



Ann Stanley - Founder & CEO

Latest technology innovations that can mess with your marketing

29th January 24

Who am I?

Ann Stanley

- Founder and CEO of Anicca Digital
- 22 years in digital marketing, 17 years running Anicca
- Consultant and trainer, specialising in paid media, search, Analytics and ecommerce marketing – now becoming an AI geek!
- Thought leader and author:
 - anicca.co.uk/a10-marketing-framework/
 - Integrate – Creating an Integrated Marketing Strategy - anicca.co.uk/integrate-book/
 - Free weekly webinar – Friday 9-10am anicca.co.uk/resources-webinars/
- Socials
 - [Linkedin.com/in/annstanley](https://www.linkedin.com/in/annstanley)



Ann Stanley
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17 years of data-driven digital marketing
for ecommerce & established brands

Search

Social

Shopping

Strategy

Skills

Introductions

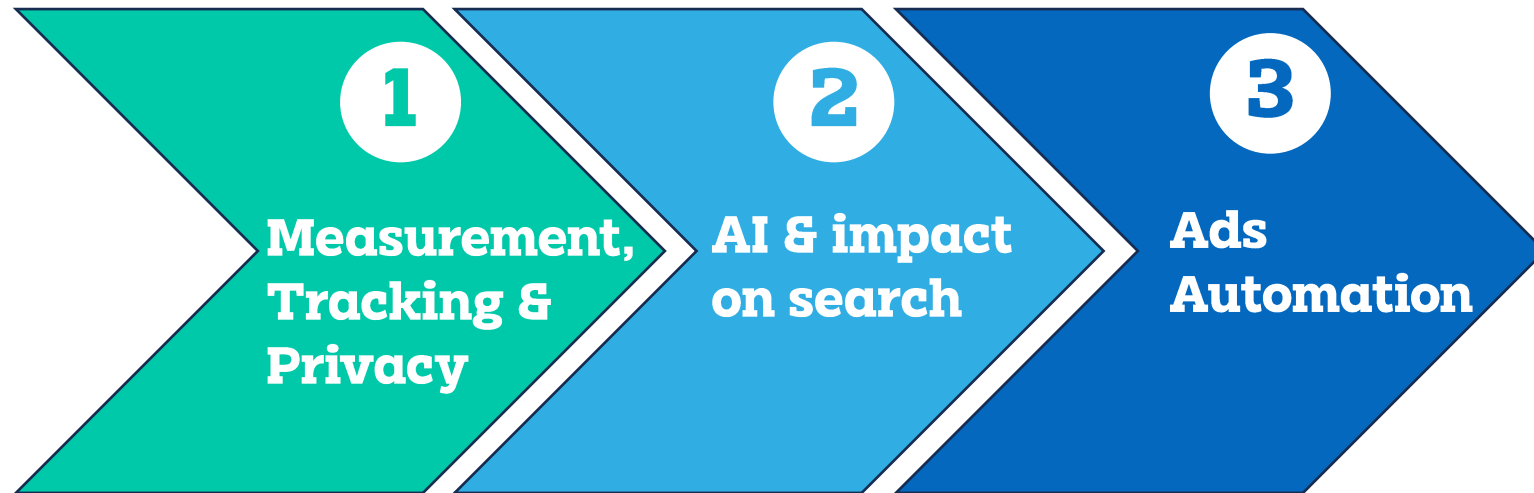
Our pedigree

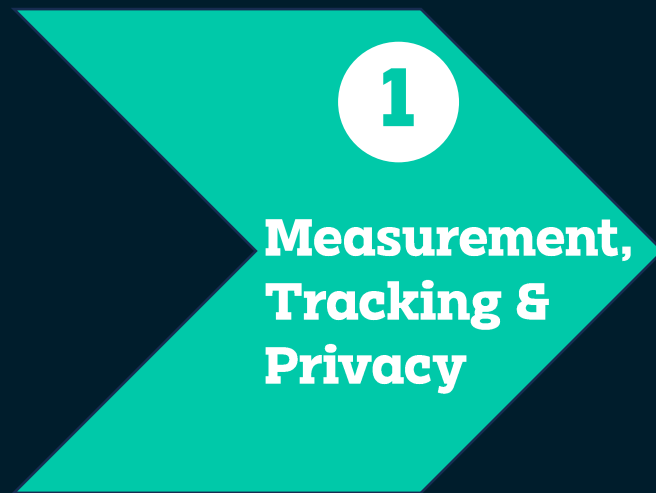
- We have vast experience of working with companies and organisations across many industries and parts of the UK
- Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.
- This is also why our internationally renowned clients stay with us year after year.



Introductions

Get ahead with key technical changes





1) Measurement, Tracking & Privacy



1) Measurement, Tracking & Privacy

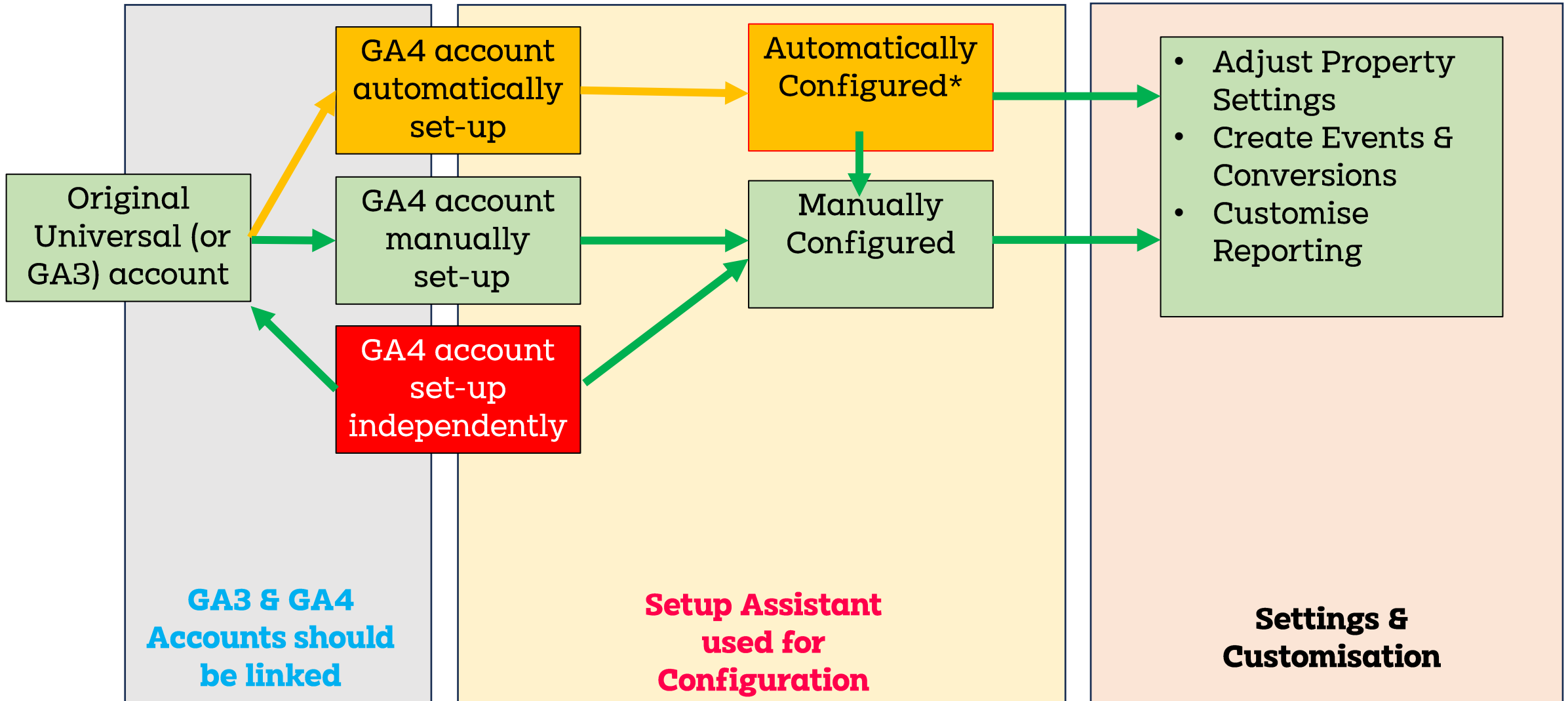
Google Analytics (GA4 vs GA3)

1) Measurement, Tracking & Privacy

What happened on (or since) the 1st July 23?

- Universal Analytics (GA3) stopped processing data
- GA4 is the only option going forward and you will only have data from the date you created your account
- A new GA4 account may have been automatically created from your old GA3 account. If you did not manually manage this process, then your existing settings, Goals (conversions) etc. will have automatically been migrated
- You can still correctly **customise your GA4 account**
- You have until 1st July to access and archive your old GA3 data – **then it will be deleted!**

What's your current Analytics status



Are you using GA4 correctly?

**GA4 Migration
Audit (Admin &
Settings)**



**Looker Studio
Visualisation**

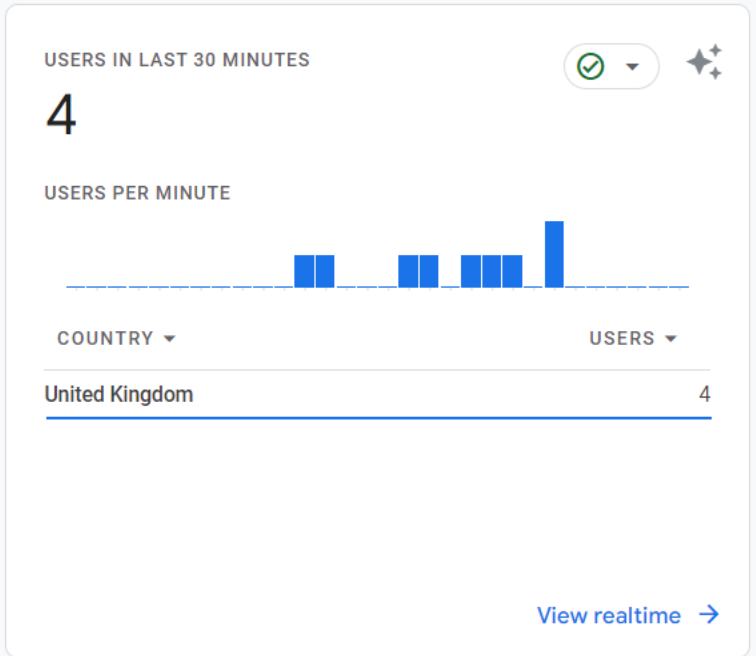


GA3 Archive

GA4 Migration Audit

- Home
- Reports
- Explore
- Advertising

Home



Recently accessed

- Setup Assistant
today
- Ecommerce purchases
9 days ago
- Conversions
37 days ago
- Engagement overview
37 days ago

GA4 Setup Assistant (in GA4 admin)

The screenshot displays the GA4 Admin interface. At the top, there's a search bar with the text "Try searching 'Data Streams'". Below the search bar, the "ADMIN" tab is active, showing two columns: "Account" and "Property".

