SearchCap: Google drops paginated results, small business agency use & Google local services menu

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 is officially testing ‘more results’ button to load more search results**
  Apr 8, 2018 by Barry Schwartz
  Instead of making searchers click to the next page of search results, Google is testing showing more results on the same page.

- **Google My Business expands menu editor to support service menus**
  Apr 9, 2018 by Barry Schwartz
  You no longer need to be a restaurant to add your menu of services to your Google local listings.

- **How to align SEO and sales teams so everyone benefits**
  Apr 9, 2018 by Casie Gillette
  If your sales and SEO team need a refresher on how to work together, Columnist Casie Gillette has the answer with five communication tips that will get them talking in no time.

- **10 great reasons to attend SMX Advanced**
  Apr 9, 2018 by Search Engine Land
  The search marketing profession is defined by change. Tactics that work today are outdated next quarter. Platforms launch while others sunset. Pillars of the industry crumble in the blink of an eye. Serious search marketers know that in order to be the best versions of themselves, the smartest and most capable, they need to train. […]

- **SMB marketing survey finds only 3% use outside agency or vendor**
  Apr 8, 2018 by Greg Sterling
  Messaging and SEO seen as most effective digital tactics, Snapchat easiest to execute

- **María Félix Google doodle celebrates iconic actress from Golden Age of Mexican cinema**
  Apr 8, 2018 by Amy Gesenhues
  Félix’s breakout role came in the 1942 film,’El Peñón de las Ánimas.’

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