



# What's New in Digital Marketing?

## Q4 2024

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



PLATINUM  
CERTIFIED  
WOOEXPERT



**What  
we're  
going to  
cover**

**Introduction**

**SEO**

**PPC**

**Web Design**

**Web Development**

**Questions & Answers**





- 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**





# Jon Crannage

Head Of SEO

- In Digital Marketing 20+ years, 6 at The Digital Maze
- "Good at Googling"
- Crushingly obvious middle-aged hobbies, such as cycling, reading, walking and "train-watching"



# Launch of ChatGPT Search

## OpenAI 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

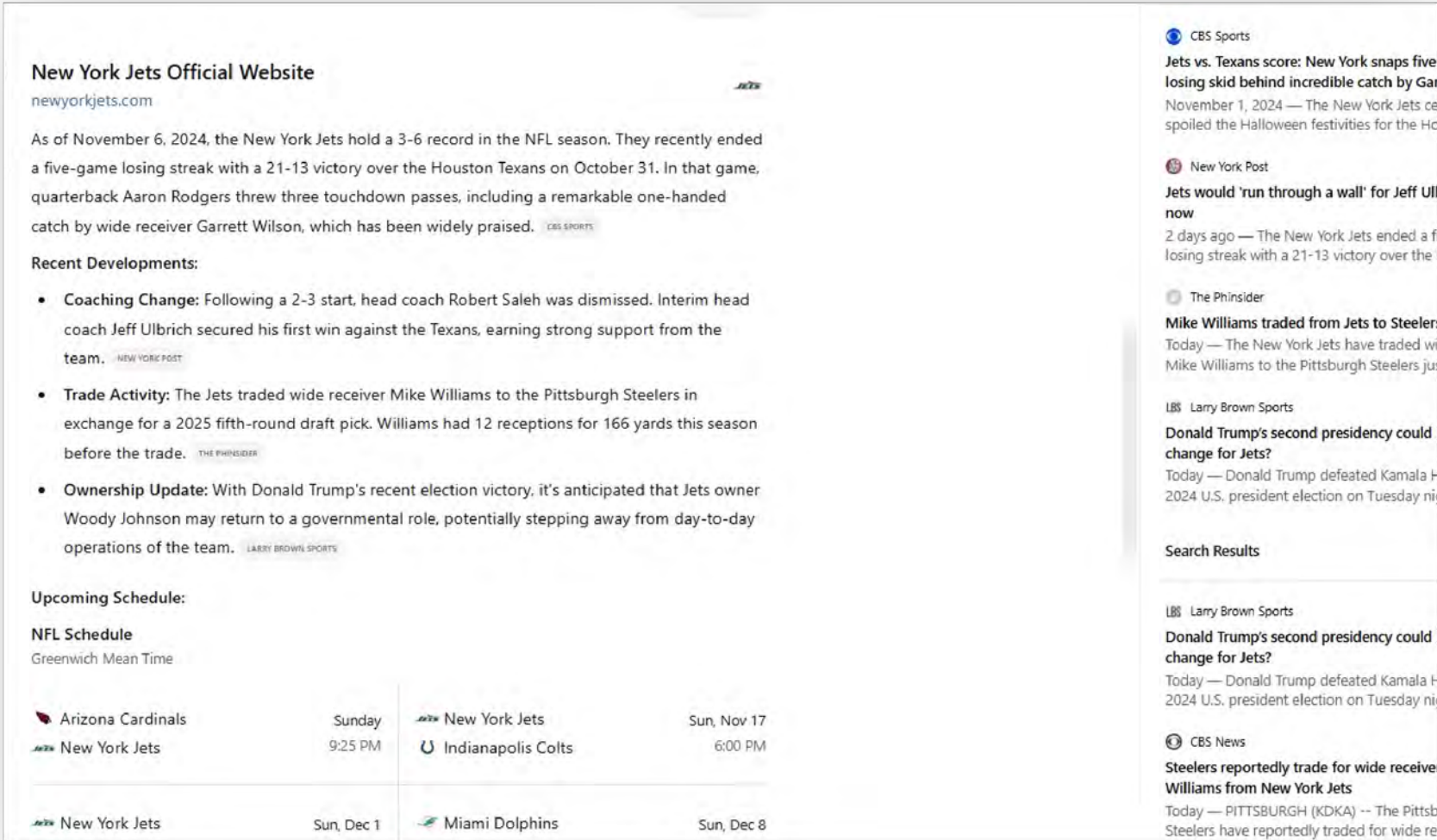
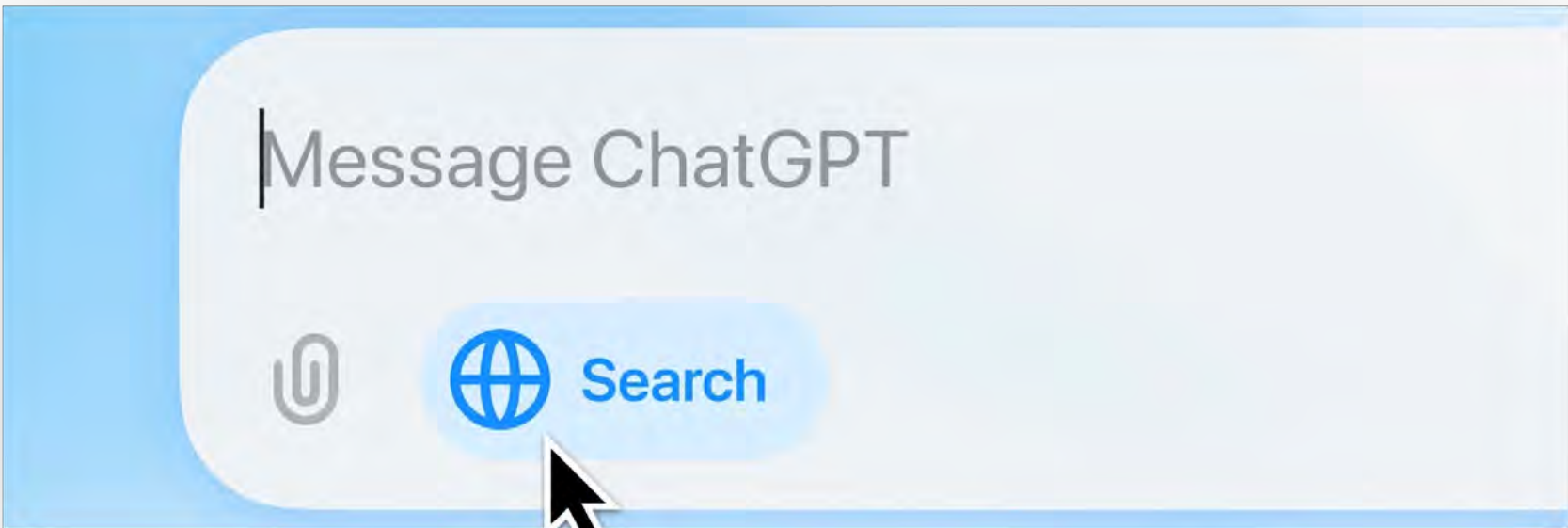
- Handles complex, informational, and conversational queries.
- Provides structured, summarized responses with citations.
- Can outperform Google in categorising information for complex questions.

### 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.



# Launch of ChatGPT Search

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

what is the difference between chatgpt and chatpgt search



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:

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

In short:

- *ChatGPT* relies on pre-existing knowledge.
- *ChatGPT with Browse with Bing* adds real-time search capabilities to provide more current, factual responses.

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




# Launch of ChatGPT Search



## 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

Message ChatGPT

Share

Citations

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...

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,...

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...

Wikipedia

**Eric Treacy**

Eric Treacy, MBE (2 June 1907 – 13 May 1978) was an English railway photographer and Anglican bishop. The Right Reverend. Eric Treacy.

Google





who is eric treacy

All Images News Videos Web Books Maps More Tools

**Eric Treacy**

Photographer

Overview Books



YouTube • nymrfootage

**NYMR - Black 5 No. 5428 'Eric Treacy' returns to traffic on the ...**

Filmed Saturday 29th April 2023 on the 12.40 ex Grosmont 'Moorlander'. 30 Apr 2023

North Yorkshire Moors Railway

**LMS No. 5428 "Eric Treacy"**

Preserved in 1967 and named Eric Treacy after the former Bishop of Wakefield, an eminent railway photographer.

National Railway Museum blog

**LMS No. 5428 "Eric Treacy"**

Preserved in 1967 and named Eric Treacy after the former Bishop of Wakefield, an eminent railway photographer.

**About**

Eric Treacy, MBE was an English railway photographer and Anglican bishop. Wikipedia





**Born:** 2 May 1907, London

**Died:** 13 May 1978 (age 71 years), Appleby-in-Westmorland

**Diocese:** Diocese of Wakefield

Feedback

**People also search for**





## Commercial results



### 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.

integrated dishwasher

 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)...



**Integrated Panel-Ready Dishwashers | Shop Online - Miele**

Fully-integrated, full-size dishwasher, in tried-and-tested Miele quality at an affordable entry-level price...

