SearchCap: Bing & Yahoo partner, Google News SEO & link ranking study

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

From Search Engine Land:

- **Google shares tips for success in Google News search results**

Jan 17, 2019 by Barry Schwartz
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  In 2019, A.I., voice assistants, mobile-first, video, and visual search will reshape the picture of successful search marketing. Smart marketers who want to stay sharp in the New Year are attending SMX® West in San Jose, January 30-31… less than two weeks from now. Join us for two intense days of tactic-rich SEO and SEM […]

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  Jan 17, 2019 by Ginny Marvin
  What does ad testing look like when you've got responsive search ads, two headline text ads, three headline text ads and multiple descriptions all running in your ad groups.

- **Bing Ads will serve all Yahoo search ads in new Microsoft-Verizon Media deal**
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  The extended partnership will make all Yahoo search inventory available through the Bing Ads platform. Bing Ads will continue to serve all AOL search inventory.

- **Get more conversions by deconstructing your PPC ads**
  Jan 17, 2019 by Frederick Vallaeys
  Columnist Frederick Vallaeys shares a new Google Ads script that will reveal what parts of your ads are worth keeping and which to discard.

- **25 tools to streamline YouTube SEO optimization**
  Jan 17, 2019 by Diana Ford
  Keyword research, tracking ranking positions and

creating thumbnails are just some of the tools that can help optimize your YouTube videos.

- **Updated study: Links are still incredibly important for ranking in Google**
  Jan 17, 2019 by Barry Schwartz
  Surprise, surprise – a Google ranking study shows links are still important for ranking.

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Search News From Around The Web:

About The Author

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