

SearchCap: Google Analytics with Search Console bug & old Search Console reports

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

From Search Engine Land:

Recent Headlines From Marketing Land, Our Sister Site Dedicated To Internet Marketing:

- **Grammarly tops YouTube's TrueView for Action 2018 leaderboard**

Dec 7, 2018 by Amy Gesenhues

The ranking algorithm factored total reach, clicks and engagement for the direct response ads.

- **Facebook missteps highlight what happens when you can't trust platform metrics**

Dec 7, 2018 by Amy Gesenhues

Marketers weigh-in on the dilemma of trusting Facebook's video ad metrics and offer alternatives for measuring video campaign results.

- **Get your sneak peek at the MarTech agenda**

Dec 7, 2018 by Scott Brinker

Senior-level marketers at the intersection of marketing, technology, and management are coming to MarTech® January 30-31, 2019 in San Jose for proven strategies from real-world experts. Here's a sneak peek: Tracks and topics that matter The grand vision of martech guides the creation of our agenda, with speakers and sessions like... "NextGen Marketing: How Artificial Intelligence [...]

- **Repair your reputation: Displace mugshots with your family photo album**

Dec 7, 2018 by Chris Silver Smith

You have the tools to suppress your own mugshots in search engines' results by publishing a bunch of images associated with your name. Here's how.

- **Firefly adds mobile device-like targeting to ads on car rooftops**

Dec 6, 2018 by Barry Levine

The San Francisco-based startup is delivering ads

designed for drivers' specific paths, with a granularity down to a city block.

Search News From Around The Web:

About The Author

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