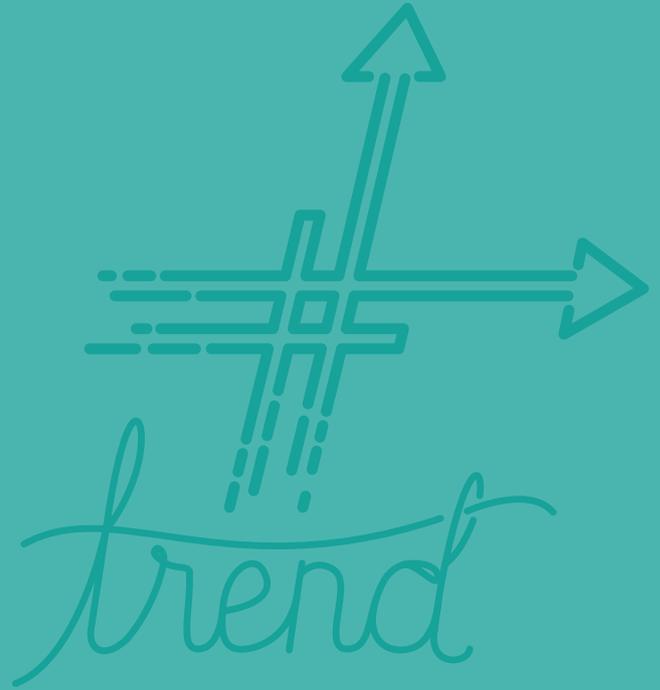


Digital Trends Report



APRIL 2021

Welcome to April's Digital Trends report. We unpack what's been going on across social media, search engines, and more, telling you what each event means for your business.

Let's talk! Get in touch with us via email:
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ZERO-CLICK SEARCH - A NEW CHALLENGE FOR SEO?



What is a zero-click search?

A zero-click search is a search query performed through Google, Bing, or other search engines, which doesn't result in a click to a third-party website from the organic search. This may happen for several reasons:

- 1. The searched-for answer is already provided in the featured snippet.
- 2. The results that the search engine serves are not useful or relevant for the user.

A recent study developed by SparkToro suggests that zero-click searches are increasing annually. In 2019, 50.33% of searches resulted in zero-clicks, while in 2020, this percentage rose to 64.82%

What this means for your business:

Search engines like Google aim to constantly improve user experience (UX), up to the point of providing the answer instantly, on the Search Engine Results Pages (SERP). While from a UX perspective this is an advancement, from an SEO perspective it's a double-edged sword.

On the bright side, being chosen by Google (or other search engines) to appear in the featured snippet shows your website is authoritative, and it will result in more people recognising it. On the flip side, should information from your site answer a search query in a featured snippet, users will not click through to visit your website. This will affect your overall sessions, and implicitly your conversions.

Our advice? Keep creating awesome content. Remember, users browsing the internet have different search intents: navigational, informational, transactional, and commercial. If users will be satisfied with the information in the featured snippet, it means that they're in a navigational or informational phase and are not ready to purchase, and that's ok as you've established your brand as an authority in the field.

When users' intent becomes transactional or commercial, they will click through, and the conversion journey will go on.

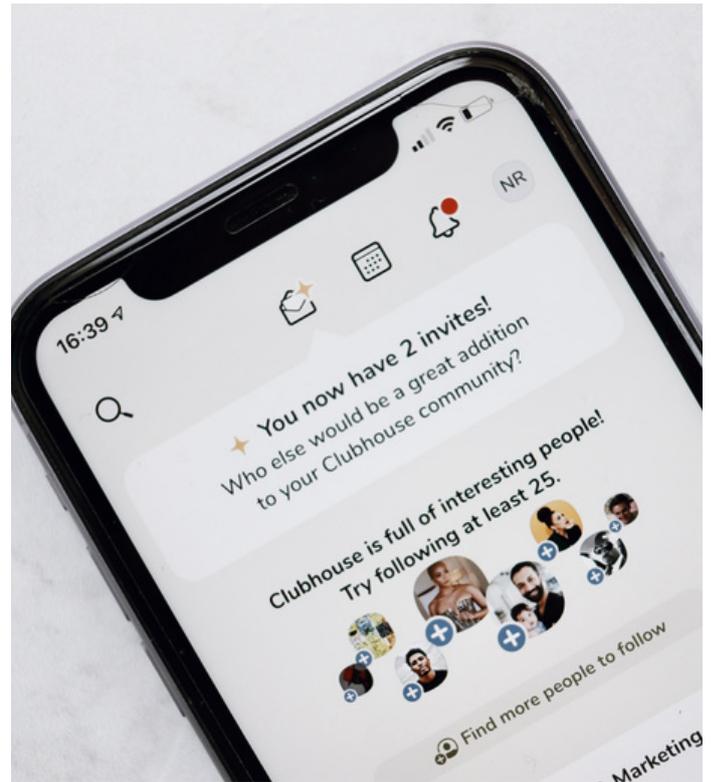
POPULAR APP WIDENS SCOPE

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CLUBHOUSE MAY COME TO ANDROID

Paul Davison, CEO and Co-founder of Clubhouse, has announced that the invite-only audio app could launch on Android devices as soon as summer 2021. According to TechCrunch, Davison said the implementation will take “a couple of months,” following the company’s recent hiring of an Android software developer in February.

The race is on, as competitors are drawing in on Clubhouse’s market. In March, Twitter announced that their Spaces feature would be made available on Android devices allowing relevant users to join and talk inside live audio rooms.



What this means for your business:

As the leading mobile operating system in the world (from Statista), Clubhouse moving to Android devices will exponentially grow the platform's reach after having only been available to Apple users.

