SearchCap: Google local news, voice search usage & Facebook content



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 Bulletin: Hyperlocal news, Nextdoor competitor or both?**
  Jan 26, 2018 by Greg Sterling
  Google has already proven it can crowdsource local content at scale through its Local Guides program.

- **Survey: People becoming less inhibited about using voice search in public**
  Jan 26, 2018 by Greg Sterling
  Texting is the most common use case for voice, and men use voice search more than women, according to new data from Stone Temple Consulting.

- **Back to the basics: Beyond ranking factors**
  Jan 26, 2018 by Garrett Mehrguth
  Ranking factors are important, but is that really what you should be focusing on? Columnist Garrett Mehrguth believes marketers need to first turn their attention to design, audience research, content and attribution.

- **Wilder Penfield Google doodle spotlights neurosurgeon once considered the 'Greatest Living Canadian'**
  Jan 26, 2018 by Amy Gesenhues
  Penfield's research in brain mapping led to

groundbreaking advancements in the treatment of epilepsy.

- **5 New Year's resolutions for your PPC campaigns**
  Jan 26, 2018 by Mona Elesseily
  Contributor Mona Elesseily shares her insights on fine-tuning your PPC campaigns for 2018 and beyond.

- **Facebook updates branded content policy to clarify what qualifies as content**
  Jan 26, 2018 by Tim Peterson
  Facebook will bar publishers and creators from using its branded content tagging tool to promote content that they were not involved in creating.

- **Search in Pics: Google bison, bowling balls & game controller tables**
  Jan 26, 2018 by Barry Schwartz
  In this week's Search In Pictures, here are the latest images culled from the web, showing what people eat at the search engine companies, how they play, who they meet, where they speak, what toys they have and more. Meet the Google bison: Source: Twitter Game controller tables at Google office: Source: Instagram Google Chrome […]

- **Marin: Search CPCs outpaced spend growth in Q4 2017**
  Jan 25, 2018 by Ginny Marvin
  Mobile search click costs increased by 25 percent year over year, according to Marin Software's Q4 2017 reporting.

Recent Headlines From Marketing Land, Our Sister Site Dedicated To

Internet Marketing:

Search News From Around The Web:

About The Author

http://feeds.searchengineland.com/~r/searchengineland/~3/vDCJFHPtZI0/searchcap-google-local-news-voice-search-usage-facebook-content-290561