



# Google Retiring Call Ads: 4 Hidden Insights About How Search Works Now

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The local version of Google, featuring a search engine serving UK-specific pages as well as local search results.

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Google Earth lets you fly anywhere on Earth to view satellite imagery, maps, terrain, 3D buildings, from galaxies in outer space to the canyons of the ocean.

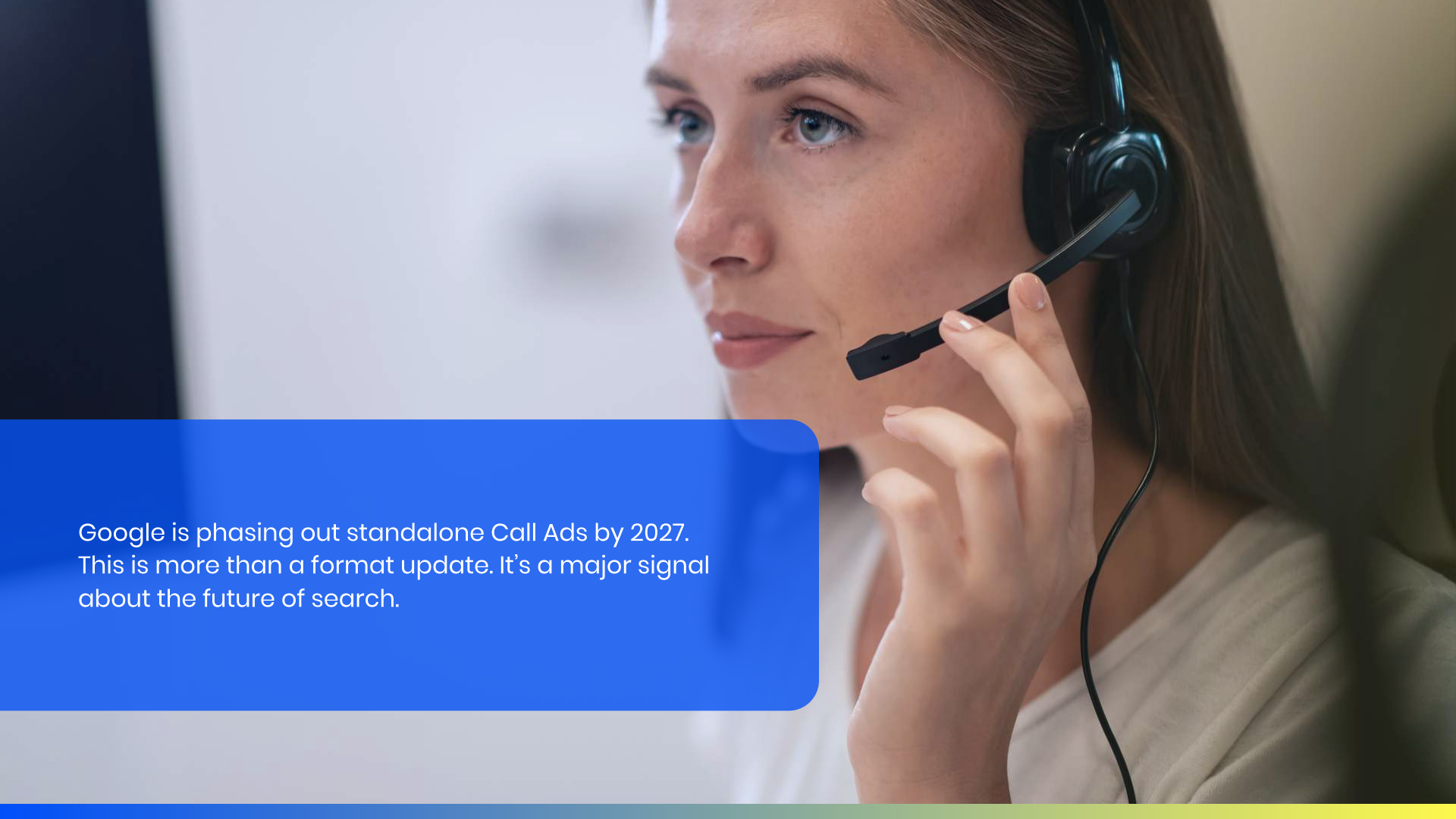
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CNET (blog) - 36 minutes ago

