

At Goodman - The Response Agency, we don't just brand - we sell! We specialise in driving immediate, sustainable and, above all, profitable responses for our clients. We work with corporate and SMEs as well as small businesses and start-ups – whatever your advertising requirements – [We'll get it done!](#)

Marketing has changed more in the last 5 years than in the last 50. This curated list is prepared to help you stay updated on all the latest & important digital marketing updates and insights from May. We have cut through all the digital marketing noise (by scanning over 1000 pages of news/content every day) and covered the month's most relevant digital marketing news for you.

I trust you'll find this useful and look forward to discussing any thoughts you might have about Digital Marketing.

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A STEP TOWARDS DIGITALLY EFFECTIVE 2020

Digital is effective for every company including yours. It is only about using digital in an effective way. There are 2 aspects of using digital effectively

1. Readiness of your digital assets
2. Utility of the digital markets

Get an audit and know where you stand with respect to digital readiness and digital utilization.

Get a

Digital Marketing Audit



A Detailed Digital Marketing Audit Worth £550. For Free.

Contact Us

Digital Advertisement

G Google to update the requirements for the Business Operations Verification program. The [announcement](#) read

Advertisers who are required to complete the program will be notified and given 21 days to submit the verification form, instead of 30 days.

G Google adds curbside pickup badge that can show on products available for store pickup. The [announcement](#) read

Using local inventory ads, retailers can show users that the products they are searching for are available for nearby store pickup. Now, you can indicate if you offer curbside pickup, right in your local inventory ads. This feature is available in the countries where local inventory ads have launched: Australia, Austria, Brazil, Canada, Denmark, France, Germany, Japan, Netherlands, Norway, Sweden, Switzerland, the UK and the US.

I Instagram to introduce ads in IGTV. The [announcement](#) read

IGTV ads will initially appear when people click to watch IGTV videos from previews in their feed. The video ads will be built for mobile and up to 15 seconds long. We'll test various experiences within IGTV ads throughout the year – such as the ability to skip an ad – to make sure the final result works well for people, creators and advertisers.

G Google to sunset Gallery Ads beta, focus on Image Extensions. Read more [here](#)

f Facebook expands test of skippable mid-roll ads in videos. Read more [here](#)

G Google publishes a new set of research designed to help marketers evolve their digital marketing strategies. Read the full guide [here](#)

Y YouTube launches a new way to buy advertising with YouTube Select. The [announcement](#) read

This year, we're introducing a new offering called emerging lineups in the U.S. Emerging lineups provide an easy way to efficiently extend the reach of your campaigns among up and coming or niche channels, with the added benefit of brand suitability controls. Beyond our lineups offerings, YouTube Select can now help advertisers reach new audiences across top YouTube apps and verticals like YouTube Kids, Sports, Music and Originals with sponsorships and programs. Across markets, advertisers should work with their local teams to customize the right YouTube Select plan for their needs.

f Facebook expands its brand safety controls for advertisers. The [announcement](#) read

Today we are expanding the availability of tools we've been testing to give advertisers more control over where their ads appear within in-stream placements.

Publisher whitelists for Audience Network let advertisers designate which third-party publisher apps to run ads on.

Content whitelists offer video-level whitelisting for advertisers working with Integral Ad Science, OpenSlate and Zepr. This allows these partners to dynamically review and customize suitable videos for in-stream campaigns on Facebook.

Delivery reports provide advertisers with access to impression data at the publisher and content levels, giving greater transparency into which individual pieces of content their ads were embedded in so they can properly validate brand safety risks of our placements and publishers.

Live stream exclusions allow advertisers to opt-out of the test of in-stream ads in live streams from vetted partners. We offered this at the campaign level, and are now providing this control at the ad account level.

Y YouTube brings more ad formats and measurement to TVs. The [announcement](#) read

With media mixes becoming increasingly reliant on streaming, it's more important than ever to measure its impact. As a result, we're accelerating the launch of Brand Lift for YouTube on TV screens. For viewers, this means surveys are now optimized for the big screen and interactivity with a TV remote, so people can easily respond or skip the survey.

Search

G Google releases May 2020 Core Algorithm Update.

Later today, we are releasing a broad core algorithm update, as we do several times per year. It is called the **May 2020 Core Update**. Our guidance about such updates remains as we've covered before. Please see this [blog post](#) for more about that: [webmasters.googleblog.com/2019/08/core-u...](#)

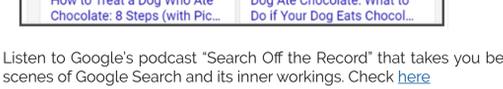
Google What webmasters should know about Google... Official news on crawling and indexing sites for the Google index [webmasters.googleblog.com](#)

2,349 11:59 PM - May 4, 2020

2,034 people are talking about this

G Google introduces Web Vitals: essential metrics for a healthy site. The [announcement](#) read

Measuring the quality of user experience has many facets. While some aspects of user experience are site and context specific, there is a common set of signals – "Core Web Vitals" – that is critical to all web experiences. Such core user experience needs include loading experience, interactivity, and visual stability of page content, and combined are the foundation of the 2020 Core Web Vitals.



G Page experience to become a ranking factor: Google. The [announcement](#) read

We will introduce a new signal that combines Core Web Vitals with our existing signals for page experience to provide a holistic picture of the quality of a user's experience on a web page.

As part of this update, we'll also incorporate the page experience metrics into our ranking criteria for the Top Stories feature in Search on mobile, and remove the AMP requirement from Top Stories eligibility. Google continues to support AMP, and will continue to link to AMP pages when available. We've also updated our developer tools to help site owners optimize their page experience.

