

Galactic Fed Marketing Lab: Issue 6

It must be summer because we've been getting some burning hot questions! In this issue, we talk ChatGPT as the new Google, which social platform you need to have, and why you should think twice before running ads on Meta.

Buckle up!

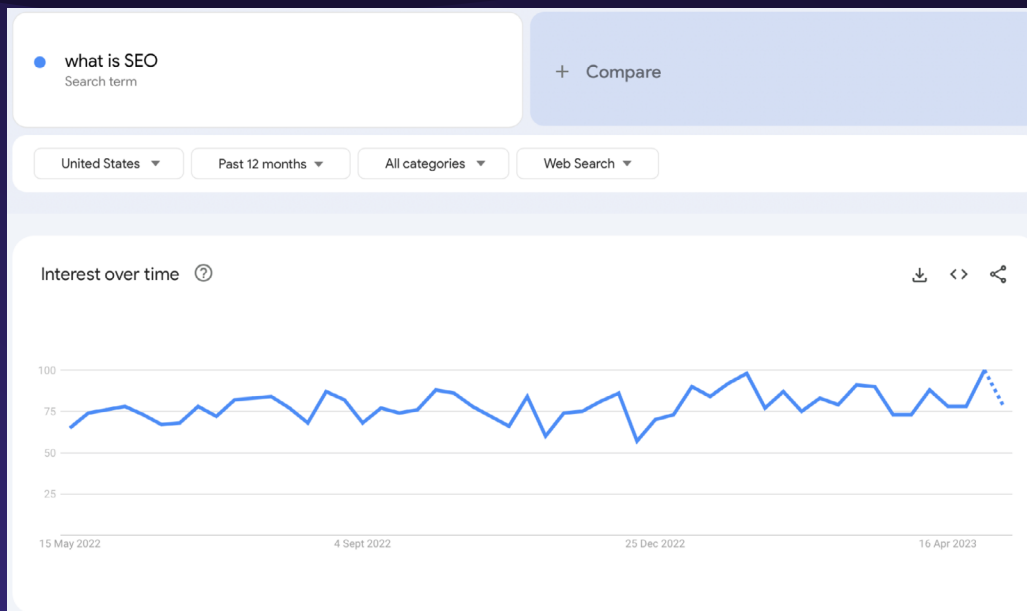


▶ I noticed a sudden drop in organic impressions and clicks to my website. What should I do?

In short: See what Google's been up to

First of all, make sure it's not a fluctuation caused by a ___ - even the websites in good standing may experience certain turbulence while an update is rolling out.

Second, check out **Google trends** to explore how popular certain search queries are. If your drop matches the trend, most likely you shouldn't fret it. Keep an eye on your stats but don't make any rash decisions for a few weeks.



Third, see if the drop affected multiple pages or just a few. If the latter, check if you recently lost any backlinks - that's a common cause of a decreased ranking which may result in fewer clicks and impressions.

Last but not least, check your **core web vitals** - poor performance can also lead to organic stats drop.

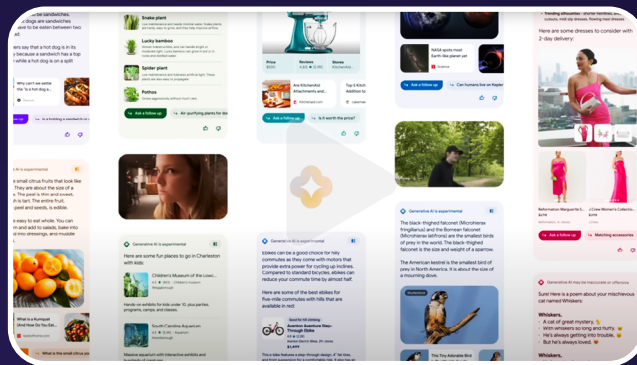
If none of the above solved the problem, you're facing a rather unique issue. **Chat to us** - while booking the call, mention you saw this offer in our newsletter and get a free SEO audit from our experts.

▶ I hear a lot of people say they now prefer to search on ChatGPT rather than on Google. Can it become the next search engine?

