

NEWSLETTER

NOVEMBER 2024

SHORELINE
MEDIA MARKETING SOLUTIONS



**UNLOCK THE FUTURE OF SEARCH
WITH CHATGPT: A GAME-CHANGER
FOR ONLINE QUERIES**

**GOOGLE ANSWER ENGINE
OPTIMIZATION (AEO):
A DEEP DIVE**

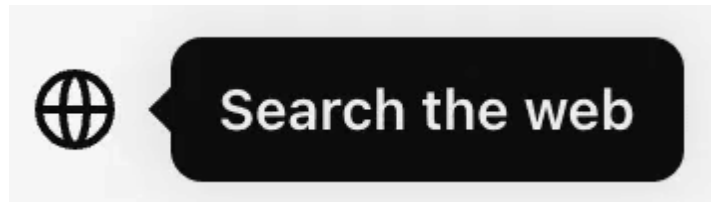
**ATTENTION LOCAL SERVICE AD
USERS: ACTION NEEDED BEFORE
NOVEMBER 21, 2024!**

**NEW MERCHANT VERIFICATION
METHODS ADDED
TO GMC**

1

Unlock the Future of Search with ChatGPT: A Game-Changer for Online Queries

OpenAI has officially rolled out its highly anticipated ChatGPT search product, marking a new era in online browsing. Available to ChatGPT Plus and Team users, this search feature promises to reshape how we interact with the web—providing a streamlined, ad-free, and user-friendly experience.



Why ChatGPT Search Matters?

The new search function, integrated directly into ChatGPT, allows users to query real-time information in a much simpler, more intuitive format compared to traditional search engines. With real-time updates in categories like weather, sports, stocks, and news, ChatGPT search offers an unmatched user experience—clean, concise, and tailored to your needs. OpenAI's seamless integration with third-party providers like Microsoft Bing ensures reliable and accurate search results.

Key Features of ChatGPT Search

- **Real-Time Updates:** Stay current with the latest information on weather, sports, stocks, and more.
- **Unique Visual Design:** Enjoy a fresh and modern look that reduces clutter and enhances navigation.
- **No Ads:** Unlike traditional search engines, ChatGPT delivers information without the distraction of ads.
- **Citations & Sources:** ChatGPT provides inline citations and source links for greater transparency.

Sources. ChatGPT search will cite its sources via inline citations and a Sources button underneath its responses (answers) to queries. Clicking the button opens a sidebar of links, called *Citations*.

what are some great ways to fix up a backyard

54 Backyard Ideas to Upgrade Your Outdoor Space
thespruce.com > backyard ideas

Transforming your backyard into a welcoming and functional space can be both enjoyable and rewarding. Here are several ideas to enhance your outdoor area:

1. **Create a Cozy Seating Area:** Arrange comfortable outdoor furniture, such as sofas, chairs, or hammocks, to establish a relaxing spot for reading or entertaining guests. Adding colorful cushions and throw pillows can infuse personality and comfort.
2. **Incorporate Outdoor Lighting:** Enhance ambiance and extend usability into the evenings by installing string lights, lanterns, or solar-powered fixtures. Soft, warm lighting can create a magical atmosphere.
3. **Add a Fire Pit:** Introducing a fire pit provides a focal point for gatherings and allows for enjoyable

Citations

- The Spruce
43 Backyard Ideas on a Budget — The Spruce
August 25, 2024 — Set up a hammock and add pillows, string lighting in trees, blankets, and even a plate for b...
- The Spruce
7 Ways to Refresh Your Backyard This Summer Without Spending a Dime — The Spruce
May 18, 2024 — Power wash the patio. Clean outdoor rugs. Wipe down furniture. Wash cushion covers and...
- Family Handyman
50 Brilliant Ways to Spruce Up Your Backyard This Summer
October 6, 2024 — Make Your Own Cornhole Game. Cornhole boards are a classic backyard game that is e...
- Better Homes & Gardens
50 Stunning Backyard Ideas That Fit Every Kind of Space...
May 7, 2024 — Whether you're looking for patio suggestions, outdoor dining, or a fun space to relax wi...
- Extra Space Storage
Your DIY Guide to a Backyard Makeover on a Budget
September 24, 2024 — Give your outdoor living space a facelift with a calming meditation space. Find a seclud...

