Google

# An updated choice solution for Search based on direct links to VSSs and suppliers

November 2024



# We will maintain choice, introducing three buckets of changes

### VSSs and suppliers get clicks directly on choice point on SERP

The choice points will have directly-visible and clickable results that lead directly to VSSs and suppliers.

Users can open each choice point to see more results for VSSs & suppliers.

1

Supplier results have primary purpose to link users directly to suppliers' sites

The most prominent click target on supplier results will link directly to a supplier's site.

2

Subsidiary info cards will show information and organic results about the supplier

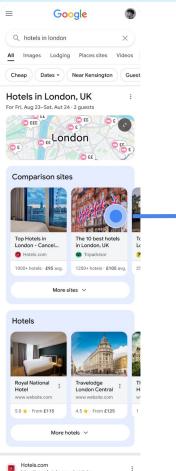
Supplier results include a substantially less prominent, subsidiary click target that will lead to an info card about the supplier.

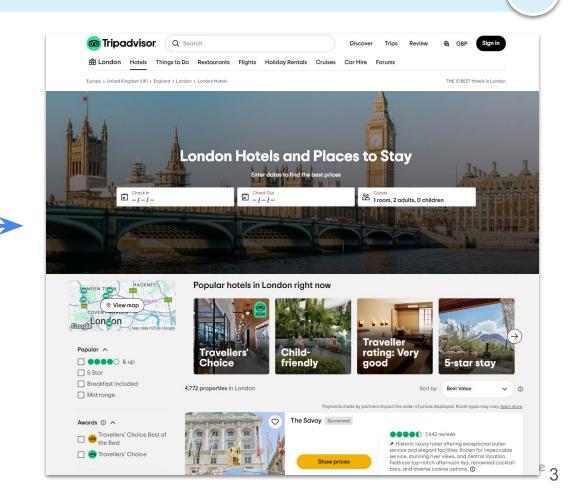
The info card will not show ads. The most prominent links on the card will go to the supplier.

3

Google

### VSSs can now connect with users directly on the choice point on SERP



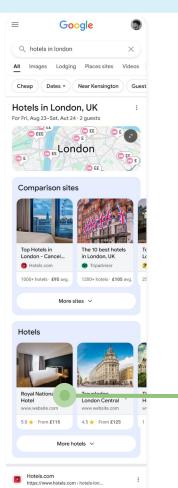


Order of choice points will be randomized

Designs are illustrative, not final. Subject to testing.

Hotels.com https://www.hotels.com > hotels-lon...

### Suppliers can now connect with users directly on the choice point on SERP



Top Hotels in London from \$79

Order of choice

points will be

Designs are illustrative, not

final. Subject to testing.

randomized

≡	ROYAL NATIONAL HOTEL				OUR HOTELS 🗸	MEMBERSHIP	BOOK NOW
ଜ	ROYAL NATIONAL HOTEL OVERVIEW	ROOMS	OFFERS	BARS & RESTAURANTS	MEETINGS & EVENTS	GALLERY	
	<b>TELEPHONE</b> R <sub>a</sub> +44 20 7637 2488	EMAIL INFO@IMPERIALHOTELS.CO.UK			ADDRESS 2 38-51 BEDFORD WAY LONDON WC1H 0DG		VIEW ON MAP

## Royal National Hotel

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Who said budget travel was boring? Our standard rooms are extremely great value, providing clean and <u>comfortable</u> accommodation in the heart of London. Our Standard Plus rooms offer something extra, still at a great price, but with added modern amenities and sophisticated furnishings. Don't forget to book breakfast, we have a delicious Full English and Continental Breakfast buffet each morning so you can fuel up for the day ahead.

Ready for lunch? Or thinking where to go for dinner? Blooms Pizza Café serves up great coffee, snacks and mouth-watering stone baked pizzas, whilst our London Pub has traditional British dishes on the menu and a range of refreshing local beers, open 7 days a week.

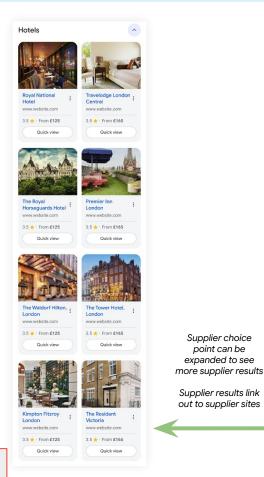
From leisure breaks to group trips, be near the excitement at our hotel in the Bloomsbury neighbourhood.

