SearchCap: Google Speed Update, schema reviews & PPC artificial intelligence



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

From Search Engine Land:

- **The Google Speed Update: Page speed will become a ranking factor in mobile search**
  Jan 17, 2018 by Barry Schwartz
  Starting in July 2018, Google will finally use mobile page speed as a ranking in their mobile search results.

- **FAQs on new Google Speed Update: AMP pages, Search Console notifications & desktop only pages**
  Jan 17, 2018 by Barry Schwartz
  A page with AMP but a slow canonical URL will not be impacted by this update, assuming the AMP URL is not slow, Google told us.

- **Survey: Smart speaker ownership steals time from smartphones, TV, radio**
  Jan 17, 2018 by Greg Sterling
  The study suggests there are about 40 million devices in US homes today.

- **The technology behind AI in PPC**
  Jan 17, 2018 by Frederick Vallaeys
  Artificial intelligence (AI) has been around for a long time, so why are we only just now exploring its applications for PPC? Columnist Frederick Vallaeys

explains the technology, its evolution in recent years, and what's next for AI in paid search.

- **Bizarre review schema implementation spotlights gaps between Google's guidelines & how rich results really work**
  Jan 17, 2018 by Andrew Shotland
  Google has made its review markup guidelines fairly clear and has even issued penalties to sites that utilize spammy or misleading structured data markup. But columnist Andrew Shotland points out that many sites are still violating these guidelines, intentionally or unintentionally.

- **10 great reasons to book your ticket NOW for SMX West!**
  Jan 16, 2018 by Search Engine Land
  The largest gathering of the search marketing community is happening March 13-15 in San Jose, California. Search marketers from around the globe are flocking to SMX West for three days of unrivaled training alongside industry experts in a warm, welcoming environment. But that's not the only reason to secure your seat now. In fact, here […]

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