SearchCap: Google Images with captions, AdWords notes & AdWords message 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:

- **Google Images update: Captions added to images, pulled from the page title tag**
  Mar 13, 2018 by Michelle Robbins
  To add more context to image results, Google will now display a caption with images in mobile Images search results.

- **Optimize for voice search by keeping it short and to the point**
  Mar 13, 2018 by Dave Davies

Contributor Dave Davies explains the many layers and aspects of Google Voice Search and how to optimize your content for it.

- **Notes are coming to AdWords, plus Recommendations & an Account Performance Score**
  Mar 13, 2018 by Ginny Marvin
  Google has announced several productivity updates for the new AdWords interface, including the ability to note important changes right in the UI.

- **Chat rate is the new CTR for AdWords message extensions**
  Mar 12, 2018 by Greg Sterling
  Google is rolling out message reporting metrics in the next few weeks for the US, the UK, Canada and other countries.

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