Why You Should Care?

As OpenAI's search capabilities evolve, it's poised to challenge the dominance of traditional search engines. Despite its limited user base, SearchGPT has already begun driving more referral traffic to brands than competitors like Perplexity and Claude. While it's still too early to predict its full impact, the potential to redefine the online search experience is clear.

How to Use ChatGPT Search?

To start using ChatGPT Search, simply log into your ChatGPT account and click the web search icon. Enter your query, and ChatGPT will handle the rest. You can access this feature through both desktop and mobile apps.

For non-Plus users, ChatGPT Search will be available in the coming months, giving everyone a chance to explore this groundbreaking tool.

Chrome Extension. You can make ChatGPT your default search engine on Chrome by downloading [this Chrome Extension](#).

More to come. OpenAI said it plans to improve the search experience for shopping and travel queries.

What's Next for ChatGPT Search?

Arun Shetty, OpenAI's head of media partnerships, told the Washington Post (subscription required):

- "We think it improves relevancy and decreases hallucinations, because of the ability to go out to the web."

Future Enhancements

OpenAI has hinted at additional developments, particularly for shopping and travel-related searches, to further enrich the ChatGPT search experience. While SearchGPT remains an experimental prototype, it might serve as a testing ground for new features in ChatGPT search.

Stay ahead of the curve—experience ChatGPT search today and see the future of online queries in action.

2

Google ANSWER ENGINE OPTIMIZATION (AEO): A DEEP DIVE

In a world where consumers increasingly seek direct, relevant answers from search engines, the rise of Answer Engine Optimization (AEO) presents both a challenge and opportunity for content creators and SEO professionals. Let's explore how AEO is transforming the digital landscape and what it takes to master this growing field.

What is Answer Engine Optimization (AEO)?

AEO is the process of optimizing digital content to appear as direct answers in search engine results, especially in response to voice and question-based queries. Unlike traditional SEO, which focuses on general keyword optimization to increase visibility, AEO targets search engines' answer boxes, featured snippets, and voice responses to capture "position zero" — the topmost position that provides immediate answers to user queries.

Core Objective of AEO: *To directly and succinctly answer users' questions.*

This practice addresses the evolving behavior of users who often phrase search queries as questions and expect concise, instant answers. Voice assistants, like Siri, Google Assistant, and Alexa, further drive AEO by relying on short, spoken answers pulled from search engine data.

Why is AEO Important?

- **Shift to Voice Search:** With devices like smart speakers and mobile voice assistants, people increasingly use conversational queries, which are naturally suited for direct answers.
- **Enhanced User Experience:** Search engines, especially Google, are prioritizing content that meets user intent swiftly and accurately. AEO helps deliver that experience.
- **Increased Traffic Potential:** Position zero content garners significant visibility. Featured snippets and answer boxes draw higher click-through rates (CTRs) due to their premium placement above traditional search results.
- **Brand Authority:** Consistently appearing as the source of answers builds brand authority, presenting the brand as an expert in its field.

How is AEO Different from Traditional SEO?

- **Content Intent:** SEO traditionally focuses on broad keywords for visibility. AEO, however, targets question-based content and is intended to provide clear answers.
- **Answer-Based Formatting:** AEO content is structured specifically to answer questions, while SEO might prioritize keyword-rich content over format.
- **Focus on Structured Data:** Structured data, such as schema markup, plays a central role in AEO to help search engines understand and display information as an answer.

Key Components of AEO

1. Keyword Research

AEO starts with understanding how users phrase their questions. Instead of focusing solely on short keywords, AEO research prioritizes question-based keywords and long-tail keywords, such as “how,” “why,” and “what.”

