SearchCap: Google webmaster videos, new mobile search experiments & Assistant SDK updates



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 tests 'more results' mobile search interface and new search refinement buttons**
  Dec 21, 2017 by Barry Schwartz
  Google told us, "We constantly experiment with new search formats and experiences to deliver the best experience for our users."

- **Take our Holiday Retail Survey & let us know how your search marketing strategy changed this year**
  Dec 21, 2017 by Amy Gesenhues
  Survey results will be shared during the "Holiday Retail Search Strategies" webcast on January 18.

- **Winter solstice 2017 Google doodle marks the shortest day of the year & official start of winter**
  Dec 21, 2017 by Amy Gesenhues
  Google has brought back its animated mouse to finish out the 2017 solstice and equinox doodle series.

- **'SEO Snippets' – new Google video series to help webmasters & SEOs**
  Dec 21, 2017 by Barry Schwartz

The new series will address frequently raised issues in the webmaster forums.

- **The Google Assistant SDK adds support for additional languages & more**
  Dec 21, 2017 by Barry Schwartz
  In addition to new language support, Google has added customized settings, text-based queries & responses, device action functionality and more.

- **4 things SEO professionals should do consistently**
  Dec 21, 2017 by Jeremy Knauff
  Columnist Jeremy Knauff shares his vision for how to improve the SEO industry through transparency, knowledge-sharing and stronger relationships with clients.

Recent Headlines From Marketing Land, Our Sister Site Dedicated To Internet Marketing:

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- Amazon Leads UK Retail Paid Search This Holiday Season, AdGooroo
- Google Says IPv6 & HTTP/2 Works But You Should Also Support IPv4 & HTTP/1.x, Search Engine Roundtable
- Google’s Mobile First Index: Tracking When Google Moves Your Site and Preparing for the Switch, Keylime Toolbox
- How Did the SEO Landscape Influence Your Rankings in 2017, Cognitive SEO

- How to analyze a sudden drop in traffic, Yoast
- Invalid inserted products no longer result in immediate errors, Google Ads Developer Blog
- Why Apple Maps still has a ways to go before dethroning Google Maps, BGR

About The Author



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