SearchCap: Google SEO patents & Search Engine Land Awards



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 patent on related entities and what it means for SEO**
  Apr 5, 2018 by Dave Davies
  Contributor Dave Davies pulls key points from a newly awarded Google patent on related entities and points out the ranking benefits of strengthening entity associations in your SEO and link-building efforts.
- **Final call to enter the 2018 Search Engine Land Awards**
  Apr 5, 2018 by Search Engine Land
  Time is running out to wrap up your submissions for the 4th annual Search Engine Land Awards! That’s right – the final entry deadline is just a little more than a week

away, Friday, April 13th at 11:59PM PST.

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