 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

 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

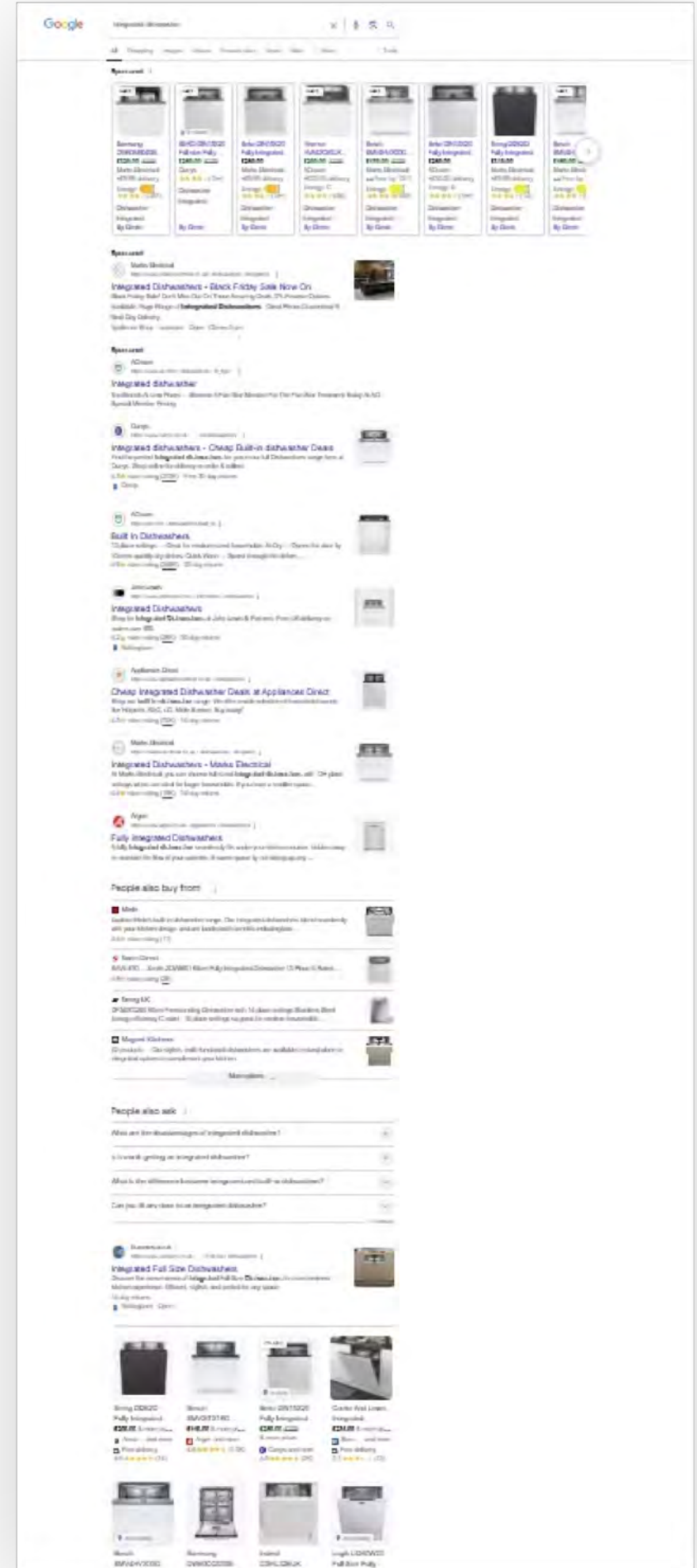
Best integrated dishwasher: built-in options for a seamless look | Real ...

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

☐ Lowe's

Built-In Dishwashers at [Lowes.com](http://Lowes.com)

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

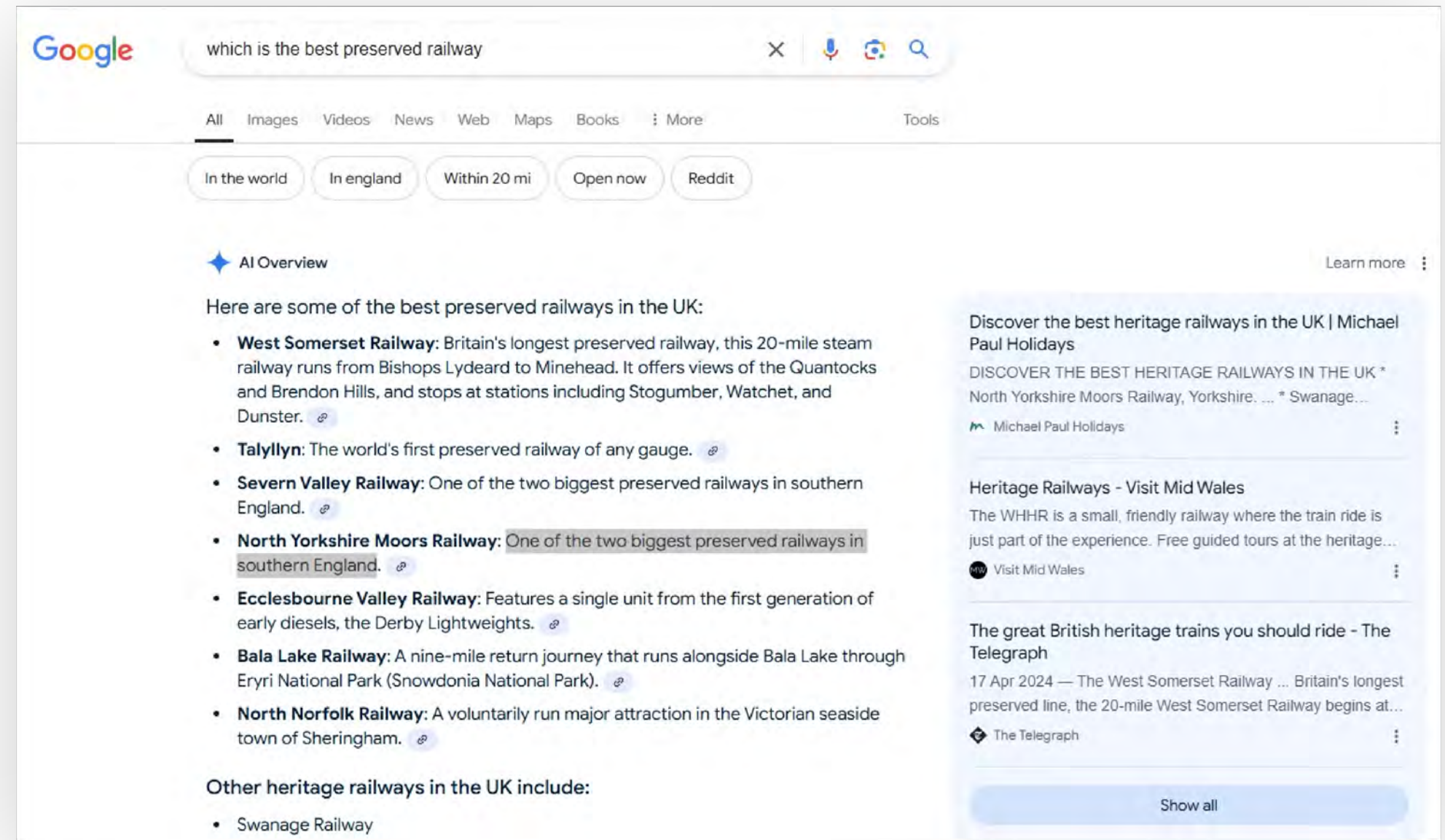




Please see also related publications: [Please click here](#)

# Google expands AI Overviews to more than 100 countries

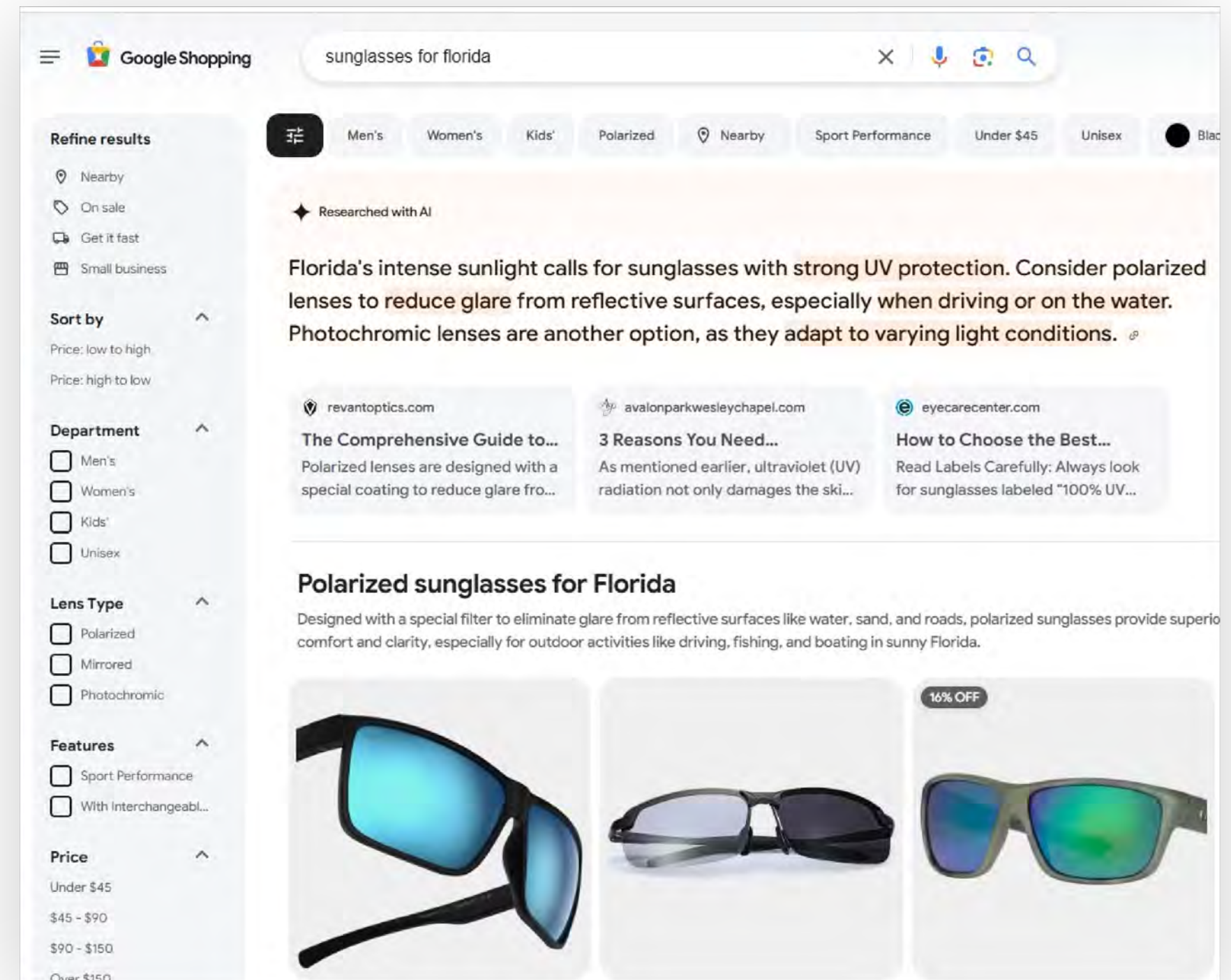
- **Global Reach:** AI Overviews now available in over 100 countries.
- **Language Support:** Expanded to multiple languages, including English, Hindi, Indonesian, Japanese, Portuguese, and Spanish.
- **User Impact:** Over 1 billion monthly users can benefit from enhanced search capabilities.
- **Business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