Account Column:

- Account: 1 Anicca.co.uk
- + Create Account
- Account Settings
- Account Access Management
- All Filters
- Account Change History
- Trash Can

Property Column:

- Property: 1. Anicca.co.uk - GA4 ✓ (212912485)
- + Create Property
- Setup Assistant (highlighted with a blue box)
- Property Settings
- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings

A red box highlights the gear icon in the bottom left corner of the interface.

GA4 Set up appears complete (green bar)

Analytics | All accounts | Try searching "Data Streams"

ADMIN USER

Property [+ Create Property](#)

1. Anicca.co.uk - GA4 ✓ (212912485)

[←](#) [Setup Assistant](#)

Property Settings

Property Access Management

Data Streams

Events

Conversions

Audiences

Custom definitions

Data Settings

Data Import

Reporting Identity

Attribution Settings

Property Change History

Data Deletion Requests

DebugView

Setup Assistant Connected to Anicca.co.uk - Universal

7/7 marked complete

Start data collection

Collect website and app data DATA FLOWING ✓

Customize data collection and display

Turn on Google signals SIGNAL ON ✓

Set up conversions 6 CONVERSIONS ✓

Define audiences 13 AUDIENCES ✓

© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

Linked GA3 account

GA4 Configuration steps

Setup not started or incomplete


This is your GA4 property. Any additional changes made to your connected Universal Analytics property will not be copied here. To import settings to your GA4 property, use the tools below. [Open connected property](#)

Setup Assistant Connected to Mo

To confirm that your property is fully set up as desired, configure the settings below and mark the items that are complete. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

If you are new to Google Analytics, visit our training hub for videos, articles, and resources to get the most from your data. [Learn more about Google Analytics](#)

0/7 marked complete



Plus, there will be additional settings and configuration that are required e.g. data retention increased from 2 to 14 months

Start data collection

Collect website and app data
Collect event data by adding the Google tag to your web pages. [Learn more](#) Not Started >

Customize data collection and display

Turn on Google signals
Access aggregated data from people with Google accounts who allow Ads Personalization. [Learn more](#) Not Started >

Set up conversions
Identify the key user interactions most important to your business. [Learn more](#) Not Started >

Define audiences
Find, group, and remarket to your most engaged visitors [Learn more](#) 2 AUDIENCES >

Link Google Ads

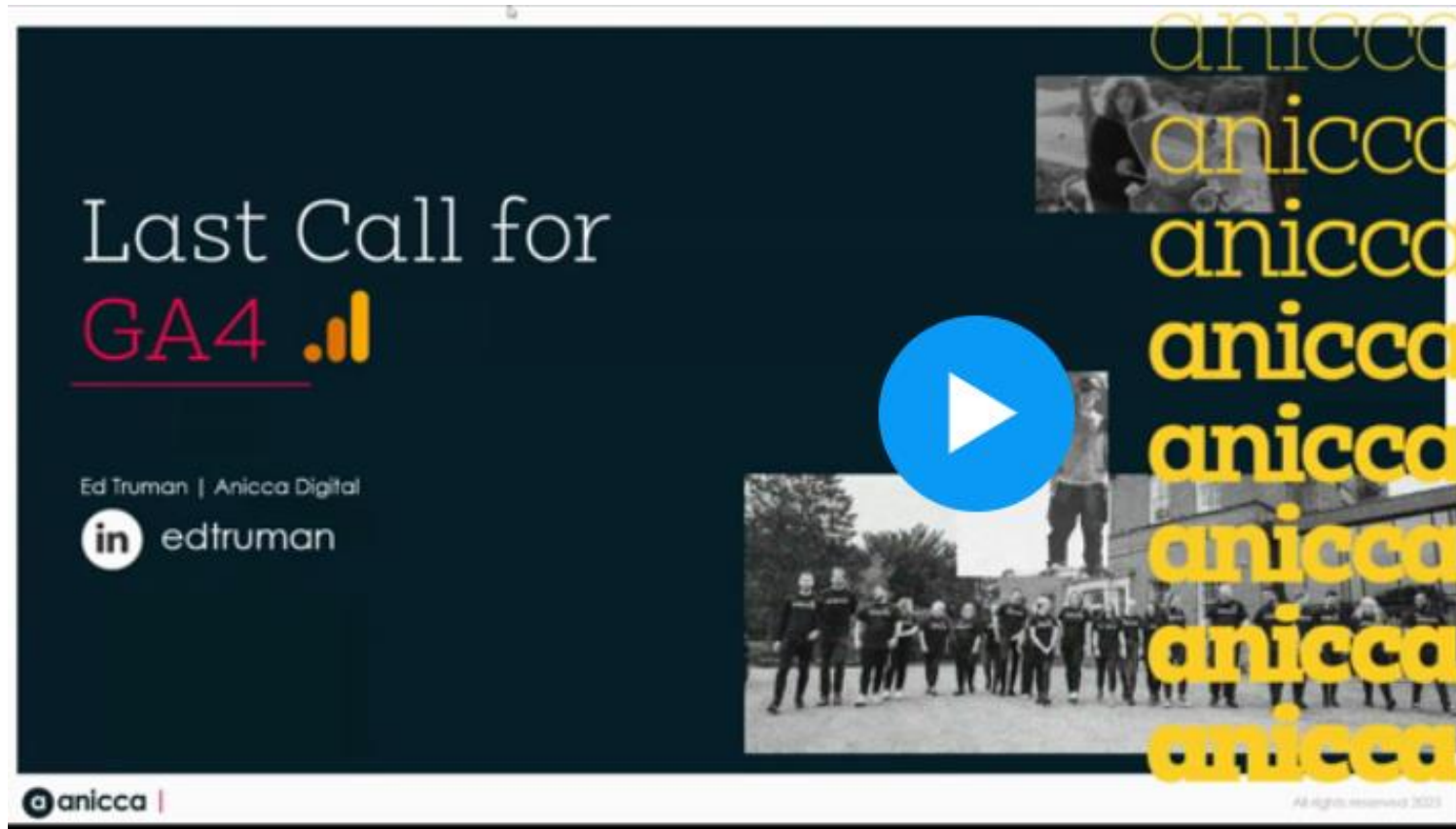
Link to Google Ads
Connect to your Google Ads account, so your GA4 audiences and conversion-event data are exported to Google Ads by default. [Learn more](#) Not Started >

Bid on GA4 conversions
Use Google Ads to bid on GA4 conversions [Learn more](#) Not Started >

Target ads to GA4 audiences
Go to Ads and bid using GA4 audiences. [Learn more](#) Not Started >

Advanced setup (optional) >

Previous Webinar on GA4 set-up & settings



<https://www.bigmarker.com/anicca-digital/Your-last-call-for-GA4-What-to-do-next-Friday-23rd-June-9-00am-10-00am>

Looker Studio reports GA4 vs GA3

Some of the Issues with GA4 reporting

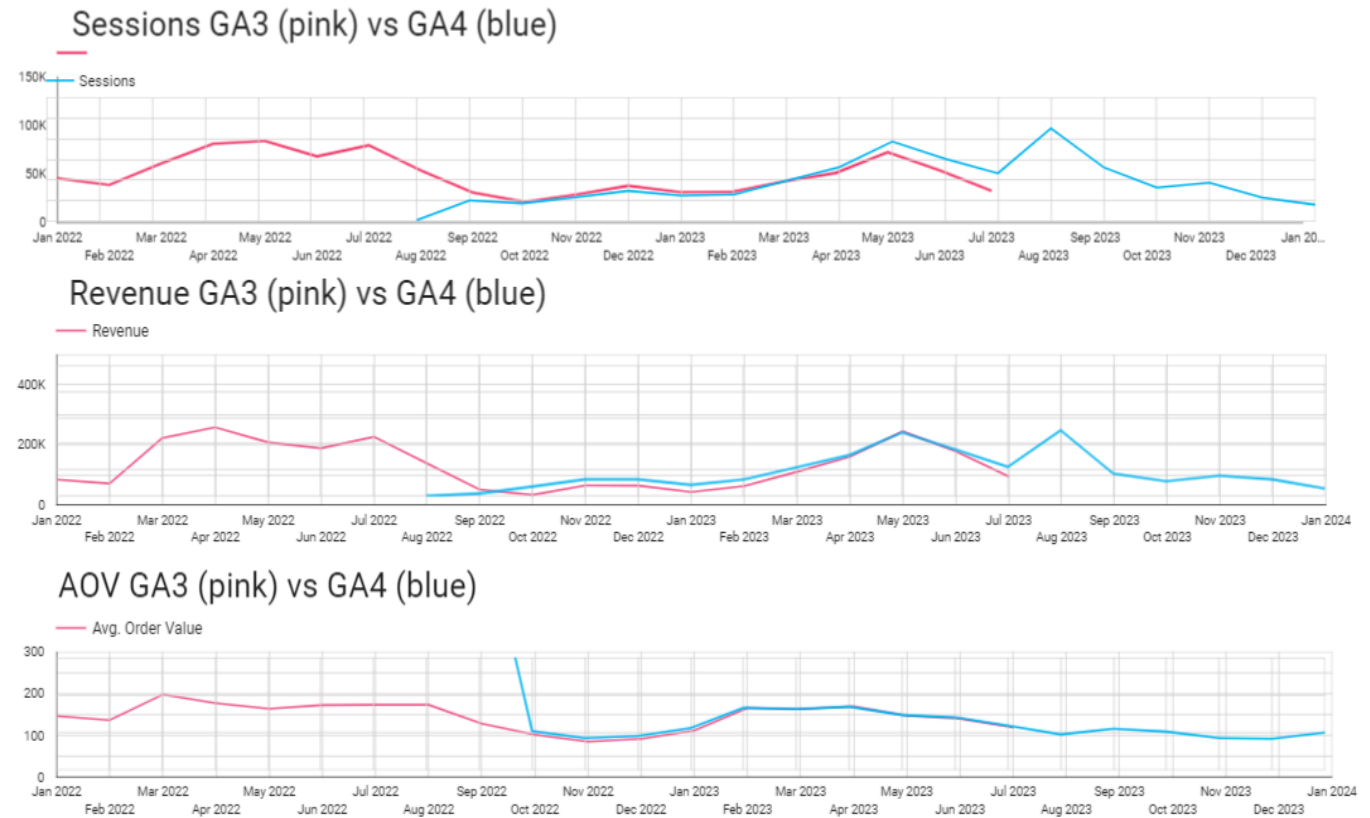
1. **Metrics are reported or measured differently**, so you can view session or user-based metrics, or use new metrics, such as engaged sessions
2. Some **dimensions are still being introduced** or have been retired
3. **Actions are based on Events**, which can be setup manually or imported via Google Tag Manager – you can then choose if you want an individual **Event to be recorded as a Conversion**
4. **Results do not match what you saw in GA3**, although the overall data may be similar, the way it is attributed, for example by Source/Medium or Channel can be quite different (especially when **Signals** are activated as you may end up with a **large chunk of your traffic from “Cross-Network”**)
5. **Conversion Attribution is data-driven** and not based on last click (as in GA3)
6. Many of the **standard reports available in GA3 are not replicated or available in GA4**, for example you can not change the way graphs are presented from days to weeks or months
7. The **standard reports and data visualisation is still poor**, so you have to create your own reports in the **Reports Library** or **Exploration Hub**, however you can customise your menus and reports, to show what you want
8. Due to difficulties in reporting, many users have resorted to using **Lookers Studio**, which allows you to import data, blend it and make your own custom metrics