In short: Google is catching up fast

Lightning fast - with two massive updates making headlines (well, trending hashtags on Twitter, but you know what we mean) in May.

First, Google introduced generative **AI-powered Search concept** (currently only available for testing to a limited group of users):



Marketing bells and whistles aside, here are the takeaways:

1. Search with Gen AI will organize results in new ways spotlighting a few key sources of information
2. Google pledges to make AI more human and use it to promote human experiences and connections
3. A new block - Perspectives - will only display content (text, image, video) shared on social media and Q&A websites (like, Quora, Reddit, etc.). It's meant to diversify opinions on Search
4. Original content with unique expertise and quality information will be prioritized and ranked higher.
5. E-A-T also isn't going anywhere. But AI-generated websites might.

The second big update was to Google Bard. Its first presentation faced a **massive backlash** when it immediately made a serious mistake. This time, the biggest issue (so far) was it not launching straight away in some key markets like Canada and EU.

Bottom line, if you prefer to use ChatGPT or alike for search, that's your choice. But don't miss out the revolution Google is about to bring on.

P.S. And here's how **AI will transform your Google ads**

▶ What's the best "first" social media platform for a new business? Do I have to launch all social accounts at the same time? What are the pros and cons?

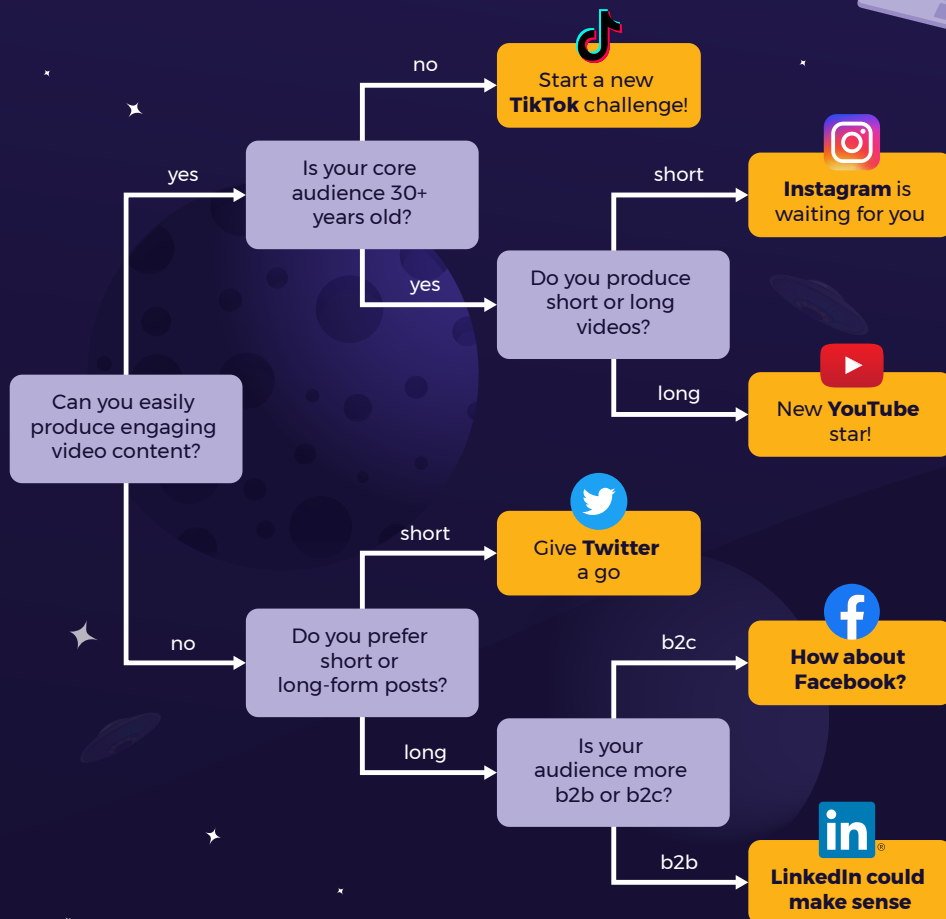
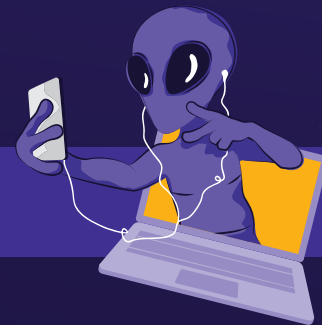
In short: It depends. Not really. It depends.

