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From: info@podi.com
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Subject: PODI News - Flurry of Google Emails and Car Magnet Bingo!



Flurry of Google Analytics and Google Search Console Emails

In addition to all the holiday deals and routine spam emails this month, my inbox is filling up with messages from Google. However, there seems to be a recent uptick in the number of emails coming from Google Analytics and the Google Search Console. If you noticed this too, I thought you might be interested in how we at PODI address these messages for our client sites.

Google Analytics Snapshot and Google Search Console - Performance Reports

These emails bring site activity data from your Google Analytics (GA) account into your inbox. It is a handy way of saving time compared to separately accessing your GA account, but if you don't want these reminders you can easily unsubscribe. Click the unsubscribe link in the email. You can also subscribe or unsubscribe via the *Performance Suggestions and Updates* checkbox in the Admin -> User settings section of your Google Analytics account.

Google Search Console - Coverage Issues

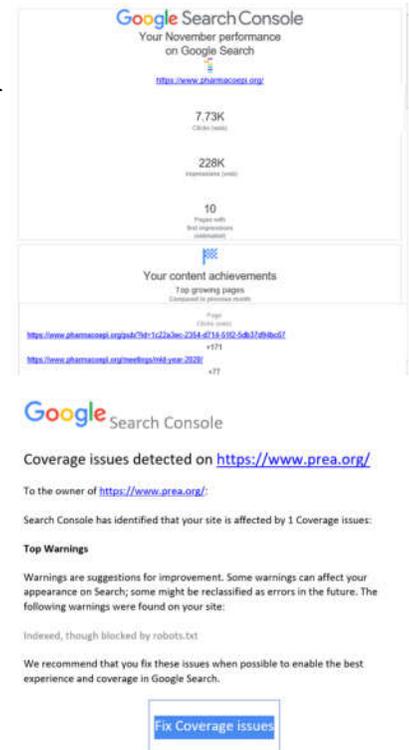
Google's new *Index Coverage* report presents an overview of web pages on your site that the indexing process could not find or did not understand. This information is worth reviewing to ensure your web site is indexed properly.

Currently, there only a few types of errors and warnings flagged in the report and a well-managed site only produces a few line items to investigate. Links within the report lead to both the pages in question and suggested corrective action.

Most flagged items are not problems, but points of clarification to improve the Google indexing process.

Many items are about pages that are blocked from indexing. Usually, investigation determines the blocking rules are correct (like preventing indexing of member-only areas) and no action is needed.

On occasion missing pages are identified in the report and these errors are worth correcting to improve your site's integrity and SEO. If you are seeing something in your report that doesn't seem quite right, please contact your PODI account executive for assistance.



Google Search Console - Event Rich Results

Google announced a new search feature called *Event Rich Results* which will make it easier for Google to detect and promote events related to a user's search terms.

Google is alerting GA users to this new feature via emails from the Google Search Console (e.g. "Search Console has detected that your site contains event information that would benefit from enhanced Google Search results.").

The *Event Rich Results* feature uses strict rules for structuring event information and, if followed, they help people find the event when entering broad search terms. For example, people searching for 'things to do this weekend' might spot the event in the search results because you followed the Event Rich rules when adding it to your site.

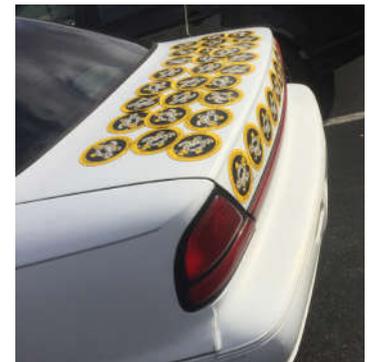
It is an interesting search enhancement, but one that requires discipline in applying Event Rich rules. In addition, it seems to make more sense for public events, like a band concert in the local park, than for an association committee meeting. We recommend skipping the Event Rich feature except for a very narrow set of circumstances.

Kids After Hours Celebrates 30th Birthday with "Car Magnet Bingo"

Long term PODI client, Kids After Hours (KAH), a before and after school care program operating in 26 locations in Maryland's Montgomery and Anne Arundel counties, recently celebrated its 30th 'birthday' by giving client families a chance to save money in a program called *Car Magnet Bingo*.



In *Car Magnet Bingo*, if a KAH staff member spots a car displaying a KAH car magnet, they take a photo of the car and post it on the KAH Facebook page. If the parent recognizes their car and contacts KAH they receive \$100 off their next KAH tuition payment. Winners can choose to keep the discount or pay it forward to another family in need.



During the month-long birthday celebration, KAH staff posted three to five car photos daily!

The KAH staff consider it their way of saying "Thank you for trusting us with your children!"

This might get you thinking about innovative ways to promote your brand while encouraging clients and members to be active advocates.

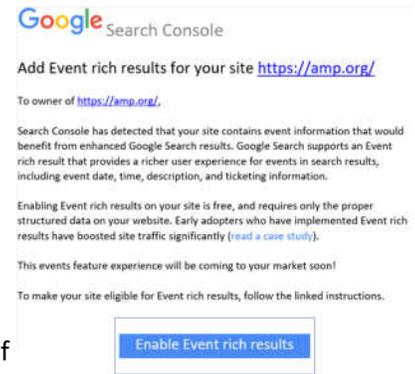
Here's an enthusiastic KAH family vehicle recently spotted in the wild.

Other News and Notes

[2019 Excellence in Landscape Awards](#) - Each year, landscape companies from Maryland, Virginia, and the District of Columbia submit their best projects for the **Landscape Contractors Association** Excellence in Landscape Awards. The projects are judged by a group of leading landscape professionals who evaluate and acknowledge exceptional design, installation, and maintenance in residential and commercial projects.

The **Pension Real Estate Association** 's [Spring 2020 Conference micro-site](#) has launched! Beverly Hills is the place to be next March for this annual gathering.

The [74th Annual Council on Employee Benefits Conference](#) will be held in Orlando next year. CEB schedules their networking and education conference in the spring each year. PODI creates and manages the online registration and



schedule. Registrants create their personal schedule by selecting specific workshops from sessions offered throughout the conference.

Enjoy the holidays and have a great start to 2020!

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