SearchCap: EU wants Google's algorithm, Google My Business descriptions & new heatmap insights



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

From Search Engine Land:

- **What's different about digital marketing in the cannabis industry?**
  Mar 15, 2018 by Brett Middleton
  Contributor Brett Middleton explores the current challenges and opportunities facing this budding industry, given the differences in local, state and federal regulations across the US.

- **Understanding campaign performance: Answers to common conversion tracking questions**
  Mar 15, 2018 by Frederick Vallaeys
  Contributor Frederick Vallaeys suggests answering clients' questions about AdWords quickly and authoritatively will make you shine like a PPC rockstar.

- **Once a competitive advantage, Siri now seen as liability for Apple**
  Mar 15, 2018 by Greg Sterling
  Failure to improve Siri will eventually impact iPhone sales.

- **Report: EU to ask Google, others to publicly reveal ranking factors**
  Mar 15, 2018 by Greg Sterling
  Proposed rules are designed to redress the "superior bargaining power" of the large internet brands.

- **Google My Business updates the directions heatmap in Insights reporting**
  Mar 15, 2018 by Barry Schwartz
  Check out the new report that shows you where people requesting directions to your business are located.

- **Google adding business descriptions in Google My Business & local panel**
  Mar 14, 2018 by Barry Schwartz
  Business owners will likely soon have the option to write and edit descriptions that show up in Google's local knowledge panel.

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- Android Wear, it's time for a new name, Google Blog
- Google is opening up Maps so game developers can create the next Pokémon Go, The Verge
- Introducing "wheelchair accessible" routes in transit navigation, Google Blog
- Most Effective Outreach Strategies – SEMrush Study, SEM Rush
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- Pagination & SEO: best practices, Yoast

About The Author



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