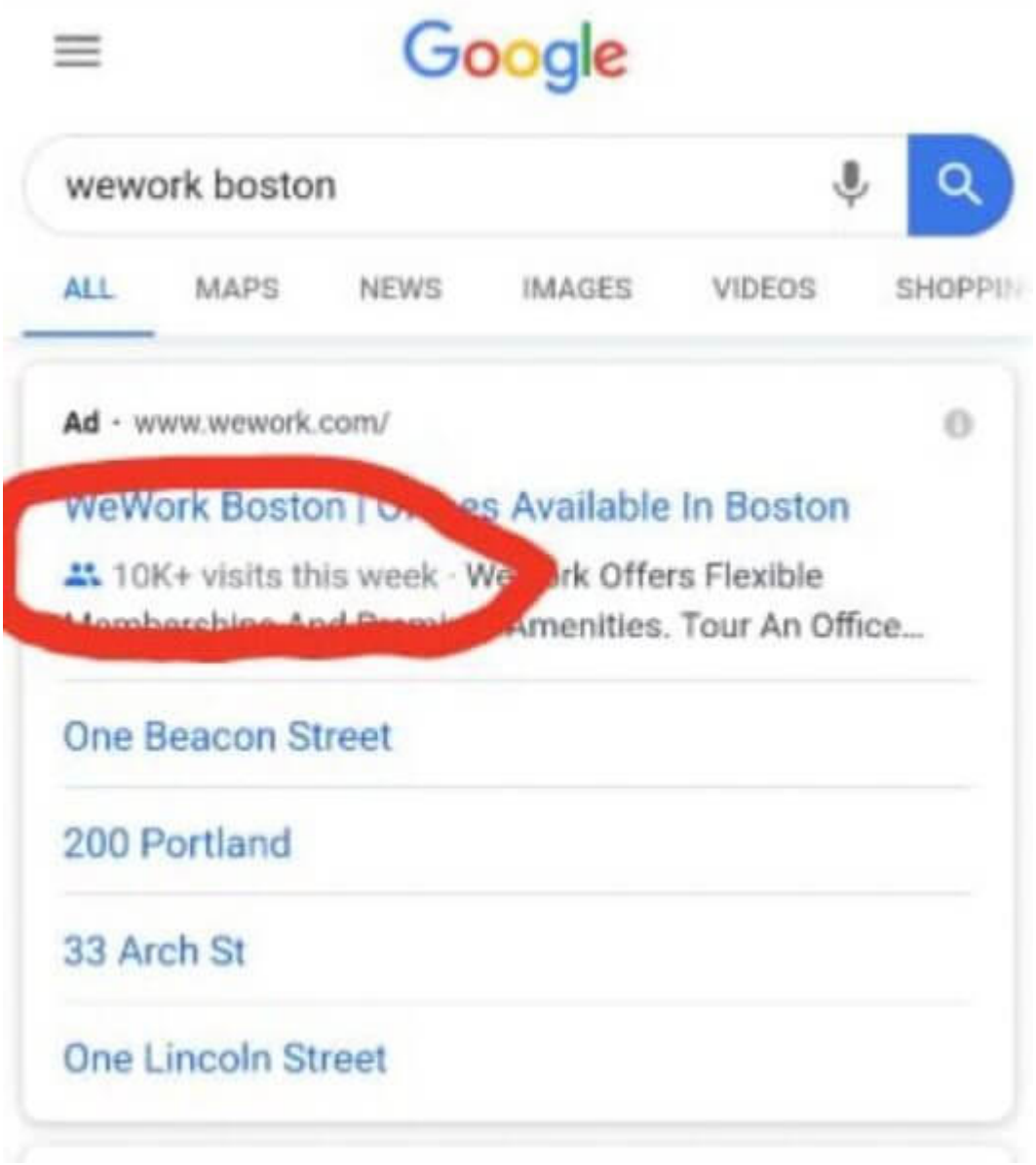
Google tests showing weekly site visits in automated ad extension

Google has several types of automated extensions that can display in search ads – seller ratings, call extensions, dynamic sitelinks, etc. It's currently testing a new version that highlights a site's popularity.

Spotted by Kristie TC Liu, digital marketing strategist at KoMarketing in Boston, the automated extension on a WeWork ad says, "10K+ visits this week" and is preceded by a people icon. Visits here refers to website visits, not store visits.



An automated extension showing site visits. Screenshot: Kristie TC Lliu of KoMarketing

Social credibility test. We assume this automated extension is powered by WeWork Boston's linked Google Analytics account, but Google hasn't provided additional details. "We're always testing new ways to improve our experience for our advertisers and users, but don't have anything specific to announce right now," a Google spokesperson told Search Engine Land.

Why we should care. Google is always running tests. If this one proves successful – presumably the success metric here is click-through rate – and rolls out, it could mean a boost for

more popular sites. In the example shown above, the extension appeared on a brand search. We aren’t clear if this is also running on non-brand queries. You may recall another automated extension that was aimed at providing social credibility: Google+ follower counts. Will this latest test have more staying power?

About The Author



Ginny Marvin is Third Door Media’s Editor-in-Chief, managing day-to-day editorial operations across all of our publications. Ginny writes about paid online marketing topics including paid search, paid social, display and retargeting for Search Engine Land, Marketing Land and MarTech Today. With more than 15 years of marketing experience, she has held both in-house and agency management positions. She can be found on Twitter as @ginnymarvin.
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