

What's New in **Digital Marketing?** Q4 2024

All our SEO, PPC & Web experts in one place, with all the latest digital marketing trends, info and advice.

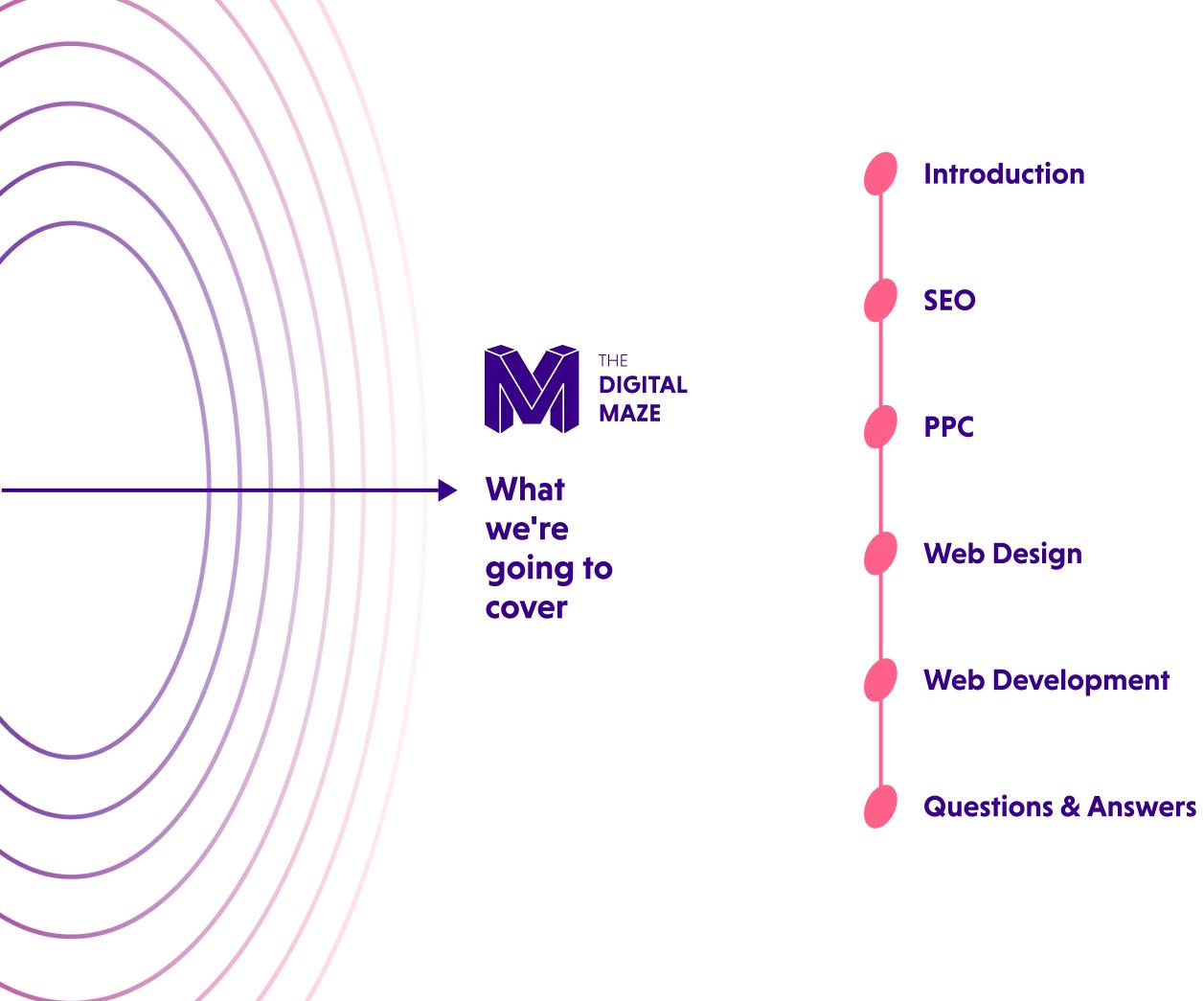






PLATINUM CERTIFIED WOOEXPERT







30+ experienced team members spanning SEO, PPC, Social Media, Web Page Design, and Web Development

The Digital Maze was breathed into existence with the sole purpose of helping established eCommerce brands further explore the online landscape to elevate their brand positioning.

We are careful and considerate, making sure we can deliver on what we commit to. We look after the details so you don't have to. We offer our clients holistic, long-term solutions that transform their online growth.



Full-Funnel Focus: Optimise your buyer journey for maximum impact



In Digital Marketing 20+ years, 6 at The Digital Maze

Crushingly obvious middle-aged hobbies, such as cycling, reading, walking and "train-watching"

OpenAl launches ChatGPT Search

- **Real-time Search:** Accesses live data like news, sports, and weather.
- Source Verification: Provides links and attributions for user verification.
- **Initial Access:** Available to ChatGPT Plus and Team users.
- **Query Integration:** Automatically / manually triggered based on user queries.

Strengths

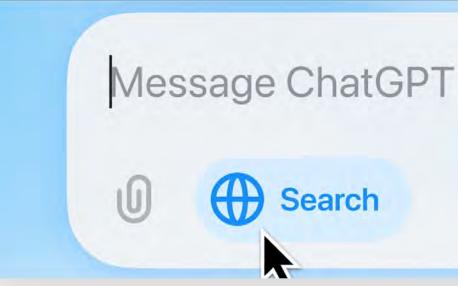
- Handles complex, informational, and conversational queries.
- Provides structured, summarized responses with citations.
- Can outperform Google in categorising information for complex questions.

Limitations

- Less effective for commercial and location-specific searches.
- Lacks product carousels, local packs and other search features,

Key Takeaways

- ChatGPT Search excels in informational queries but falls short in commercial and local search.
- Currently businesses should focus on high-quality, contextually relevant • content to optimize for both search engines.



New York Jets Official Website newyorkjets.com

As of November 6, 2024, the New York Jets hold a 3-6 record in the NFL season. They recently ended a five-game losing streak with a 21-13 victory over the Houston Texans on October 31. In that game, quarterback Aaron Rodgers threw three touchdown passes, including a remarkable one-handed catch by wide receiver Garrett Wilson, which has been widely praised. cas shores

Recent Developments:

- team. NEW YORK POST
- Trade Activity: The Jets traded wide receiver Mike Williams to the Pittsburgh Steelers in before the trade. THE PHPISIDER
- Ownership Update: With Donald Trump's recent election victory, it's anticipated that Jets owner operations of the team. LARRY BROWNL SPORTS

Upcoming Schedule:

NFL Schedule Greenwich Mean Time			
🗣 Arizona Cardinals	Sunday	- New York Jets	Sun, Nov 17
Mew York Jets	9:25 PM	U Indianapolis Colts	6:00 PM
Mew York Jets	Sun, Dec 1	🛹 Miami Dolphins	Sun, Dec 8

hello@thedigitalmaze.com



 Coaching Change: Following a 2-3 start, head coach Robert Saleh was dismissed. Interim head coach Jeff Ulbrich secured his first win against the Texans, earning strong support from the

exchange for a 2025 fifth-round draft pick. Williams had 12 receptions for 166 yards this season

Woody Johnson may return to a governmental role, potentially stepping away from day-to-day

CBS Sports

Jets vs. Texans score: New York snaps five losing skid behind incredible catch by Gar November 1, 2024 - The New York Jets ce spoiled the Halloween festivities for the Ho

New York Post

Jets would 'run through a wall' for Jeff Ult now

2 days ago - The New York Jets ended a fi losing streak with a 21-13 victory over the !

