



March 28th, 2024

Google's public commentary on improving site performance is always the same: "Do things that users like."

It's like a politician saying their goal is to "improve the lives of their constituents." It's true, but not the whole story—they have a specific point of view on what it means to achieve it.

So, to understand how to actually improve performance on Google's platforms, we need to infer their point of view from three angles:

- Their words
- Their tools
- The results

With a focus on the latter. Let's dive into what we see this month.

- Mike



PS. Know a marketer looking to stay ahead of technical marketing trends? Help them out and forward them this email. [Use this link to subscribe.](#)

[Top of Mind]

These are the tactics, strategies, and industry changes that our team is talking about the most.

GA4 just got rid of 'conversions' 🖱️

Well, in a sense. Google used to have two concepts of a ‘conversion:’ the GA4 concept, where you could manually mark an event as a conversion; and the Google Ads concept, which can be defined in a wide variety of ways (pageviews, events, custom tags, etc.). The problem is when you integrate your GA4 and GAds—which you should do—you’d end up with two different concepts of a ‘conversion’ in the same account. As if GA4 wasn’t messy enough.

Why this matters: Marketing analytics isn’t single-source like it used to be. Instead of just looking at Google Analytics, marketers look at various data sources, from Meta to Amplitude. Even within the Google Suite, things are getting messy.

What you can do:

1. Note to yourself: in GA4, key events = conversions.
2. Align on a source of truth for conversions across all channels. A multi-channel source of truth (e.g. GA4) is better than a single-channel source of truth (e.g. Google Ads).
3. If you’re using GA4 and Google Ads, measure your key events in GA4 and **import those into Google Ads**. Do not do the inverse (import Google Ads conversions into GA4).

Considering what we ‘show Google’ 



Fallout continues from Google's last [Helpful Content Update](#) concerning how we 'show Google' that our site is legit. One popular theory is that adding ecommerce functionality can help establish credibility for your site, as it shows you're not just monetizing your opinion.

Google has [emphatically refuted this](#) and other tactics to 'show Google' authority, such as adding 'reviewed by an expert' to articles, keeping publish dates within the last month, and over-rotating on FAQs and tables of content.

What you can take from this:

1. Google is looking to systematically reduce the impact of any individual EEAT-generating 'tactic.' They are focusing on the gaming of this.
2. We're running a ton of experiments at Flywheel on what EEAT tactics are driving better rankings right now. There are only two that worked:
 1. Adding a video with a founder/spokesperson speaking on the topic
 2. Adding audio (yes, literally reading the article or speaking to its key points)

[Quick Hits]

Breeze-through stories and takes, handpicked for the time-crunched marketer.

▼ **TikTok to face the final boss:** Two weeks ago, the US House of Representatives passed a bill to [ban the app nationwide](#). Now, the bill faces the [Master Hand](#) of the legislative branch: the Senate. The news, coupled with TikTok's [worrying growth rate](#), could see marketers shift their ad \$\$\$ to sidelined platforms like X and Snapchat.

👤 **But first, let me take a selfie (and add it to my GBP):** Google now lets you [display social media posts directly on your Google Business Profile](#), increasing your business's visibility and engagement in the SERP and aligning with [recent shifts in the customer journey](#).

⚙️ **How to navigate core updates like a pro:** Your website was probably impacted by [the recent core update](#). But to what extent? Chloe Christine built a free [Looker Studio template](#) you can use to answer exactly that.

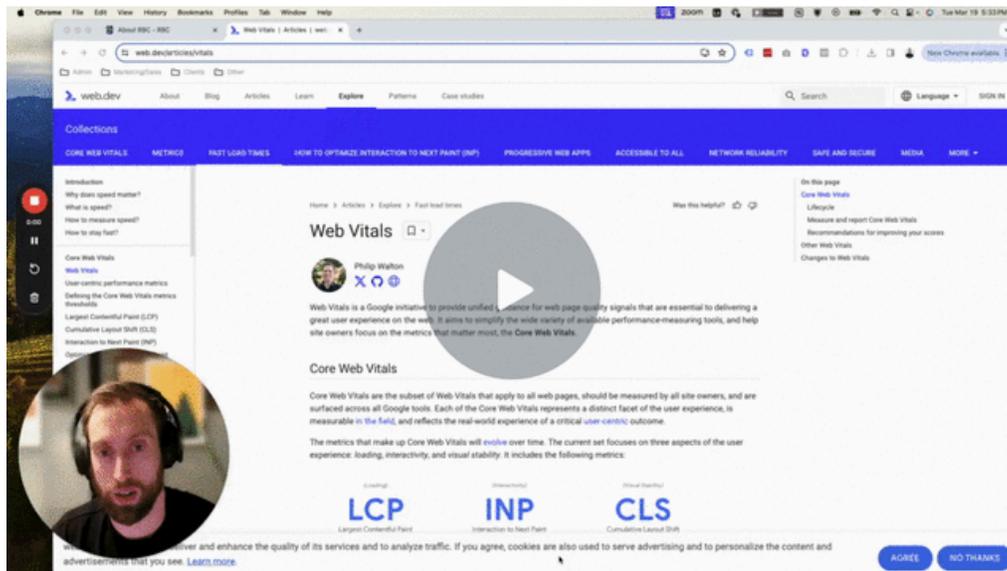
[90-second Galaxy Brain: Visualizing Your Core Web Vitals]

One quick, actionable screen recording to make you a more technically-savvy marketer.

Everyone knows that Core Web Vitals are key to modern tech SEO. But most people just look at their Search Console reports to diagnose them. Unsurprisingly, many find it arcane and intimidating.

What if you could visualize exactly what's driving your LCP score in 10 seconds?

Here's how:



[What's the latest at Flywheel?]

🏔️ We had a team offsite in Mont Tremblant. Half the team skied, half hit the spa, and all ate raclette.

👉 We're hiring a [Senior SEO Growth Lead](#)! Know anyone great?

🚀 We're celebrating the [launch of a massive data/Klaviyo migration](#) for one of our favourite clients.

[Our agency](#) creates repeatable growth systems for digital-first brands. We are deeply technical marketers with a holistic, strategic approach to growth. If you're interested in learning more, just respond to this email—they go right to my personal inbox.

- Michael and the Flywheel team



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Not good



Fine



Good

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