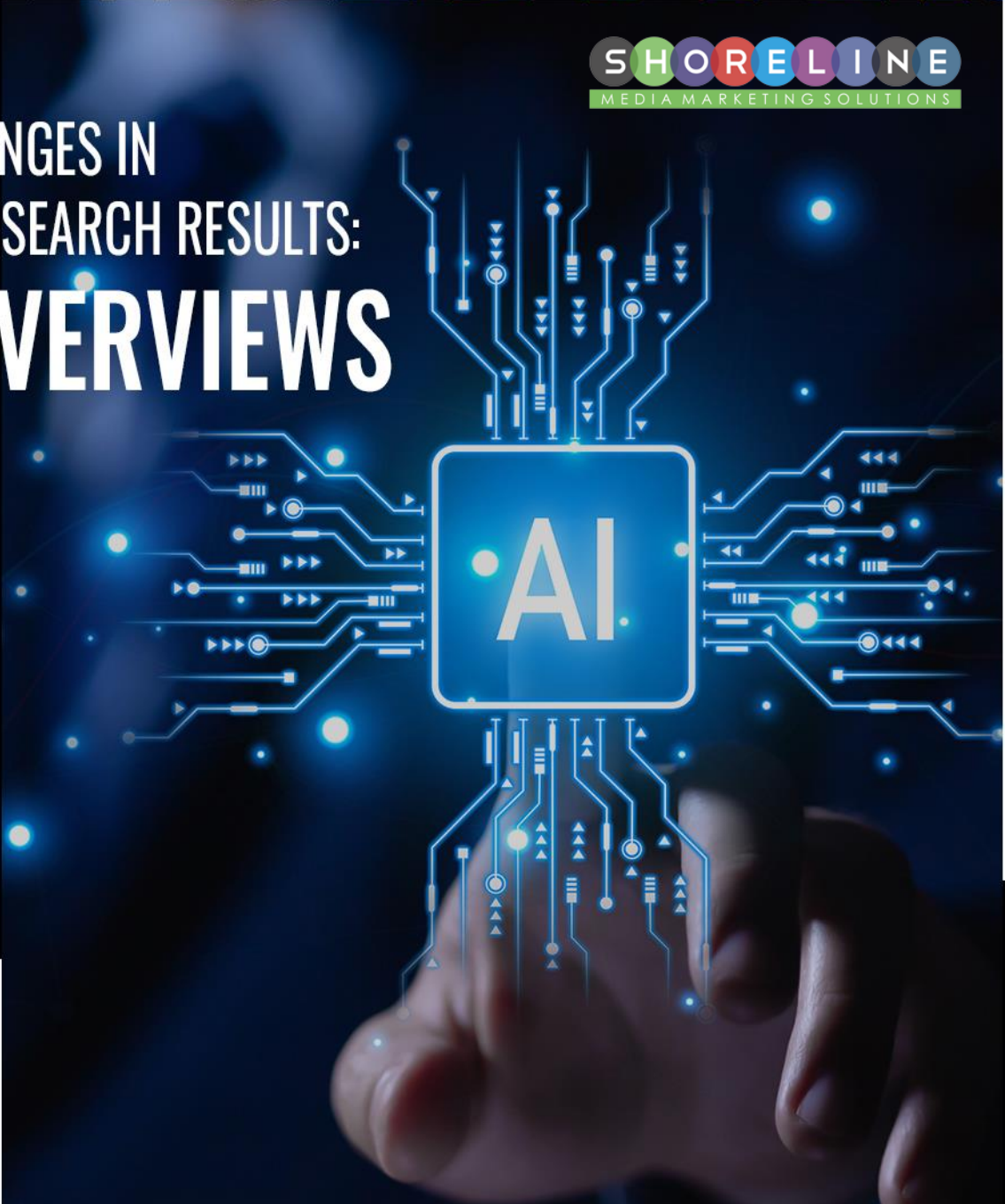


JUNE 2024

# NEWSLETTER

SHORELINE  
MEDIA MARKETING SOLUTIONS

BIG CHANGES IN  
GOOGLE SEARCH RESULTS:  
**AI OVERVIEWS**



ORDER WITH GOOGLE –  
IS COMING TO AN END THIS MONTH

GBP WAVES GOODBYE TO CHAT  
AND CALL HISTORY!

## 1

## Big Changes in Google Search Results: AI Overviews



Last month, during their I/O conference, Google announced something huge that's set to change how we use search engines: AI Overviews. Starting on May 14, these AI Overviews will be available to all users, showing up at the top of search results whenever Google's systems think these AI-generated answers can quickly provide helpful information.