The Phinsider

Mike Williams traded from Jets to Steelers Today - The New York Jets have traded wi Mike Williams to the Pittsburgh Steelers jus

LBS Larry Brown Sports

Donald Trump's second presidency could change for Jets?

Today — Donald Trump defeated Kamala H 2024 U.S. president election on Tuesday ni

Search Results

LBS Larry Brown Sports

Donald Trump's second presidency could change for Jets?

Today - Donald Trump defeated Kamala H 2024 U.S. president election on Tuesday nic

CBS News

Steelers reportedly trade for wide receiver Williams from New York Jets

Today - PITTSBURGH (KDKA) -- The Pittsb Steelers have reportedly traded for wide re-

What's the difference between ChatGPT Search and Chat GPT?

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The main difference between ChatGPT and ChatGPT with Browse with Bing (sometimes referred to as ChatGPT with "search") is how they retrieve and generate information:

- but it doesn't access or retrieve real-time data.
- which ChatGPT then uses to formulate a response.

In short:

- ChatGPT relies on pre-existing knowledge.
- factual responses.

Let me know if you'd like more specifics on using either version!

what is the difference between chatgpt and chatpgt search

1. ChatGPT (without browsing): This version uses only the knowledge it was trained on, with information available up until its "knowledge cutoff" (currently September 2021 or 2023, depending on the model version). It can answer general knowledge questions, engage in conversations, and perform tasks based on the information it has learned up to that cutoff date,

2. ChatGPT with Browse with Bing: This version has access to the internet, enabling it to retrieve up-to-date information beyond its training data. This is particularly useful for real-time data, current events, or newly emerging topics. When asked a question that requires updated or specific information, the browsing tool conducts a web search to pull in relevant, recent data,

ChatGPT with Browse with Bing adds real-time search capabilities to provide more current,

Informational results

ChatGPT 4o



Eric Treacy (1907–1978) was an English Anglican bishop renowned for his exceptional railway photography. Born in London, he was educated at Haberdashers' Aske's School and King's College London. Ordained in 1932, Treacy served as curate at Liverpool Parish Church and later became Rector of Keighley and Archdeacon of Halifax. In 1961, he was consecrated as the Bishop of Pontefract and subsequently appointed Bishop of Wakefield in 1968, a position he held until his retirement in 1976.

Parallel to his ecclesiastical career, Treacy developed a passion for railway photography, capturing the essence of British steam locomotives and the landscapes they traversed. His meticulous planning and artistic approach resulted in a collection of approximately 12,000 photographs, now housed at the National Railway Museum in York.

Tragically, Treacy passed away in 1978 at Appleby Station while photographing the locomotive Evening Star. His legacy endures through his photographic contributions and the preserved locomotive, LMS Stanier Class 5 4-6-0 number 45428, named in his honor.

Sources W

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Message ChatGPT

() 🕀 Search

1 Share

Citations

W Wikipedia Eric Treacy - Wikipedia Eric Treacy, MBE (2 June 1907 – 13 May 1978) was an English railway photographer and Anglican bishop. [...

- BBC

Bishop Treacy's National Railway Museum photos show 'power of steam' - BBC Treacy, although born in London, enjoyed photographing the Settle to Carlisle line, as seen her...

Search Results

Discovery National Archives

The Treacy collection of railway photographs - The National Archives September 16, 2024 — Treacy, Eric, 1907-1978, Suffragan Bishop of Pontefract, Bishop of Wakefield...

D Internet Archive

Great railway photographs by Eric Treacy : Treacy, Eric, -1978 : Free ... May 7, 2021 — Great railway photographs by Eric Treacy by Treacy, Eric, -1978. Publication date 1997...

National Railway Museum blog Eric Treacy – the Right Reverend railway photographer August 31, 2010 — Learn about Eric Treacy, a clergyman who became a renowned railway...

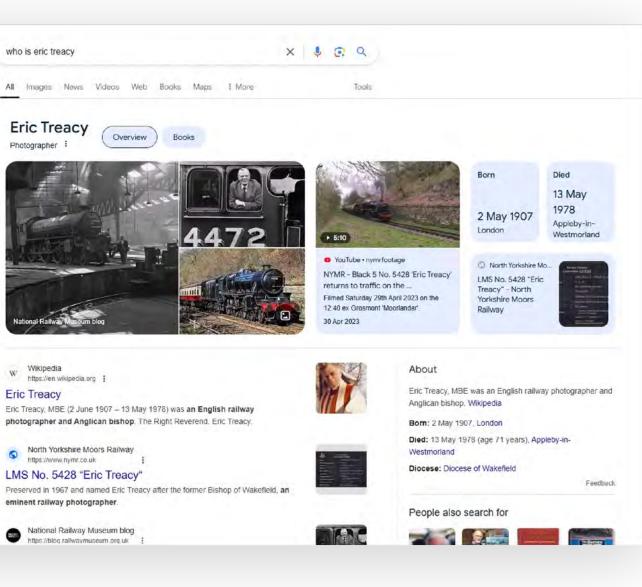
Amazon Great Railway Photographs: Treacy, Eric: 9781850520955: Amazon.com: Books January 1, 1987 — Great, inexpensive book on British steam, and a few diesels, from the great collection o...

W Wikipedia

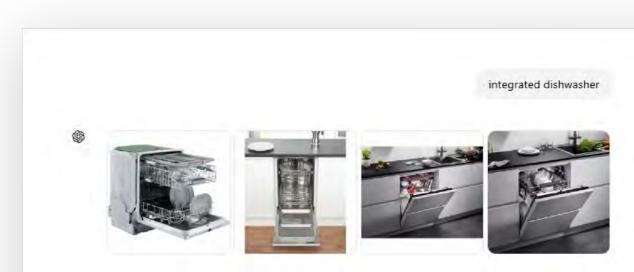
W Eric phot

Google





Commercial results



An **integrated dishwasher** is designed to blend seamlessly with your kitchen cabinetry, offering a cohesive and streamlined appearance. These appliances are installed within your kitchen units and typically have a front panel that matches your cabinetry, making them almost invisible when closed.

Key Features:

- Design and Appearance: The dishwasher door is usually covered with a cabinet panel, matching the rest of your kitchen for a uniform look.
- Controls: Controls are often hidden on the top edge of the door, maintaining the minimalist look.
- Noise Levels: Integrated dishwashers tend to be quieter than freestanding models, as the cabinetry provides additional sound insulation.
- Size and Capacity: Available in standard (24 inches) and compact (18 inches) widths, you can choose based on your kitchen space and needs.
- Energy Efficiency: Many models have high energy efficiency ratings, which can save on utility costs.
- Advanced Features: Modern models may include adjustable racks, quick-wash settings, and energy-saving modes.

1 Share

Citations

Lowe's

Bosch 500 Series 24-in Top Control Smart Built-In Dishwasher ... - Lowe's

Shop Bosch 500 Series 24-in Top Control Smart Built-In Dishwasher With Third Rack (Stainless Steel)...

G Miele USA

Integrated Panel-Ready Dishwashers | Shop Online -Miele

Fully-integrated, full-size dishwasher. in tried-andtested Miele quality at an affordable entry-level pric...

AJ Madison

Electrolux EDSH4944BS 24 Inch Fully Integrated Dishwasher with 14 Place ...

24 Inch Fully Integrated Dishwasher with 14 Place Setting Capacity The Electrolux 24" Stainless Steel...

Search Results

A Home Appliance Geek

10 Of The Best Integrated Dishwashers (2023 Reviews) - Home Appliance Geek

July 9, 2023 — Learn about the differences between integrated and semi-integrated dishwashers and fin...