# Google rolls out new "Google Shopping Experience"

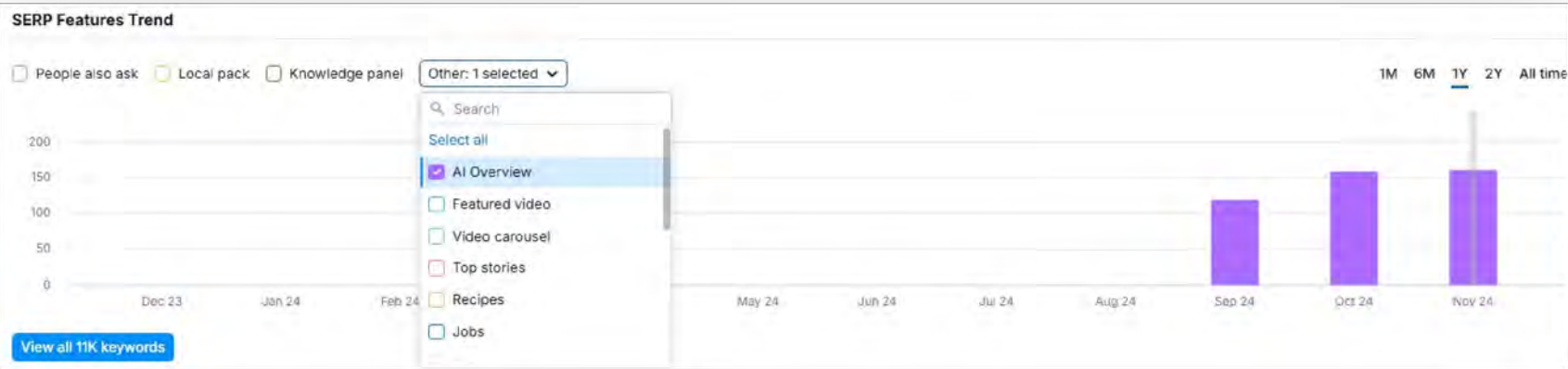
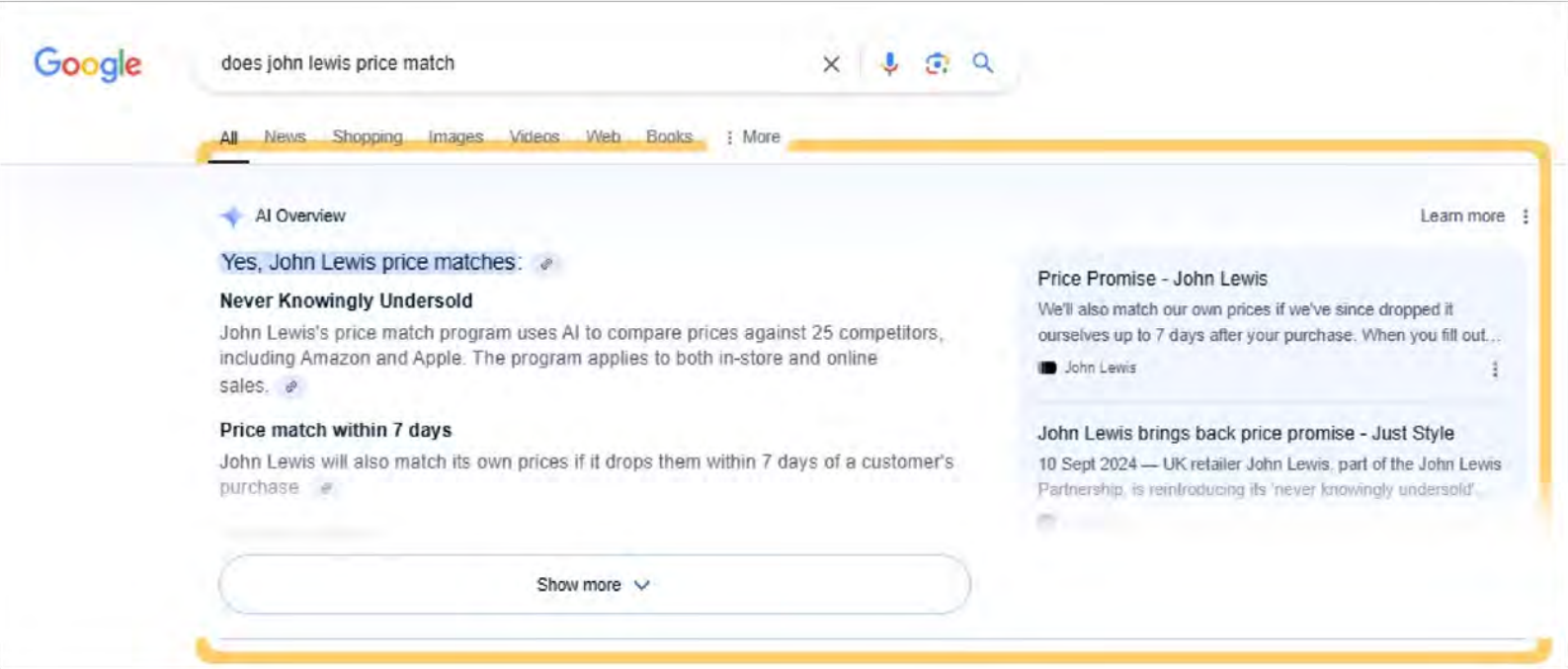
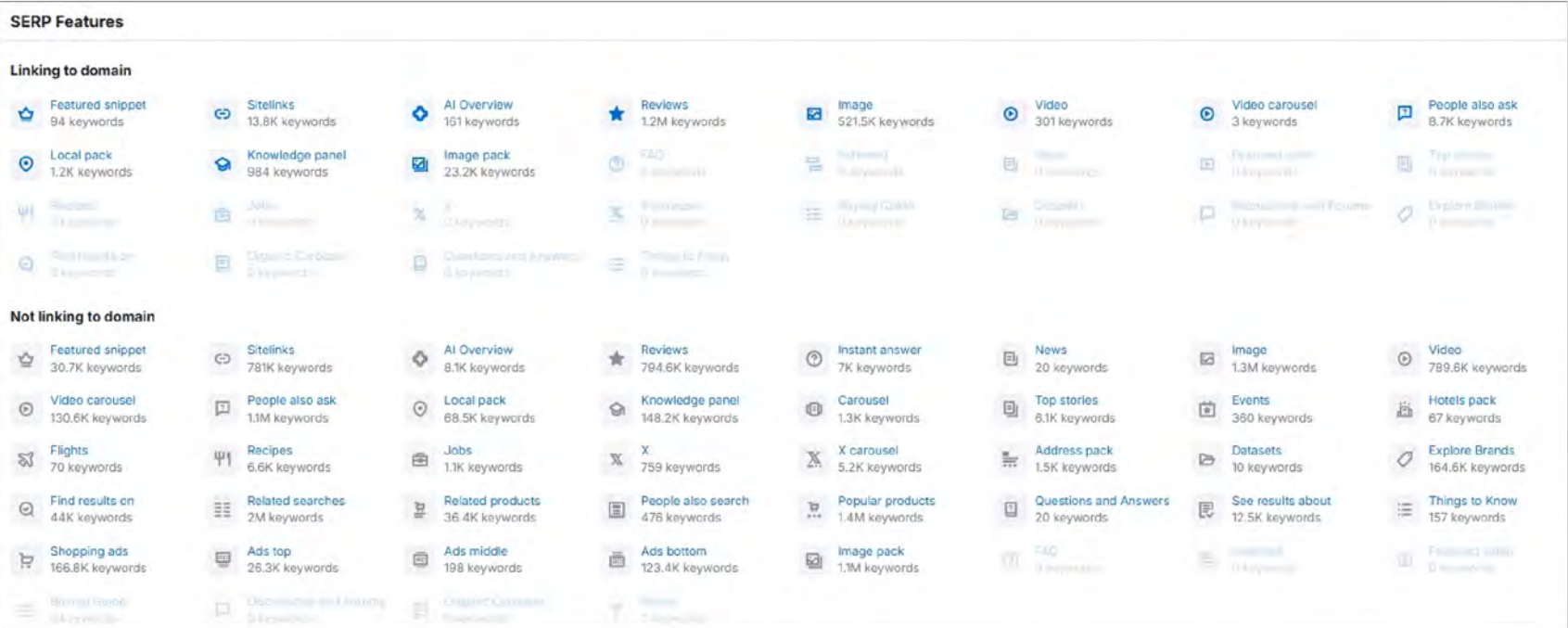
- Google also rolling out a new "Google Shopping Experience" powered by AI
- Features include an AI, overview, dynamic filters, virtual try-ons
- Initial launch in US on Shopping tab
- Another step to Google becoming a marketplace to grab eyes and compete against Amazon and social channels