Looker Studio reports

Comparing same month (May 23)

GA3 Data	GA4 Data
GA3 Users 6,792	GA4 Users 6,111
GA3 Sessions 8,897	GA4 Sessions 8,829
Revenue £7,478.50	Purchase revenue £7,208.70
Avg. Order Value £33.69	Average purchase revenue £33.07
Transactions 222	Transactions 218

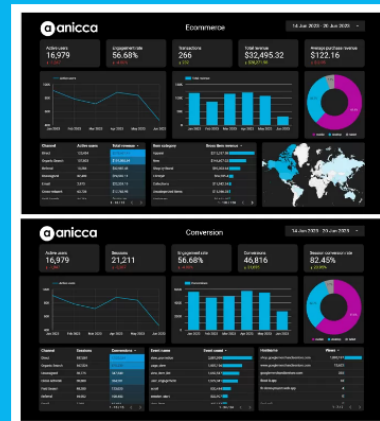
Overlapping graphs to see before & after GA3 ended



anicca.co.uk/free-looker-studio-report/

Get Your Free GA4-Friendly Looker Studio Dashboard

Please complete all required fields below to get your free Looker Studio Report



"Ed Truman has developed a new Looker Studio Report for ecommerce or lead generation websites. You just need to add GA4 source data."

First Name *

Last Name *

Email *

Contact Number *

Company Name *

By downloading this dashboard you are agreeing to our terms and privacy policy. We may communicate with you regarding this download and other Anicca services.

Submit

GA3 Archiving

GA3 Countdown to oblivion (data deletion)

This property has already stopped processing new data. To finish migrating to Google Analytics 4 (GA4) before Jul 1, 2024, if you haven't already done so, go to the Setup Assistant. In GA4, you'll get AI-powered insights, predictive audiences, and more. You can save a copy of that property's data before the shutdown, by exporting your data. [Learn more](#) [Go to Setup Assistant](#)

Analytics All accounts > Anicca.co.uk - Universal www.anicca.co.uk (Master) Try searching "Top countries by users"

Home Customization

REPORTS

- Realtime
- Audience
- Acquisition
- Behavior
- Conversions

Attribution ^{BETA} Discover Admin

INSIGHTS

Users in last 5 minutes

Pages per minute

No data available

Pages Active users (last 30 min)

available

31 Dec 07 Jan 14 21

Last 30 days AUDIENCE OVERVIEW REAL-TIME REPORT

This property is no longer processing new data. Save your property data before it's deleted.

Finish migrating to Google Analytics 4 (GA4) before July 1, 2024 using the Setup Assistant, if you haven't already done so. To maintain access to data from this property, you should download your data now. [Learn more about exporting your data](#)

Days Hours Minutes Seconds

1 5 4 1 1 : 1 3 : 4 8

[Remind me later](#) [Go to Setup Assistant](#)

Options to export your GA3 data

1. Google Analytics Interface (recommended for small sites)
 - Standard Reports
 - Custom Reports
2. Google Sheets (Analytics plugin)
3. Looker Studio (recommended if you already use Looker Studio)
 - Reporting
 - Archiving
 - Use with connectors for max data input e.g. Supermetrics
4. Third-party Tools e.g. GA3-exporter
5. More technical users and for larger sites
 - Google Analytics API
 - Google BigQuery Export (For Google Analytics 360 Users)



1) Measurement, Tracking & Privacy

Cookie Consent & Google Consent Mode V2

The Consent Process



1. Obtain the user's choice to grant or deny consent for storing information about their behaviour.



2. Communicate the user's consent choice to tags & **pixels**.



3. Ensure that tags that store or read cookies comply with the user's choice at all times

Step 1: Obtaining Consent

Award-Winning Digital Marketing Agency since 2007

UK PAID 2023

Let us

1. Clear notice about cookie usage, with link to further details

2. Optin and Opt-Out Options presented

This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Powered by **Cookiebot** by Usercentrics

[Show details >](#)

Allow all

Customize >

No cookies fired until consent is granted!

Step 2: Communicating Consent

Two recognised technologies for sending consent signals:

1. **Google Consent Mode**
2. IAB's Transparency and Consent Framework (TCF)

The above are both open APIs available in the industry for use



What is Google Consent Mode



- Enables your website to communicate with Google Tags to allow Google to dynamically adapt its tags based on what type of user consent has been given.
- If a user denies consent, tags no longer store cookies but instead send pings to the Google Server allowing basic data to be captured only.
- These signals are then used by Google to **model** conversions (Google Ads, Floodlight, etc.) and visitor behaviour (Google Analytics 4)

Type	On-page Default	On-page Update
ad_storage	Denied	Granted
analytics_storage	Denied	Granted
functionality_storage	Denied	Granted
personalization_storage	Denied	Granted
security_storage	Granted	Granted



This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Allow all

Customize >

Consent Mode V2 Update March 2024



What's the big deal?

Google is making its latest version of its consent mode mandatory if you want to use the following within Europe:

1. Google remarketing and audience building capabilities
2. Google demographic and Interest reports
3. GA4 conversion exporting to Google Ads and Big Query
4. Enhanced conversions which use email addresses (maybe?)



Conversion tracking will continue to work as normal provided you have consent for `ad_storage`

What's Changing with the Latest Consent Mode

Consent Mode currently has different marketing consent categories:

- **ad_storage** (advertising cookies)
- **analytics_storage** (analytics cookies)

ad_user_data	-	Granted
ad_personalization	-	Granted

Consent Mode V2 simply adds 2 more:

- **ad_user_data** (consent for personal data being used for advertising purposes)
- **ad_personalization** (consent for remarketing purposes)

Award-Winning Marketing Sim

Let us prove it

Type	On-page Default	On-page Update
ad_storage	Denied	Granted
analytics_storage	Denied	Granted
functionality_storage	Denied	Granted
personalization_storage	Denied	Granted
security_storage	Granted	Granted
ad_user_data	-	Granted
ad_personalization	-	Granted



This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Allow all

Customize >

Step 3: Honouring and Managing Consent using Cookie Management Platforms (CMP)



CookieYes



osano[®]

Cookiebot
by Usercentrics

See Googles recommended Consent Partners <https://cmppartnerprogram.withgoogle.com/>

All settings, cookies & scripts managed via CMP interface

✎
-
+
Domain Group: Anicca.co.uk

✓
SAVE

↶
UNDO
CHANGES

🖥️
PREVIEW
BANNER

🗨️
PREVIEW
DECLARATION

Welcome to your Cookiebot settings!
Configure your banner here.

Navigation
Navigate between tabs and choose your preferred settings. Use the checkmark icon every time you want to save changes, the arrow icon to go back to the previous version, and screen icons to preview changes on your banner and cookie declaration.

First time configuration
To start collecting consents, add your domains, customize your banner in the "Banner" tab, and paste the Cookiebot CMP scripts from the "Your scripts" tab to your website to have the banner displayed.

Domains
Banner
Privacy Trigger
Declaration
Content
Your scripts

Where do you want your cookie banner to display? Add domains below.

Every month, we will scan these domains for cookies and tracking technologies in use. You pay a subscription fee for each domain name in this list.

+	Domain name	Scan frequency
	anicca.co.uk	Monthly

To enable cookie consent on internal domains for test, development and staging, add the internal domain as an alias.

+	Domain alias	Domain mapping

Why Use a Cookie Management Platforms (CMP)

- Fully customizable cookie consent banner
- Geotarget the consent banner in real-time for visitors from relevant privacy-regulated countries and regions
- Auto Translation
- Captures & Scan all cookies
- Consent Mode Integration
- Cookie Management
- Stores consent logs
- Secure content storage
- Use **Google Tag Assistant** to audit and check what Cookies are firing on your site



Webinar on Google Consent V2 – Friday 2nd 9-10am

Urgent Update on Google
Cookie Consent V2 Rollout

With Ed Truman

[Register Now](#) ➔



WEBINAR
Friday 2nd
February
9:00am



<https://www.bigmarker.com/anicca-digital/Urgent-Update-on-Google-Cookie-Consent-V2-Rollout-Friday-2nd-February-9-00am-10-00am>