R Real Homes

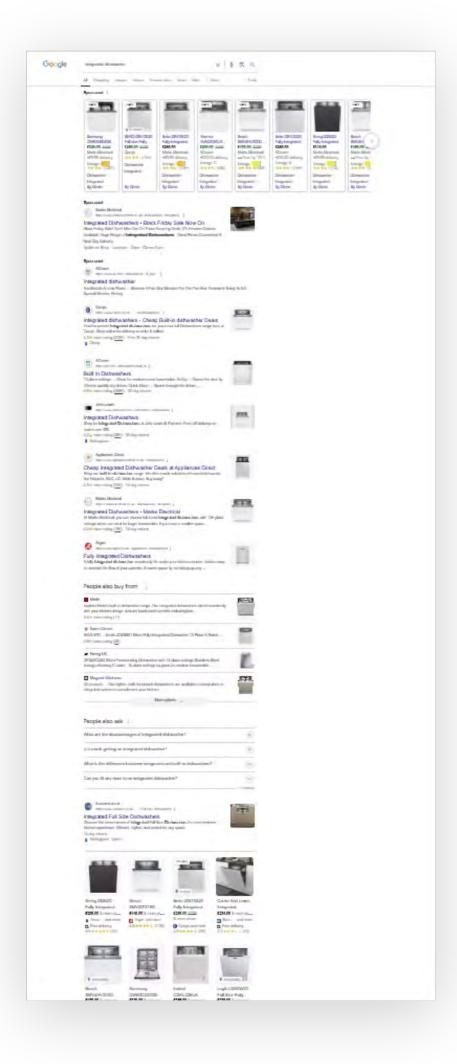
Best integrated dishwasher: built-in options for a seamless look | Real ...

July 14, 2022 — Compare the features, prices and ratings of the best integrated dishwashers from...

Lowe's

Built-In Dishwashers at Lowes.com

Samsung 24-in Top Control Smart Built-In Dishwasher (Fingerprint Resistant Stainless Steel) ENERGY STAR,...



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Local results

Here are several reputable car garages in Ilkeston, England:

Karl Foster Garage Services

likeston, GB

Established in 2013, they offer a range of services including car servicing, repairs, MOTs, and air conditioning maintenance. Known for honest and reliable service.

DS Garage Services Ltd

likeston, GB

A family-run business with over 30 years in the motor trade, providing MOTs, servicing, repairs, tyres, and more. They emphasize quality work and customer satisfaction.

Ilkeston Garage

likeston, GB

A local family-run business offering competitive car and van repairs, servicing, brakes, dutches, exhausts, MOTs, and tyres. They pride themselves on expert technicians and competitive prices.

Autoplus Garage

likeston, GB

Provides MOTs, servicing, tyres, exhausts, general car and van repairs, and vehicle recovery and transportation. They have over 40 years of experience and are committed to quality service.

Smiths Vauxhall Ilkeston

likeston, GB

A main Vauxhall dealership since 1962, offering new and approved used cars, full servicing, MOTs, mechanical repairs, and genuine Vauxhall parts.

MVS Auto Service & Repair Ltd

likeston, GB

Specializes in a wide range of garage services including vehicle servicing, repairs, exhausts, brakes, clutch replacement, diagnostics, and tyres. They are known for honest and reliable service.

Nottingham Road Garage

likeston, GB

Offers MOTs, servicing, complete computer diagnostics, drivability problems, oil changes, tyres, brake repairs, exhaust systems, steering and suspens¹ faults, clutches, and gearbox repairs.

Message ChatGPT

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Search Results Karl Foster Garage Car Garage In Ilkeston, Karl Foster Garage Services -Home Established in 2013, we provide an honest and reliable service at all times, proud to be recognised... Karl Foster Garage Car Garage In Ilkeston, Karl Foster Garage Services -Car Repairs Looking for a car garage in likeston? Karl Foster Garage Services provides a wide range of honest an... Karl Foster Garage Car Garage In Ilkeston, Karl Foster Garage Services -Car Servicing Karl Foster Garage Services offers quality and a friendly service. When you need servicing in Ilkesto... MRKs MRKs | Local Garage | likeston

Our head mechanic has been in the industry since he was a child and has worked at both Honda and...

Ilkeston Garage

t Share

Ilkeston Garage - Car Service | MOT's | Vehicle Repairs Professional Garage Service In Ilkeston, All Work

Undertaken. Expert technicians, a local family run...

DS Garage Services
 DS Garage Services | MOT's, Servicing, Repairs &

Tyres likeston DS Garage Services Ltd, based in likeston, Derbyshire. We offer MOT's, Servicing, Repairs, Tyres & much...

Smiths Motor Group Contact Smiths Vauxhall in Ilkeston, Derbyshire -Smiths Motor Group

Contact Smiths Vauxhall in likeston, Derbyshire. Smiths of likeston is conveniently located between...

Smiths Motor Group Homepage | Smiths Vauxhall Ilkeston Smiths of likeston has been a main Vauxhall dealership since 1962, a family run business with a...

 AutoPlus Ilekston
 Autoplus Garage - MOT, Servicing and Vehicle Repairs in Ilkeston

Autoplus Garage are based in likeston and provide MOT, servicing, tyres, exhausts, general car and van... Goog

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All Maps Images Videos Web News Books Mon	e Tóola
Open now Within 1 mi For rent Within 0.5 mi Top	rated Prices Within 0.2 mi 24 hour Atfordable
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50+ years in business - Ripley Road - 01773 857912	Website Directions
Open Closes 6 pm	
Long Eaton Motor Company Ltd	0.0
4.8 • • • • • (104) Used car dealer Derby - 01332 872444	© (\$
Open Closes 5 pm	Website Directions
"Always friendly, fast and affordable."	
Elite Autocare	
4.7 * * * * (40) · Vehicle Repair 10+ years in business · Nottingnam · 0115 946 4700	•
Open Closes 5:30 pm	Website Directions
*Fair price and fast service our was ready in just a few hours."	
Arrow Body Care	0
5.0 * * * * (2) - Car Body Shop 10+ years in business - Notingham - 0115 972 3165	•
Open now	Directions
Provides: Bleering and suspension repair	
More businesses →	
Coopers Garage Derby	
V Hip./www.coopengersgederby.com	
MOT Test & Car Servicing in Derby, as well as Car Our triendy and professional team offer MOT tests, car servicing, lyres standard. Call Coopers Garage Derby today on 01332 769 696.	
WhoCanFixMyCar https://www.wfixcanfirmycal.com - All Heppelar 1	
Compare car repair garages in Derby	
You can compare prices, availability, and book in your car repair online include Darby Mobile Mechanics, Darby Clutch Repairs and Clutch	, Ourfilocal garages
Windmill Garage Derby Ltd https://www.whomilgenegederby.co.uk	
Car Garage Derby, Windmill Garage Derby Ltd Looking for a cer garage in Derby? Windmill Garage Derby Ltd provide and professional cer repair services throughout Derby.	is a wide range of hones!
BookMyGarage	
Compare Garages in Derby No Pre-Payment	

Google expands Al Overviews to more than 100 countries

- **Global Reach:** Al Overviews now available in over 100 countries.
- Language Support: Expanded to multiple languages, including English, Hindi, Indonesian, Japanese, Portuguese, and Spanish.
- **User Impact:** Over 1 billion monthly users can benefit from enhanced search capabilities.
- Business Implications: May influence website visibility and search impressions.

