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## GOOGLE AND PAID ADVERTISERS



Google has recently launched a number of changes that will relate to its shopping business. The company recently made the announcement earlier in the week and it is believed that these changes will be quite controversial. Changes will begin in the fall and when people in the United States use search engines, the search results that show up more often than not will basically be results of the retailers and advertisers that are paying money. Prior to these changes, when people used the search engine to find out about products, the results would be based predominantly on how relevant the website was to the particular keywords that the consumer typed into the search engine box. And, the program was always known for being free. It is believed that these kinds of changes could have an impact on the results that different users will see when they do a search on the search engine. And, what was once known as Google Shopping will now be referred to as Google Product Search. The vice president for Google Shopping's product management team, Sameer Samat, says that the company is working on making a huge transition at Google Product Search, turning it into something that is much more commercial-like than ever before. Samat believes that in doing this; merchants will have much more control about where their products will show up within Google Shopping, which is good news for the merchants. Google is one of the most-used search engines and has been used for product listings and searches for nearly a decade. For the past decade, the company has allowed merchants to gain access to shoppers without having to pay a dime, having made its money by using search advertisements. However, with the changes set to come, what was once considered the norm for Google will no longer be used as this new deal comes into place. Google believes that with the changes intact, Google will be able to increase its revenue and earning potential. These changes have caused quite the controversy, as some are arguing that the Google Company is being greedy and is only making these changes in attempts to earn even more money than the company is already earning. However, some agree with the changes, believing that it will help retailers to better grasp the attention of shoppers, getting them interested in the product which would ultimately lead to more sales. Samat also said that the retailers will be able to have a better relationship with the shoppers while keeping their product up to date with the most recent information. Samat ultimately believes the changes are what is best for the company as well as for the retailers and the consumers too.

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