# Measuring Impact of AI traffic on your site



## Google AIO - Using SEO Tool SEMRush

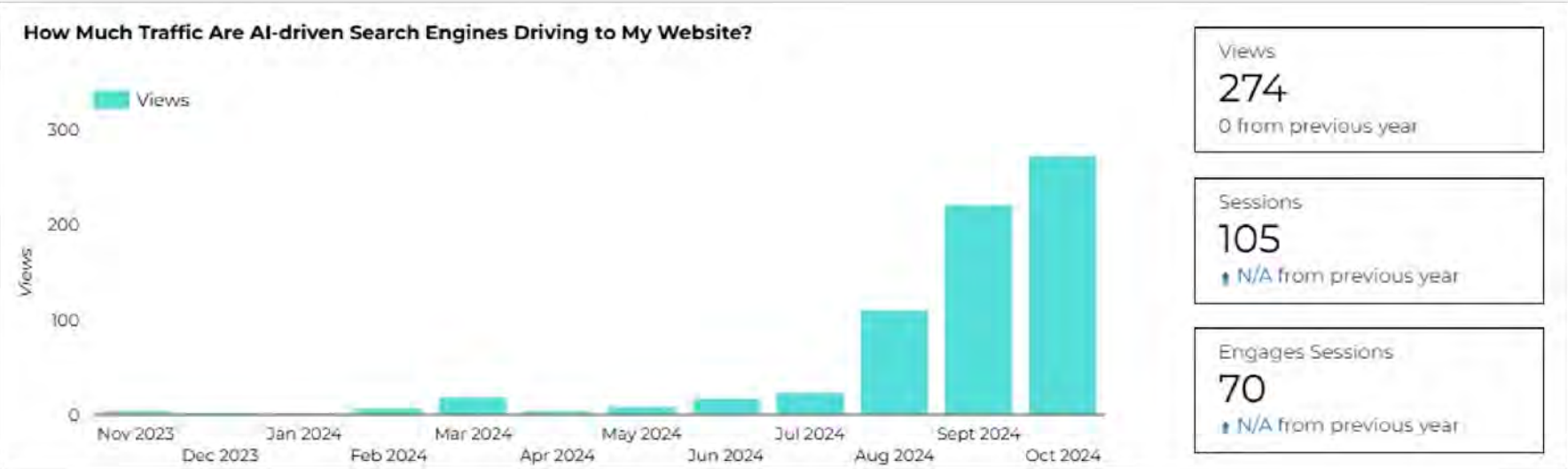


Organic Search Positions: 161										
<div><div></div><div>Add to keyword list</div><div>Manage columns</div><div>10/15</div><div>Export</div></div>										
Keyword	Intent	Position	SERP Features	Traffic	Traffic %	Volume	KD %	URL	Updated	
brent cross opening times	I	1	AI Overview, Local pack, Knowledge panel, Video carousel, Top stories, Recipes, Jobs	604	< 0.01	5.4K	49	www.johnlewis.com/our-shops/brent-cross	15 hours	
john lewis hours	I	1	AI Overview, Local pack, Knowledge panel, Video carousel, Top stories, Recipes, Jobs	254	< 0.01	1.3K	59	www.johnlewis.com/our-shops/eicester	Oct 31	
share angel	I	1	AI Overview, Local pack, Knowledge panel, Video carousel, Top stories, Recipes, Jobs	145	< 0.01	2.4K	15	www.johnlewis.com/killarney-paris-angels-share-eau-de-parfum/p518...	Oct 30	
does john lewis price match	N	1	AI Overview, Local pack, Knowledge panel, Video carousel, Top stories, Recipes, Jobs	107	< 0.01	480	42	www.johnlewis.com/customer-services/prices-and-payment/price-p...	Oct 29	
customer services john lewis email	N	1	AI Overview, Local pack, Knowledge panel, Video carousel, Top stories, Recipes, Jobs	94	< 0.01	480	34	www.johnlewis.com/customer-services/shopping-with-us/information...	Oct 11	



# Measuring Impact of AI traffic on your site

## AI Traffic in Google Analytics: Filters, Explorations and Data Studio




Segment		AI Traffic				
Page referrer		Views	Total users	Sessions	Engaged sessions	Engagement rate
Totals		113 100.0% of total	86 100.0% of total	100 100.0% of total	69 100.0% of total	69.0% Avg 0%
1	https://chatgpt.com/	88	71	83	57	68.7%
2	https://www.perplexity.ai/	14	9	11	6	54.5%
3	https://edgeservices.bing.com/	9	5	5	5	100.0%
4	https://markselectrical.desk.blip.ai/	2	1	1	1	100.0%

Session Channel...with AI Search		↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session
Total		292,275 100% of total	145,274 100% of total	49.7% Avg 0%	1m 11s Avg 0%
1	Direct	108,521	22,598	20.82%	23s
2	Organic Search	76,016	53,249	70.05%	1m 41s
3	Cross-network	49,307	34,615	70.2%	1m 32s
4	Paid Search	19,459	13,973	71.81%	2m 36s
5	Referral	16,789	10,809	64.38%	1m 33s
6	Unassigned	8,022	1,760	21.94%	1m 15s
7	Organic Shopping	3,161	2,448	77.44%	2m 10s
8	Email	2,131	1,392	65.32%	1m 58s
9	Paid Social	1,565	771	49.27%	33s
10	Organic Social	658	383	58.21%	51s
11	Paid Shopping	571	387	67.78%	1m 34s
12	Display	153	83	54.25%	1m 22s
13	AI Driven Search	16	12	75%	46s
14	Organic Video	14	9	64.29%	34s
15	Paid Video	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

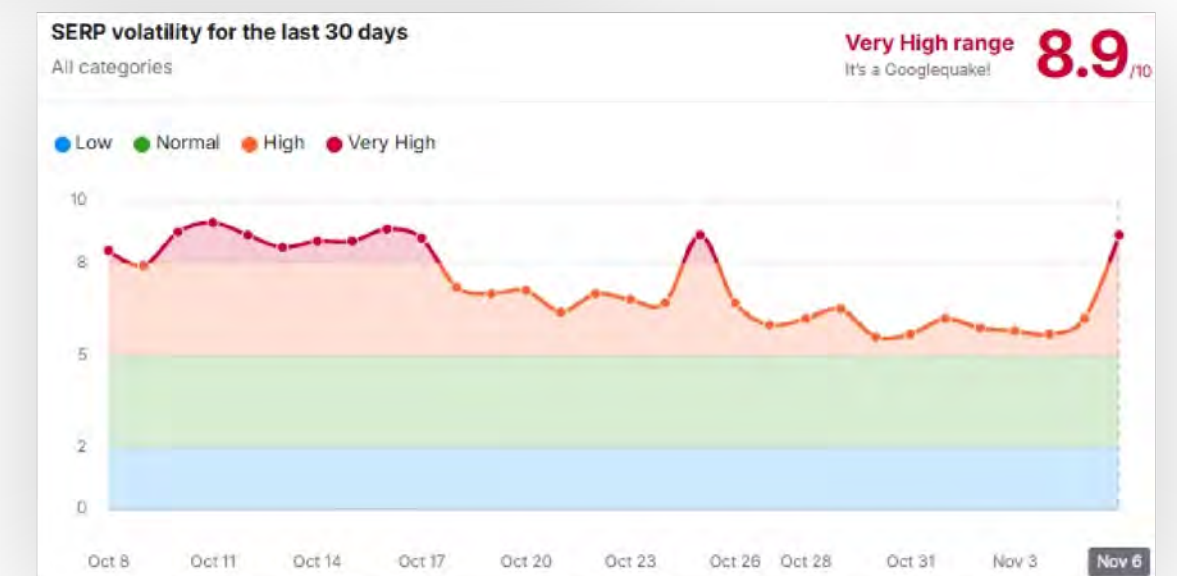
### Small Kitchen Appliances - Russell Hobbs

Shop a range of small **kitchen appliances** direct from Russell Hobbs. From food processing to kettles and toasters, great deals and superb quality await.  
£22 to £75

 AO.com  
<https://ao.com> › small-appliances

### Small Appliances - Coffee Machine

We have all the home **small appliances** ready for this Black Friday 2024. Discover deals on coffee machine, microwave, ironing, heating & air treatment and ...  
4.9 ★ store rating ([268K](#))







# 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

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## 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