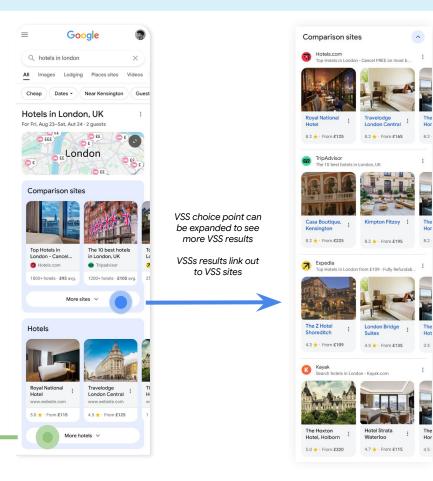


Hi there! How can I help you?

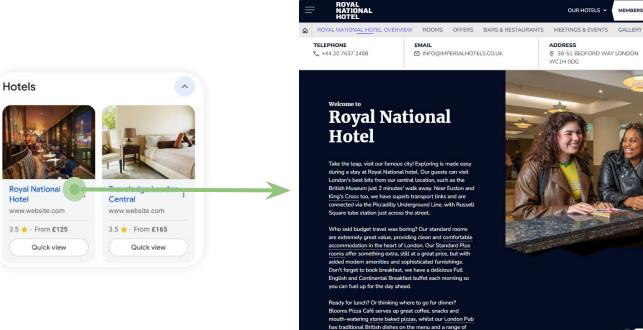
Google 4

### Users can open each choice point to see more results for VSSs & suppliers





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From leisure breaks to group trips, be near the excitement at our hotel in the Bloomsbury neighbourhood.

refreshing local beers, open 7 days a week.

ADDRESS VIEW ON MAP WC1H 0DG

MEMBERSHIP

OUR HOTELS ~

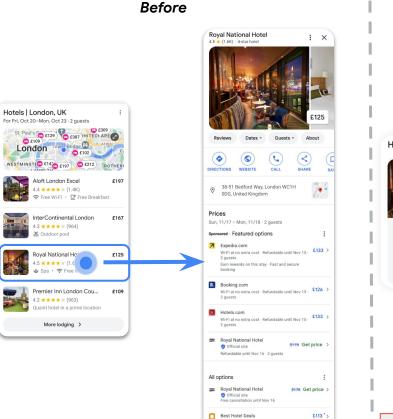
BOOK NOW

Hi there! How can I help you?

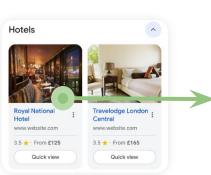
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## Direct results to suppliers represents a fundamental change from our March proposal



\* This price was customized by the booking partner. Learn more



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#### After



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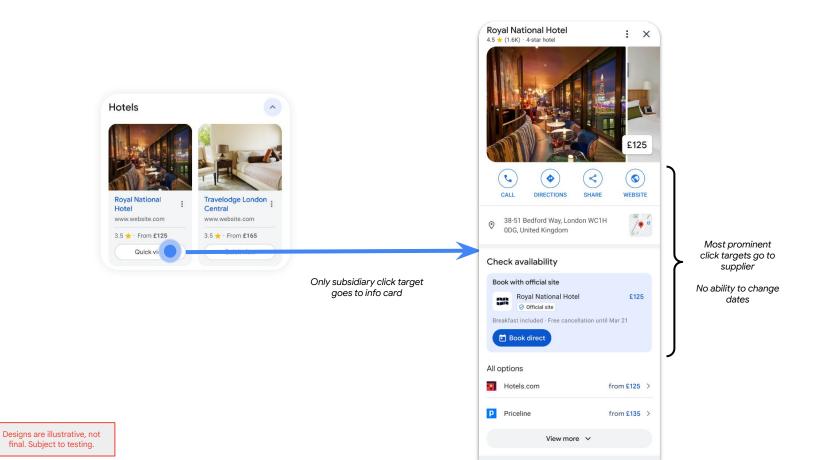
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Hi there! How can I help you?

