

SearchCap: Google SEO, Bing Ads incentives & PPC

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

From Search Engine Land:

- **What makes people click on search ads?**

Jan 2, 2019 by Ginny Marvin

There's a reason search ads resonate with users – even

when they know they're ads.

- **Google search tests new interface for movie, TV show streaming options**

Jan 2, 2019 by Barry Schwartz

Do you work at a movie and TV streaming service? If so, take notice of this new feature Google is testing.

- **Google emphasizes 'Message this business' in new local search test**

Jan 2, 2019 by Barry Schwartz

Take notice, Google is testing a more prominent look for the messaging feature in the local search results. Is your business ready to manage text messages from your customers?

- **Google's Mueller spent New Year's helping SEOs tackle hacked content, slow website issues**

Jan 2, 2019 by Barry Schwartz

Google is helping webmasters and SEOs on New Years and other holidays.

- **What you need to know about Yelp's latest update dubbed 'Ghost'**

Jan 2, 2019 by Craig Mount

Something major happened to Yelp's recommendation software around late October and the update seems largely invisible.

- **Shopping ads for the small budget: Here's what to expect in 2019**

Jan 2, 2019 by Kirk Williams

This year may (finally) see the end of feeds, but we can also expect an increasing adoption of smart shopping campaigns and more advanced bidding strategies with Bing Ads for smaller budgets.

- **2019 in search: Find your seamlessness**

Jan 2, 2019 by Alexis Sanders

Companies should focus on working seamlessly across all channels, consolidating recurring tasks, leveraging data and instilling credibility in all aspects.

- **‘Hey Alexa, how do I get my product visible in Amazon search in 2019?’**

Jan 2, 2019 by Brittany Page

Implementing a hybrid approach to your Amazon marketing strategy for both paid and organic optimizations will ensure visibility across results pages.

- **Google Shopping is largest growth opportunity for most online retailers in 2019**

Jan 2, 2019 by Andy Taylor

Brands need to invest resources into feed management and utilize format variations to ensure they appear in as many relevant queries as possible.

- **Bing Ads offers agencies chance at prizes for accreditation, new accounts, more**

Jan 2, 2019 by Ginny Marvin

The sweepstakes offers incentive for agencies to increase their participation with Bing Ads.

- **Google featured snippets can now jump to section of content it is sourcing**

Dec 31, 2018 by Barry Schwartz

For those that get a lot of traffic to their AMP pages and show up in the featured snippets section, you may want to watch your metrics closely.

- **What Amazon Advertising’s big 2018 advancements will mean for 2019**

Dec 31, 2018 by Ginny Marvin

The e-commerce giant’s ad business continued to grow as it made significant updates to its advertising systems and capabilities.

- **7 inspiring email templates**

Dec 28, 2018 by Digital Marketing Depot

Email allows marketers to reach their buyers at the scale of their business, and forms a critical part of how marketers create the personalized experience that buyers demand. Integral to both campaigns and 1-to-1 communications, email is a main vehicle for sharing content, product information, and education with your customers. While there are a lot [...]

- **Mueller: Focus your SEO on Google's status quo**

Dec 28, 2018 by Barry Schwartz

Sometimes it is a good idea to keep it simple with your web pages.

- **Year in Review: Top 10 expert PPC columns of 2018**

Dec 27, 2018 by Wendy Almeida

Here's a roundup of the most read paid search columns this year.

- **Ask an SMXpert: New approaches in customization can build better analytics reports**

Dec 27, 2018 by Wendy Almeida

Data-driven digital marketing expert Simon Poulton outlines opportunities in various solutions to customize dimensions for more focused analytics reporting.

- **Year in Review: Top 10 SEO expert columns of 2018**

Dec 26, 2018 by Wendy Almeida

Here's a look at the most read columns from our SEO experts that stood above the rest this year.

- **PPC 2018 in Review: These changes will have the biggest impact on advertisers in 2019**

Dec 26, 2018 by Ginny Marvin

Significant shifts toward more automation affected nearly every aspect of the paid search landscape in 2018, and there were other important developments that will have a lasting impact in the new year.

- **Ask an SMXpert: Link prospecting and helpful tools to manage outreach**

Dec 26, 2018 by Wendy Almeida

Content-led link building expert Paddy Moogan offers some practical tips on driving inbound links and collaboration tools to manage outreach campaigns.

- **Can searchers tell the difference between ads and free listings? Google engineer says 'yes'**

Dec 24, 2018 by Barry Schwartz

Should Google take concerns over their search ads blending into their organic listings seriously?

- **Why one marketer thinks smart speakers have their work cut out for them**

Dec 24, 2018 by Greg Sterling

Rebecca Stone, LiveRamp's VP of Marketing, discusses what needs to happen for smart speakers (and displays) to realize their marketing and commerce potential.