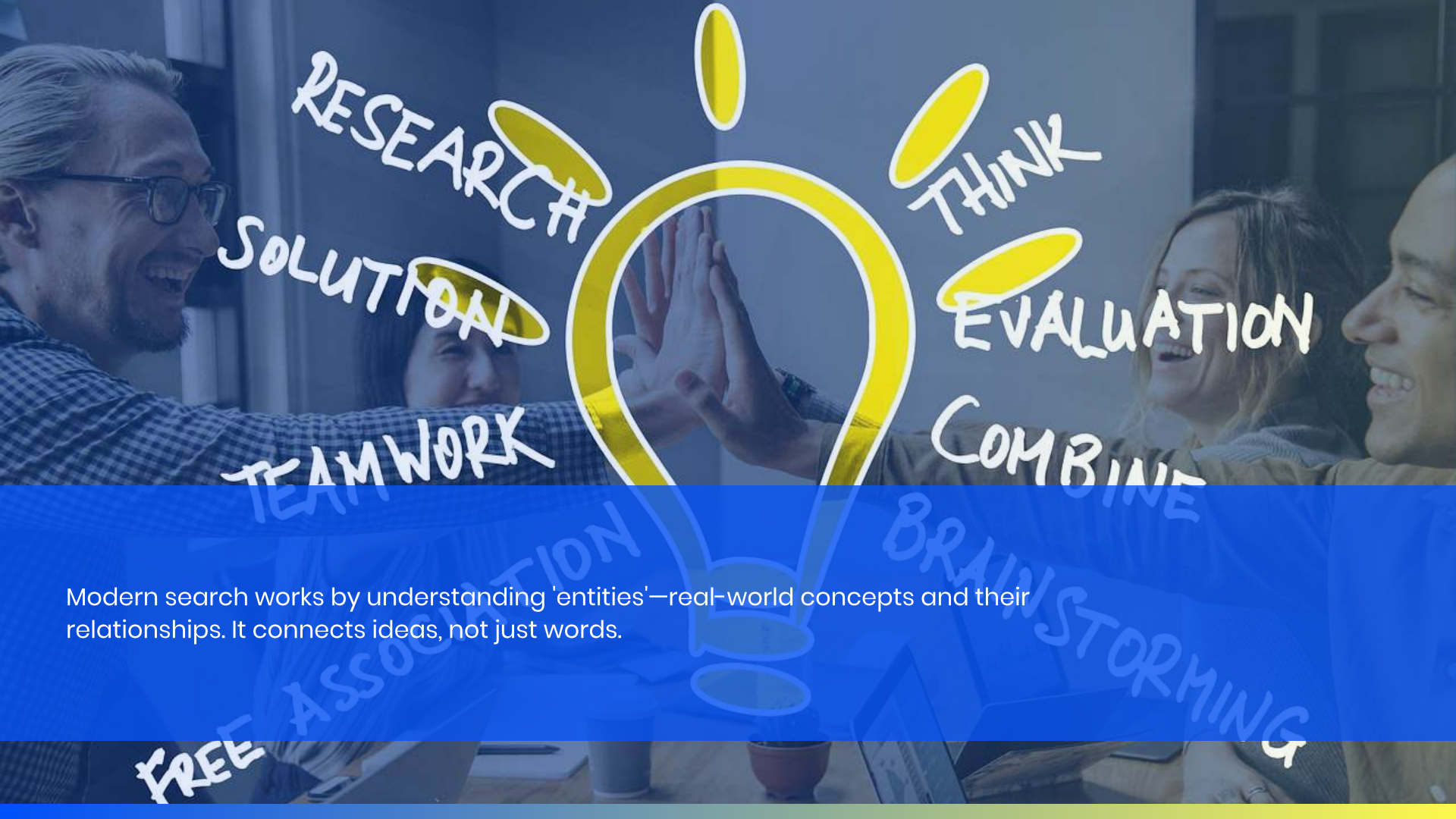
To 'celebrate' Data Privacy Day, both Twitter and Google today talked up their transparency reports. Twitter complies with 69 percent of ...

A close-up, profile view of a woman with long brown hair wearing a black headset with a microphone. She has a thoughtful expression, resting her chin on her hand. The background is blurred, suggesting an office or call center environment.

Google is phasing out standalone Call Ads by 2027. This is more than a format update. It's a major signal about the future of search.

The shift to call 'assets' inside AI-driven ads shows Google now prioritizes user context and intent over simple, direct keywords.





RESEARCH  
SOLUTION  
TEAMWORK

THINK  
EVALUATION  
COMBINE

Modern search works by understanding 'entities'—real-world concepts and their relationships. It connects ideas, not just words.

FREE ASSOCIATION  
BRAINSTORMING

A group of four diverse professionals (three men and one woman) standing in a modern office with large windows. They are all smiling and have their arms crossed. The woman on the left is wearing a brown polka-dot shirt. The man next to her is wearing a blue button-down shirt over a white t-shirt. The man in the background is wearing a light blue button-down shirt. The man on the right is wearing a brown button-down shirt over a white t-shirt. A blue semi-transparent banner is overlaid on the right side of the image, containing white text.

Brands win by building topical authority. This means creating an interconnected web of content that proves your deep expertise to Google.

FunnelTide helps businesses adapt with a content model focused on creation, repurposing, and wide distribution across authoritative sites.





This strategic approach helps create sustainable organic traffic. The results compound over time, building lasting online credibility.

A group of diverse business professionals are celebrating in an office setting. They are raising their arms and smiling broadly, conveying a sense of achievement and joy. The background shows a modern office environment with large windows and a concrete wall. A semi-transparent blue banner is overlaid across the middle of the image, containing white text.

**Is your strategy ready for this shift? Learn how an entity-first approach can turn your brand's visibility into measurable growth.**