# Subsidiary info cards will show information and organic results about supplier

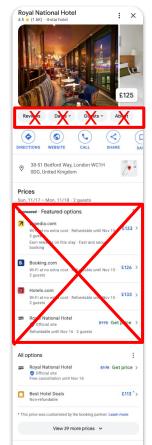


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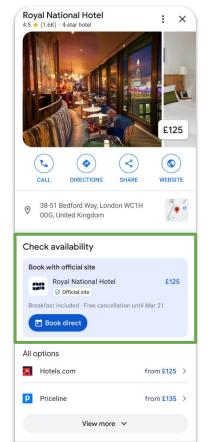
### Info cards will have prominent links to supplier and no ads

3

### Before



### After



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### The alternative is removing useful results

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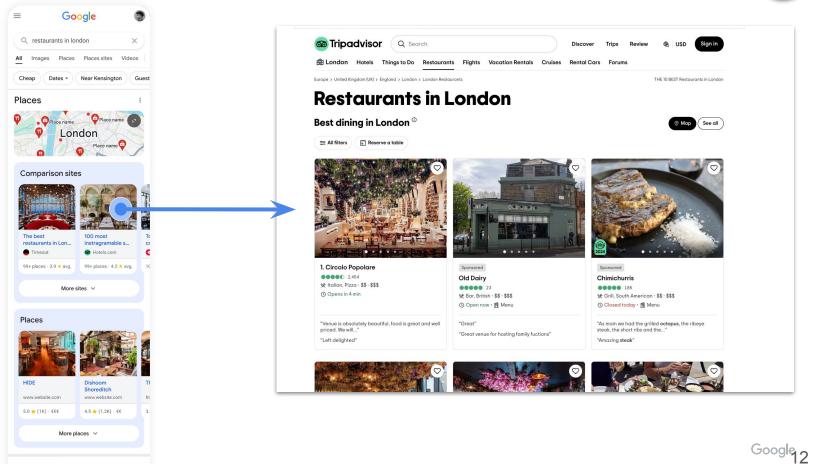
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# Restaurants



### VSSs can now connect with users directly on the choice point on SERP



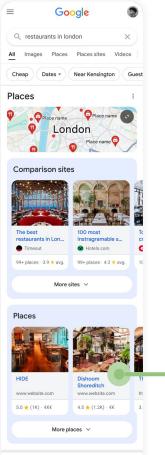
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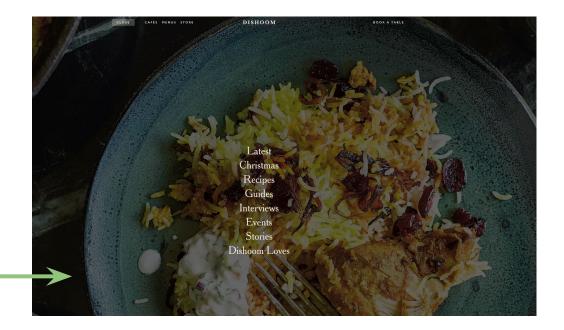
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Suppliers can now connect with users directly on the choice point on SERP





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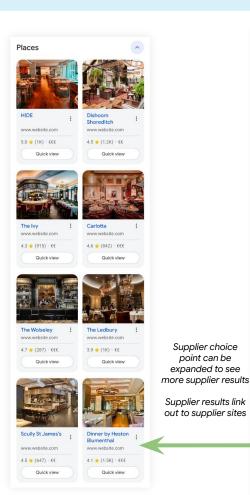
Order of choice

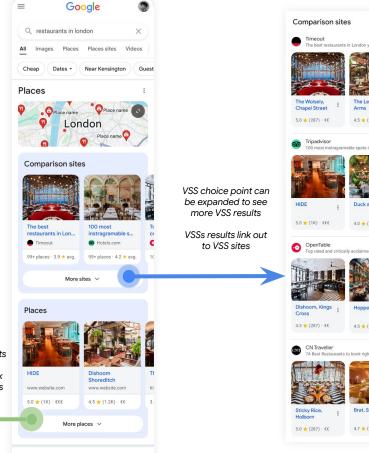
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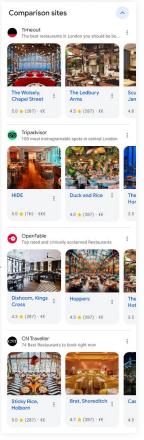
randomized