- **Tools:** Use Google's “People Also Ask” to discover commonly asked questions in your niche.
- **Analyze FAQs:** Review frequently asked questions in your industry and address them in your content.

2. Creating Concise, Clear Answers

Direct answers are central to AEO success. Break down content into manageable sections and prioritize short, information-packed sentences. Often, search engines prefer answers that fit into a 40- to 60-word range.

3. Optimizing for Featured Snippets

Featured snippets are snippets of content that appear above the main search results. These snippets are Google's attempt to provide the best possible answers. There are several types:

- **Paragraph Snippets:** Concise answers that explain the query in one or two sentences.
- **List Snippets:** Answers that provide ordered or unordered lists, ideal for “how-to” content.
- **Table Snippets:** Organized data, like statistics or comparisons, often displayed in a table format.

4. Utilizing Structured Data

Structured data, especially schema markup, is critical in helping search engines understand the context of your content.

- **FAQ Schema:** Useful for content with multiple questions and answers.
- **How-To Schema:** Great for step-by-step guides.
- **Product Schema:** Helps product content appear with additional detail, like price and availability.

5. Voice Search Optimization

Voice search optimization goes hand-in-hand with AEO. People using voice search typically ask longer, conversational queries, such as “What's the best way to cook salmon?” or “How do I clean a coffee maker?”

- **Natural Language:** Write in a conversational tone to align with the way people speak in voice search.
- **Short, Direct Answers:** Provide clear answers at the beginning of your content.
- **Include “Near Me” Keywords:** Many voice searches are location-based, so include location-based keywords where relevant.

6. User Intent and Content Relevance

Understanding user intent is essential. With AEO, it's not just about generating content but ensuring it matches the intent behind each query type:

- **Informational Queries:** Answer questions directly to provide value.
- **Navigational Queries:** Help users find your website or specific page.
- **Transactional Queries:** Offer clear calls to action for users ready to make a purchase or take an action.

How to Create AEO-Optimized Content

- **Start with Question-Based Headlines** - Begin with a question headline, like “How Does Answer Engine Optimization Work?” These headlines directly align with what users type or say.
- **Craft Strong Introductory Answers** - Answer the question directly within the first sentence or paragraph. This approach helps search engines easily pull your answer for a featured snippet.
- **Use Bullet Points and Lists** - Lists, tables, and bullet points break up content into digestible parts, which search engines prefer for answer boxes.
- **Leverage Media and Visuals** - While text answers are paramount, enhancing content with visuals or video tutorials can increase engagement and relevance, improving your chances of ranking well.
- **Build Context with Structured Data** - Structured data gives context to your content, helping search engines display it as the best answer.
- **Optimize Content Length Appropriately** - While brevity is key in AEO, offering comprehensive answers where relevant can improve the chances of ranking for longer queries.

Benefits of AEO for Businesses

- **Higher Visibility:** AEO positions your content prominently in search results, often as the top response.
- **Enhanced Click-Through Rates (CTR):** Featured snippets draw more clicks, as they're visually distinct from traditional listings.
- **Increased Conversions:** By addressing user questions, you establish trust and encourage users to engage with your brand.
- **Brand Authority and Trust:** Answering questions reliably builds your brand's authority, presenting you as an expert.

AEO: The Future of Search Optimization

As voice search and AI continue to shape the digital landscape, the importance of AEO will only grow. For businesses, it's no longer enough to simply rank well — it's essential to rank in ways that directly address user intent and provide the exact information they seek.


By embracing AEO strategies, businesses can meet these evolving demands, increasing their visibility, authority, and trustworthiness online. The transition from SEO to AEO reflects the broader shift towards user-centered, answer-driven digital experiences that place users' needs at the forefront.

3

Attention Local Service Ad Users: Action Needed Before November 21, 2024!

Google has rolled out a significant update for advertisers using Local Service Ads (LSA). Starting on November 21, 2024, you'll need to have an active and verified Google Business Profile (GBP) linked to your LSA for your ads to remain visible in search results. If you miss the deadline, your ads will be paused until this connection is made.

