MARCH 2023

NEWSLETTER

Reviews With Photos Stay On Top For A Long Time!

Recent Poll Shows Seo's Slow On Adoption Of Google Analytics 4

BING IS BINGING ON AI!

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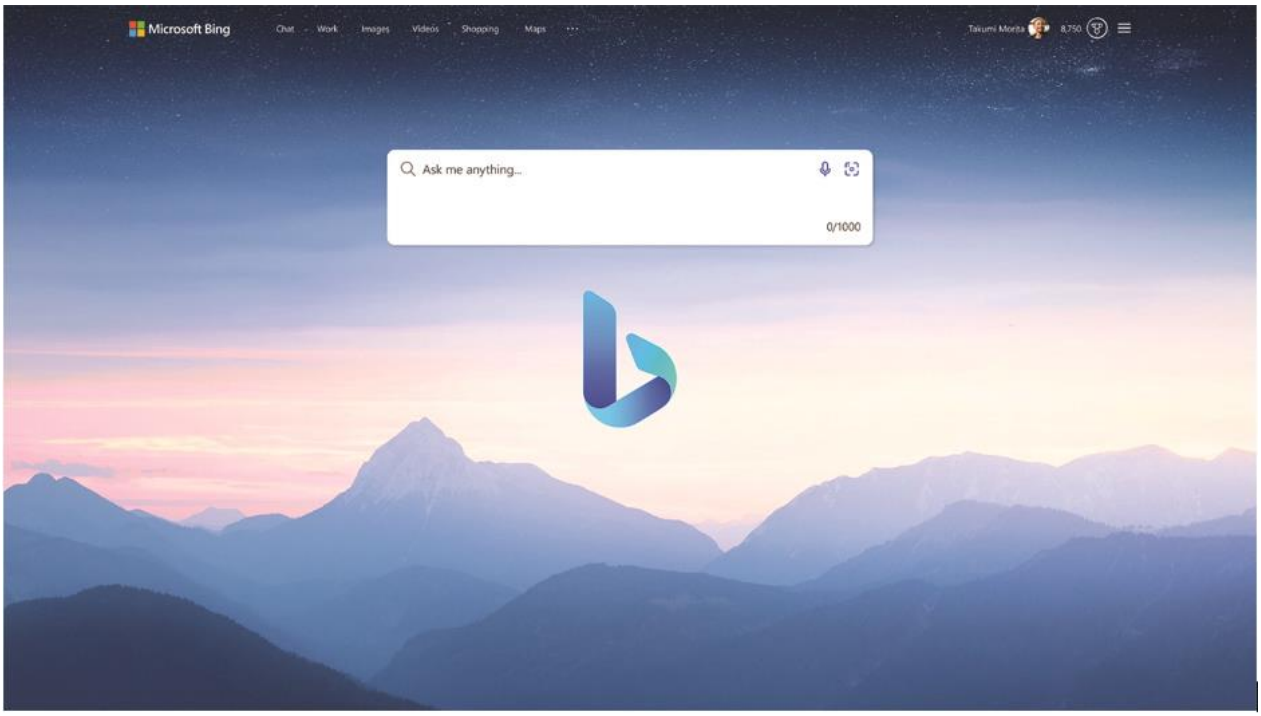


(Source: microsoft.com)

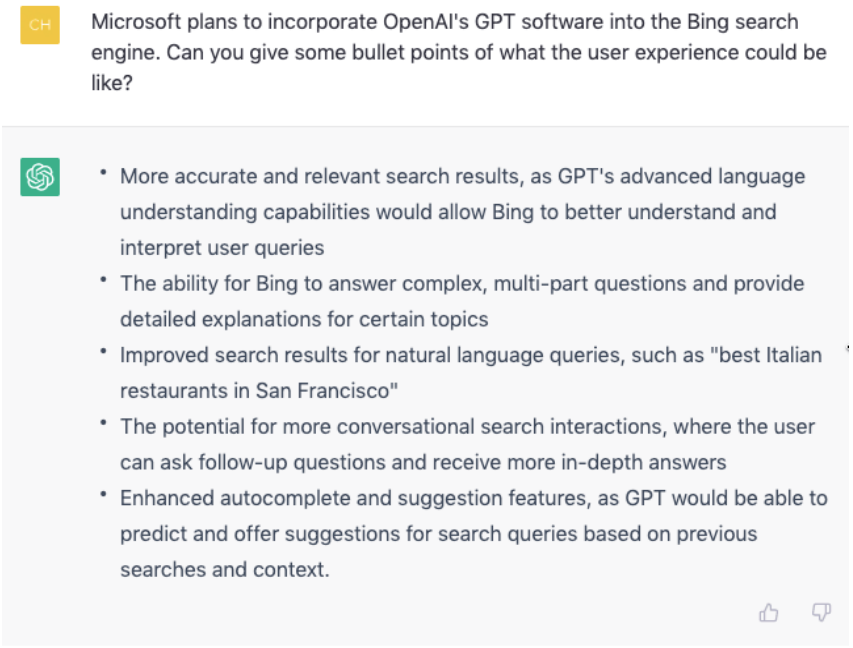
It is decided that we are marching into the future with AI by our side. From academics to professions, and businesses to trades, it is going to accompany us everywhere like butter with bread. It is already conversing with us like humans via text, quenching all our curiosities, answering every question, and trying to ease our lives by providing necessary information. And talking about making the most of it, Microsoft has confirmed its multi-billion-dollar investment in OpenAI, the parent company of ChatGPT and DALLE 2, in an attempt to **make Bing (Microsoft's search engine) great again!**