1) Measurement, Tracking & Privacy

iOS Privacy & Cookie Blocking in Web Browsers

Use of server-side tracking & conversion APIs in ads platforms

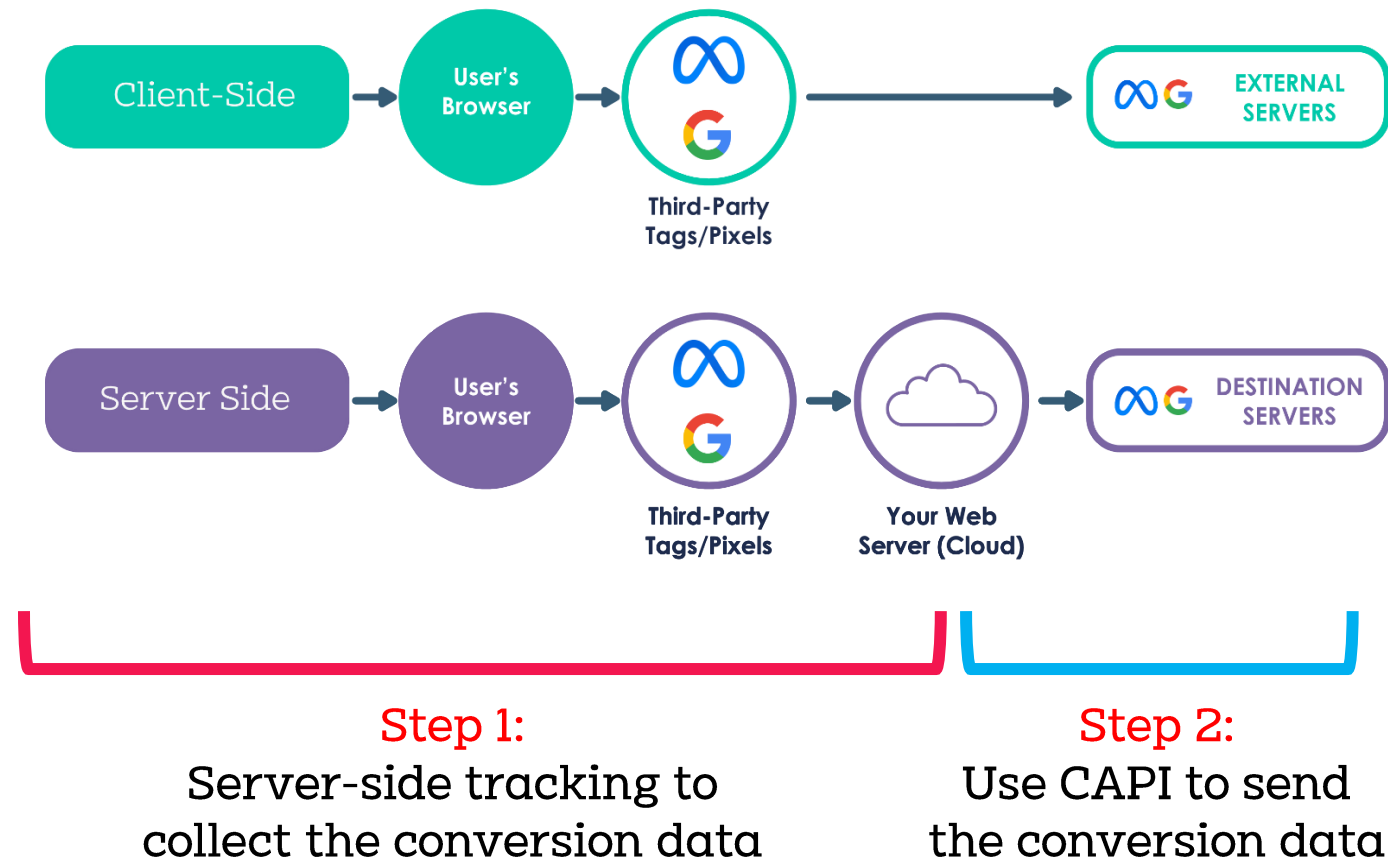
- To address the impact of privacy changes like iOS14 issues, you can use **server-side tracking and Conversion API's (CAPI)** to import conversion data into Ad Platforms, such as Meta or Google
- This can help advertisers **maintain some visibility into the performance of their ads** and the effectiveness of their marketing campaigns, even if users have opted out of tracking
- **Other ad platforms** e.g. **Pinterest and TikTok** have also introduced their **own conversion API** as a way of imported conversion data into their Ad manager accounts
- **Implementation of server-side tracking and CAPI**
 - This can be relatively simple for some ecommerce or CMS platforms, which have direct integration with Meta or Google
 - Alternatively, you might be able to use a plug-in (such as Elevar) or employ a developer for a bespoke integration

Server-side tracking setup

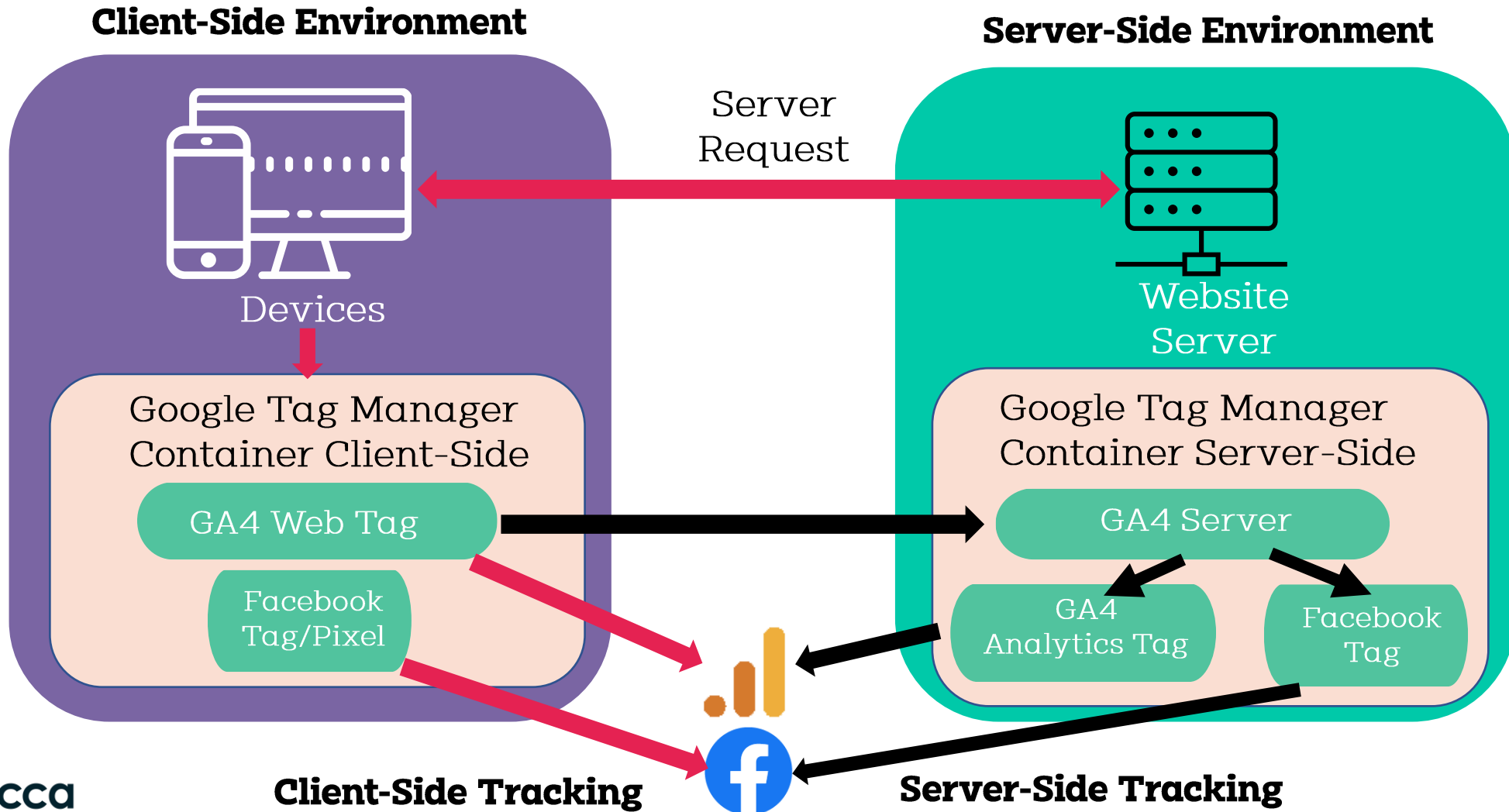
Send data via your own server rather than directly to the ad platforms from the users' browser (client-side)

Benefits

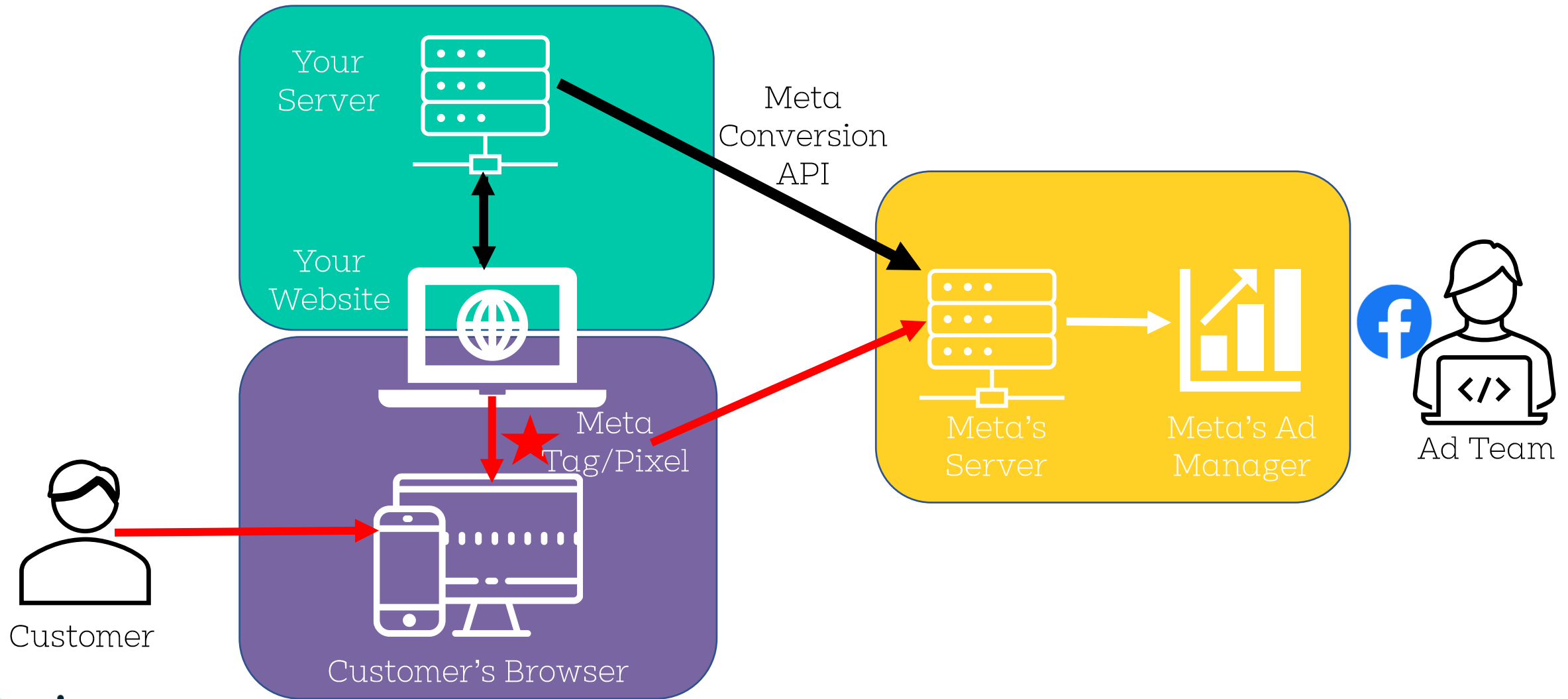
- Mitigate browser ad blocking and recovers lost data
- Improve page speeds
- Improve data security e.g. used in tracking profit from ecommerce sales






