SearchCap: Bing JSON-LD, Google Search app & Gboard update



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

From Search Engine Land:

- **Conductor will help WeWork offer 'holistic' proposition to enterprise customers**
  Mar 6, 2018 by Greg Sterling
  It will now be able to manage customers' physical and digital presence.
- **Optimize your search, Facebook and display targeting with call analytics**
  Mar 6, 2018 by Digital Marketing Depot
  Digital advertising is ruthlessly competitive. Your AdWords, Facebook and display ROI depends on your

ability to show the right ad to the right audience for the right cost. But, while targeting audiences based on who they are is critical, marketers are leaving qualified leads and revenue on the table.

- **Disney theme parks now on Google Street View**
  Mar 6, 2018 by Greg Sterling
  Users can now virtually tour almost every inch of Disney's many theme parks.
- **30 questions to ask that so-called PPC 'expert' before hiring him/her**
  Mar 6, 2018 by John E Lincoln
  Just say no to the expert if he/she can't answer the following 30 PPC, content and remarketing questions, says contributor John Lincoln.
- **Google's Gboard for Android keyboard now supports 300+ languages**
  Mar 6, 2018 by Barry Schwartz
  Google says Gboard for Android now covers 74% of the world's population.
- **Inside the judging chamber: 21 tips for crafting impressive awards submissions**
  Mar 6, 2018 by Search Engine Land
  What the Search Engine Land Awards judges look for when reviewing and scoring entries in the annual competition to reward the most innovative and impressive search marketing campaigns.
- **Gabriel García Márquez Google doodle honors novelist behind the classic 'One Hundred Years of Solitude'**
  Mar 6, 2018 by Amy Gesenhues
  Today would have been Márquez's 91st birthday.
- **Google is extending Search capabilities to iMessage and other browser apps on iOS**
  Mar 5, 2018 by Ginny Marvin
  New extensions bring the search engine into more apps on iOS.
- **Bing has confirmed support for JSON-LD formatted Schema.org markup**

Mar 5, 2018 by Michelle Robbins
Though not yet available in the toolset, buildout of verification support within Bing Webmaster Tools is in progress.

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

Search News From Around The Web:

- 3 Ways Query Stream Ontologies Change Search, SEO By The Sea
- Yahoo To Pay $80M To End Securities Suit Over Data Breach, Law360
- Don’t Google Bend, Oregon’s Zip Code 97702, Search Engine Roundtable
- Find out how journalists across the world use technology today, Google Blog
- Javascript and SEO – Everything You Need to Know about Crawling, Indexing & Ranking, CognitiveSEO
- When PPC Best Practices Fail, Brad Geddes
- Why you can’t ALWAYS trust keyword search volume for traffic estimations, Ahrefs
- Yoast SEO 7.0: Making SEO easier for everyone, Yoast

About The Author



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