SearchCap: Google loses RTBF case, local pack report & schema SEO

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 loses ‘right to be forgotten’ case in UK High Court**

Apr 13, 2018 by Greg Sterling
Decision likely to spark other appeals to courts by those denied de-listing.

- **Want to target position 0? Here's what you need to make that happen**
  Apr 13, 2018 by Karen Bone
  Hey Google, how do you become the answer people hear on their voice assistants? Contributor Karen Bone explains how to make that happen by doing your homework on featured snippets.

- **4 underutilized schema markup opportunities that impact SEO**
  Apr 13, 2018 by Tony Edward
  Contributor Tony Edwards recommends taking advantage of little-used brand, image, app and person schema that indirectly help position a website for better rankings.

- **Research: Google local algorithm uses 2:1 clustering formula**
  Apr 13, 2018 by Greg Sterling
  Study identifies Local Pack results distance pattern.

- **Search in Pics: Dog chases Google street view car, Google dumbbells & lots of clocks**
  Apr 13, 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. This dog chases after a Google street view car: Source: Twitter Google sourdough: Source: Instagram Dumbbells […]

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