### What Are AI Overviews?

AI Overviews are summaries created by Google's advanced AI models to directly answer your questions. These summaries pop up at the top of the search results page, aiming to give you quick answers without needing to click on multiple links. Here's a simple breakdown of Google's two new AI-driven response methods:

### AI Overviews vs. Direct Answers

- **AI Overviews:** Comprehensive summaries from Google's AI, combining info from various sources to give a quick, clear answer at the top of the search results page.
- **Direct Answers:** Short text snippets pulled directly from Google's indexed web pages, usually showing up within the traditional search results, often below the AI Overview or directly under the search bar.

### Key Differences:

Feature	Focus	Appearance	Functionality
AI Overviews	Summarized Answer	Top of Search Results Page	Provides a concise answer using AI models from various sources
Direct Answers	Short Answer Snippet	Within Search Results (below AI Overview or search bar)	Extracts a relevant answer snippet from a webpage

Check out the image below to see what both look like in a desktop search result for "solar panel functionality":

The image shows a Google search interface for the query "solar panels functionality". At the top, the Google logo is on the left, and the search bar contains the text "solar panels functionality" with a clear button (X) and icons for voice search, image search, and search. Below the search bar are tabs for "All", "Images", "Shopping", "Videos", "Forums", "More", and "Tools". There are also buttons for "Open now" and "Top rated". The search results indicate "About 265,000,000 results (0.43 seconds)".

The first result is an "AI Overview" section, which is circled in red. It features a green robot icon and the text "AI Overview". To the right of this text is a "Learn more" link with a vertical ellipsis icon. The main text of the AI overview states: "Solar panels convert sunlight into electricity and heat. They are made of semiconductor materials, like silicon, which release electrons and create an electric charge when exposed to sunlight. The wiring in the panels captures this charge and creates an electric current." To the right of this text is a photograph of solar panels installed on a roof. Below the AI overview is a search result snippet from "National Grid" titled "How does solar power work? | Solar energy explained | Nationa..." with a date of "May 16, 2023". At the bottom of the search results is a "Show more" button with a downward arrow.

### Direct Answer

When the sun shines onto a solar panel, energy from the sunlight is absorbed by the PV cells in the panel. This energy creates electrical charges that move in response to an internal electrical field in the cell, causing electricity to flow.




As you can see, the AI answer takes up a lot of space at the top of the search results, pushing the organic results further down. Clearly, Google wants to keep users on their platform by giving them immediate answers.

## What People Are Saying

Despite the benefits, many users in the Google Search Community are not happy about not being able to turn off AI Overviews. Here's a snapshot of what people are saying:

### Browse the Google Search Community

<p><b>How do I remove AI Overviews from search results?</b></p> <p>I want them gone. They're basically as good as spam. Even best case scenario, this technology in it...</p>	0 Replies
<p><b>Yes I want to be able to disable AI because I don't want this function that goes against my p...</b></p> <p>To be able to disable AI because AI doesn't know what I want it keeps on giving me stuff I don't wan...</p>	0 Replies
<p><b>How to disable generative AI?</b></p> <p>im sick of this crap ai messing up my searches and constantly spewing broken gibberish "info". ive t...</p>	0 Replies
<p><b>Why doesn't that stupid AI summary thing turn off when it's turned off?</b></p> <p>I'm not a moron, I can manage google searching stuff on my own. Get that trash out of my face.</p>	0 Replies
<p><b>How can I turn off AI overviews?</b></p> <p>I'm finding the results very repetitive, often wrong, and they don't at all match what I'm looking f...</p>	1 Reply
<p><b>How to permanently turn off AI Overview on Google Serach?</b></p> <p>So went searching on Google today. And this super annoying "AI Overview" thing keeps popping up... ..</p>	1 Reply
<p><b>How do I get rid of AI Overview?</b></p> <p>I don't want it. I don't have it enabled - it is disabled in "Lab Settings" yet it persists with eve...</p>	0 Replies
<p><b>Can't block AI overviews from appearing in search results</b></p> <p>There is not an existing way to completely disable AI overviews in my search results. I want this pr...</p>	2 Replies
<p><b>I want to turn off generative AI in my Google searches using Chrome.</b></p> <p>I never opted in for generative AI and do not see a way to turn it off. The common suggestions for h...</p>	1 Reply
<p><b>How to turn off AI Overview</b></p> <p>I have made sure that AI Overview and all AI technology is toggled off in my labs but the overview r...</p>	1 Reply
<p><b>How do I disable AI Overview when I already have it toggled to off?</b></p> <p>I want nothing to do with AI as I find it unethical and invasive. AI Overview is now appearing at th...</p>	0 Replies
<p><b>How can I turn off AI results?</b></p> <p>I have tried to turn off the Google SGE results in Labs, but it's already off. I've tried...</p>	3 Recommended Answers 
<p><b>How do you permanently opt out of seeing AI answers?</b></p> <p>How do you permanently opt out of seeing these AI searches?</p>	0 Replies
<p><b>remove search labs icon</b></p> <p>Search labs is not on in settings but active during search results. How do i remove the icon that ge...</p>	1 Reply