Understanding Server-side tracking



Conversion API (CAPI)



Server-Side Tracking solutions

Product	Service Description	CMS	Platforms	Hosting Cost
Elevar 	Shopify Plugin that helps ensure 100% of your conversions are captured through a 1st party context via server side GTM. Elevar utilizes a Data Layer and Shopify Notifications to capture events which are then picked up by GTM. Boost performance by 10-20% on Facebook – Google Ads	Excellent for Shopify sites	Google Tag Manager Facebook Meta GA4 Google Ads TikTok Snapchat Criterio Pinterest And more see list	From \$150 monthly (1,000 Orders/month) \$350 for upto 10,000 Orders/month
STAPE GTM SERVER 	Global Server GTM Hosting that is easy to setup and much cheaper than having your own Google cloud storage.	All sites in which GTM code can be deployed	Google Tag Manager Facebook Meta GA4 Google Ads TikTok Snapchat Criterio Pinterest	\$100 per month to handle 5M requests. \$200 for \$20M requests
STAPE FACEBOOK CAPI 	Meta's Conversions API Gateway Hosting. The easy way to implement Meta's Conversion API with no manual tagging or GTM. No need to hire a tracking specialist or use a third-party integration tool.	Any	Facebook Meta Only	\$10 a month

Award-winning case study for books2door using the Meta Conversion API

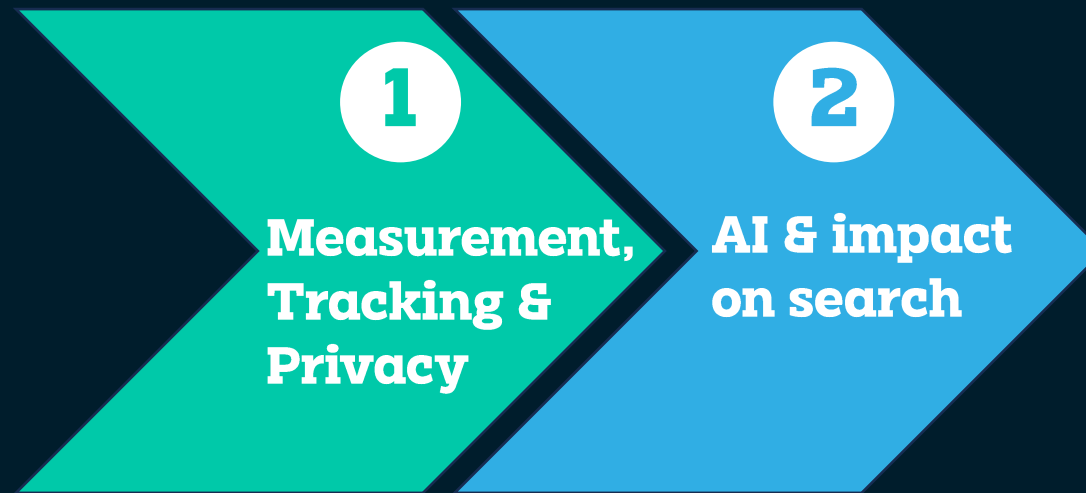
UK Social Awards

- Best Use of paid social

UK Paid Media Awards

- Best Large Paid Media Agency
- Best Shopping Campaign
- Best Retail Campaign
- Best Use of Conversion Attribution
- Case study link:
<https://anicca.co.uk/blog/anicca-wins-large-paid-media-agency-of-the-year-3-awards-for-work-with-server-side-tracking-meta-conversion-api/>





2) Generative AI and the impact on search (and SEO)



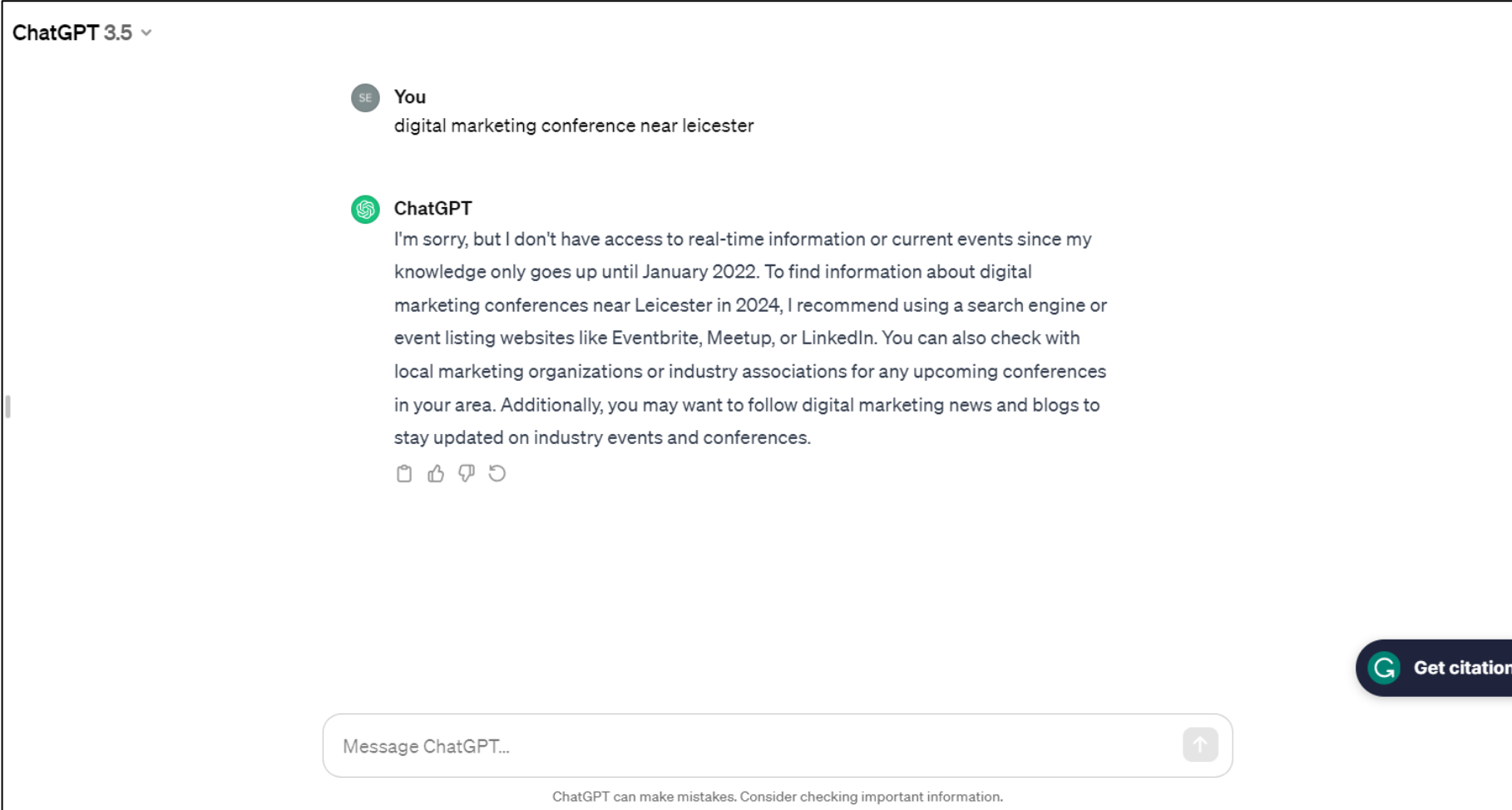
2) Generative AI and the impact on search (and SEO)

Search & AI Combo's

Searching for “Digital Marketing Conference Leicester”

ChatGPT

ChatGPT 3.5 – no information since Jan 2022



ChatGPT 3.5 ▾

You
digital marketing conference near leicester

ChatGPT
I'm sorry, but I don't have access to real-time information or current events since my knowledge only goes up until January 2022. To find information about digital marketing conferences near Leicester in 2024, I recommend using a search engine or event listing websites like Eventbrite, Meetup, or LinkedIn. You can also check with local marketing organizations or industry associations for any upcoming conferences in your area. Additionally, you may want to follow digital marketing news and blogs to stay updated on industry events and conferences.

📄 👍 👎 ↻

G Get citation

Message ChatGPT... ↑

ChatGPT can make mistakes. Consider checking important information.

ChatGPT4 – recommends Anicca Leicester Digital Live 2023

ChatGPT 4 ▾

You
digital marketing conference near leicester

ChatGPT
The Leicester Digital Live conference, a premier event for digital marketing, is scheduled for Tuesday, 3rd October 2023. This in-person conference will be held at Winstanley House in Braunstone, close to the M1/M69 junction. It's designed to provide practical digital marketing insights from top speakers and famous brands. The event is suitable for marketing professionals, business owners, and managing directors. It will feature a suppliers' exhibition, networking events, a hot buffet lunch, and recorded talks available for virtual catch-up. The conference is organized by Anicca Digital and supports the Leicester Hospitals Charity. For more details, you can visit their [website](#).

📄 👍 🗨️ ↻

Get citation

🗨️ Message ChatGPT... ⬆

ChatGPT can make mistakes. Consider checking important information.

Bing + ChatGPT

digital marketing conference near leicester

- ✓ Searching for: **digital marketing conference near leicester**
- ✓ Generating answers for you...

Your personal and company data are protected in this chat

I found some digital marketing conferences near Leicester that might interest you. Here are some of them:

1. **Leicester Digital Live 2023**: This is a premier digital marketing conference in Leicester that will be held on **Tuesday, October 3, 2023**. The conference will cover topics such as E-commerce, Lead Generation, Social Media, Paid Search & SEO. The event will be held at Winstanley House, Braunstone. Early bird tickets are available for £75¹.