- **SEO Year In Review: 2018 saw Google updates and a focus on mobile**

Dec 24, 2018 by Barry Schwartz

Here is our recap of what happened in SEO in 2018 – with links and summaries of some of the bigger changes throughout the year in search and SEO.

- **Ask an SMXpert: Tips for dealing with (and avoiding) Google penalties**

Dec 24, 2018 by Wendy Almeida

SEO expert Fili Wiese explains some nuances of Google penalties in disavowing links, dealing with past penalties and domain issues for small business websites.

Recent Headlines From Marketing

Land, Our Sister Site Dedicated To Internet Marketing:

- **20 expert predictions: Here's what successful marketers will do in 2019**

Jan 2, 2019 by Wendy Almeida

From automation, email, data, analytics, voice, augmented reality and content management – as well as PPC for large and small business – our community of contributors share their expertise to help you step up your game in 2019.

- **'Hey Alexa, how do I get my product visible in Amazon search in 2019?'**

Jan 2, 2019 by Brittany Page

Implementing a hybrid approach to your Amazon marketing strategy for both paid and organic optimizations will ensure visibility across results pages.

- **Want to create better experiences and brand loyalty? Lean on your data**

Jan 2, 2019 by Nick Worth

For 2019, marketers will need to increase efforts at data consolidation to allow truly effective multi-channel strategies.

- **Shopping ads for the small budget: Here's what to expect in 2019**

Jan 2, 2019 by Kirk Williams

This year may (finally) see the end of feeds, but we can also expect an increasing adoption of smart shopping campaigns and more advanced bidding strategies with Bing Ads for smaller budgets.

- **Paid social requires sharpening your blade in 2019**

Jan 2, 2019 by Susan Wenograd

Advertisers need to remember constant reevaluation of

their methods is crucial in today's environment.

- **Are ad-supported tiers too much temptation for Netflix or Prime Video to resist?**

Jan 2, 2019 by Ryan Kelly

With growing competition in video streaming services, Netflix could reverse their former "no ads ever" policies. Let's look at the pressure points.

- **Digital marketing in 2019: Here's where we're headed this year**

Jan 2, 2019 by Chris Loretto

Brands that embrace emerging technologies and advertising formats – like connected TV, visual and voice search and AR advertising – will thrive in the new year.

- **10 trends in digital content for 2019: Management is vital to success**

Jan 2, 2019 by Rick Jones

Technology will transform managing and optimizing content archives from an overwhelming chore to a lucrative discovery and revitalization.

- **AI, automation and analytics: 3 critical strategies for CMOs in 2019, and beyond**

Jan 2, 2019 by Andy Betts

In the next 24 months CMOs should focus on the three 'A's of accountability to make impactful changes.

- **Email marketing trends to expect in 2019**

Jan 2, 2019 by Kyle Henderick

This year the email marketing landscape will continue to focus on personalization with a focus on quality over quantity as well as expanding loyalty programs.

- **Hacking and phishing will increase in 2019: What digital marketers need to know**

Jan 2, 2019 by Sam Bocetta

Mobile malware, coordinated digital assaults and caller ID spoofing are some of the many reasons to make security a priority in the new year.

- **Evolution of ad tech in 2019: Streaming services and content ownership**

Jan 2, 2019 by Rob Rasko

By the end of 2019, growing pains will give way to maturity in the ad market.

- **3 ways marketing AI will advance in 2019**

Jan 2, 2019 by David Dowhan

Advanced targeting and transparency will grow exponentially this year as we nurture AI to help it mature.

- **4 1/2 predictions for marketers in 2019**

Jan 2, 2019 by Ryan Phelan

Marketers must get smarter about using technology to better serve customers and increase the value you represent to them in the coming year.

- **2019 mobile marketing predictions from industry veterans**

Jan 2, 2019 by Aaron Strout

What's in store for mobile marketers in the new year? Columnist Aaron Strout asks mobile-savvy business leaders what to expect in 2019.

- **Voice-based AI means brands must take an omnichannel approach with consumers**

Dec 28, 2018 by Rex Briggs

Having the ability to measure your brand affinity and customer loyalty impact on sales will become increasingly important in this world of virtual assistants.

- **Build more emotionally engaging experiences with a personalized data strategy**

Dec 28, 2018 by Rakhi Patel

Here are three audience management strategies marketers can use to supply new and captivating content.

- **Marketing tools can be leveraged by sales teams, here's how**

Dec 28, 2018 by Lindsey Groepper

Webinars, media coverage and video are marketing tactics that can be invaluable for sales.

- **What Amazon Advertising's big 2018 advancements will mean for 2019**

Dec 28, 2018 by Ginny Marvin

The e-commerce giant's ad business continued to grow as it made significant updates to its advertising systems and capabilities.

