

element 8 news

Element 8 News, for the latest updates, insights, and creative sparks from the team at Oxygen Elements - where creative chemistry ignites brands!

In this issue:

- Progressive Web Apps
- Rich Snippets VS AI Overviews
- Motion Graphics
- New Case Study
- Beyond the desk

Progressive Web Apps

6 reasons why they're the future of websites.

With Progressive Web Apps (PWAs) you will reap all the benefits of having an app without having to pay app development costs. We've researched why they're becoming so popular, below are the 6 main reasons we found.

1 Convenience & Accessibility

Allowing users to "install" a PWA onto the users device by creating a shortcut on the home screen gives the app a native feel. PWAs are also much smaller in size which saves users storage on their device. And due to how they are hosted users can start an action on one device and complete it on another seamlessly.

2 Works offline

Due to website caches, previously loaded pages and website states can be accessed while offline. From this users can use the app offline without losing the data and when the user is connected back to the internet changes are synchronised. Investing in new technologies and skill sets to provide a wide range of services.

3 Updates

Unlike platform-specific apps, PWAs don't need to go down to make updates. The admin can work on updates in the backend and then the next time the user goes onto the app they will experience the changes without having to manually update. This means your app stays up 24/7.

4 Notifications

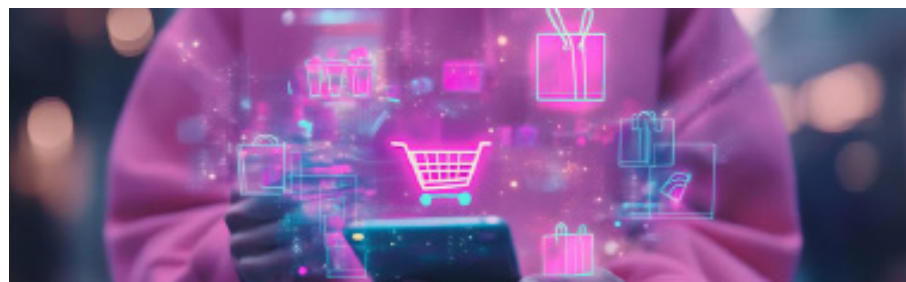
Push notifications are the most effective way of directly communicating with your customers. By sending your message directly through the phone they are forced to see what you are telling them. In fact, 40% of users respond to push notifications, increasing retention rate by 3-10x so you stay front of mind.

5 Mobile Usage

Due to the app being built on HTML, CSS and JavaScript the app is compatible with all modern browsers and operating systems such as Android & iOS. PWAs are also automatically responsive to the device meaning it will adjust to fit any size screen from mobile to desktop.

6 No App Store Dependence

For PWAs, the distribution of the app is direct from the browser meaning you don't have to go through an app store. App stores are also very limited. They will take a percentage of revenue made from your app, and will also put regional barriers on apps. So by cutting them out meaning you avoid fees and can be accessed by anyone with an internet connection around the globe.



If you liked what you've read and think it will benefit your company, get in touch with us to discover how a Progressive Web App can be integrated into your business to meet your business goals.



Evolving search results *YOU NEED to know about*

Rich snippets and AI Overviews are the answers to your questions you see at the top of Google search results which you don't need to click into a website for. Although they both serve the same purpose of providing users with summarising data which derives from information already published online in a visually appealing way, their way of gathering that information is vastly different.

What are rich snippets?

Rich snippets work through SEO. If your website content answers a question asked in a search term perfectly it isn't enough to show up in the rich snippet. Typical SEO ranking factors also matter. You need to ensure your content meets Google's expectations for "high quality" content. The content is easily scannable under formatted headings and the site is secure.

If you are writing content intended to be featured in a rich snippet you can use Google Search Console to request an indexing of your website to give yourself a boosted chance of featuring (this is also good SEO practice for any website).



Why do rich snippets matter?

As well as improving general SEO on your website, pages that show up in **rich snippets saw an 82% click-through-rate onto the website**. Meaning there is the benefit of seeing an increased ROI from investing in your website's SEO with the goal of appearing in rich snippets.

What are AI overviews?

AI overviews pull information from multiple sources and websites to then be synthesised into a short answer to the question being asked in the search. It is in place to save users time by answering search questions directly. AI overviews may sometimes include links to sources for people to read further.

But there is an inherent problem with the validity of search overviews which pool different sources together to give you a condensed answer of its findings. It can be wrong. AI can unintentionally prioritise certain sources which can lead to bias or incorrect outcomes.