Our answer will be threefold.

First, the best first social platform is the one that best matches your audience and the service/product you offer. Also, think about the types of content you can produce easily.

In terms of content, here's a quick test that can help you make a decision:

Choosing the Right Social Platform



Just in case you've been wondering, the "easiest" platform with kick-off on in terms of time, effort, and resources is probably Twitter as you can get by just by posting short updates and retweeting other users.

Second, no, there's no law stating you ~must~ launch all your social accounts together. Also, this is the case of quality before quantity: having one engaging and well-performing channel is better than a bunch of dead ones.

Third, here are some pros and cons of launching all social media channels at the same time:

Pros

- ★ One-time setup saves time
- ★ Easier to ensure they're all on brand
- ★ Some platforms favor older accounts
- ★ Can test which channels performs best

Cons

- ★ More time to manage channels
- ★ Added expenses for design and copywriting
- ★ Less time for engagement with other users
- ★ Harder to keep up with algorithm updates

Basically, if your resources are spread thin (no budget/dedicated SMM person/enough content), start with just one channel, get to know your audience, and experiment with different topics and formats. Then add other channels once you feel it makes sense for your business.



▶ What is the “Special Ads Category” and how can it affect my Meta ads?

In short: Think twice before running ads on Meta

Special Ads Category refers to four big business niches that are subject to certain restrictions:

- ★ Credit
- ★ Employment
- ★ Housing
- ★ Social issues, elections, or politics

If you want to advertise a product/service that falls under one of these categories, you must select the appropriate Special Ad Category when creating your ad. Unfortunately, this will limit your targeting options as Meta wants to prevent discrimination against certain groups.

And no, you can’t “hack the system” and select a non-special ad category - your ad will simply get rejected.

Some of the restrictions may depend on the product and targeted markets, but here are the most common ones:

Special Ads Categories Cannot Target Ads Based On:



For instance, if you're promoting a car loan, you can't target men aged 18-23 living in New York zip code area 10001 who have similar interests to your website visitors.

As you can tell, this is not ideal as these restrictions may wipe out the benefits of Meta ads targeting. So, ask yourself - is it worth advertising on Meta with these limitations? And maybe consider other social platforms or Google.

If you do opt for Meta, here are some tips to help your Special Ads pass the review:

1 Avoid using discriminatory language

2 Use inclusive creatives

3 Describe your product/service in a clear and concise manner

4 Make your offer enticing to a broader audience

5 Keep an eye on your ad performance and optimize as needed



▶ My number of backlinks keeps growing but my domain rating goes down - what could be the problem?

In short: Neglecting your existing links

We conduct dozens of SEO audits per month (sometimes per week!), and more often than not we report a rather untended backlinks portfolio.

This includes:



Toxic links

Toxic links include links from spammy websites, websites with a low domain authority, and websites with a high spam score. They can harm your website's ranking and reputation so you should regularly remove them.



Irrelevant anchor text

Anchor text is the clickable text that "hides" a link. When a link to your website is placed somewhere else, you want to ensure the anchor text matches your keywords. For example, as a digital marketing agency, we wouldn't want to have backlinks with the anchor text "best summer games for children" or something...



Irrelevant links

Links from irrelevant websites can harm your ranking and reputation. Make sure your backlinks come from websites that are relevant to your niche and industry.

If you notice any of the above, prioritize cleaning up your portfolio over building new links.

Pro link-building tip

Make use of your competitors neglecting their links!
Search for broken links on other websites in your niche and reach out to the website owner to suggest replacing the broken link with a link to your content.

That's a wrap!

Thank you for reading our newsletter - we'll be back soon with more juicy insights.

See you next month!

