

NEWSLETTER



APRIL 2022

TIME TO WELCOME

GOOGLE ANALYTICS
4 AS GOOGLE ANALYTICS
3 WILL STOP WORKING
ON JULY 1, 2023

YOUR GOOGLE BUSINESS
PROFILE MAY REQUIRE

**ADDITIONAL
VERIFICATION!**

ALL U.S. AUTO
ADVERTISERS
CAN NOW ADVERTISE
THEIR VEHICLES ON

GOOGLE

1

TIME TO WELCOME GOOGLE ANALYTICS 4 AS GOOGLE ANALYTICS 3 WILL STOP WORKING ON

In a shocking move for SEO experts, Google Analytics 3 will stop collecting new data July 1, 2023 onwards.

Google posted a notice on Google Analytics stating, *“Two and a half years ago, we introduced Google Analytics 4 to address these evolving measurement standards and help businesses succeed. Google Analytics 4 has the flexibility to measure many different kinds of data, delivering a strong analytics experience that's designed for the future.*

It allows businesses to see unified user journeys across their websites and apps, use Google's machine learning technology to the surface and predict new insights, and most importantly, it's built to keep up with a changing ecosystem.”

Explaining the difference between Google Analytics 3 and Google Analytics 4, Google says, *“GA3 was built for a generation of online measurement that was anchored in the desktop web, independent sessions and more easily observable data from cookies. However, this measurement methodology “is quickly becoming obsolete.*

While GA4 operates across platforms, does not rely exclusively on cookies and uses an event-based data model to deliver user-centric measurement.”

Further, Google says GA4 is advanced in terms of privacy as it provides more comprehensive and granular controls for data collection and usage — and it does not store IP addresses, a necessary adjustment required by data privacy regulations in many locations.

Google promises that GA4 will better support your business by helping you:

Understand your customers across touch points – Get a complete view of the customer lifecycle with an event-based measurement model that isn't fragmented by platform or organized into independent sessions.

- Improve ROI with data-driven attribution – Use data-driven attribution to analyze the full impact of your marketing across the customer journey.
- Measure engagement and conversions – With business and compliance needs in mind. With GA4, you'll have country-level privacy controls that enable you to manage and minimize the collection of user-level data — like cookies and metadata — while preserving key measurement functionality.
- Get greater value from your data – With predictive insights about user behavior and conversions generated by machine learning.
- Easily activate your insights – With expanded integrations with other Google products — like Google Ads — making it easier to optimize your campaigns.

What to do now:

From July 1, 2023, all standard Universal Analytics properties will stop processing new hits, and from October 1, 2023, 360 Universal Analytics properties will do the same. After that, you can access your previously processed data in Universal Analytics for at least six months.

If you want to build the necessary historical data before Universal Analytics stops processing new hits, you need to move to Google Analytics 4 as soon as possible.

2

YOUR GOOGLE BUSINESS PROFILE MAY REQUIRE ADDITIONAL VERIFICATION!

The recently updated Google Business Profile [Help document](#) states that you may now have to verify your Google Business Profile through “more than one method”.

Here’s a look at exactly what the updated document says.

Verify for the first time

1. Add or claim your Business Profile on Google. [Learn how to claim your profile.](#)
2. When you add or claim your profile, we offer you one or more verification methods, like phone, text, email, and video.
 - **We may require you to verify by more than one method.**
 - Available methods vary depending on factors that can include business category, publicly available info, region, support hours, and volumes.
3. Pick your verification method. [Learn how to verify by your selected method.](#)
4. Often, we need to review verifications. These manual reviews help maintain the integrity of all profiles. They can take up to 7 business days.
 - When you’re verified, you get a notification.
 - If we can’t verify your business via the first-used method, the “Get verified” button returns. You can use a different verification method.
5. After you verify:
 - It can take a few weeks for your updated business info to show across Google.
 - You can update and add to your info at any time. [Learn how to edit your profile.](#)
 - You can connect with your customers through your profile. Learn about [posts](#), [reviews](#), and [messaging](#).

It looks like Google rolled out this update, apart from pushing for video verification, to hopefully tackle one of the persisting problems – fake locations on Google Maps.

Check out this [video](#) to better understand the steps to getting your business verified on Google.

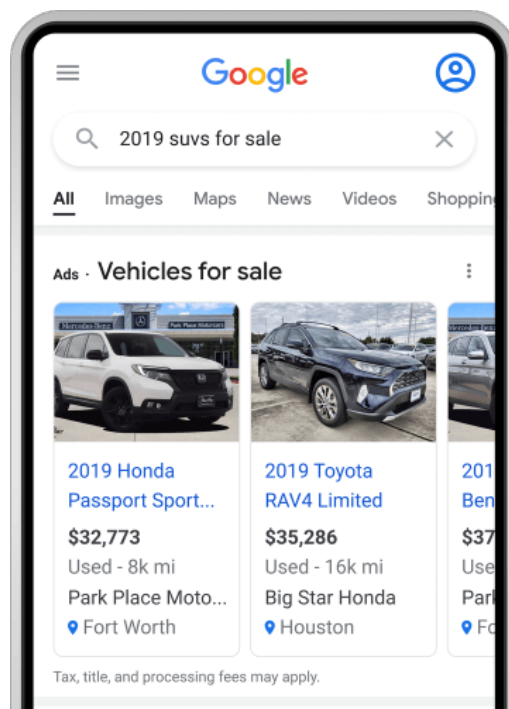
Final Takeaway

There’s really no way you can build a strong online presence without getting your business verified on the search engine giant. Click [here](#) for more information on Google Business Profile verification and all the options available to you.

3

ALL U.S. AUTO ADVERTISERS CAN NOW ADVERTISE THEIR VEHICLES ON GOOGLE

Google has now allowed all U.S. auto advertisers to advertise their vehicles on its page. Customers shopping for vehicles online will now be able to see vehicle details such as make, model, price, mileage, and advertiser name. The latest format of the advertisement is given below. When a customer clicks on the ad, it directs the customer to the vehicle description page.



Source: google.com

Advantages Of Vehicle Ads:

- Vehicle ads are designed to help you reach your potential customers easily.
- Advertisers can now optimize their site accordingly to get a good conversion rate (both online and offline).
- Users will only see the most relevant listings from your inventory, helping you get qualified leads.

What You Need To Know:

- Both new & used vehicles can be advertised
- Only non-commercial vehicles can be advertised
- Only available for U.S. auto advertisers

How To Get Started

- Upload vehicle data to [Google Merchant Center](#)
- Create [Smart Shopping campaigns](#) on Google Ads
- Link your Google Ads account to a [Merchant Centre account](#) and a [Google Business Profile](#)
- Visit Google's [Support page](#) for more details