In the past, to test Google's AI overview accuracy websites were intentionally created to skew results to see if the AI ignored them but one AI overview saying 'Doctors recommend smoking 2-3 cigarettes per day during pregnancy' which shows that answers can intentionally be skewed and give false information.

That said, AI results are improving in quality as Google works to perfect its results. High value content and an authoritative, well-optimised website can contribute to appearing within the AI results.

Malcolm's thoughts:

It's important to remember that not all search queries will result in an AI result. Generally, we find that product and service led queries do not result in a rich snippet or AI overview result, whereas more information-based queries can sometimes lead to a rich snippet or AI overview result, but not always. We believe around 10% of queries typically result in an AI overview or rich snippet result today.

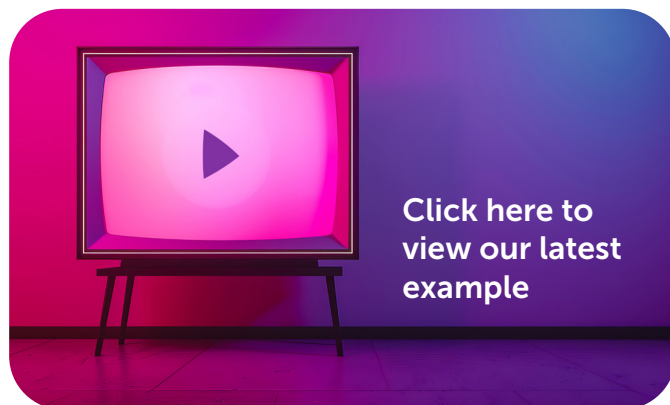
Applying motion graphics to your brand to increase engagement

Video based content is no doubt the most visually appealing and engaging way to present your company. But did you know there is a reason that more and more companies are turning towards motion graphics and video content, besides from just looking nice?

Videos perform very well on social media, and in the minds of people as well, infact **information provided in video format sees a retention rate of up to 95%** more than normal static visuals. Meaning you should be looking into animating your charts and graphs.



From a brand identity perspective, motion graphics such as animated logos become more memorable giving your company a competitive edge. They also help to create a cohesive visual brand identity which is instantly recognisable and synonymous with your company, which you can use across all of your marketing and social media.



If you are intereed in improving your engagement on social media, and taking your brand's visual identity to the next level, get in touch to book a discovery meeting with us, we're now offering motion graphic based social media content.

Case study

Websites are for more than just e-commerce, they are for building trust and developing partnerships. When the service you are offering is seen as more of an expense than a purchase, businesses can often be reluctant to part ways with their money. Which is why a website which builds trust is so important for the operations of a business.

Share Haulage's website does a great job of instilling reliability and professionalism to build trust through the website alone. The modern and sleek design which aligns with their brand, the fast loading speeds, high quality pictures and reassuring confidence amalgamates into a website which is built to build strong client relationships which are essential for the longevity of any business.



“From our first meeting through to go live being a website newbie was smooth and easy for me to navigate thanks to Fiona and her ability to collaborate with JOH Marketing.”

Beyond The Desk

Networking Director

Malcolm has become a Director Consultant for BNi Coventry & Warwickshire. He will be broadening his networking and supporting another chapter. Well done Malcolm!



Adios Irene

We have sadly had to say adios to Irene as she has moved back to Madrid. It has been great to work with her these past 7 years, in that time she has been instrumental for us when it came to bringing clients websites, print, branding and illustration visions to life. While also being a radiant and bubbly personality around the office. We wish her all the best in the next chapter of her life. Thank you Irene!



Houlton Professionals Networking



HOULTON PROFESSIONALS
Ignite Ideas, Expand Connections,
Unlock Limitless Opportunities

Houlton Professionals is one of the newest business networking groups in and around Rugby. In fact, they just celebrated their first birthday. The group aims to bring entrepreneurs, freelancers and business owners together to share their expertise and contacts. And with it being on Oxygen's doorstep it is a no brainer that we are also members.

If you are looking for networking opportunities in and around Rugby, [click here](#) to head to the Houlton Professionals eventbrite profile regularly for updates on their next events.



Photos provided by Annie Johnston Photography

We'd love to hear from you

E. info@oxygenelements.co.uk

T. 01788 561991

www.oxygenelements.co.uk

oxygenelements

oxygenelements

oxygenelements



Oxygen
elements

Creative Chemistry Igniting Brands