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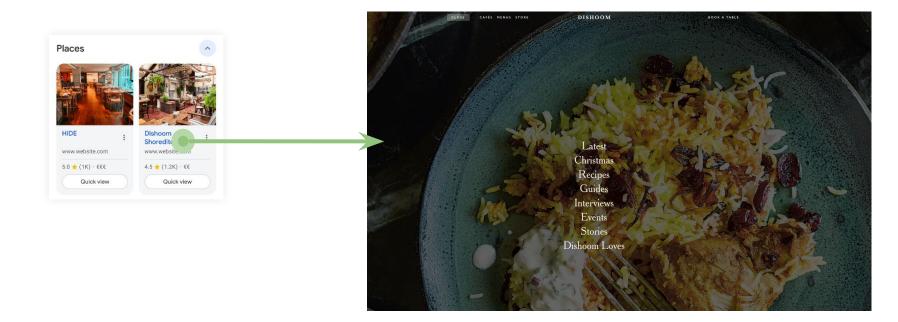
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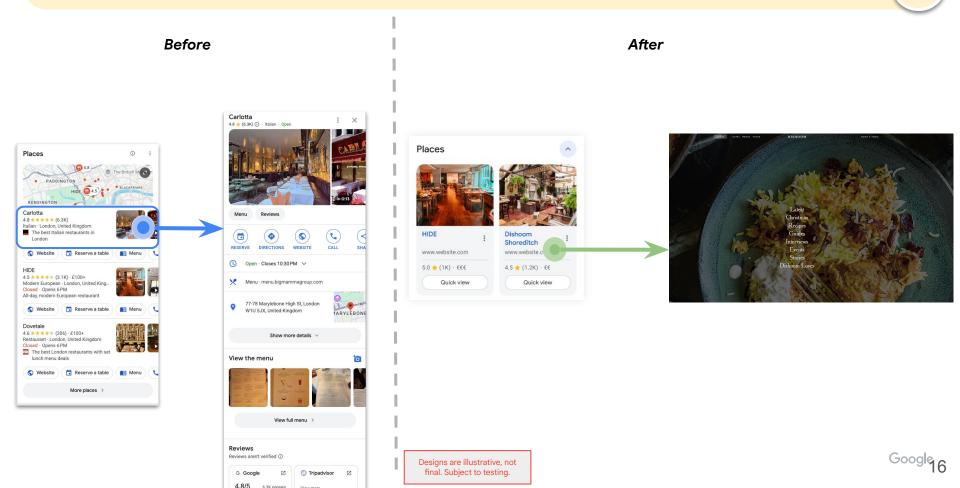




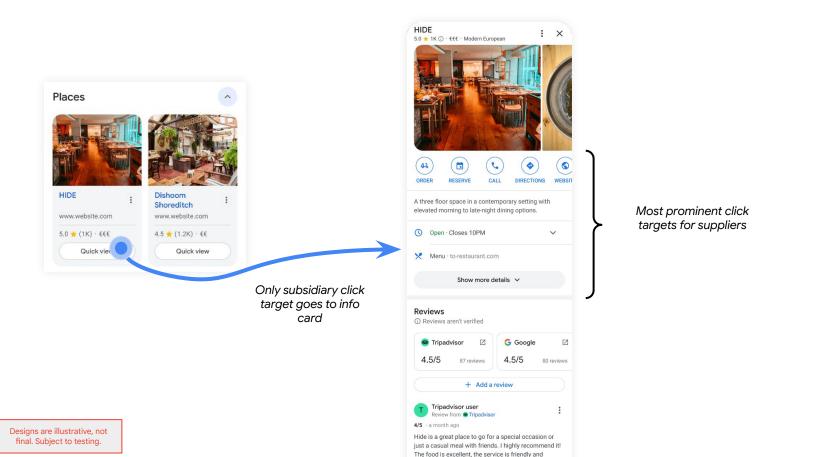
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### The alternative is removing useful results

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