ChatGPT is a language model that generates human-like responses to prompts after being trained on a large dataset of text. DALLE 2 is an AI system that creates realistic visuals and art from natural language descriptions. Both are impressive with their capabilities and are only going to get better with the millions of inputs and feedback they get from users using their beta versions.

Considering all of this, some people are hoping that Bing will end the monopoly of the kingpin of search, Google. But some naysayers are pretty clear that it will not. A ChatGPT-powered search engine would be able to keep users almost entirely on-site because ChatGPT will have absorbed the majority of the content uploaded on the web, eliminating the need for anyone to visit a website.

But we think that a ChatGPT-powered Bing would add to Bing's algorithms rather than replace them. That's because the language model has only been trained on a limited set of data (so far), and it isn't yet focused on real-time events or e-commerce products and services.

So, yes, the opinions are divided. But interestingly, ChatGPT has answered this question when asked what the user experience would be like on Bing when it gets incorporated with it.



(Source: searchenginenews.com)

Well, we can only wait to see how good this new development will turn out to be, but it sure is exciting! In addition, there are talks about the rest of Microsoft's products and how Microsoft can supercharge them by including ChatGPT and DALLE2's capabilities.

Whatever happens, among the confusion and anticipation, one thing is certain: we are going to look to AI for almost everything, more than ever. And this makes us scream, "What a time to be alive!"

2 REVIEWS WITH PHOTOS STAY ON TOP FOR A LONG TIME!

It is now a well-known fact that reviews can make a world of difference for both businesses as well as their customers. Most people headed to the reviews section pay special attention to customer ratings, words describing the product and/or service, and yes, photographs!

Turns Out Photos Are Important

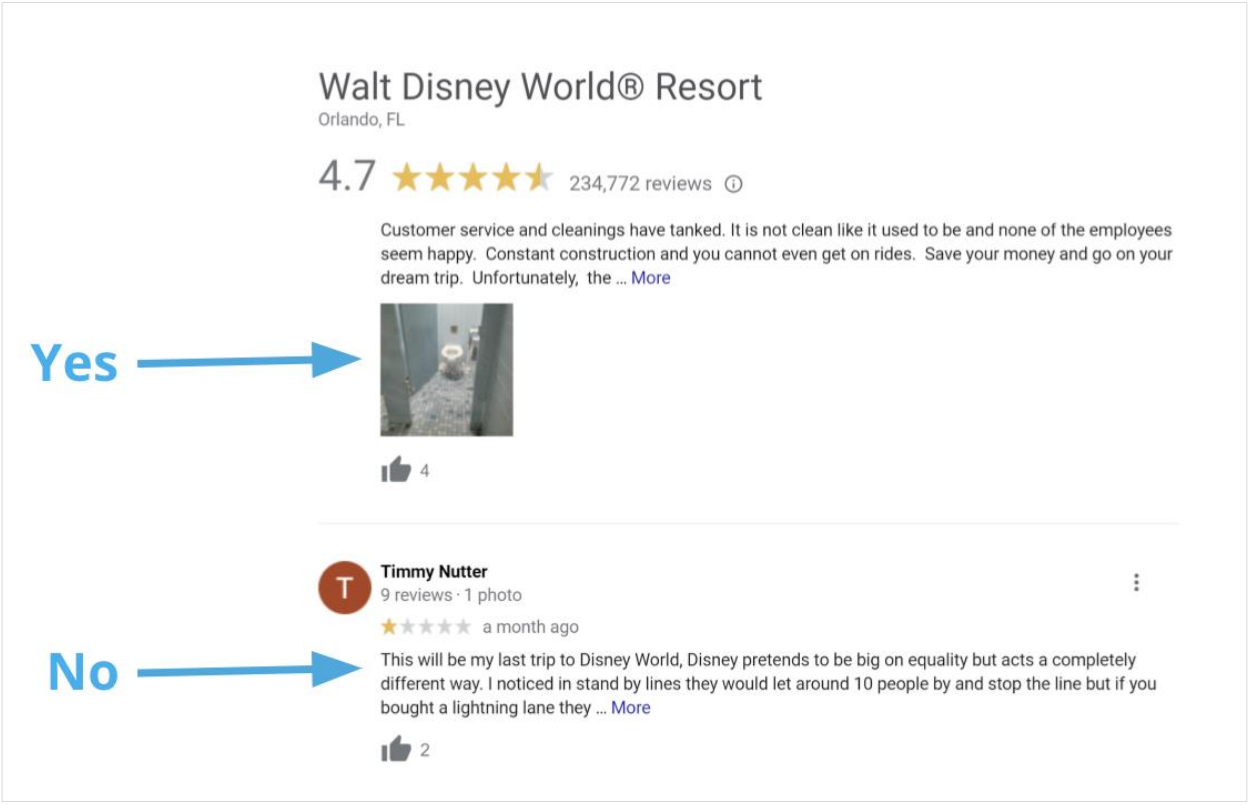
There have been studies in the past that highlighted the importance of recency, length, quantity, and upvotes when it comes to reviews. However, one more such study has come to fore emphasizing the importance of photographs in reviews. As per this study, it has been observed that reviews with pictures tend to appear in the top ten for way longer as compared to others.