I The state of nofollow, UGC, & sponsored link attributes in 2020 (research). Read more [here](#)

Key points -
10.6% of all backlinks to the top 110k sites are nofollow.
Only 0.44% of referring domains to the top 110k sites use rel="ugc".

G Core Web Vitals report replaces Speed report in Google Search Console. Read more [here](#)

G Google makes it easier for merchants to transition online. The [announcement](#) read

Get discovered: Merchants who are verified on Google My Business will soon be able to add attributes like "online classes," "online appointments," or "online estimates" to their Business Profiles to let people know how they're operating. Today merchants can add one of these attributes using Google My Business, and in the coming weeks it'll be visible on merchants' Business Profiles in Search and Maps.

Online service bookings directly on Google: We're expanding Reserve with Google to help merchants offer easy appointment bookings for online services so customers can quickly find available times, book a slot, and add it to their Google Calendar—all directly from a merchant's Business Profile.

B Bing announces 3 additional features migrating into the new Bing Webmaster portal. The [announcement](#) read

URL Submission – The most popular tool in Bing Webmaster, Submit URL, is now updated. Using this tool, users can submit URLs to Bing for real time indexing

Block URL – This tool can be used to temporarily prevent any URL from appearing in the search results. This feature can also be used to clear Bing's cache for a URL in case you have updated the page.

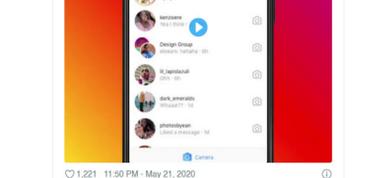
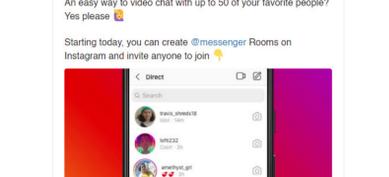
Crawl tool – This tool can be used to control the speed of crawling of your site by Bingbot. It lets you set the hourly crawl rate using a template or through a custom setup based on your site's traffic pattern

B Bing can answer queries with a simple 'Yes' or 'No'. Read more [here](#)



G Listen to Google's podcast "Search Off the Record" that takes you behind the scenes of Google Search and its inner workings. Check [here](#)

G Google announces support for Guided Recipes in Search Console.



I Google penalties research: key pointers. Read more [here](#)

A Single Bad Link Does Not Lead to a Penalty
Reputation Doesn't Matter to Google When Interpreting a Link's Unnatural
Google doesn't necessarily discriminate based on the source of your inbound links; if a link demonstrates manipulative or unnatural tactics, it will be marked down.

When Penalizing, Google Goes for Full Embargo

Social Media

f Facebook and Instagram roll out Shops. The [announcement](#) read

Facebook Shops make it easy for businesses to set up a single online store for customers to access on both Facebook and Instagram. Creating a Facebook Shop is free and simple. Businesses can choose the products they want to feature from their catalog and then customize the look and feel of their shop with a cover image and accent colors that showcase their brand. This means any seller, no matter their size or budget, can bring their business online and connect with customers wherever and whenever it's convenient for them. People can find Facebook Shops on a business' Facebook Page or Instagram profile, or discover them through stories or ads.

This summer, starting in the US, we're introducing Instagram Shop, a new way to discover and buy products you love in Instagram Explore. You can get inspired by collections from @shop, browse selections from your favorite brands and creators, filter by categories like beauty and home, and purchase the things you love all in one place.

Now, we're making it easier to shop for products in real time. Soon, sellers, brands and creators will be able to tag products from their Facebook Shop or catalog before going live and those products will be shown at the bottom of the video so people can easily tap to learn more and purchase.

f Facebook launches 15 new FREE courses that cover the fundamentals to help businesses transition online. Read more [here](#)

f Post creation becomes available on Facebook's Creator Studio App. The [announcement](#) read

The new experience gives you:
Control: Publish post as your Facebook Pages. With the Creator Studio app, you'll never worry that you've accidentally posted from your personal Facebook profile.

Convenience: Manage content in the same mobile app that features your insights and communication needs for all your Facebook pages.

More features for video posts: Post videos with these options:

Video metadata fields: Add a title and description to your videos to give viewers more information about your content and entice them to watch.

Thumbnail selection: Upload a thumbnail from your mobile phone's library or use our thumbnail selector to pick one from the video you've uploaded

I Instagram introduces Badges in Live. Read more [here](#)

T Twitter lets users choose the audience who can reply to their tweets.



f Facebook starts verifying identity of people behind high-reach profiles. The [announcement](#) read

Moving forward, we will verify the identity of people who have a pattern of inauthentic behavior on Facebook and whose posts start to rapidly go viral in the US. We want people to feel confident that they understand who's behind the content they're seeing on Facebook and this is particularly important when it comes to content that's reaching a lot of people.

f Facebook rolls out some new AR tools for its SparkAR Studio. The [announcement](#) read

Creators can now easily build AR effects that respond to music. To do this, you can import and use your own legally licensed music files or you can let people pick a song they like from the thousands of free tracks in Instagram's music library. This feature is available for Android users today and will be coming to iOS soon.

Y YouTube rolls out its new chapters segmentation display for video clips.

I LinkedIn publishes an overview of its new 'dwell time' metric. Read more [here](#)

I LinkedIn merges LinkedIn Events and LinkedIn Live for a new virtual events solution. Read more [here](#)

I Instagram to let users pin comments to the top of posts. Read more [here](#)