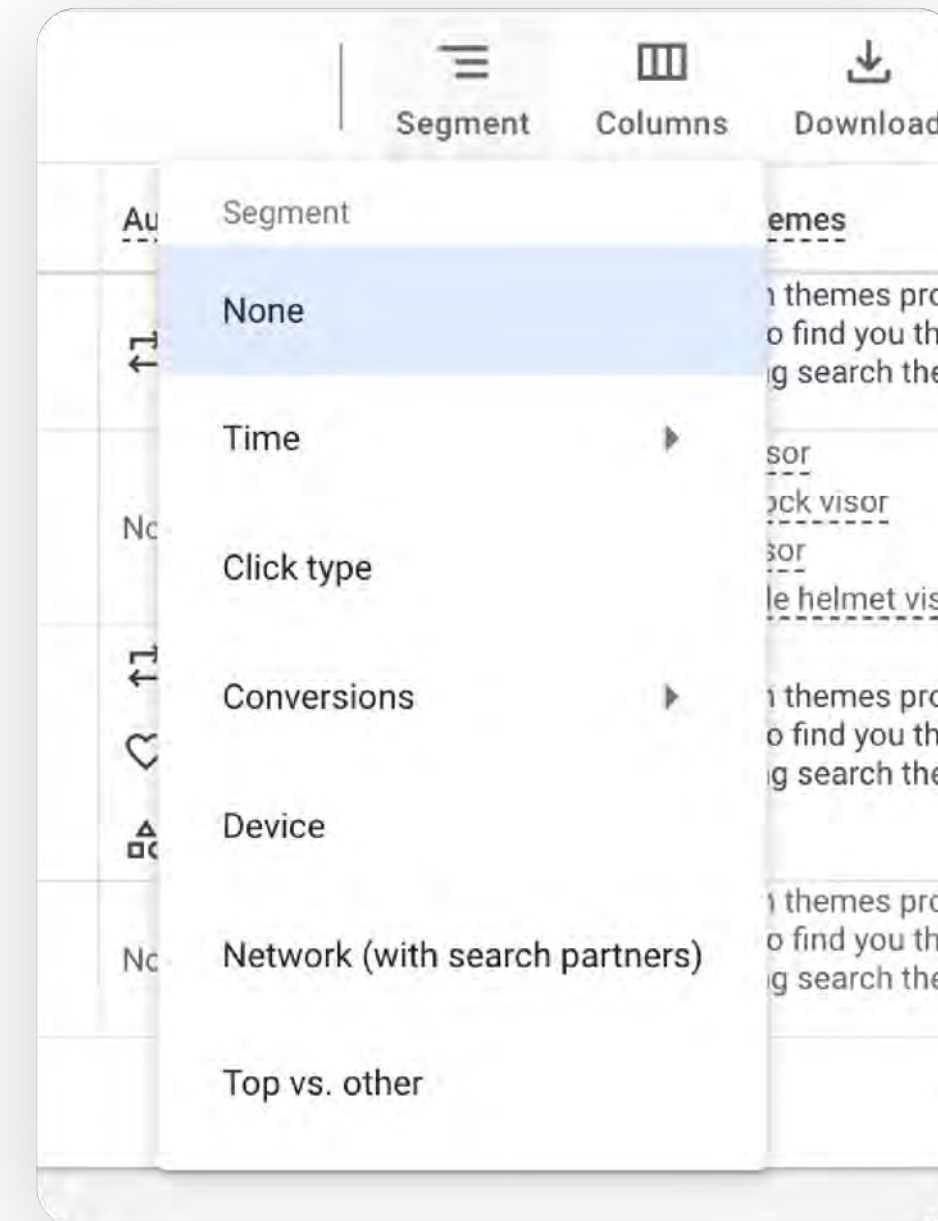




## New segmentation to Performance Max asset groups

### 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.

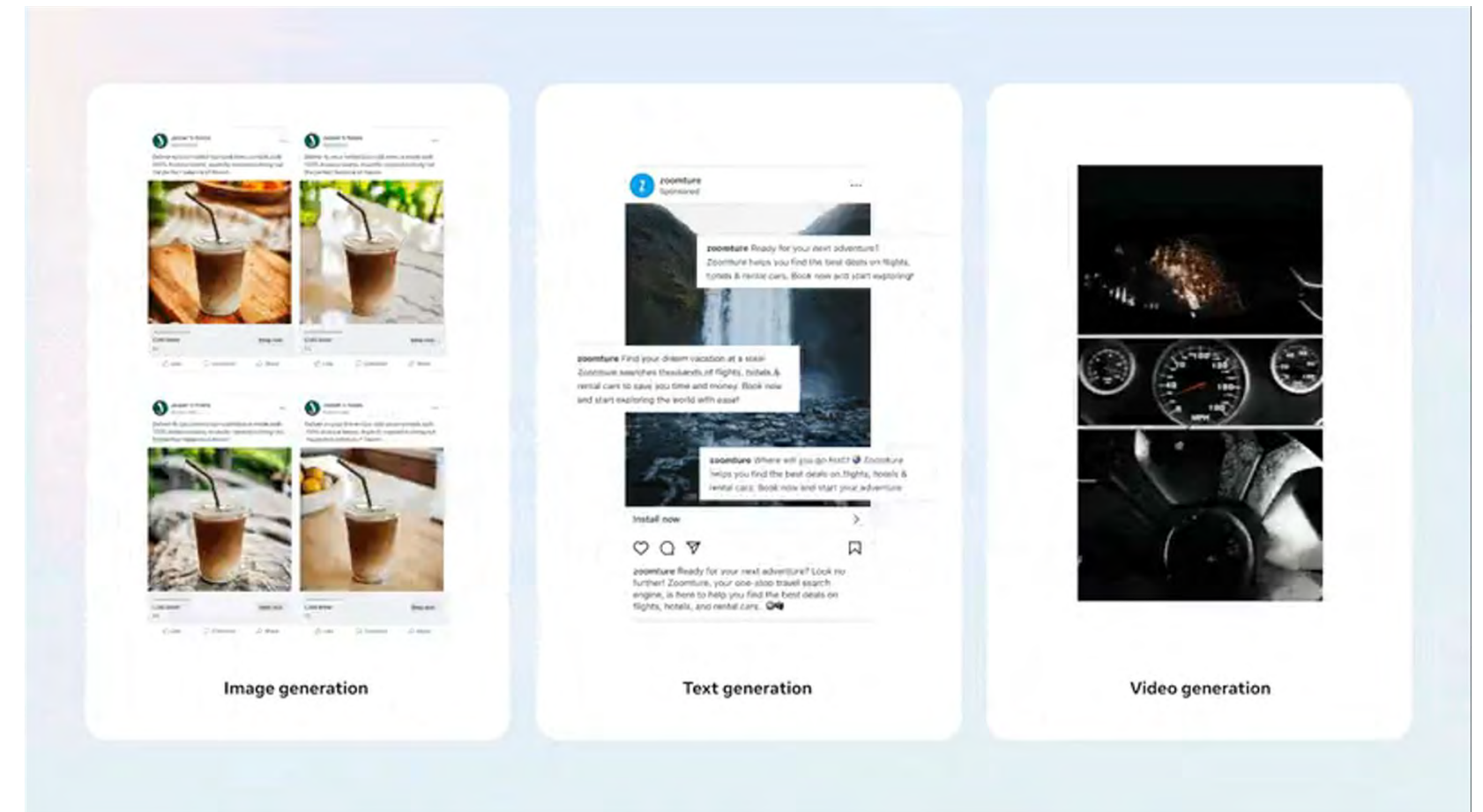


# Meta (Facebook & Instagram)

## 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 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 adjustments

Account: Irina Holliday (26630714)

Turn on automatic adjustments

You can enable automatic adjustments for everything across your account, or just select certain areas. Improvements will be grouped and applied automatically, whenever there's a chance to optimise performance.

Campaign structure

Ad sets may be combined or ads that are underperforming could be turned off. This may redistribute your budget.

Audience

Targeting settings may be adjusted to reach more people who might be interested in your ads.

Creative and format

Ad creative may be enhanced. This applies to media, text, ad format and other visual elements.

Delivery and engagement

Placements may be added or removed. Settings for outcomes may be adjusted.

Spend and schedule

Your budget will never be changed. Other bid and schedule settings may be adjusted.



# Liam Nelson

## 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

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## What is it?

GitHub Copilot is an AI-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 repetitive coding tasks