Google	which is the best preserved railway X 🦊 🔅 Q	
	All Images Videos News Web Maps Books : More Tool	s
	In the world In england Within 20 mi Open now Reddit	
	Al Overview	Learn more
	 Here are some of the best preserved railways in the UK: West Somerset Railway: Britain's longest preserved railway, this 20-mile steam railway runs from Bishops Lydeard to Minehead. It offers views of the Quantocks and Brendon Hills, and stops at stations including Stogumber, Watchet, and Dunster. 	Discover the best heritage railways in the UK Michael Paul Holidays DISCOVER THE BEST HERITAGE RAILWAYS IN THE UK * North Yorkshire Moors Railway, Yorkshire * Swanage M Michael Paul Holidays
	 Talyllyn: The world's first preserved railway of any gauge. Severn Valley Railway: One of the two biggest preserved railways in southern England. 	Heritage Railways - Visit Mid Wales The WHHR is a small, friendly railway where the train ride is
	 North Yorkshire Moors Railway: One of the two biggest preserved railways in southern England. 	just part of the experience. Free guided tours at the heritage
	 Ecclesbourne Valley Railway: Features a single unit from the first generation of early diesels, the Derby Lightweights. 	The great British heritage trains you should ride - The
	 Bala Lake Railway: A nine-mile return journey that runs alongside Bala Lake through Eryri National Park (Snowdonia National Park). 	Telegraph 17 Apr 2024 — The West Somerset Railway Britain's longest
	 North Norfolk Railway: A voluntarily run major attraction in the Victorian seaside town of Sheringham. 	preserved line, the 20-mile West Somerset Railway begins at
	Other heritage railways in the UK include:	Show all
	Swanage Railway	Show di



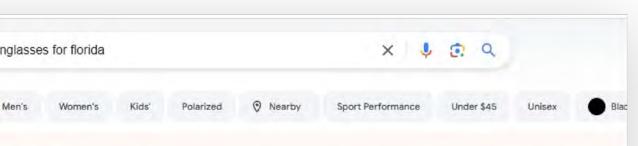
Google rolls out new "Google Shopping Experience"

- Google also rolling out a new "Google Shopping Experience" powered by Al
- Features include an AI, overview, dynamic filters, virtual try-ons
- Initial launch in US on Shopping tab
- Another step to Google becoming a marketplace to grab eyes and compete against Amazon and social channels

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hello@thedigitalmaze.com





arched with Al

da's intense sunlight calls for sunglasses with strong UV protection. Consider polarized as to reduce glare from reflective surfaces, especially when driving or on the water. ochromic lenses are another option, as they adapt to varying light conditions.

antoptics.com

comprehensive Guide to... zed lenses are designed with a al coating to reduce glare fro... head avalonparkwesleychapel.com

3 Reasons You Need... As mentioned earlier, ultraviolet (UV) radiation not only damages the ski... eyecarecenter.com

How to Choose the Best... Read Labels Carefully: Always look for sunglasses labeled "100% UV...

arized sunglasses for Florida

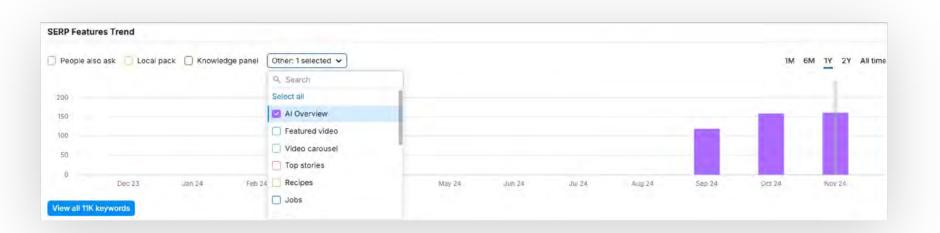
ned with a special filter to eliminate glare from reflective surfaces like water, sand, and roads, polarized sunglasses provide superio rt and clarity, especially for outdoor activities like driving, fishing, and boating in sunny Florida.



Measuring Impact of AI traffic on your site

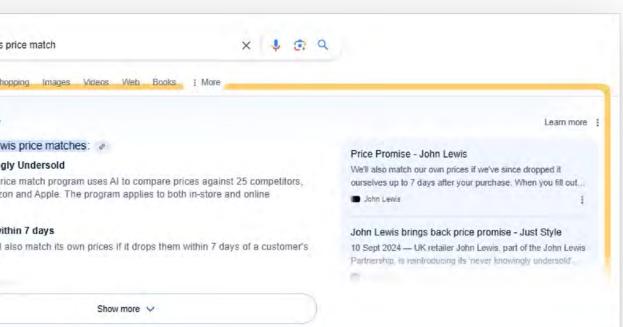
Google AIO - Using SEO Tool SEMRush

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	Video carousel 130.6K keywords		People also ask 1.1M keywords	\odot	Local pack 68.5K keywords	9	Knowledge panel 148.2K keywords	0	Carousel 1.3K keywords		Top stories 6.1K keywords	ė	Events 360 keywords	描	Hotels pack 67 keywords		Price match with
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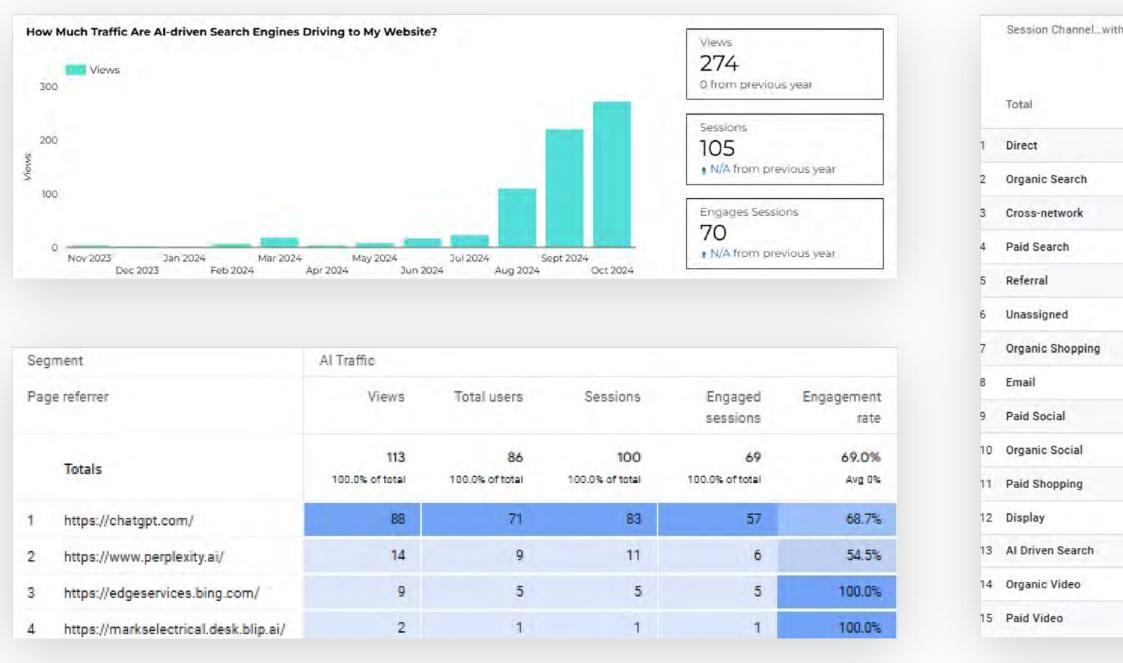




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Measuring Impact of AI traffic on your site