- **Year in Review: Top 10 digital marketing expert columns of 2018**

Dec 28, 2018 by Wendy Almeida

A roundup of the most read columns from our digital marketing experts of the year.

- **Publishers using real-time data can help their bottom line, here's how**

Dec 27, 2018 by Jason Downie

It's time publishers caught up to marketers on the personalization front. These three strategies can help.

- **Fake, fake, fake: Epic tweetstorm targets marketing's metrics house of cards**

Dec 27, 2018 by Robin Kurzer

Zucker-Scharff's tweet touched a nerve, racking up more than 6,000 likes, nearly 3,000 retweets and a slew of comments and numerous sub-threads.

- **Compare 17 top SEO tools and platforms**

Dec 27, 2018 by Digital Marketing Depot

Organic search remains the most important step in the purchase funnel. But with hundreds, thousands, tens of

thousands, and even millions of pages, sites, social conversations, images and keywords to manage and optimize, SEO has become increasingly complicated and time-consuming. Using an enterprise SEO platform can increase efficiency and productivity while reducing the time and [...]

- **Alexa's stellar holiday season bodes well for smart speakers, connected technology**

Dec 27, 2018 by Robin Kurzer

Customers used Alexa to order gifts 3x more than last year and bought 'millions more Amazon devices' than they did in 2017.

- **Social media 2018 put the spotlight on data, video, Stories**

Dec 27, 2018 by Amy Gesenhues

A wrap up of this year's social media advertising highlights.

- **Ask an SMXpert: New approaches in customization can build better analytics reports**

Dec 27, 2018 by Wendy Almeida

Data-driven digital marketing expert Simon Poulton outlines opportunities in various solutions to customize dimensions for more focused analytics reporting.

- **Instagram CPCs, CPMs drop as click-throughs continue to climb**

Dec 26, 2018 by Amy Gesenhues

AdStage's Paid Media report offers Q3 benchmark metrics for CPC, CPM and CTR across Facebook, Instagram, LinkedIn and Twitter.

- **Facebook's year of apologies (to marketers)**

Dec 26, 2018 by Amy Gesenhues

Ten notable times Facebook said – or, should have said – “We’re sorry” to marketers and advertisers in 2018.

- **Without marketing strategy, the LUMAscape is one hand clapping**

Dec 24, 2018 by Tim Burke

Execution teams have the tech to segment and target consumers while strategists manually pull together disparate data sets to develop personas.

- **Gravy's 'location data forensics' seeks to identify, minimize fraud in programmatic bidstreams**

Dec 24, 2018 by Greg Sterling

Up to 80 percent of bidstream location data found to be either 'fraudulent or suspicious.'

- **3 inspiring campaigns that remind brands to be human during the holidays**

Dec 24, 2018 by Keith Richey

Campaigns from Europe should inspire marketers everywhere to tell more empathetic stories during this season and in seasons to come.

- **Merkle launches bidding platform tailored for Amazon sponsored brand ads**

Dec 24, 2018 by Ginny Marvin

The proprietary platform was developed to meet growing client demand for bidding at scale.

- **The brand storytelling genius of the Coca-Cola Santa**

Dec 24, 2018 by Peter Minnium

Learn how Coca-Cola developed an effective "partnership" with Santa Claus in a series of holiday ads that stretch through the better part of a century.

- **Online shopping revenues will reach \$126 billion by December 31, says Adobe**

Dec 22, 2018 by Greg Sterling

Mobile devices have driven 58 percent of site visits and about 39 percent of purchases to date.

Search News From Around The Web:

- Smart speakers hit critical mass in 2018, TechCrunch
 - The SEO Elevator Pitch – Whiteboard Friday, Moz
 - US judge dismisses suit vs Google over facial recognition software, CNBC
 - Where in the World Is Larry Page?, Wall Street Journal
 - How to Set SEO Alerts to Keep Updated on the Go – #CrawlingMondays 1st Episode, Aleyda Solis
 - Keyword Kombat 2019, SEM Rush
 - Google wins U.S. approval for radar-based hand motion sensor, Reuters
 - How to Research, Monitor, and Optimize for Questions, Moz
 - SEO in 2019: Improve, improve, improve, Yoast
 - Unicode Works Within Google Local Listings In Maps & Search, Search Engine Roundtable
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About The Author

Barry Schwartz is Search Engine Land's News Editor and owns RustyBrick, a NY based web consulting firm. He also runs Search Engine Roundtable, a popular search blog on SEM topics. <http://feeds.searchengineland.com/~r/searchengineland/~3/nR9Rb6JYE88/searchcap-google-seo-bing-ads-incentives-ppc-309961>