



Google's "Search On" Conference

Description

Google hosted its 'Search On' conference that has some announcements about the future of its search.

5 changes coming to Google Mobile Search

1. IOS Google App will start showing shortcuts for actions rather than traditional search query
2. Mobile search bar will be updated with new features to help users find relevant results quicker. It will start populating results as typed (not just populate the query, but populate the initial results of that query!)
3. Enhance Query Refinements – while the user types in queries further 'button' will appear to help refine the results. The example they used was for the query "best Mexico cities" they would have buttons for "to visit", "for expats", "to retire", "for families" etc
4. How search results will display on mobile will further change from desktop – becoming more visual (eg images & video)
5. Google Web Stories – Google are also making it easier to explore a subject by highlighting the most relevant and helpful information, including content from creators on the open web. For topics like cities, you may see visual stories and short videos from people who have visited, tips on how to explore the city, things to do, how to get there and other important aspects you might want to know about as you plan your travels

Google will show the user if results are 'Personalised'

Google will now show users whether the results of search queries are personalised or not, the search engine giant announced via its blog. After performing a search a user can click on 'About this result' and it will now let them know if it has been personalised. More information [here](#)

Google Ads

Google Ads future developments were focused around:

1. Visualisation
2. Personalisation
3. Sustainability

There will be some new 'Ad creative' helpers being rolled out in the coming months so we should look at building the image and or video assets of your business in preparation.

Google emphasised how its users spend a lot of time researching, exploring and discovering their options before purchasing – four features Google announced were:

1. Searching with the word "shop" – this will trigger a visual feed of products, research tools and nearby inventory
2. "Shop the look" in apparel categories Google will showcase other complimentary products to the product the user is searching for (eg handbags to go with a jacket)
3. Trending products – will show popular products in the category people are searching in
4. 3d Shopping – 3d visuals of home goods and sneakers! Google has created a tool for merchants to automate the 360 product spins from multiple 2d images via machine learning. This is being trailed in the US and we imagine it will be released soon.

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