## Initial Limitations

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



## What's new?

### Integrated AI chat models

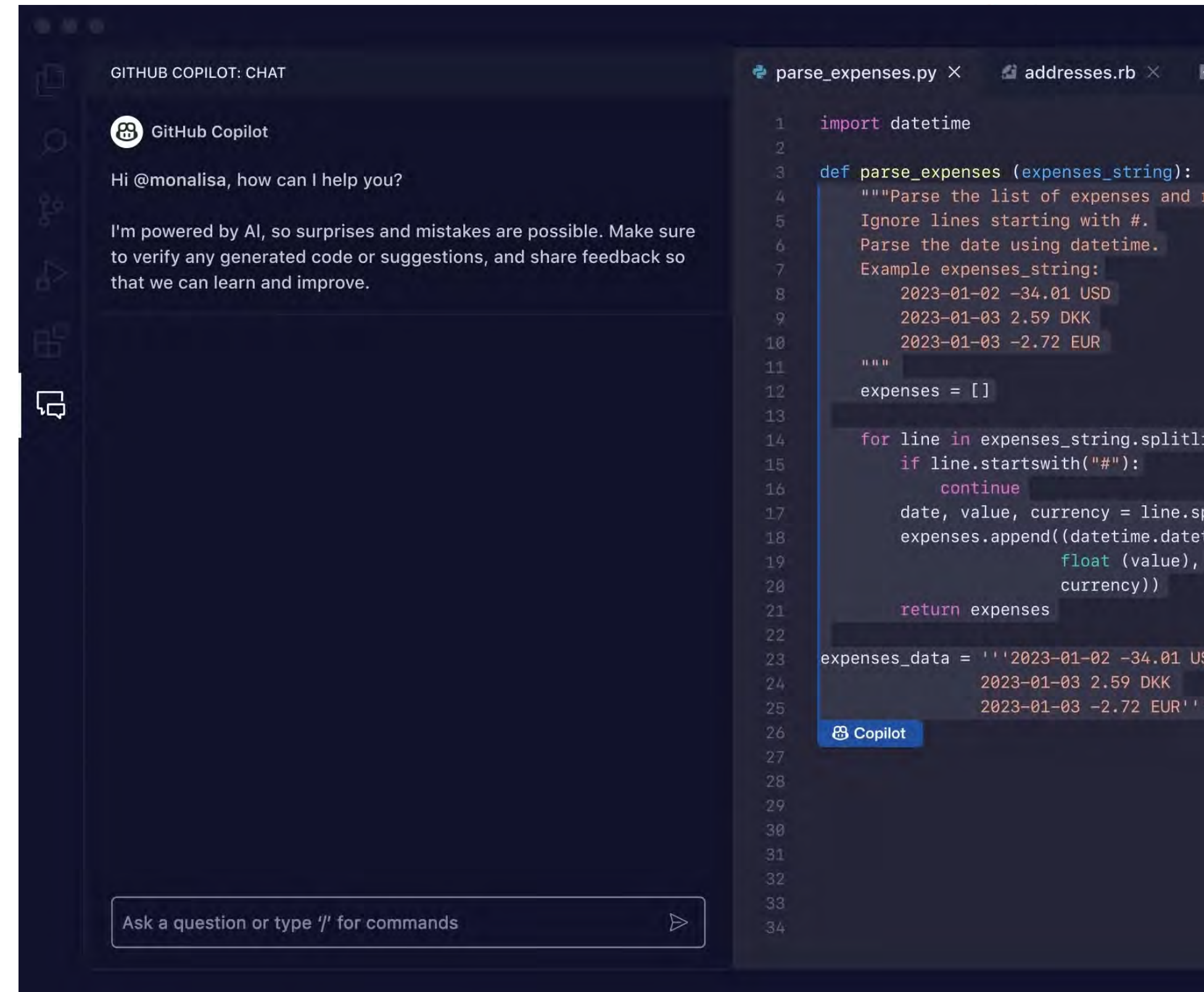
- Chat GPT
- Bard
- Claude

### 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!







**E-commerce marketshare: 24%\***

*Source: BuiltWith*

**VS**



**E-commerce marketshare: 21%\***

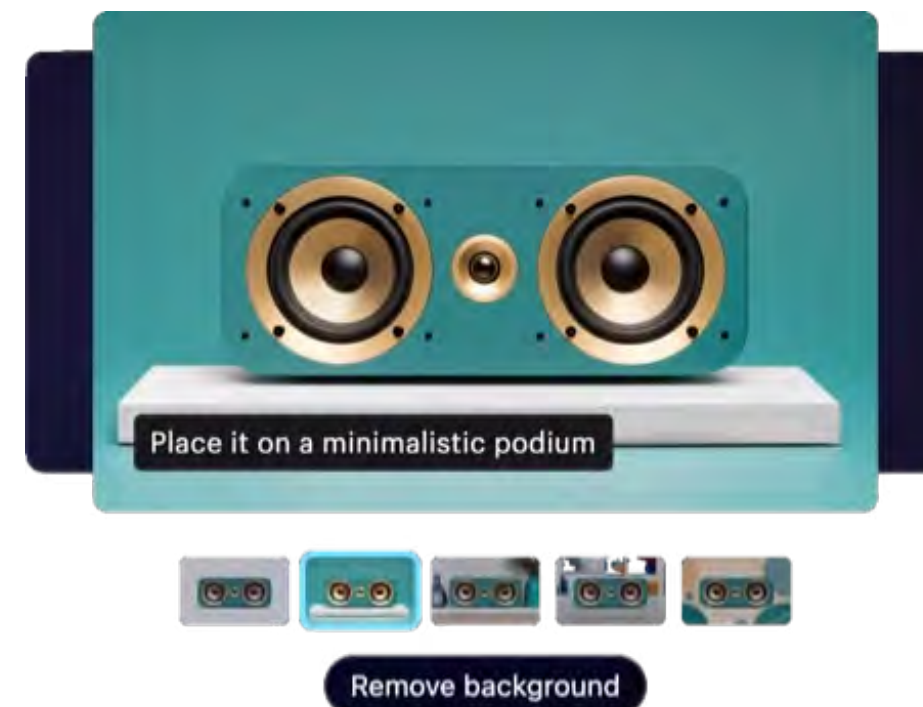
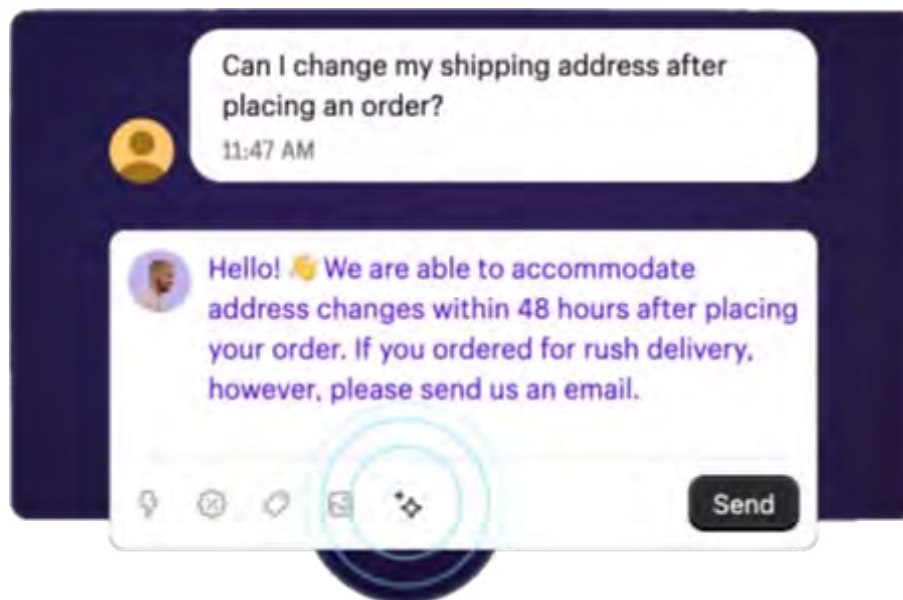
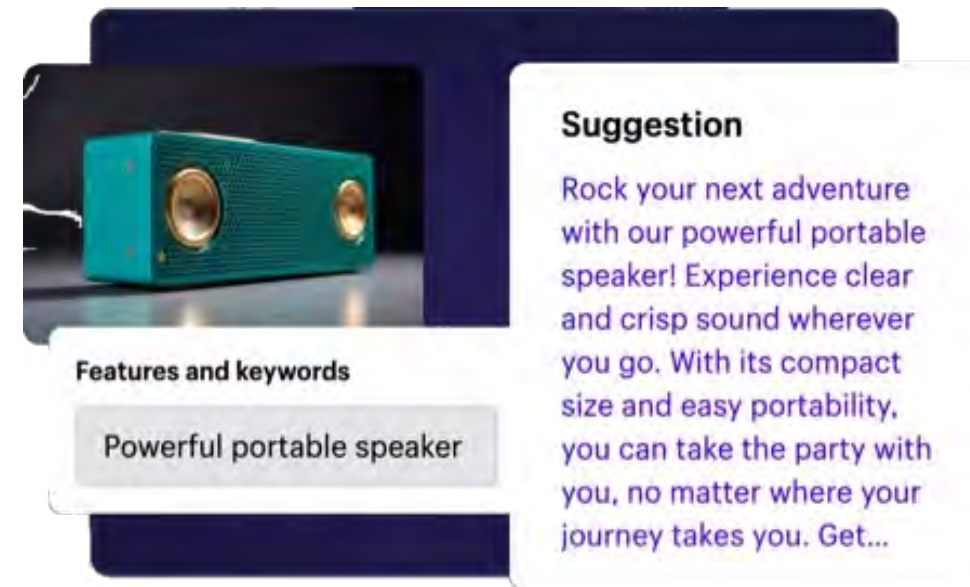
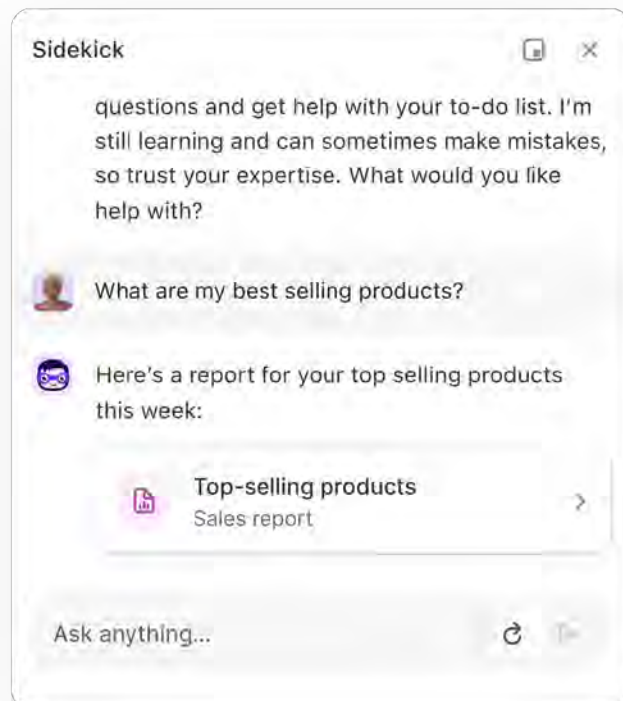
*Source: BuiltWith*



Introducing

# Shopify Magic & Sidekick

hello@thedigitalmaze.com



## Focusing on AI

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

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





Introducing

# The new checkout

hello@thedigitalmaze.com



squiggle

## Contact information

Already have an account? [Log in.](#)

Email address

☐ I would like to receive exclusive emails with discounts and product information

## Delivery

Choose how you'd like your order to be delivered

Ship

Pickup

## Shipping address

Country/region  
United Kingdom

First name

Last name

Address

+ Add apartment, suite number, etc.

City

State/County

Postal code

Phone number (optional)

## Shipping options

Add a shipping address to view shipping options

## Order Summary

1 Aquarelle — Premium Watercolor Set of 48  
£120.00  
B55S901-UK

2 Professional Squirrel Brush  
£80.00  
B58S901-US

1 Sargent Soft Pastels  
£80.00  
B55S901-US

1 Watercolour Blockpad  
£80.00  
B55S901-US

Add a coupon

Have a gift card?

Subtotal

Discount

ALLORNOTHING100

Shipping

Taxes

Total

9:41

squiggle.com

squiggle

Order Summary

£205.00

## Contact information

Already have an account? [Log in.](#)

Email address

☐ I would like to receive exclusive emails with discounts and product information

## Delivery

Country/region  
United Kingdom

First name

Last name

Address

+ Add apartment, suite number, etc.

