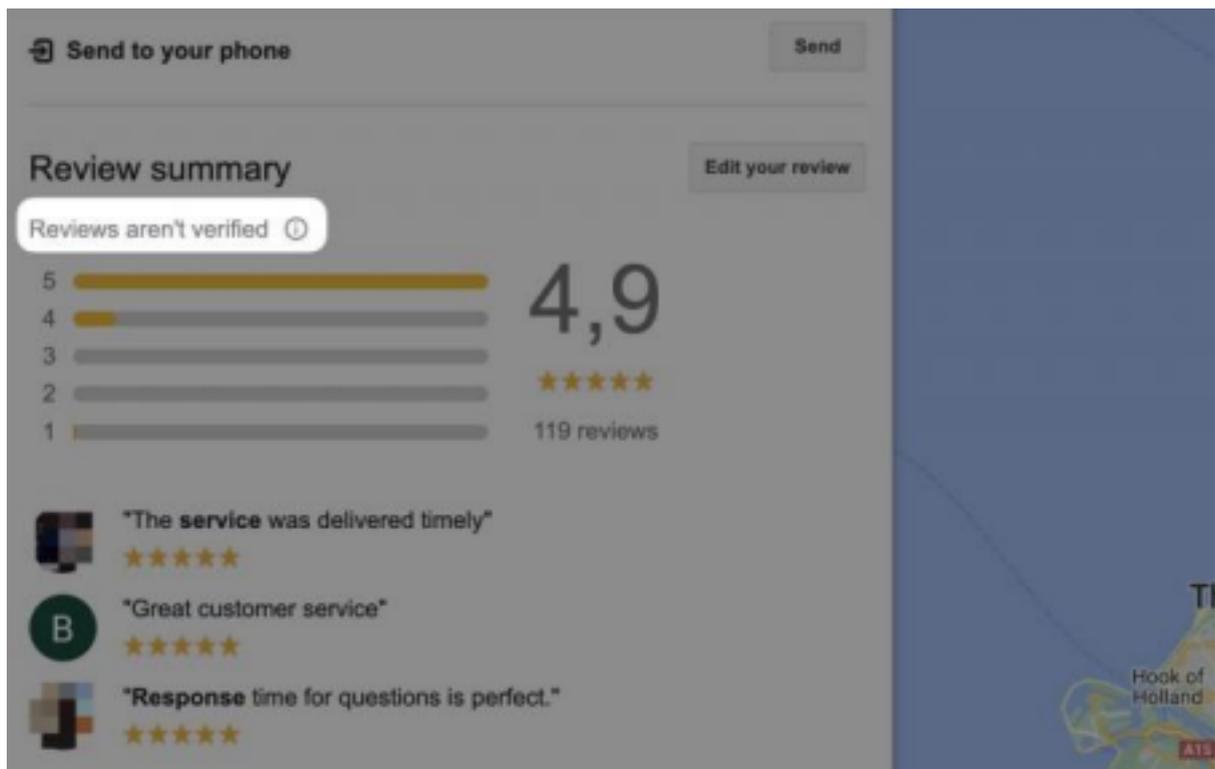
● Google is testing a new label to notate that the reviews aren't verified in Google Search and Google Map. The label is above the reviews in the local business listing and it says "reviews aren't verified."

● We haven't been able to recreate this yet but seems to add some nice clarity to the review section.

**Google search console insights finally supports Google Analytics 4**

Source:
https://www.seroundtable.com/google-search-console-insights-google-analytics-4-33706.html

● Google Search Console Insights, the analytics that joins Search Console and Google Analytics with a goal of making it easy to understand your content's performance, now works with sites that only use Google Analytics 4 (GA4).

● The reaction to GA4 has been mixed since it was announced, however, the takeover of GA4 is set for 1st July 2023. So it is time to start getting used to it and for tools to start supporting it.

