SearchCap: Google AdWords Editor, Bing Audience Ads & recipe markup changes

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 updates recipe markup for Google Search & Google Assistant**

May 3, 2018 by Barry Schwartz
Google requires that the recipeIngredient and recipeInstructions properties for recipes work on Google Assistant.

- **Compare 16 local marketing automation platforms**
  May 3, 2018 by Digital Marketing Depot
  Locally targeted ad spending by US national brands will grow to $68.9 billion in 2018, according to BIA/Kelsey's US Local Media Forecast. Local marketing growth is being driven by several important trends, including consumers' increasing preference for online local information – particularly through social media – and their use of mobile devices to shop locally. […]

- **Georges Méliès Google doodle pays tribute to visionary French film director with first-ever VR doodle**
  May 3, 2018 by Amy Gesenhues
  Today marks the 1912 release of Méliès's famous film, "À la conquête du pôle" ("The Conquest of the Pole").

- **AdWords Editor 12.3 is out with more robust filtering, search query reports & more**
  May 3, 2018 by Ginny Marvin
  Editor also now supports custom intent audiences, responsive search ads and other newer features.

- **How to turn a boring email into an irresistible link pitch**
  May 3, 2018 by Gisele Navarro
  Getting people to open, read and act on your email is tough, but Contributor Gisele Navarro gives you an edge with 20 phrases that keep people reading and eventually linking to your content.

- **Microsoft launches new audience network, 'Audience Ads' at Bing Partner Summit**
  May 3, 2018 by Greg Sterling

New display network combines search signals, Microsoft’s AI assets and its audience graph, which includes LinkedIn.

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