Businesses can create online discussions using the app, connecting with audiences from across the world. The platform makes it easier to grow brand awareness, collaborating with partners anyplace, anytime. For example, brands have started to sponsor rooms, with Social Media Examiner sharing that Bite Toothpaste gathered approximately 30 new customers after sponsorship.

GAIN CUSTOMERS FROM TWITTER

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TWITTER TO INTEGRATE THE ECOMMERCE EXPERIENCE

Typically, when one social media platform tries out a new feature, the others will follow. After Facebook, Instagram, TikTok, Snapchat and others have introduced their eCommerce features, it is now time for Twitter to follow through.

Just recently, during their Analyst Day Presentation, Twitter presented several new commerce features currently in development.



We'll soon be seeing on our feeds Twitter cards with a large CTA button inviting us to 'Shop' via Twitter. The card shows the product's title, code, and optionally the price, directing interested users to a transaction page.

What this means for your business:

Twitter is a growing social media platform. Entering the eCommerce arena means there's one more distribution channel available for sellers. If your targeted audience is likely to hang out on Twitter more than on other social media platforms, then you should take a closer look into this feature.

An excellent benefit of Twitter is that it functions similarly to a search engine, and when users type the name of a product or brand in the 'Explore' box, Twitter cards promoting products will be shown, facilitating the eCommerce experience.

A NEW WAY TO ADVERTISE

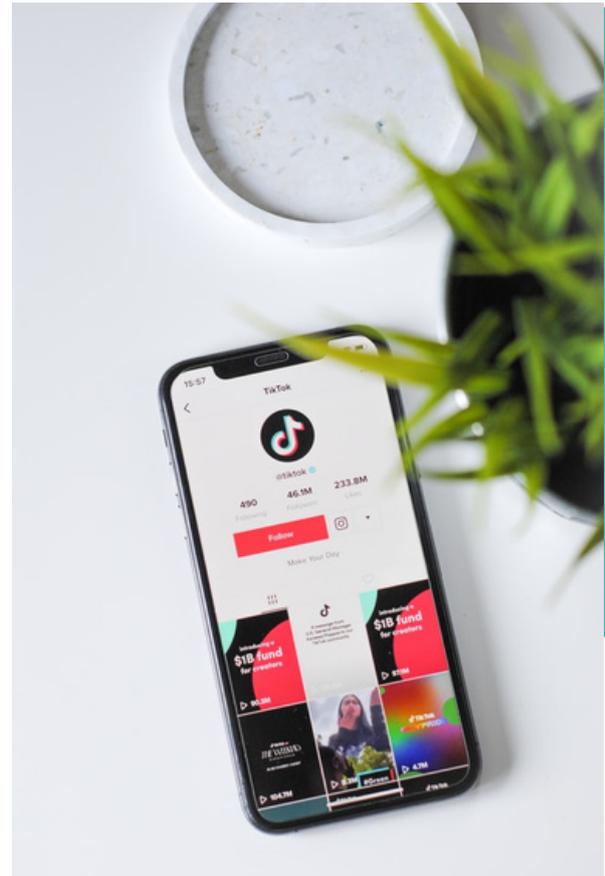
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TIKTOK TO ROLL OUT PERSONALISED ADS

Gen-Z's favourite social media platform is about to start rolling out personalised ads. Users are now receiving notifications, saying new ads will be "based on what you do on TikTok."

Ad settings will change automatically starting from 15 April. TikTok users in the EU will be able to switch back to general ads due to GDPR laws, with personalised ads being the default for all users outside the EU.

A spokesperson from TikTok told Mashable, "TikTok is committed to both respecting user privacy and building a personalized experience that enables meaningful connection between businesses and users." You can find out more information about data privacy practices at their [Safety Centre](#).



What this means for your business:

With a reach of up to 689 million followers across the world (according to Oberlo), this is a huge opportunity for businesses to target users. This move makes it easier for third-party advertisers to use data and target users into buying their products, following other social media giants such as Facebook, Twitter and Instagram.

As users of TikTok are likely to be younger and less service-based, we imagine that this will be more successful for B2C audiences and products. With less than 60 seconds to showcase brands, campaigns will need to be creative and vibrant to stand out from the crowd.

LATEST GOOGLE UPDATES

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WHAT'S NEW WITH GOOGLE?



Yes, Google is constantly changing, and there's a silent agreement that each time there's a new algorithm update, it will come as a surprise. But we can help you understand this one.

In May, Google will apply new updates to core web vitals, including page experience signals.

What are page experience signals and how do they affect your website?

Anything that has to do with user experience, including mobile-friendliness, safe browsing, HTTPS protocol, non-intrusive elements (pop-ups), loading, interactivity, or visual stability are page experience signals. Also, the website's intuitiveness, ease of navigation, or structure help enhance the user experience. Google will demote websites that have lower scores than the recommended benchmarks. For instance, the recommended page speed is 2.5 seconds, while the first input delay (time required for a page to become interactive) is 100ms.

What this means for your business:

The better these UX elements are optimised, the higher the chances that Google will continue to recommend your website. Websites that do not meet the benchmarks of these new updates will drop in the organic search, generating lower traffic than before.

There's a technical SEO analysis that you can undertake for understanding where your website stands under these new updates. Using Google Search Console to evaluate your core web vitals, or Google's page speed insights to check how fast your site is loading are the basics. However, we'd recommend a web deep dive for analysing if your website provides a good user experience, or if it can be improved.



Want to talk to us about the latest stories facing business owners?

We're game! Get in touch with us via email: elena@oggadoon.co.uk