Correct Info

2. **Digital Marketing Conference 3rd October 2023**: This conference will be held on **Tuesday, October 3, 2023**. The event will take place at the Leicester Racecourse, Oadby. The conference will cover topics such as Digital Marketing, Social Media, and SEO. Tickets are available for £25.00 - £50.00².

Incorrect Info

3. **Digital Marketing Conference 2023**: This conference will be held on **Friday, June 30, 2023** at the Leicester Marriott Hotel. The conference will cover topics such as artificial intelligence, machine learning, search engine optimization, content creation, robots, and automation. The event is free and open to all SMEs^{3 4}.

Close this chat

Your personal and company data are protected in this chat

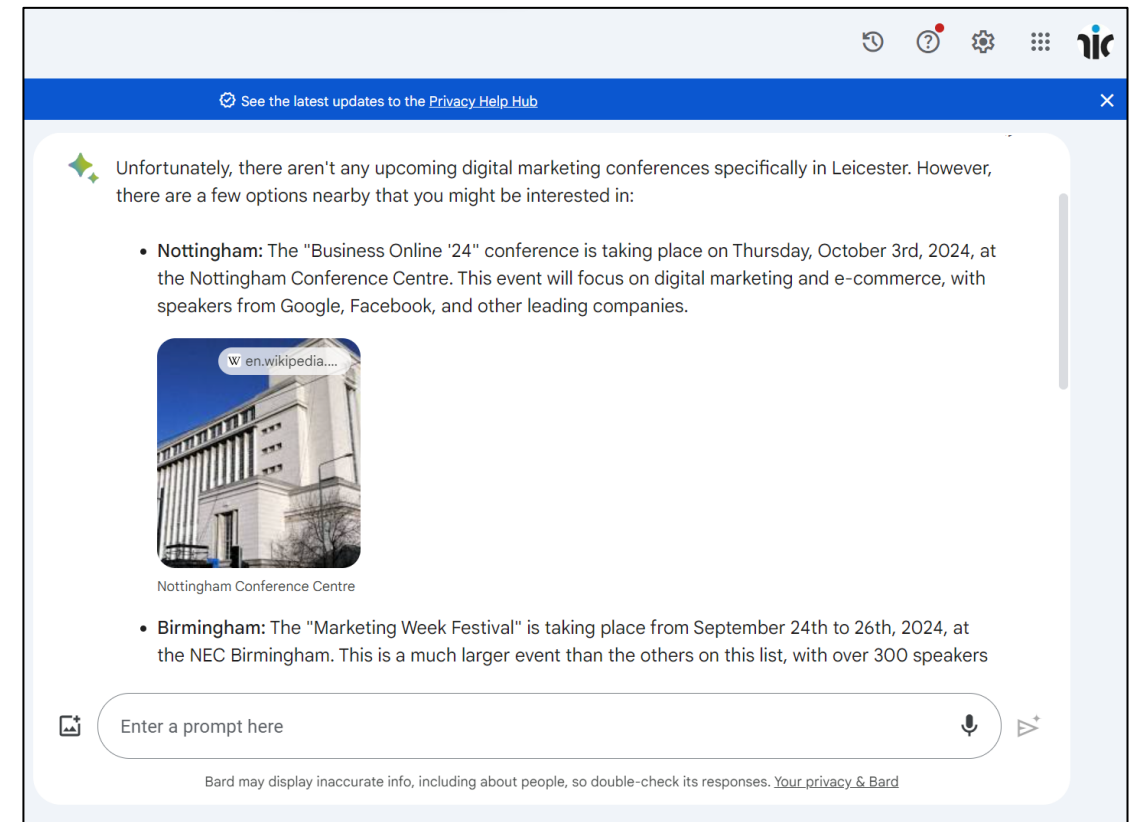
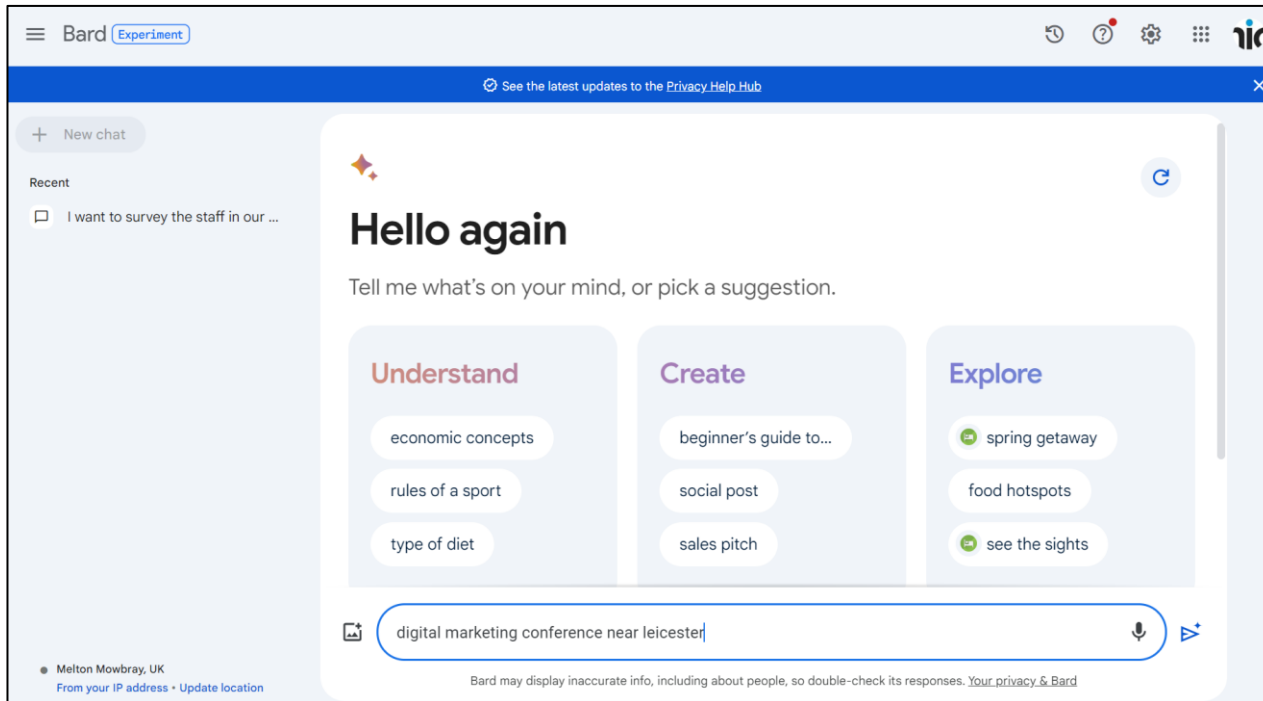
New topic

Ask me anything...

0/2000

Google +Bard

Bard (updated to Gemini) – recommends future events



Use of Chrome extension when using Google

Using Chrome plugin (ChatGPT for Google) – Google also recommend future events at the top

The screenshot shows a Google search for "digital marketing conference near leicester". The search results include a list of events:

- 30 JAN** Digital Marketing Action Planning Workshop
Tomorrow, 09:30–15:30
Leonardo Hotel Hinckley Island - Formerly Jurys Inn, Watling St, Burbage Hinckley
- 22 FEB** Getting Started with Paid Search Advertising
Thu, 09:30–16:00
YourParkingSpace Mercure Leicester Car Park, Chatham St Leicester
- 1 FEB** How to Master Digital Display & Video Advertising
Thu, 09:30–16:00
Rushliffe Arena, Rugby Rd, West Bridgford, Nottingham Nottingham

A red box highlights a ChatGPT plugin response in the search results. The response reads:

Response

I'm sorry, but I cannot provide real-time information or search for events happening in specific locations at the moment. To find a digital marketing conference near Leicester, I recommend using popular search engines like Google or Bing, or check event listing websites and platforms such as Eventbrite, Meetup, or LinkedIn Events. You can enter your location and search for digital marketing conferences to find relevant events in or near Leicester.

Below the response are buttons for "Chat" and "Compare Answers". There are also notifications for a "Major Update! See what's new in 4.2.0" and a "Click and let GPT-4 replies your Emails" feature.

The screenshot shows the "ChatGPT for Google" interface. It features a navigation bar with "ChatGPT", "GPT-4", "Claude2", and "Bard". The main content area includes:

- Upgrade to Access GPT-4**
Upgrade to **Pro Plan** to get GPT-4 access immediate and enjoy other benefits.
- Unlock GPT-4 with 50% off**
\$99.5/yr ~~\$199/yr~~
\$8.29/mo
- Unlimited access to all models.
- Faster response speed.
- Remove all ads.
- No need for OpenAI account or API key.
- Start Free Trial**
- Already subscribed? [Login Now](#)

Is ChatGPT beating Google?

Impact of ChatGPT on Google search (Oct 23)

- Google traffic declined 0.4% month-over-month to 2.8B.
- Bard traffic was up 2% month-over-month to 8.7M.
- Bing traffic increased 8% month-over-month to 42.7M.
- ChatGPT traffic was up 4% month-over-month to 55M
- **ChatGPT traffic is roughly 2% of Google's web traffic,** compared to 1.6% in September and 1.8% in August.



2) *Generative AI and the impact on search (and SEO)*

Google SGE - Search Generative Experience

Google SGE - Search Generative Experience

- Google is experimenting with combining search engine results with Generative AI results, using Bard (or their latest version Gemini)
- Only available in a test environment in the USA (Google Labs)
- You will need a new Gmail account and use of a VPN to access
- You need to apply for a “Labs account” to test

Generative AI is experimental. Info quality may vary.

Leicester, UK has several digital conferences, including: ▾

Leicester Digital Live

This conference is held at Winstanley House and covers topics like automation, integration, digital marketing, ecommerce, and lead generation. The 2023 conference will be held on Tuesday, October 3rd from 9 AM–5 PM.

Digital Marketing Conference 2023

This conference will be held at the Leicester Marriott Hotel on Friday, June 30th from 8:30 AM–3:30 PM. Speakers will cover topics like artificial intelligence, machine learning, search engines, content creation, robots, and automation.

Leicester Digital Marketing, Media and Advertising Conference

This conference is held annually for marketing professionals. It covers topics like digital marketing best practices, latest trends, and strategy.

Ask a follow up



Leicester Digital Live - Digital...

Eventbrite



Leicester Digital Marketing...

DigiMarCon ...



Leicester's Premier Digital Marketing...

Anicca Digital

Winstanley House

LEICESTERSHIRE'S PREMIER DIGITAL MARKETING CONFERENCE

This year we are pleased to be back in-person at the beautiful

Generative AI is experimental. Info quality may vary.