Al Traffic in Google Analytics: Filters, Explorations and Data Studio





n Al Search 👻 🕇	↓ Sessions	Engaged	Engagement rate	Average engagement time per session
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	108,521	22,598	20.82%	23s
	76,016	53,249	70.05%	1m 41s
	49,307	34,615	70.2%	1m 32s
	19,459	13,973	71.81%	2m 36s
	16,789	10,809	64.38%	1m 33s
	8,022	1,760	21.94%	1m 15s
	3,161	2,448	77.44%	2m 10s
	2,131	1,392	65.32%	1m 58s
	1,565	771	49.27%	33s
	658	383	58.21%	51s
	571	387	67.78%	1m 34s
	153	83	54.25%	1m 22s
	16	12	75%	46s
	14	9	64.29%	34s
	13	6	46.15%	54s

Also in the (Google) news

- US Department of Justice proposes breaking up Google to address concerns about its dominance in the search market.
- Google replaces Head of Google Search, Prabhakar Raghavan with long time Googler Nick Fox.
- Store ratings being rolled out to the UK
- Search volatility remains high, talk of yet another Google update

Russell Hobbs UK https://uk.russellhobbs.com > small-kitchen-appliances

Small Kitchen Appliances - Russell Hobbs

kettles and toasters, great deals and superb quality await. £22 to £75

AO.com 30 https://ao.com > small-appliances Small Appliances - Coffee Machine

coffee machine, microwave, ironing, heating & air treatment and ... 4.9 * store rating (268K)



Shop a range of small kitchen appliances direct from Russell Hobbs. From food processing to

We have all the home small appliances ready for this Black Friday 2024. Discover deals on





Irina Holliday Head Of PPC

2+ years with TDM as a head of PPC and over 17 years in the world of all things paid

Been working on B2B & B2C, client & agency side, done it all!

Former hobbyist model and now a photography enthusiast, you're likely to spot me with the camera on the streets

Google Shopping Ads now available in Google Lens

New exciting shopping ads placement - just in time for seasonal shopping

- As of October, users will be able to see product listings while using Google Lens to search to make visual shopping easier
- Google Lens will show more prominent information for products when product is identified, e.g.
 - Price comparisons across various retailers
 - Available deals
 - Where to buy
 - Product reviews, etc.
- Rolled out for both: iOS and Android
- Currently available in selected countries, which include United Kingdom, USA and most EU countries





Google Announces 11-year Data Retention Policy

As of November 13th, new data retention policy is going to be implemented, which could impact reporting and long term analysis

- All account data, including performance metrics, billing information, and historical reports, will now be retained for a period of 11 years
- Applies to data accessed via Google Ads API using GoogleAds.Search or GoogleAds.SearchStream.
- Google recommends to retrieve and store historical data before November 13th, 2024



Update on Performance Max & Regular Shopping Campaigns

Google is rolling out changes to how Performance Max & Standard shopping campaigns compete in ad auctions

- Starting in October, Google is launching an update, which will change how Performance Max and Standard Shopping campaigns interact in the auction, if they are in the same account and targeting the same products
- These changes include:
 - Performance Max will no longer be automatically prioritised over Standard Shopping campaigns
 - Ad rank will determine which ad will serve for the overlapping campaigns
- No immediate action is required, however keep this in mind as we're approaching the festive season (including Black Friday and Cyber Monday) and this could affect the account performance





New segmentation to Performance Max asset groups

Google Ads now allows to segment Performance Max asset group performance

- One of the most frequently requested features for years since Pmax has been launched is now available in select Google Ads accounts
- It allows to gather insights based on asset group performance for more detailed understanding of campaigns insights
- Segment feature allows advertisers to break the performance down by:
 - Device
 - Conversions
 - Time
 - Network, etc.



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Meta (Facebook & Instagram)

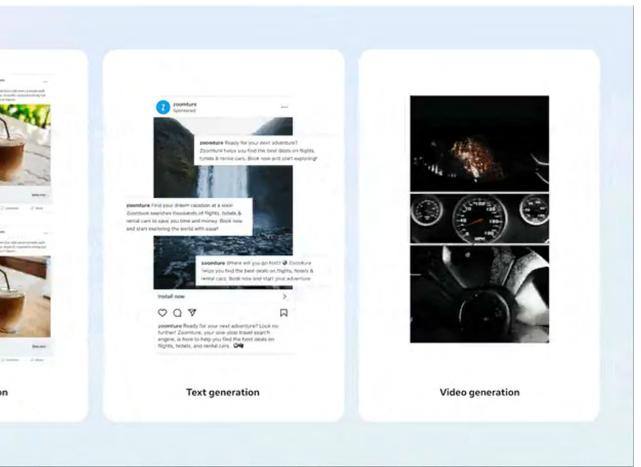
Meta expands generative AI tools to video ads

Meta unveiled new generative AI tools that now include video to capitalise on the growth of video watching on Facebook and Instagram

- Back in May this year, Meta announced generative AI for images, which received an overwhelming positive feedback from advertisers
- This is now being expanded to video, to allow advertisers expand their video assets, very much like with images earlier this year
- Additionally, the platform introduced an image animation tool that allows advertisers create dynamic video from a static image
- The feature is designed for brands with limited video resources so they could animate the highest performing images for reels, etc.







Meta (Facebook & Instagram)

Meta adds 'Automatic adjustments' to ad accounts

New adjustments allow system to take certain actions without explicit consent, which includes following

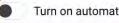
- Pausing or activating campaigns or ad sets
- Consolidate ad sets & campaigns
- Adjust budgets (up or down)
- Consolidate audience segments and more

How to opt out?

- Navigate to 'All Tools' and go to 'Automated Rules'
- Click 'See Automatic Adjustments'
- Go to 'Manage Automatic Adjustments'
- Toggle the feature off

Manage automatic

Account: Irina Holliday



You can enable automat and applied automatical













adjustments	×
(26630714)	_
tic adjustments	
tic adjustments for everything across your account, or just select certain areas. Improvements will be gr Ily, whenever there's a chance to optimise performance.	ouped
paign structure ts may be combined or ads that are underperforming could be turned off. This may redistribute your et.	~
nce ting settings may be adjusted to reach more people who might be interested in your ads.	*
ive and format eative may be enhanced. This applies to media, text, ad format and other visual elements.	~
ery and engagement ments may be added or removed. Settings for outcomes may be adjusted.	~
d and schedule budget will never be changed. Other bid and schedule settings may be adjusted.	*





Technical Director

15+ years of experience in the world of development. Lead a design and development team.

Worked with hundreds of clients across different many sectors over the years.

Passionate about the world of tech and how AI can help improve everyone's workflows.

GitHub CoPilot

What is it?

GitHub Copilot is an Al-powered tool that helps people write code faster and more efficiently. Initially released in November last year.

How does it help?

It suggests pieces of code based on what it "thinks" developers want to do:

- Copilot saves time
- Reduces mistakes and bugs
- Improves reptetive coding tasks

Initial Limitations

Big updates were promised upon its announcement but until recently it was limited to the above with no 'real' Al integration.



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GitHub Copilot

GitHub CoPilot

What's new?

Integrated AI chat models

- Chat GPT
- Bard
- Claude

Improved contextualised results

- Can learn the existing project code
- Provide insights based on the context of all files within the project
- Write and run test plans on code

Benefits

• Developers know longer need to leave there code for debugging, help writing code and writing test functions!

