SearchCap: Google’s antitrust infringement, Bing Ads ‘fan’ community & technical 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’s antitrust infringement continues ‘unabated’, Google Shopping competitors tell European Commission**

Mar 1, 2018 by Ginny Marvin
Four months in, 19 rivals say too little has changed.

- **You'll love what the SMX Advanced agenda has to offer**
  Mar 1, 2018 by Chris Sherman
  SMX Advanced is where elite marketers train. See the agenda!
- **Are you ready for the attribution changes coming to Google AdWords?**
  Mar 1, 2018 by Mona Elesseily
  If you're not, contributor Mona Elesseily will help you get up to speed. Here's her overview of attribution and five different replacement models available in Google AdWords.
- **Bing Ads launches 'fan' community program for its most dedicated advertisers**
  Mar 1, 2018 by Susan Wenograd
  Starting today, users can apply to join the new advisory program.
- **Phrase, broad, or broad match modifier: After exact, what's the next best match type?**
  Mar 1, 2018 by Andy Taylor
  Contributor Andy Taylor answers by sharing research that shows deploying multiple match types produces little difference between phrase and broad match options.
- **Keeping up with technical SEO**
  Mar 1, 2018 by Chris Sherman
  Remember the phrase "peak oil" that was bandied about by doomsayers just a few short years ago? The notion that the world was about to imminently run out of oil, and that would be the end of cars, planes and trains and everything else that runs on petroleum?

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- Introduction to Log File Analysis for SEO, Hallam Internet
- Keyword Kombat: Movie Edition, SEM Rush
- New Google Search Console To Make Property Sets Smarter, Search Engine Roundtable
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About The Author

Amy Gesenhues is Third Door Media’s General Assignment Reporter, covering the latest news and updates for Search Engine Land and Marketing Land. From 2009 to 2012, she was an award-winning syndicated columnist for a number of daily

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