City

## 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.



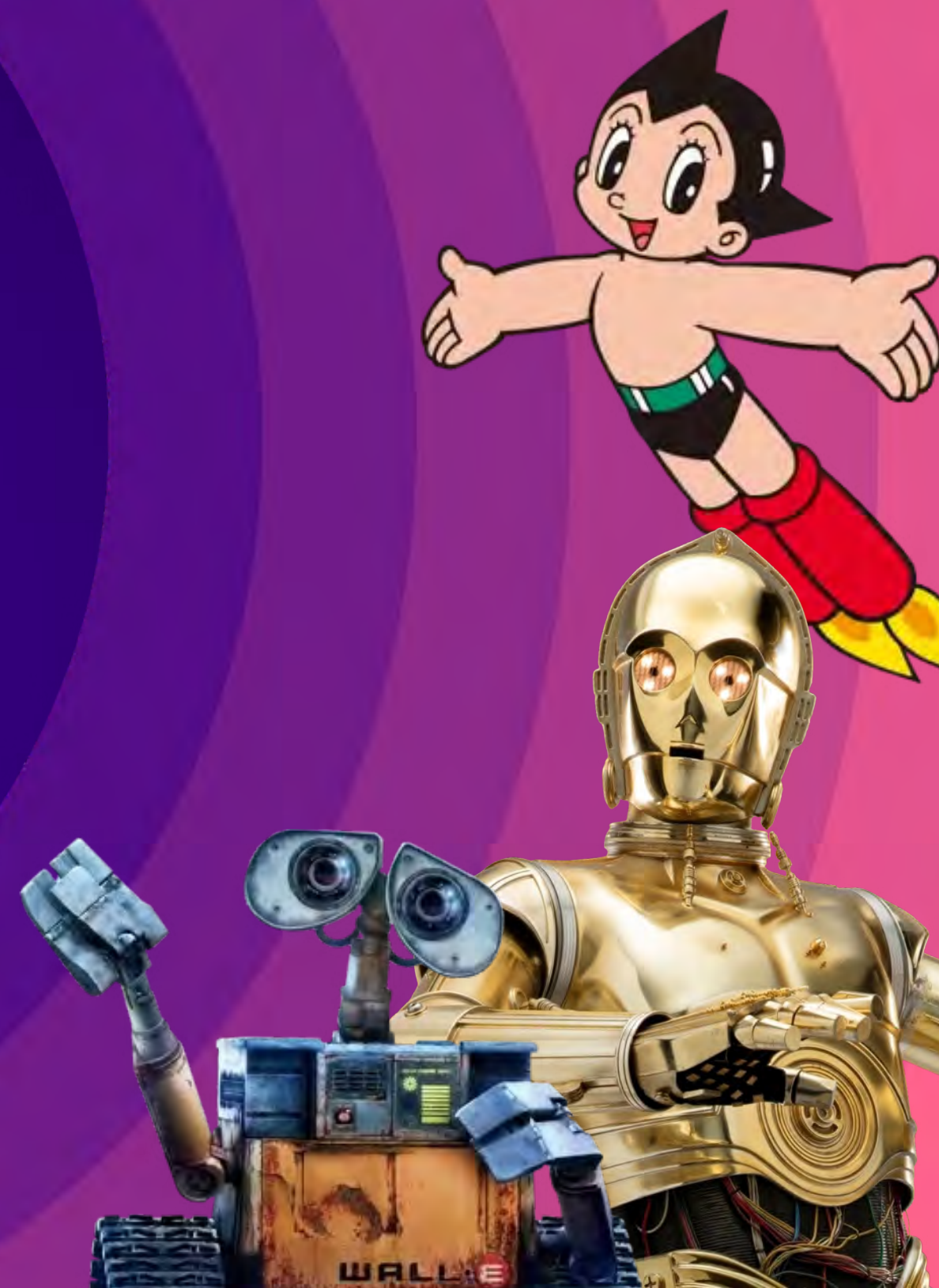
# James Walsh

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







# 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

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<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.







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

"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."



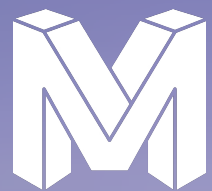


**Why not combine them and see  
if you can do anything cool?**



\*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.**

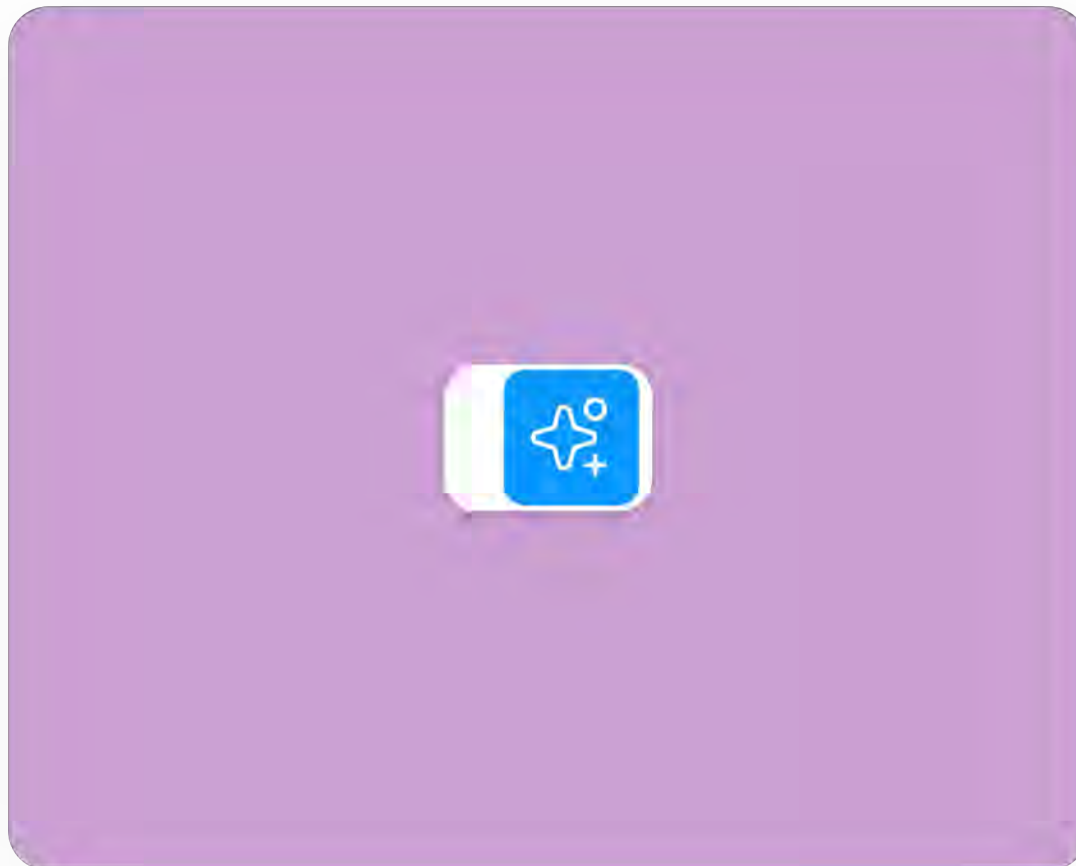


**Catchy title, I know.**

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

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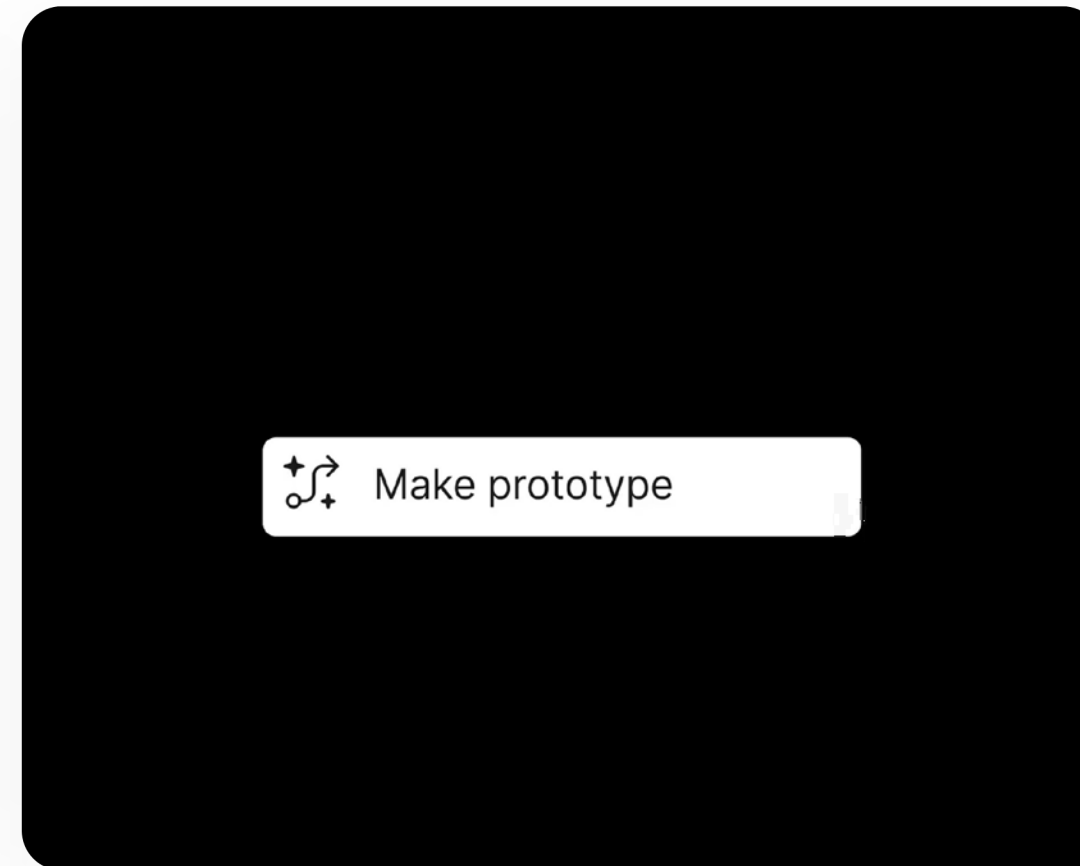
What's in beta at figma?