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ø	GITHUB COPILOT: CHAT
ø.	GitHub Copilot
96	Hi @monalisa, how can
2	I'm powered by AI, so su
₽>	to verify any generated that we can learn and in
œ,	
Q	
	Ask a question or type

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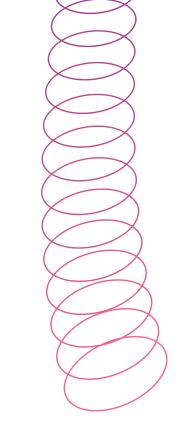


parse	e_expenses.py $ imes$ 🖆 addresses.rb $ imes$ 🛽
	import datetime
	<pre>def parse_expenses (expenses_string):</pre>
	"""Parse the list of expenses and a
	Ignore lines starting with #.
6	Parse the date using datetime.
7	Example expenses_string:
8	2023-01-02 -34.01 USD
9	2023-01-03 2.59 DKK
	2023-01-03 -2.72 EUR
	нин
	expenses = []
	for line in expenses_string.split1:
	<pre>if line.startswith("#"):</pre>
	continue
	date, value, currency = line.sp
	expenses.append((datetime.date
	float (value),
	currency)) return expenses
	return expenses
	expenses_data = '''2023-01-02 -34.01 US
	2023-01-03 2.59 DKK
	2023-01-03 -2.72 EUR''
	Copilot
28	
	1234567890123456789012234567

I help you?

urprises and mistakes are possible. Make sure code or suggestions, and share feedback so nprove.

 \triangleright



15



E-commerce marketshare: 24%*

Source: BuiltWith



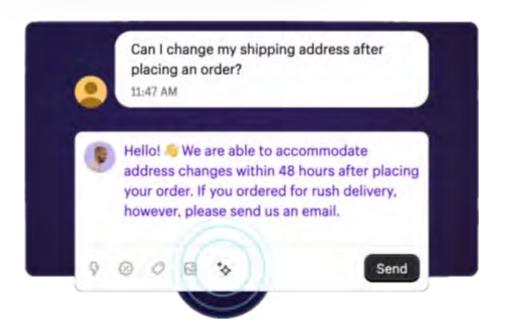
E-commerce marketshare: 21%*

Source: BuiltWith



Introducing Shopify Magic & Sidekick

	questions and get help with your to-do list. I'm still learning and can sometimes make mistakes, so trust your expertise. What would you like			
	help wit	stant and the second states of the	, you m	
2	What ar	e my best selling products?		
-	Here's a report for your top selling products this week:			
		Top-selling products Sales report		2





Features and keywords
Powerful portable speaker

Suggestion

Rock your next adventure with our powerful portable speaker! Experience clear and crisp sound wherever you go. With its compact size and easy portability, you can take the party with you, no matter where your journey takes you. Get...



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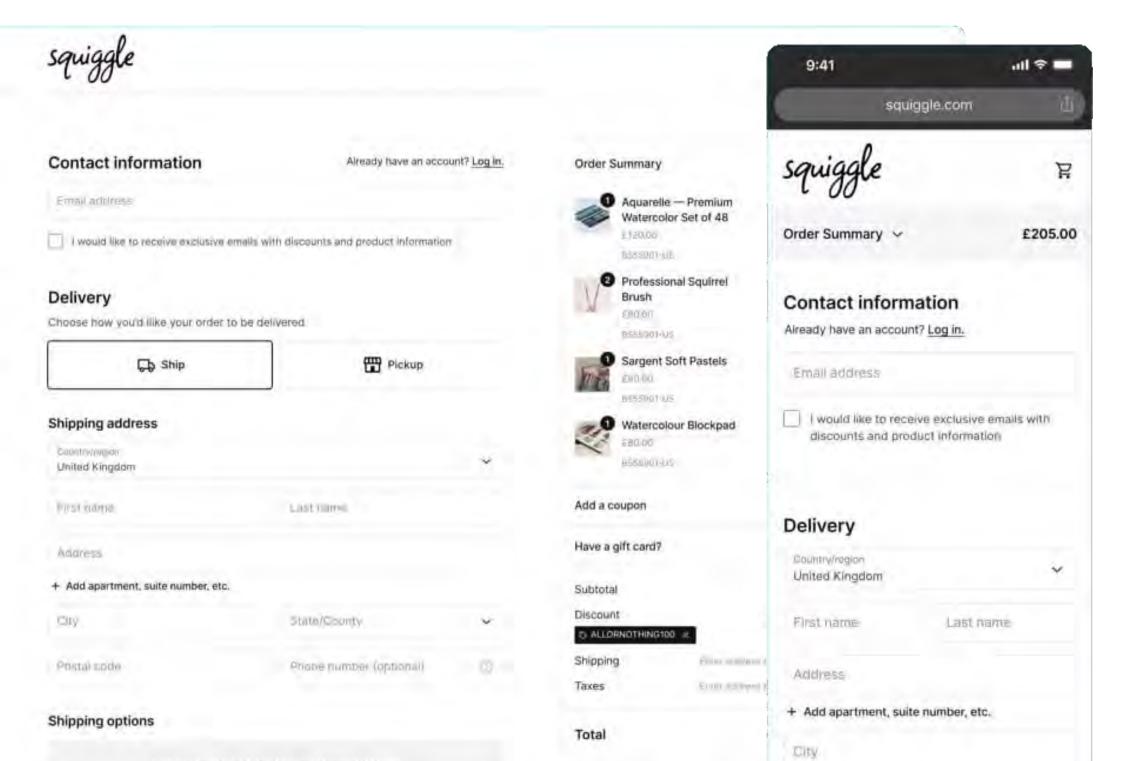


Focusing on Al

Shopify have been working on their AI across the product their new features include:

- Suggested product description
- Improved live chat personalised to your store
- Al business support for store owners
- Al based image editing.





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Major update in the newest release

In the latest release WooCommerce have completely overhauled their checkout screens to improve user experience.

If you are on WooCommerce, you will be able to use the current version for the foreseeable future but switching to the new one would be advisable. Before you do please consult whoever looks after your website though!

Look familiar?

Shopify have spent hundreds of thousands on user experience and have perfected the checkout flow.

The team at Woo have definitely taken inspiration from this.



James Walsh

Head Of Web Design

Over 15 years of design experience, I lead a team who work with brands both big and small.

I've worked with dozens of different clients across my career based in multiple industries.

I think it's safe to say I've been thinking like a designer since I picked up my first crayon.



Only Friendly Robots



0





Cool New Toys!



Adobe Project NEO Beta

https://projectneo.adobe.com/



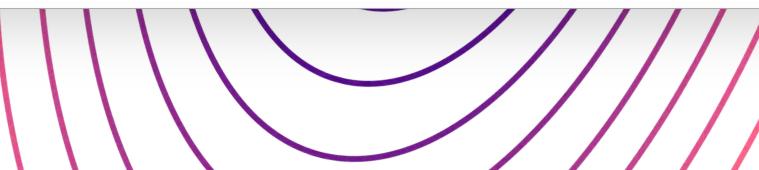
Quick, intuitive 3D design for people who are used to 2D vector design. Shares similar UI elements to Adobe Illustrator. Ideal if you've always struggled to get a handle on basic 3D.

