

SearchCap: Bing Shopping Ads, Google Shopping carousels & Facebook data check

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

From Search Engine Land:

- **Does Cambridge Analytica have your info? Here's how to check**

Apr 10, 2018 by Amy Gesenhues

Facebook is making it easy for users to find out if their data was scraped and is launching a data abuse bounty program to report app developers.

- **Google launches Reach Planner for YouTube & video ad forecasting in AdWords**

Apr 10, 2018 by Ginny Marvin

The tool suggests ad format mixes and provides reach estimates based on campaign objectives and budget inputs.

- **Become an SEO rock star: Evolve your SEO skill set**

Apr 10, 2018 by Bobby Lyons

Want to be the SEO everyone looks up to? Contributor Bobby Lyons lists areas of marketing and technology you need to master to be at the top of your game.

- **Bing Shopping ads updates include multiple images, product status reporting & more**

Apr 10, 2018 by Ginny Marvin

Multiple images will start appearing in Bing Product Ads by the end of April for advertisers that have added the image URLs to their feeds.

- **Omar Sharif Google doodle honors actor from classics like 'Lawrence of Arabia' & 'Doctor Zhivago'**

Apr 10, 2018 by Amy Gesenhues

The artwork for today's doodle was created by doodler Sophie Diao.

- **Google tests showing two Shopping ad carousels on mobile**

Apr 10, 2018 by Ginny Marvin

The test features Google's Showcase Shopping ads and traditional product listing ads on one result.

- **MarTech salary survey results – See how yours compares**

Apr 10, 2018 by Digital Marketing Depot

MarTech Today and Chiefmartec.com surveyed over 800

readers to gather salary data and assess the roles and responsibilities of marketing technology professionals. For the analysis, we filtered it down to only the 432 who identified their role as marketing technology, marketing operations or a combination of the two. We were looking for answers to the [...]

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- 3 Quick Tips to Optimize Your Site for Local Search on Mobile, Jeff Bullas
 - Do Hashtags Influence SEO? Here's How to Rank High Using Hashtags, [cognitiveseo.com](#)
 - Google Adds "About" Tab to Local Knowledge Panels, Sergey Alakov
 - Google as the New Mobile Website, Mike Blumenthal
 - Google Home and Google Home Mini launches in India, Official Google India Blog
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 - How to Use Keyword Gap Analysis to Land Your Guest Posts, SEM Rush
 - The Ultimate Guide to Amazon PPC Advertising, The AdStage Blog
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