[View more](#)

## Is There a Solution?

Google's new "Web" filter under the "More" dropdown menu offers a partial fix. This filter lets you view the old-style search results, showing the classic 10 blue links without any extra media like images, videos, or AI features.

## The Future of Search with AI

Google's new tagline from the I/O conference, "Google wants to do the googling for you," signals a big shift. With their Gemini AI model, search queries will be analyzed to provide direct answers at the top of the search results. While this means faster access to information, it also brings some challenges:

- **For Users:** Faster access to info without clicking through links.
- **For Websites:** Possible drop in traffic, especially for news sites.
- **Concerns:** Accuracy and bias in AI-generated answers, and the risk of reducing critical thinking if users don't explore different sources.

## Why It Matters

This major change in Google's search functionality has wide-reaching effects. While it aims to improve user experience, there are valid concerns about its impact on website traffic and the overall quality of information online.

## 2

## Order with Google – Is Coming to an End This Month

If you like to order food with Google, you should know Order with Google is ending this month. Using this feature, users could place delivery or pickup orders directly through Google Search and Maps, using a prominent "Order with Google" button.

### Let's Learn More About Order With Google:

The feature was introduced to streamline the food ordering process. Here's how it worked:

- Whenever a user searches for a restaurant on Google Search or Maps, a blue "Order with Google" button appears next to participating restaurants.
- When clicked on the button restaurant's menu appears, and users can place orders directly through Google's platform.
- Google has partnered with third-party delivery services like DoorDash and Grubhub for delivery purposes.

The "Order with Google" button was a convenient one-stop solution for users looking to order food without navigating to a separate website or app.

### What Can Restaurants Do Now?

As "Order with Google" is ending, restaurants will need to figure out how to reach online customers for order delivery and pickup. A few options they can opt for:

- Partner with third-party delivery services like DoorDash, Grubhub, and Uber Eats.
- They can create their own online ordering system and encourage customers to use it.
- Use Google Business Profile to ensure your restaurant appears high on Google Search and Maps.
- You can try social media ordering, where platforms like Facebook and Instagram offer built-in ordering features for restaurants.

## 3

## GBP Waves Goodbye to Chat and Call History!

In a recent update, Google announced that starting July 31, 2024, they will bid farewell to chat features and call history tracking on Google Business Profile.

### What Were These Features and Why Were They Useful?

**Chat:** This feature enabled customers to message your business directly through GBP on Google Search and Maps. It provided a convenient way for real-time communication and lead generation, enhancing customer engagement.

**Call History:** This feature keeps track of calls made directly through your Business Profile. It helped businesses understand how many calls they received and track their effectiveness in converting those calls into customers.

### Why is Google Shutting Them Down?

Google stated, "These features have relatively low usage, and we're prioritizing focus on higher-impact features for merchants." This decision reflects Google's ongoing effort to streamline its services and concentrate on tools that provide the most value to businesses.

### Key Dates to Remember

**July 15, 2024:** This is the last day for customers to initiate new chat conversations. Existing chats will continue, and users will be notified about the upcoming shutdown.

**July 31, 2024:** Chat functionality will cease entirely. You will no longer receive new messages or be able to view past chat history within GBP. Call history reports will also be removed on this date.

### Preparing for the Change

**Download Your Data:** You have until August 30, 2024, to extract your chat history using Google Takeout. It will allow you to retain a record of past customer conversations for future reference.

**Update Your Profile:** Since chat is going away, consider revising your welcome message to direct customers to your preferred communication methods, such as phone numbers, email, or social media handles.



**Explore Alternative Solutions:** Many communication platforms integrate with business operations. Look for options like SMS marketing, live chat software, or social media messaging features to continue real-time interactions.

### **Actionable Strategy**

If retaining your data is essential, extract it using Google Takeout before August 30, 2024. It ensures you have a record of your past customer interactions, which can be valuable for understanding customer needs and improving future communication strategies.

As Google phases out these features, adapting and exploring new ways to engage with your customers effectively is essential. By updating your communication strategies and leveraging alternative tools, you can continue maintaining strong customer connections and drive business growth.