Manage your Google Business Profile ×

 By Thu Nov 21 2024, your Local Services ad will need a matching Google Business Profile to continue appearing in search results and to display your customer reviews.

Here's a simple guide on how to ensure your ads continue to appear:

Step 1: Create or Claim Your Google Business Profile

If you don't already have a Google Business Profile, now is the time to claim or create one. Ensure that the details provided on your profile are consistent with the information in your Local Service Ads to avoid any issues.

Step 2: Complete the Verification Process

After setting up your Google Business Profile, you'll need to verify your business's physical location. Verification boosts your credibility and trustworthiness with potential customers, so don't skip this step.

Step 3: Update and Optimize Your Profile Regularly

Make sure your Google Business Profile is regularly updated with fresh, relevant information. Upload high-quality images, detail the services you provide, and showcase customer reviews to help potential clients learn more about what you offer.

Step 4: Stay Active with Customer Reviews

Monitoring your Google Business Profile for reviews is key. Respond promptly to both positive and negative feedback, showing that you care about your customers and are dedicated to providing great service.

Step 5: Link Your Verified GBP to Your LSA

Once your Google Business Profile is verified and optimized, it's time to connect it to your Local Service Ads. This ensures that your ads stay active in search results, complete with customer reviews.

Don't Delay—Get It Done Before November 21!

Make sure to claim, verify, and optimize your Google Business Profile before the deadline to keep your Local Service Ads running. Failure to do so could result in your ads being paused, which could impact your visibility to potential customers. Take action today to stay ahead of the game!

4

New Merchant Verification Methods Added to GMC

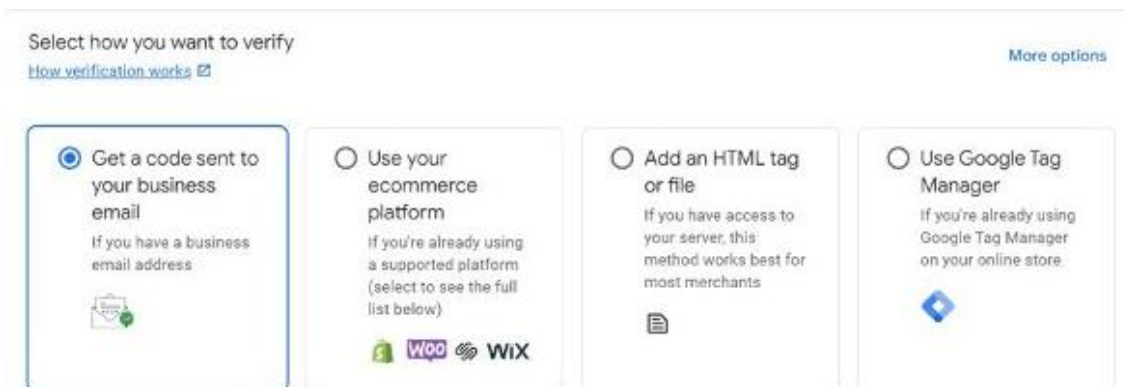
Recently, Google introduced two new verification methods for merchants and retailers within Google Merchant Center Next and posted about them on LinkedIn.

With the introduction of two new methods, you now have six methods available to use when verifying your Google Merchant Center account:

- HTML tag
- HTML file
- Google Tag Manager
- Google Analytics
- Code via business email **(new)**
- Via e-commerce platform **(new)**

Technically, connecting your website to Google Analytics or Google Tag Manager are also listed as options. However, those methods are more complicated and often require programmer assistance.

Here's the screenshot shared in her post showing the new options:



Here's the list of supported e-commerce platforms;

- Shopify
- BigCommerce
- Lightspeed
- Magento
- Squarespace
- Weebly/Square
- Wix
- WordPress/WooCommerce
- Others

Although these new options are available now, Google's support doc has yet to be updated to include them.