SearchCap: Bing Entity Search API, Yelp’s new ad customization & Google’s Holi doodle

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

From Search Engine Land:

- **Community Corner: Spotlight on Search Engine Land Award Winners Brainlabs & Trimark Digital**
  Mar 2, 2018 by Amy Gesenhues
  An interview series highlighting 2017's Award winners: A look at the work they accomplished and the results they achieved.
- **Bing Entity Search API is now available**
  Mar 2, 2018 by Barry Schwartz
  The API enables you to pull Bing Knowledge Graph information about people, places, things, and local businesses directly into your sites and apps.
- **10 ways to increase calls from paid search**
  Mar 2, 2018 by Digital Marketing Depot
  The massive increase in phone calls is one of the most notable side effects of the emergence of the mobile consumer. By 2019, BIA/Kelsey predicts 162 billion calls to businesses from mobile devices alone. With 70% of consumers using click to call from mobile search, it's time to reimagine stale best practices.
- **What is GS1 SmartSearch Schema markup and why should e-commerce sites use it?**
  Mar 2, 2018 by Tony Edward
  Contributor Tony Edward explains the new, more advanced schema markup for products called GS1 SmartSearch and how it helps listings gain visibility in the search results.
- **Yelp offers new ad customization to advertisers**
  Mar 2, 2018 by Greg Sterling
  Advertisers are permitted to pick an image and favorite review or let an algorithm do it for them.
- **Search in Pics: Google Dublin snow, dog racing & Noogler handbook**
  Mar 2, 2018 by Barry Schwartz
  In this week's Search In Pictures, here are the latest

images culled from the web, showing what people eat at the search engine companies, how they play, who they meet, where they speak, what toys they have and more.

- **Holi Google doodle celebrates the Hindu holiday with a colorful image of dhol players**
  Mar 2, 2018 by Amy Gesenhues
  The illustrated doodle highlights the vivid colors associated with the holiday along with the traditional wooden barrel drum known as a dhol in South Asia.

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

Search News From Around The Web:

- 3 Core Trade-Offs Every SEO Strategy Must Consider, Search Engine Journal
- Ask Yoast: Using your keyword in the alt text box, Yoast
- Google Search Algorithm Update Brewing? Depends Who You Ask., Search Engine Roundtable
- Take a walk on the wild side in Google Earth, The Google Official Blog
- The #1 Reason Paid Ads (On Search, Social, and Display) Fail – Whiteboard Friday, Moz
- The Art and Science of Dynamic Search Ads on Bing Ads, Bing Ads
- Top 5 Strategic PPC Tips for A Brand-New Company, 3Q Digital
- Understanding Custom Reports & Advanced Segments in Google Analytics, Search Engine People
- What B2B Advertisers Need to Know About Google Display Network, KoMarketing

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.
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