Average Days Review Stayed In Top 10-11

Photo	Lawn Care	Jeweler
Yes	249	191
No	158	30

It is suggested that reviews backed with photos stay on top for longer because they tend to be more engaging and can easily grab viewers' attention. Moreover, photographs add to the quality and credibility of a review.

As per the recent analysis done by SterlingSky, they were able to prove that reviews with photos stay longer in the top ten list. The image below clearly shows that a review with a photo has more readers as compared to the reviews without a photo.



Why This Is Important

While it is understandable that photos make a difference in the review's ranking, what comes as a surprise is that adding a picture to an older review can also lead to significant changes in the rankings! The study shows that adding a photo to an older review can completely change the order of reviews that viewers can see.

Final Takeaway

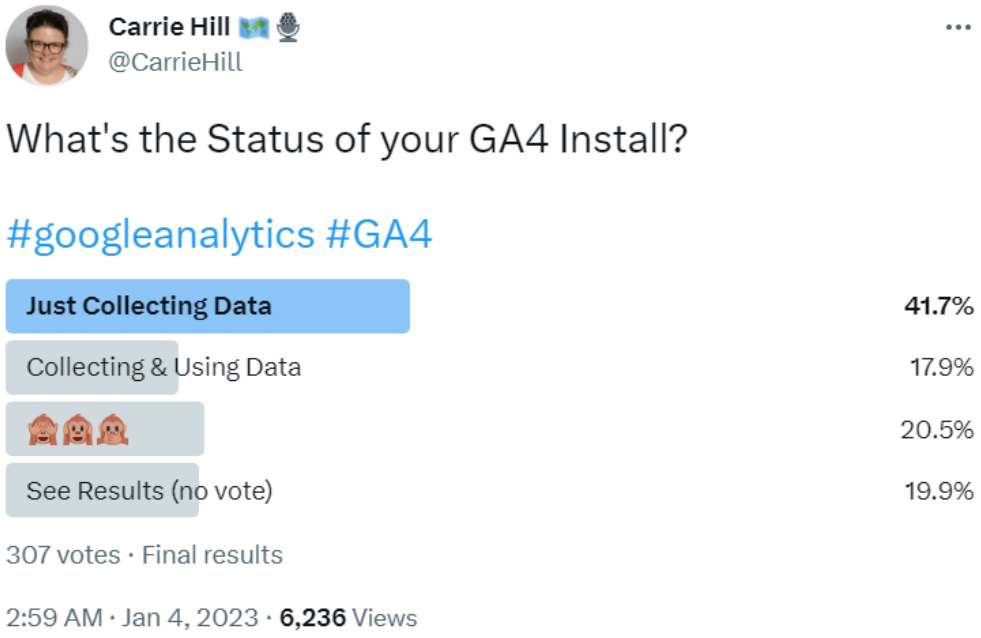
Having good reviews with pictures on top is definitely better for any business. Hence, it is advisable that you encourage your customers to post reviews along with photographs of your products and/or services.

In fact, you can also ask your existing customers to add photographs to their older reviews, as this will help you to push down any negative reviews if not bury them entirely.

3 RECENT POLL SHOWS SEO'S SLOW ON ADOPTION OF GOOGLE ANALYTICS 4

According to a poll recently conducted by Carrie Hill, one of the SEN MasterMind panel members, asking SEOs about their adoption of Google Analytics 4, shows very few SEOs are adapting well to it.

Here are the Poll Results:



The above tweet shows over 300 SEOs responded, with only about 18% saying they are collecting and using data. About 42% have just collected data, and about 40% had nothing meaningful to report.

Final Takeaway

- Universal (Google) Analytics 3 will stop processing new hits from July 1, 2023. And, as your Universal Analytics data will not migrate to GA4, you need to get GA4 set up as soon as possible so you can compare data year over year.
- The following timeline will help you get a better understanding:
- You can continue to use and collect new data in your Universal Analytics properties until July 1, 2023.
- After July 1, you'll be able to access your previously processed data in your Universal Analytics property for at least six months.
- If your data is important to you, then you should export your historical reports.
- Google is yet to provide a date from when existing Universal Analytics properties will no longer be available.
- Be aware that after this future date, you'll no longer be able to see your Universal Analytics reports in the Analytics interface or access your Universal Analytics data via the API.