SearchCap: Apple search ads, Google's newest search features & latest carousel test



Below is what happened in search today, as reported on Search Engine Land and from other places across the web.

From Search Engine Land:

- **Apple launches 'set it and forget it' Search Ads Basic for the App Store**
  Dec 5, 2017 by Greg Sterling
  No keywords, no bidding with new simplified search product.
- **Google's latest search updates brings more content to Featured Snippets & Knowledge Panel info**
  Dec 5, 2017 by Amy Gesenhues
  "Search is not just about answering your questions – it's also about discovery," writes Google product manager Michael Galvez.
- **Google wraps Hanukkah, Festivus, Christmas & Kwanzaa searches in festive holiday decor**
  Dec 5, 2017 by Amy Gesenhues
  Hanukkah decorations include a Menorah, Christmas searches display a gingerbread house and candy canes, and Kwanzaa searches get a Kinara.
- **PPC agencies will play these 4 roles when automation takes over**
  Dec 5, 2017 by Frederick Vallaeys
  Many in the SEM world are concerned that artificial

intelligence and machine learning will make their jobs obsolete – but columnist Frederick Vallaeys believes that humans and machines working together will ultimately create the most value for clients.

- **Links: To speed or not to speed**
  Dec 5, 2017 by Julie Joyce
  Want to build links faster? Julie Joyce discusses which tasks can be sped up and which can't.
- **Google testing an answers carousel within the search results snippets**
  Dec 5, 2017 by Barry Schwartz
  Publishers and webmasters might not like this new feature Google is testing.
- **Secure your SMX West pass now & save big. Rates increase next week!**
  Dec 4, 2017 by Search Engine Land
  Don't miss out: Your chance to lock in the lowest rate on a seat at SMX West expires next week! The West Coast's largest search marketing conference is coming to San Jose, California, March 13-15, and we want you to join us.

Recent Headlines From Marketing Land, Our Sister Site Dedicated To Internet Marketing:

Search News From Around The Web:

- 15 Facebook Groups Every SEO Should Join, Ahrefs
- Google Is Rolling Out Hotel Price Sliders to Local Packs, Sergey Alakov
- Apple Maps adds public transit directions for Tampa, Fla., Apple Insider
- December 2017 Google Webmaster Report: Algorithms, Snippets & Penalties, Search Engine Roundtable

- Increasing Google CPCs, Hallam Internet
- Product ratings on Shopping ads now available globally, Inside AdWords
- Reverse Engineering Your Competitors' Backlinks with SEMrush, SEM Rush
- SEO for Ecommerce in 2018 – The Ultimate Guide –, The Upper Ranks
- Unique SEO Metrics to Investigate, Stone Temple
- Yoast SEO 5.9: A more accessible content analysis, Yoast

About The Author



Amy Gesenhues is Third Door Media's General Assignment Reporter, covering the latest news and updates for Search Engine Land and Marketing Land. From 2009 to 2012, she was an award-winning syndicated columnist for a number of daily newspapers from New York to Texas. With more than ten years of marketing management experience, she has contributed to a variety of traditional and online publications, including MarketingProfs.com, SoftwareCEO.com, and Sales and Marketing Management Magazine. Read more of Amy's articles.