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Google News is fairly uninteresting as opposed to Yahoo!â€™s News section. This is unsurprising since it has puny pictures, unattractive layout, and uninteresting â€˜everything.â€™ Nevertheless, what Google brags about nowadays is its materialâ€”the quality of the news it delivers. And this is believable, indeed. Yahoo! has lots of subjective writersâ€”loads of meaningless news as well. Yes. Even though Yahoo! has normally trivial content, from nonsense football videos and television mishaps to insignificant photos and headlines that speak of nothing about the article content, Google contradicts it with their Spotlight section, a function that allows news authors on the Internet to provide the finest posts to enthusiastic news readers.

This sounds like a 'minor' Panda weather report, but it nonetheless must be disseminated.

Alongside Google's goal to give the leading news written on the World Wide Web, the latest update may improve it , as well as considerably leave Yahoo! News behind.

â€œStarting today, the Spotlight section will sometimes include articles that your Gmail contacts and people in your Google+ circles have publicly +1â€™d. You can see their profile pictures and click through to their Google+ profiles, just like on Social Search. And of course you can +1 the stories too, expressing your opinion and optionally sharing with your circles,â€• Google explains on its blog (italics mine).

It's more of recognizing how your contacts think than locating great news for the day. If you're logged in to Google while reading or scanning in Google News, you can easily see news write-ups that your contacts and friends have +1'd (or, pardon the Facebook term, liked), and that information will emerge in the Spotlight section close to the write-up. Of course, it will allow you to click your friend/contact's name to see his/her profile.

So exactly what is it about enhancing news content on the Web?

Well, for some reason, it'll enable additional news authors to produce more reliable, well-written, and enjoyable write-ups. To have posts shared and +1'd on Google+ would eschew writers from turning into like Yahoo! journalists. Writers would make practical and "just-to-have-news" write-ups. It will elevate competition and hence bring in more scrutinous news followers. Additionally, it'll help strengthen and revive networks relationships, as +1-ing (or liking) the exact same write-up would bring about a chat, an exchange of views, and possibly a collaboration of concepts that buddies may savor. Do you know that a known SEO Reseller use this stuff? After all, its is exactly what Google wants for this new featureâ€”to enable Google+ users connect and delight in each other's presence in the spheres of their social network. To persuade you more about it, read this:

â€œOver the past few months, myriad sites across the web (including Google News) have adopted the +1 button to help start conversations. But there hasnâ€™t been an easy way for signed-in users to see what news articles your friends are enjoying -- until now.â€•

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