Use for: Ads, Organic Social, Web Graphics Graphics , Posters





Adobe



Runway - Gen 3 Alpha Turbo* Camera Control

https://runwayml.com/



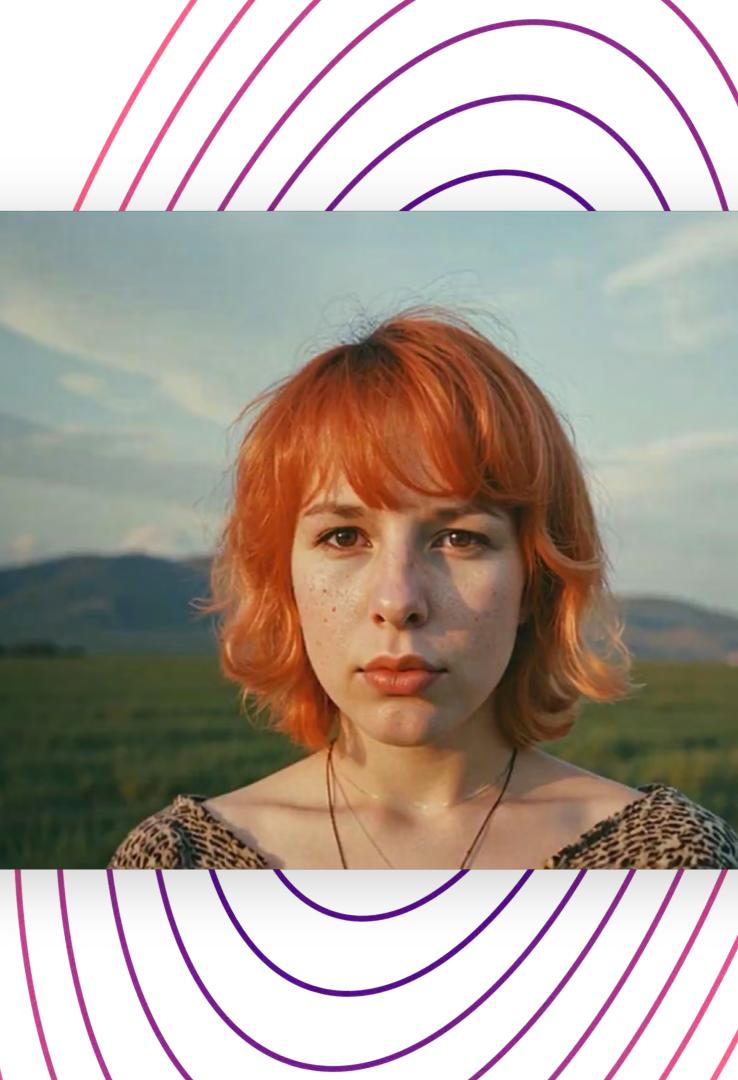
Create panning, moving camera shots from still images. Add some life and movement to existing creative assets. All done with guided prompts. **New accounts get some free credits to try it out, your mileage may vary.**

Use for: Ads, Organic Social, YouTube Channels

*Not a new Street Fighter game unfortunately.

ER.





"The camera slowly pulls back from the man as he walks down the beach and looks at the camera."

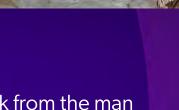


B

"The camera slowly pulls back from the man whilst he raises his hands in celebration."

"The camera slowly pulls back from the man as he turns to run into the ocean."







Why not combine them and see if you can do anything cool?

*Not a new Street Fighter game unfortunately.



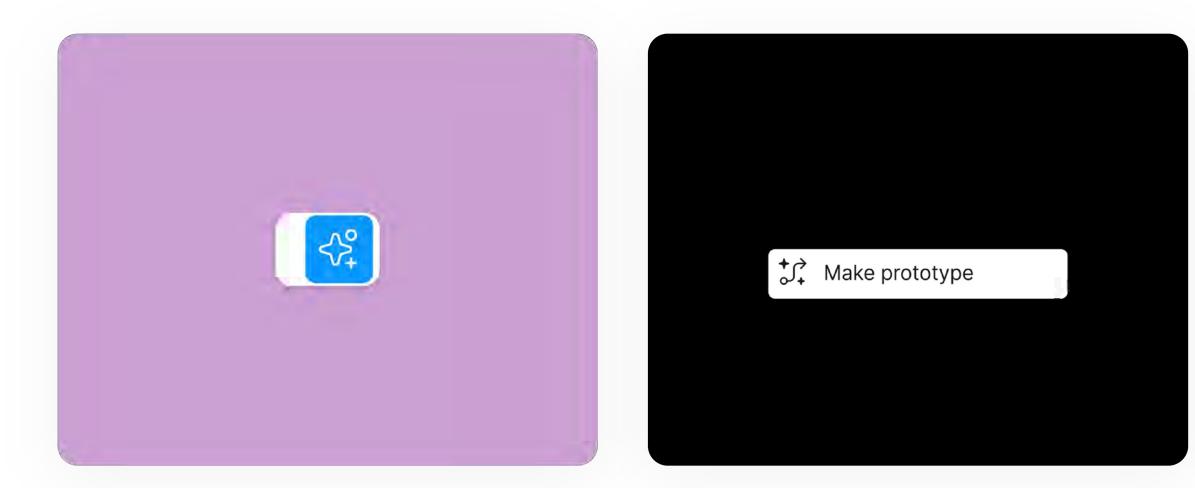


Some cool stuff you can't have just yet but you should be keeping an eye on anyway.



Catchy title, I know.

Actually useful AI Features in the new Figma UI rolling out soon



Meh

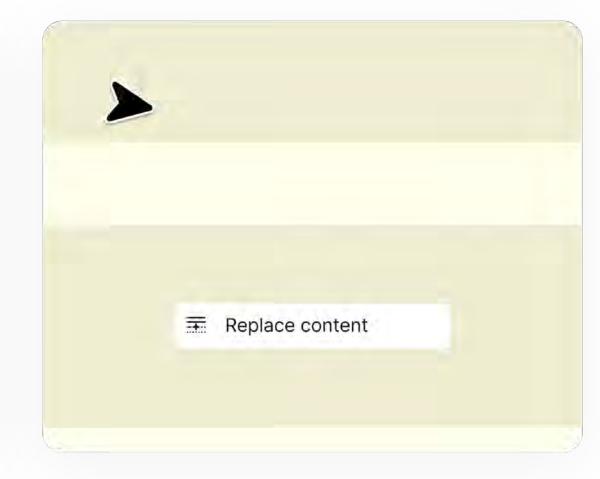
First Draft: Speeding up initial iteration. Very limited to a certain style but could be useful to quickly test ideas.

Make Prototype: Automates basic proto-typing. The amount of time you'd need to spend checking this probably makes it pointless...

Neat!Rename Layers: This is the real super star - Make your docs more
understandable to developers or other stakeholders in moments.Replace Content: Add new rows with realistic content to repeating areas.Remove Background: Turn an image transparent - save a trip to photoshop!

What's in beta at figma?





Adobe's #ProjectRemixALot* promises to eliminate tedious asset resizing

Watch the full reveal here

Automate tedious resizing of creative assets to free up time for fine tuning.

