SearchCap: Google algorithm update, AdWords custom columns & new mobile search design

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 confirms core search ranking algorithm update**
  Mar 12, 2018 by Barry Schwartz
  Google acknowledged the suspected update but says there is nothing webmasters can do to fix their sites if they dropped in rankings.

- **AdWords custom columns now available at keyword and ad levels**
  Mar 12, 2018 by Ginny Marvin
  Track and optimize to custom metrics tailored to your goals at all levels of your campaigns.

- **Google tests rounded mobile search design without full Google logo**
  Mar 12, 2018 by Barry Schwartz
  Google is yet again testing an even more curved design for its search results pages.

- **Getting results from your website means asking the right questions**
  Mar 12, 2018 by Dianna Huff
  Contributor Dianna Huff explains that blending website data, smart online and proven offline marketing tricks of the trade will generate new leads and sales inquiries for small businesses.

- **1plusX adds search-like keyword targeting to its DMP**
  Mar 12, 2018 by Barry Levine
  The Zurich-based company employs machine learning to predict which consumers might be appropriate for a given set of terms.

- **Sir William Henry Perkin Google doodle recognizes British scientist behind 1st synthetic dye**
  Mar 12, 2018 by Amy Gesenhues
  Perkin accidentally discovered mauveine, the first

synthetic dye, while cleaning out a beaker after an unsuccessful science experiment.

- **Quora's ad pixel now supports multi-event conversion tracking**
  Mar 12, 2018 by Ginny Marvin
  Advertisers can also now get view-through conversion data.

- **5 conversion boosters to optimize your PPC campaigns**
  Mar 12, 2018 by Sponsored Content: Acquisio
  Earlier this year, Facebook broke some bad news. Organic reach is officially being choked, making it harder for brands to reach the audiences they've worked so hard to build. Because of this, I believe marketers will look to SEM (search engine marketing) to recapture lost attention. The problem is, there's already so much competition. How […]

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