Leicester, UK has several digital conferences, including: ▾

Leicester Digital Live

This conference is held at Winstanley House and covers topics like automation, integration, digital marketing, ecommerce, and lead generation. The 2023 conference will be held on Tuesday, October 3rd from 9 AM–5 PM.

Digital Marketing Conference 2023

This conference will be held at the Leicester Marriott Hotel on Friday, June 30th from 8:30 AM–3:30 PM. Speakers will cover topics like artificial intelligence, machine learning, search engines, content creation, robots, and automation.

Leicester Digital Marketing, Media and Advertising Conference

This conference is held annually for marketing professionals. It covers topics like digital marketing best practices, latest trends, and strategy.

Ask a follow up



Leicester Digital Live - Digital...

Eventbrite



Leicester Digital Marketing,...

gIMarCon ...



Leicester's Premier Digital Marketing...

Anicca Digital

Main sources linked here

Winstanley House

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Leicester, Leicestershire has many family-friendly attractions, including parks, museums, and places to walk dogs.

Parks

- Abbey Park: A 32-acre park with a river and flower display. It's a good place to walk dogs.
- Gorse Hill City Farm: An outdoor children's farm.
- Stonehurst Family Farm and Museum: An indoor and outdoor children's museum.

Museums

- Leicester Museum & Art Gallery: Free entry, but a small donation is suggested. It has dinosaurs, mummies, and art.
- King Richard III Visitor Centre: A historic site and specialty museum.

Places to walk dogs

- Abbey Park: A good place to walk dogs.
- National Space Centre: A dog-friendly attraction.
- Historic castles: Dog-friendly attractions.



Best Animals Days Out In Leicester,...

Day Out Wit...



15 Luscious dog walks in Leicestershir...

Mar 11, 2020

Pure Pet Food

The 13 best free attractions in Leicester - Wanderlog

Wanderlog

In line links to sources for that particular piece of content

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Follow up questions (with memory)


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What is there to do in Leicester half term?

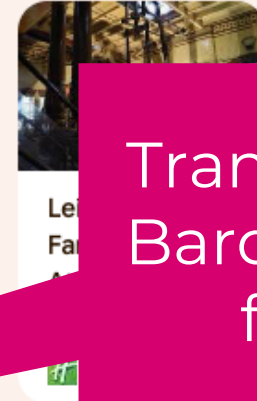
Showing results for What is there to do in Leicester half term with children and a dog

 Generative AI is experimental. Info quality may vary.

Leicester has many pet-friendly places and activities, including: 


- Great Central Railway
- Belvoir Castle
- The Parcel Yard
- The Old Plough
- Kirby Muxloe Castle
- CONKERS
- Hanwell Wine Estate

Fun things to do in Leicester: 30 fun attractions and activities



The 33 best

Transforms to a Bard / GPT chat function

 Reset

 Ask a follow up 

Results for Leicester, UK Use precise location

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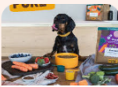
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Tripadvisor https://www.tripadvisor.com Attractions-g186333-Acti...

Things to Do in Leicestershire with Kids

1. Charnwood Forest Alpacas · 2. National Space Centre · 3. Tropical Birdland · 4. King Richard III Visitor Centre · 5. Bradgate Park · 6.

Dog Friendly Getaways https://dogfriendlygetaways.com days-out leicester...

7 of the Best Dog Friendly Days Out in Leicestershire | DFG

Find 7 of the best dog friendly days out in Leicestershire, as voted by you! These pet friendly activities are ideal for everyone.

Activities & Things To Do · 1. Kirby Muxioe Castle · 4. Market Bosworth



Related questions

Are museums free in Leicester?

What is there to do in Leicester half term?

Feedback

Day Out With The Kids https://www.dayoutwiththekids.co.uk Leicester

Best Animals Days Out In Leicester, Leicestershire

Discover the top 20 animals days out in Leicester, Leicestershire right now, including the best aquariums, children's farms and petting zoos near you.

Day Out With The Kids https://www.dayoutwiththekids.co.uk east-midlands



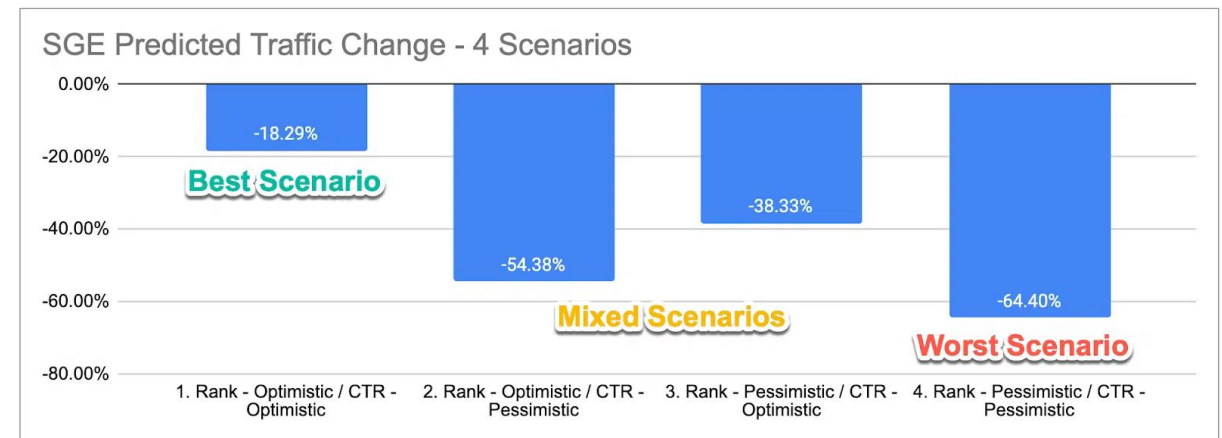
Traditional links appear after the SGE box

What is the possible impact?

Likely drop in organic traffic – research by Search Engine Land

- SGE Impact Model by Search Engine Land
- Early attempt to create an impact model
- 23 sites in tech sector
- 1,000 – 300,000 monthly visits
- Open-source model available

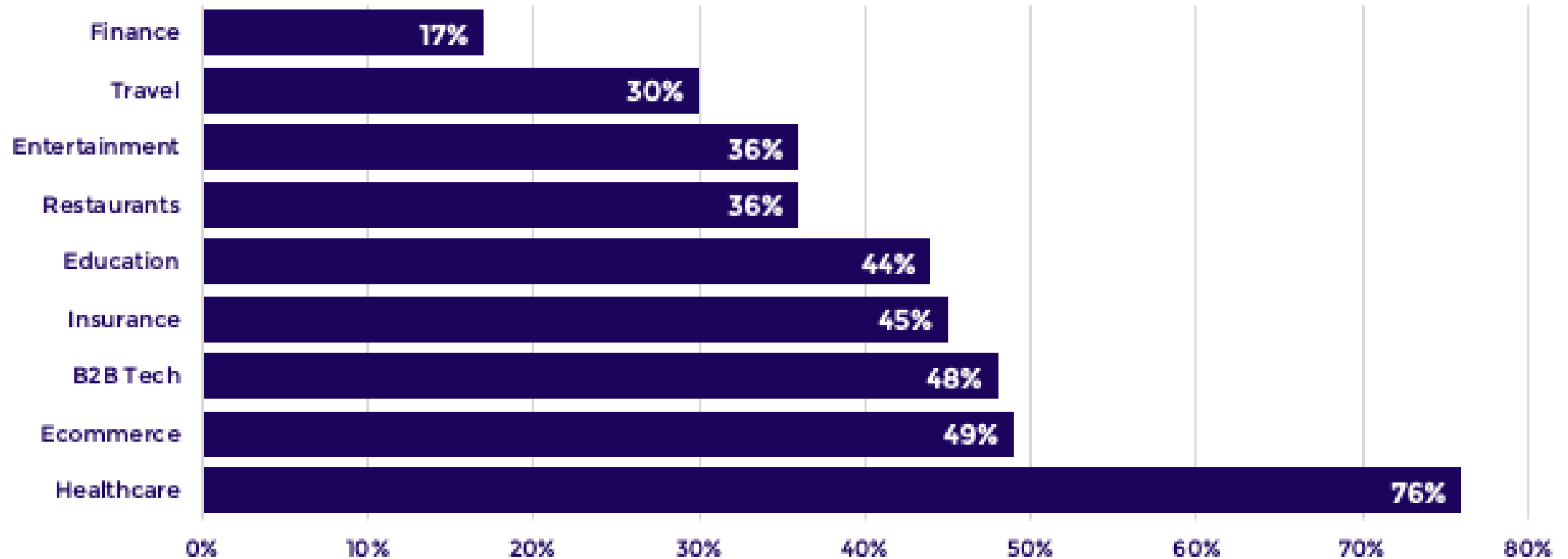
- 18% - 64% drop in organic traffic
- Although one site increased traffic by >200%



<https://searchengineland.com/how-google-sge-will-impact-your-traffic-and-3-sge-recovery-case-studies-431430>

Impact of SGE by sector – Media Post

Percentage of queries that were impacted by SGE
Analysis of "thousands of keywords across 9 industries"



<https://www.mediapost.com/publications/article/392750/google-sge-to-impact-40b-annually-in-ad-revenue.html>