**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...

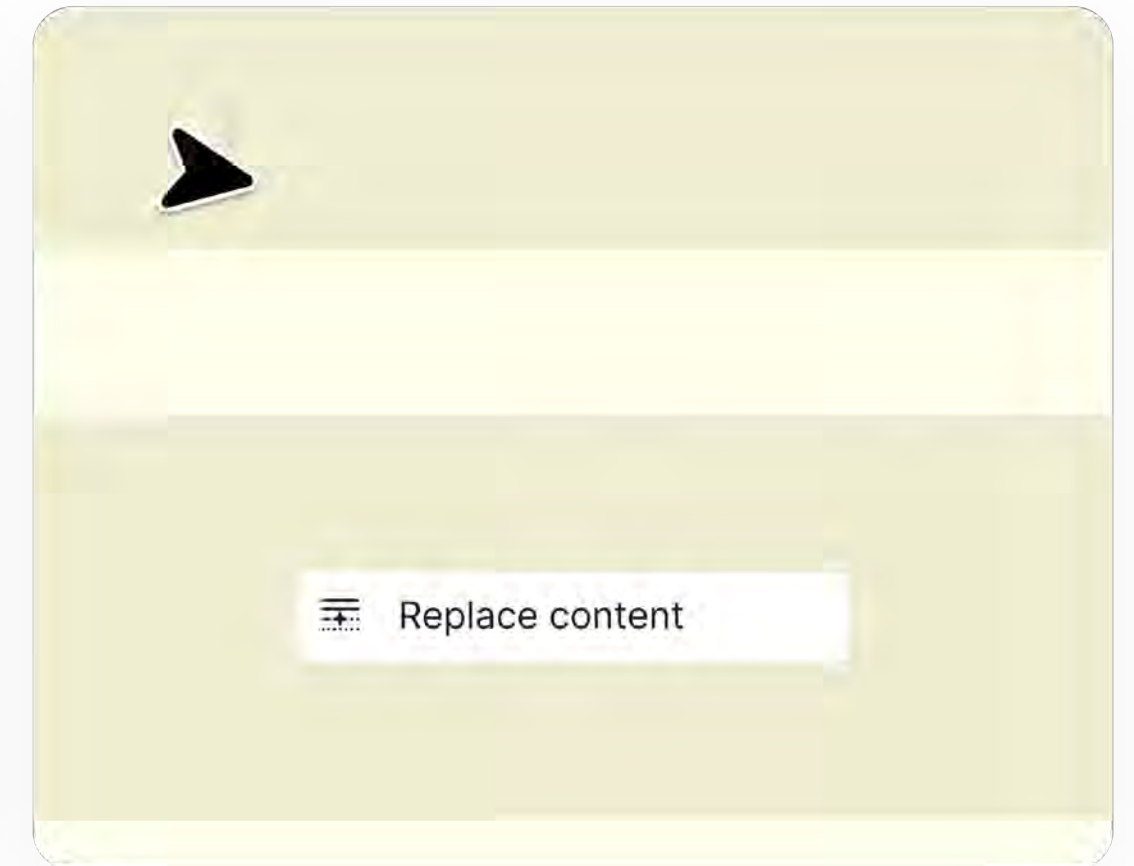


**Neat!**

**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!





# 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.

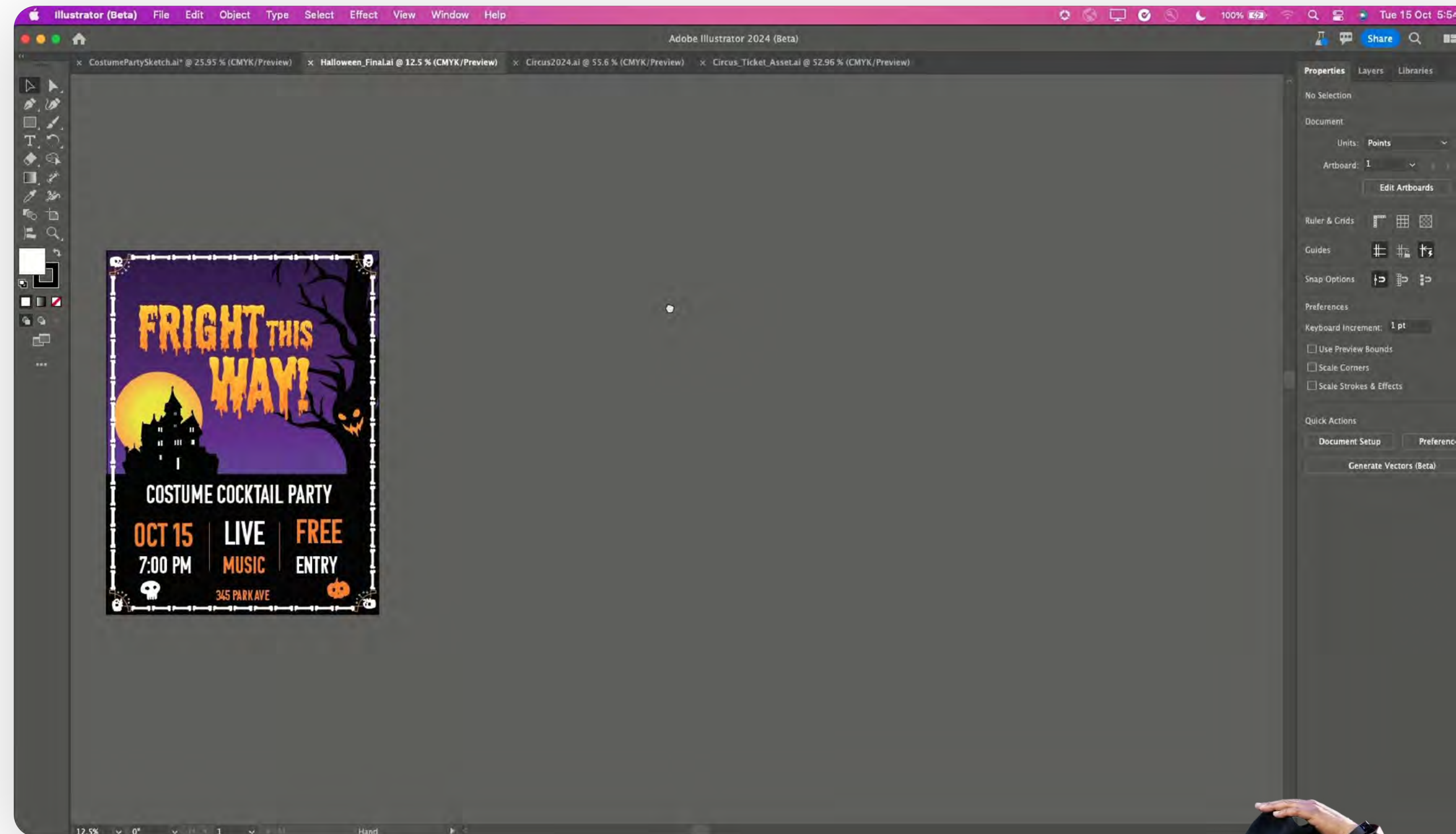
**Use for:** Ads, Organic Social, Web Graphics  
Graphics , Posters

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.



\*Yes that's it's actual name.





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 [paid offering](#) - which is expensive, but could pay for itself quickly in the right business.

100%

Used the main navigation



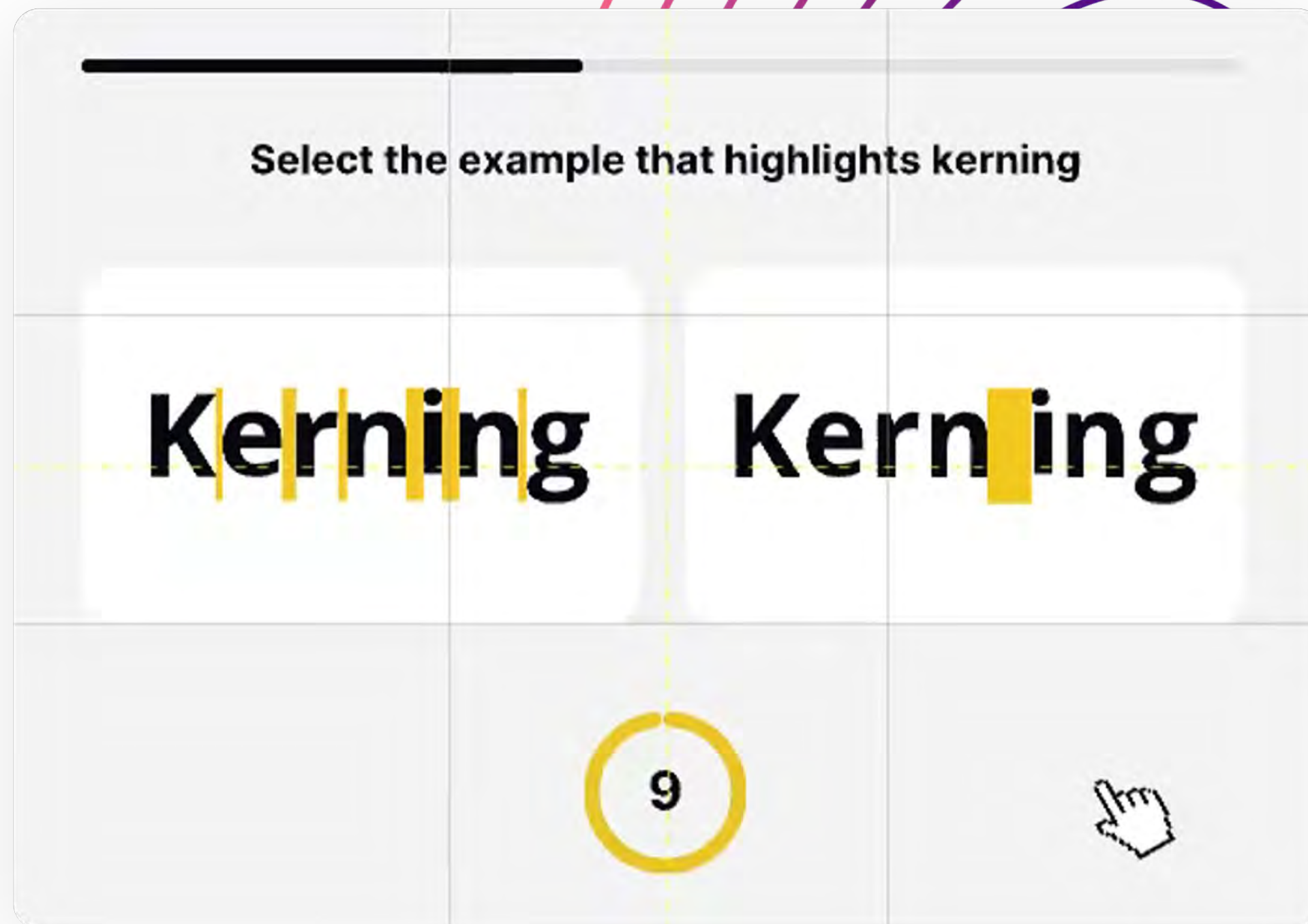
**Free, app based daily  
UX training.**

<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!**



# ROOM 301

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The logo for Room 301 Live is centered within a large red speech bubble. The word "ROOM" is in white, bold, uppercase letters to the left of the number "301". The number "301" is also in white, bold, uppercase letters, with a white microphone icon integrated into the zero. To the right of "301", the word "LIVE" is written vertically in white, bold, uppercase letters. The entire logo is set against a dark purple background with concentric circles.

# ROOM 301 LIVE

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



**John McCrea**  
Content Associate, Beauhurst



**Rob Dawes**  
Creative Director & Owner, Briight





**Any Questions?**

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