Google tests things to do overlay over search results
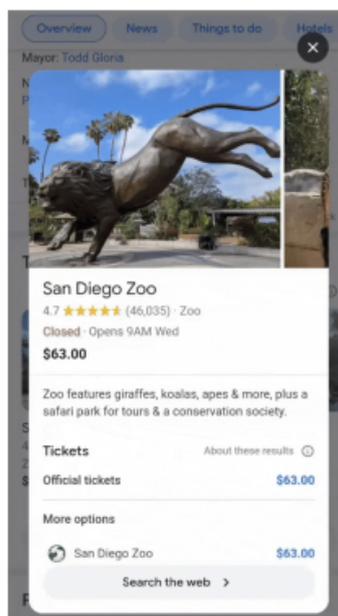
● Google is testing a new user interface for the "Things to do" carousel. In this test, Google is overlaying the results on top of the search results, instead of taking you
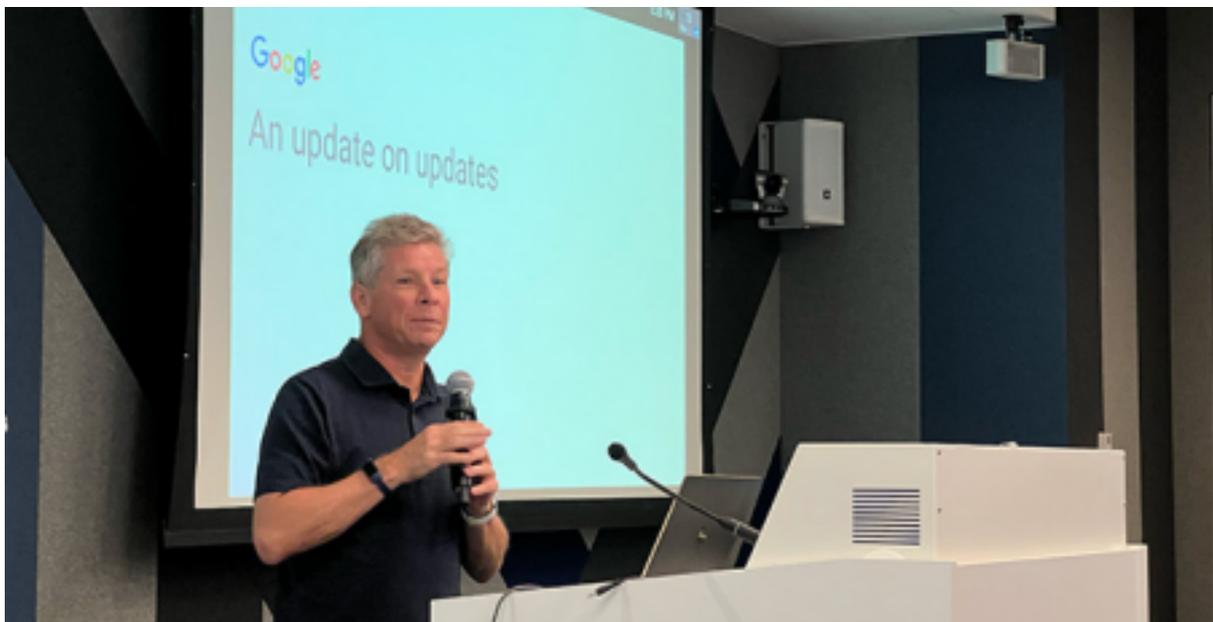
into a new page and set of search results.

● Another test from Google that is making the SERPs much more visual, we haven't been able to recreate this yet but it looks like an interesting change if officially rolled out, that could make finding things to do much easier.

## Google says they are communicating about more algorithm updates

● A point taken from the Google NYC SEO Meetup the other night was that Danny Sullivan at Google said Google has been more active about communicating algorithm updates now than ever before. Danny said Google communicates more often about algorithm updates, which is why it feels that there are so many more updates now than previously.

● If true this will help many of us to react to updates much more easily.

Google tests expandable local related carousels within snippets
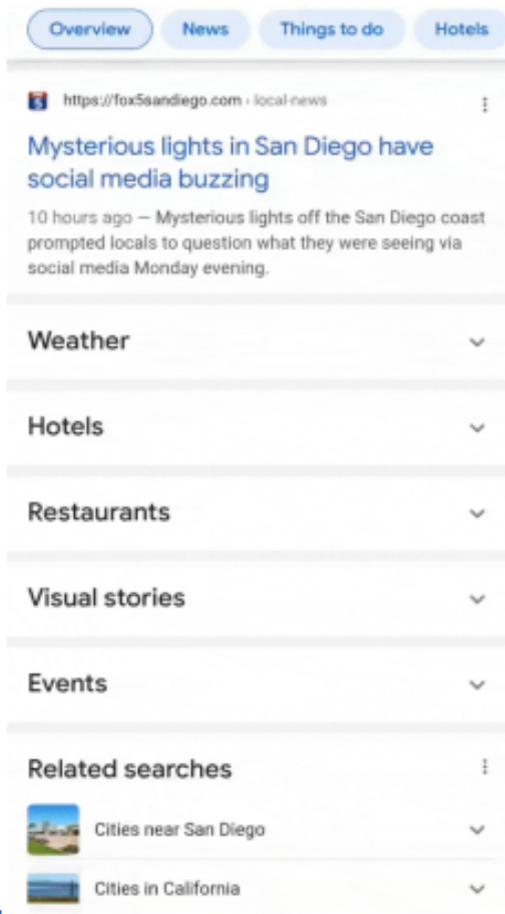
● Google is testing a search result snippet that shows expandable drop-down menus under the snippet that contains weather, hotels, restaurants, visual stories, events and more. When you click on these expandable menus, you get carousels of search results for those types of search features.

● We haven't been able to recreate this but if rolled out officially could see local snippets becoming much more engaging.

Other Changes & News

● Google Maps has updated its photos and videos criteria for the Google Maps user-contributed content policy. Google added selfie photos, excessively dark or blurry images, significantly rotated compositions, and the use of filters that dramatically alter the representation of the place may be removed from Google Maps.

● Microsoft has a new feature for Bing Image Search where it shows a "shop for" box in the results. When you click on the shop for section, it does not take you

into Bing Shopping but just changes the query in Bing Image Search to the query you clicked on.

● Google seems to be testing or slowly rolling out a new local search feature in the main web search results named Find places through reviews. Google will show a review carousel for select local businesses that match your query in this web search feature.