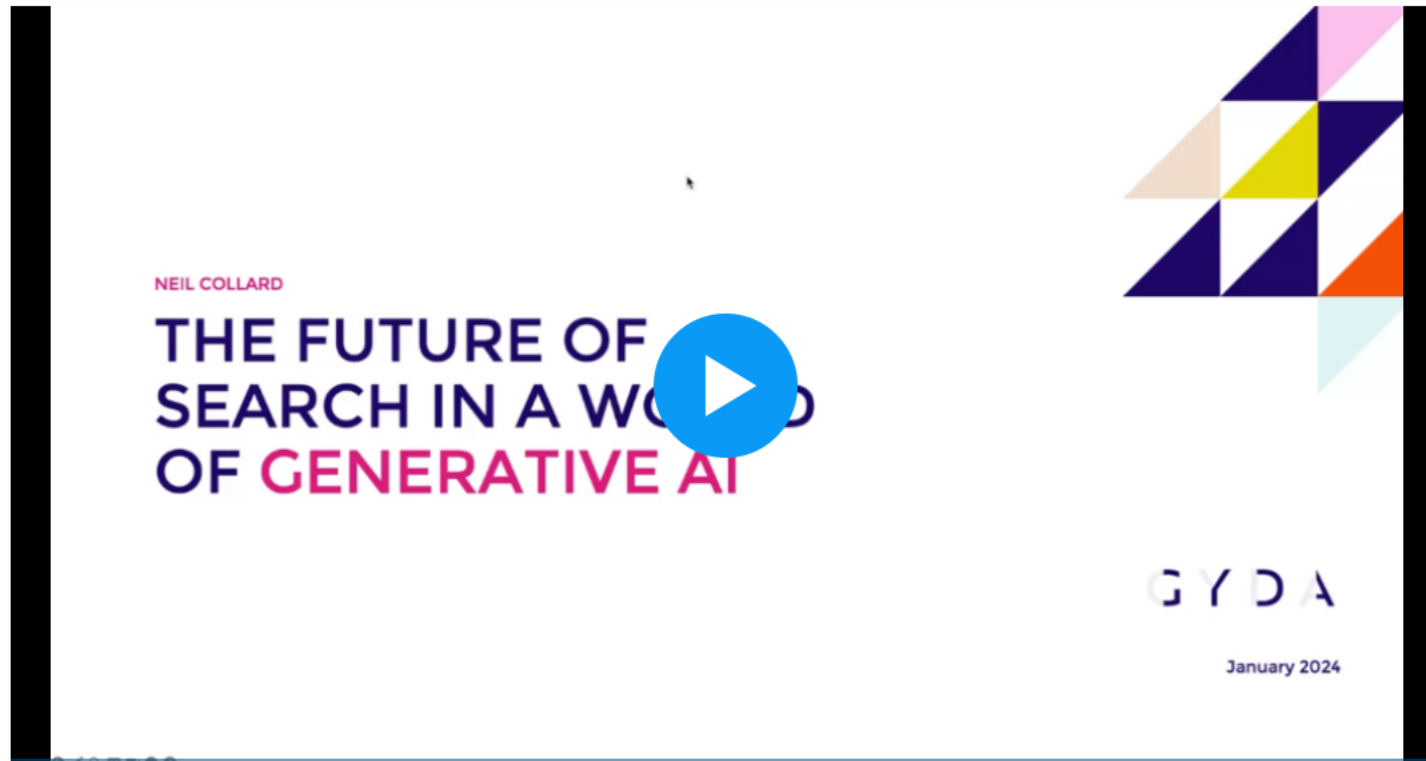
Will SEO's be able to influence or optimise the core data used in AI based searches

- If you look for data now within ChatGPT and Bard etc. they are highly collated and product or services are limited to the most well-known brands
- So how will SEO's be able to get their website into the search results without paying for PPC?
- What will be the financial impact of large drops in traffic (can anyone remember Panda?)
- **I suspect the activities and role of SEO's will change significantly in the next 3 years?**

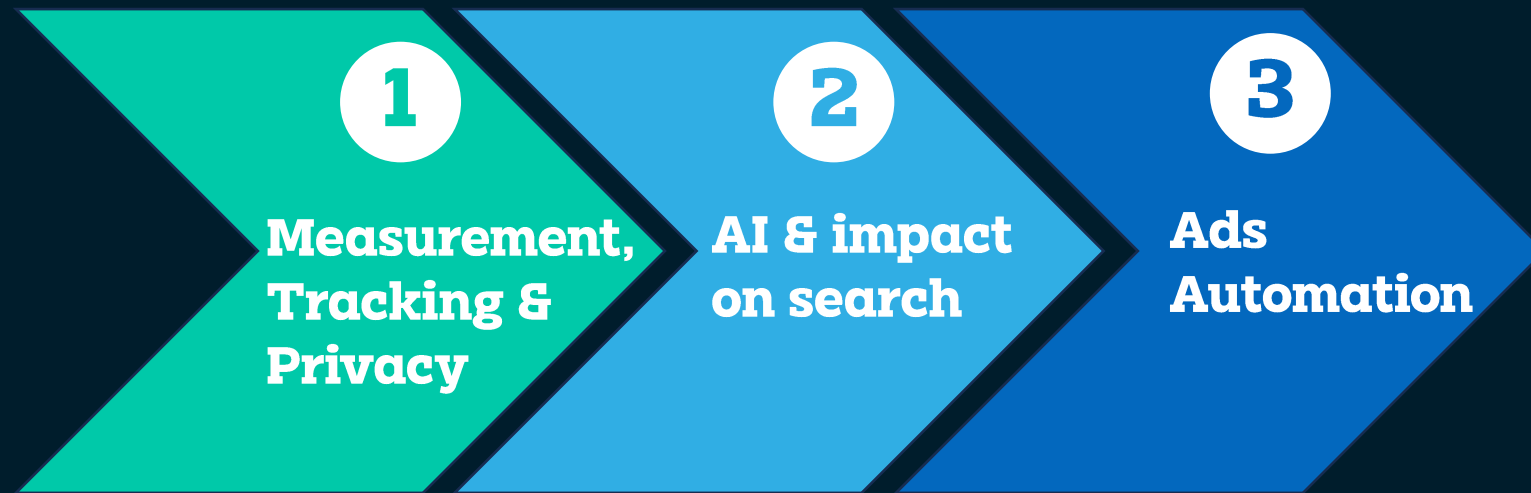
Likely increase in demand & cost of paid search

- Google may insert more links – e.g. within the text
- Will current paid ads like shopping still be shown?
- The increased demand is likely to drive up CPC's

Webinar from Neil Collard on SGE



<https://www.bigmarker.com/anicca-digital/The-future-of-search-in-a-world-of-generative-AI>



3) Google Ads Automation & Keyword Targeting

Targeting in Google paid search (PPC)

Ad platforms are moving away from traditional text or search campaigns where you need to select your own keyphrases for use in ads

Using keyphrases or topics

- Traditional search or text campaigns

Uses Website Content (URL) or Product feeds

- Dynamic Search Ads (DSA's)
- Standard shopping Ads
- Performance Max (for text, DSA & shopping)

Use Audiences or other indicators

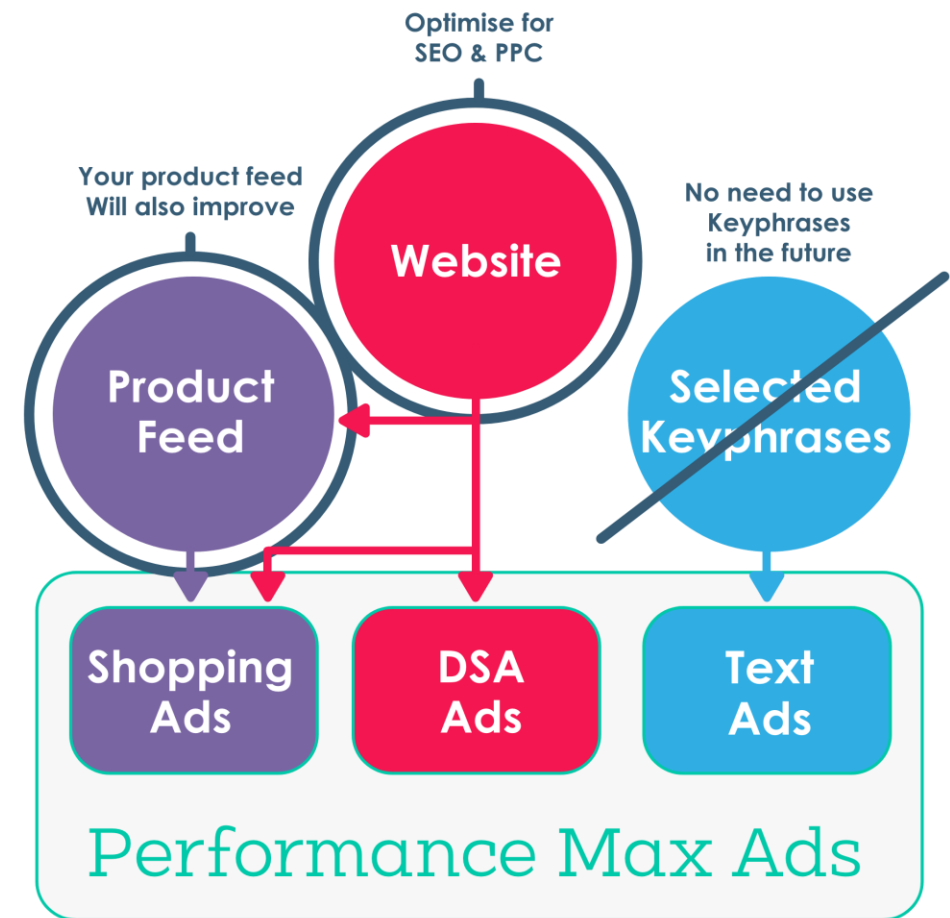
- Display
- YouTube
- Performance Max (for display, Video, Discovery & email etc.)

- Although you don't bid on keyphrases, in most cases you can get search term data or you can add negatives phrases, so you can learn what works and optimise accordingly (or create new text campaigns)

Automation means your website content may become the new keyphrase

- Performance of these campaigns will depend partially on how Google views your page content or your product feeds?
- This means that you should optimise your shopping feed (especially product titles and descriptions) to improve your shopping ads – Google recently announced that they will be providing more tools for this within Merchant centre
- However, if you can directly optimise your page content, you can benefit from improved SEO/organic rankings as well as improved PPC campaigns

Improving pages content through SEO
& product feed optimisation





I predict:

**The shift towards
automation means that
SEO & PPC teams & tactics
will converge??**



I predict:

**So will SEO teams be
optimising pages for PPC
rather than SGE results?**

Resources

Book – A10 Marketing framework

- <https://anicca.co.uk/a10-marketing-framework/>

Book - Integrate – Creating an Integrated Marketing Strategy –

- <https://anicca.co.uk/integrate-book/>

Free weekly webinar – Friday 9-10am

- <https://anicca.co.uk/resources-webinars/>

Free Lookers Studio report

- <https://anicca.co.uk/free-looker-studio-report/>

Webinar on GA4 setup –

- <https://www.bigmarker.com/anicca-digital/Your-last-call-for-GA4-What-to-do-next-Friday-23rd-June-9-00am-10-00am>

Webinar on Cookie Consent V2

- <https://www.bigmarker.com/anicca-digital/Urgent-Update-on-Google-Cookie-Consent-V2-Rollout-Friday-2nd-February-9-00am-10-00am>

Webinar on Search Generative Experience

- <https://www.bigmarker.com/anicca-digital/The-future-of-search-in-a-world-of-generative-AI>



Some of the Anicca team say Thank You