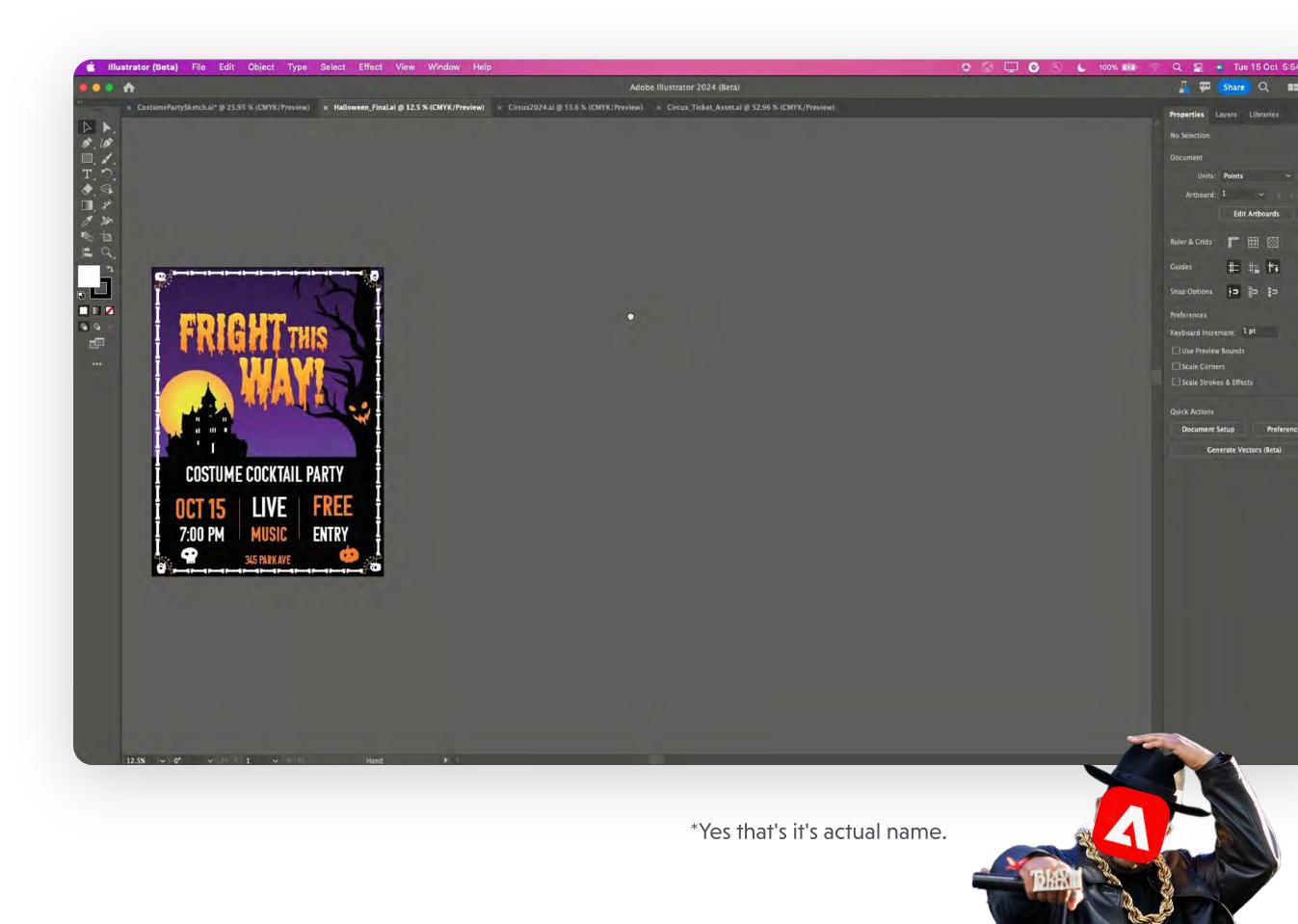
Use for: Ads, Organic Social, Web Graphics Graphics , Posters

Caveat - Remeber - this is **Adobe**.

They often announce stuff that makes their shareholders happy then never release it - they also have a history of abandonware!

(AdobeXD, Adobe Dimension. Hopefully not *Adobe Neo!*)

So don't get too excited just yet.



Become smarter for free!*

*mainly by paying attention, sorry.



Baymard Institute (re)launched their Youtube channel

https://www.youtube.com/@baymard/videos

A whole bunch of short videos on ecommerce website optimisation based on 150,000 hours of UX research from industry pros. **And it's just yours for free.**

Use for: Making meaningful changes to your ecommerce website and tracking metrics to see improvements.

See also, their trove of free UX research

And their <u>paid offering</u> - which is expensive, but could pay for itself quickly in the right business.

100%

Used the main navigation





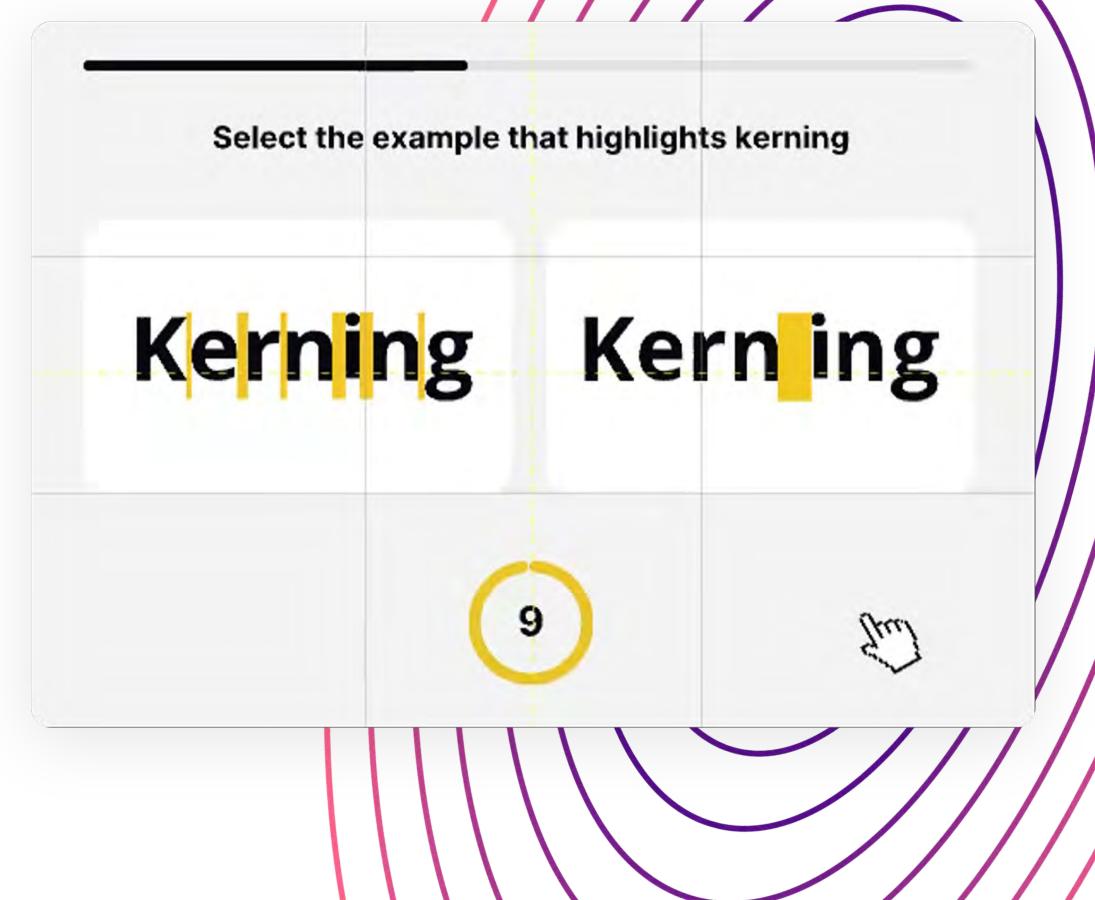
Free, app based daily UX training.

https://uxcel.com/

Looking to upskill your self (or your team) in User experience basics?

UXCEL ("you excel") has a free tier and can get you started in an easy 5 mins a day approach that doesn't chew up loads of time

Think Duolingo for design fundamentals!



Your Questions





Thank You... See You Next Time!







The Greyhound, Derby 27.11.24 – 6pm-8:30pm

John McCrea Content Associate, Beauhurst

Rob Dawes Creative Director & Owner, Briight



Any Questions? hello@thedigitalmaze.com 01332 493766

