SearchCap: New Google AdWords keyword planner, Yelp ads & audits



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

From Search Engine Land:

- **AdWords Keyword Planner update appears to be rolling out in the new interface**
  Feb 22, 2018 by Ginny Marvin
  The latest version features streamlined workflows and reflects the design updates in the new AdWords experience.

- **Auditing customer reviews for organic traffic growth without losing speed or attracting penalties**
  Feb 22, 2018 by Karen Bone

Looking for ways to beef up retailer product pages? Contributor Karen Bone points out five common areas of untapped value in your customer reviews that can drive organic traffic.

- **Want to speak at SMX Advanced? Here's how**
  Feb 22, 2018 by Chris Sherman
  The agenda for our upcoming SMX Advanced show is live and we've opened up our "speaking pitch" form for select sessions for the show, June 12-13 at the Bell Harbor International Conference Center in Seattle. To increase the odds of being selected, be sure to read the agenda. Understand what the sessions are about. Ensure […]

- **Personal agents. Voice search. Chatbots. Check out the SMX West keynote.**
  Feb 22, 2018 by Search Engine Land
  It's been a while since search was limited to text on a computer screen. Nowadays, your target audience doesn't even have to type a query to get results. Search is often voice-activated, happening across mobile and Internet of Things devices, like smart home speakers. Search is powering intelligent agents that are fast becoming a focal point […]

- **Are Yelp ads worth paying for? How to figure it out**
  Feb 22, 2018 by Joy Hawkins
  Contributor Joy Hawkins isn't sure Yelp ads are better in all cases and provides a detailed case study comparing the efficiency of Adwords over Yelp ads.

- **Is the way you think about reach outdated?**
  Feb 22, 2018 by Digital Marketing Depot
  Today, digital marketers believe they have to choose between scale and precision targeting. Oracle Data Cloud offers proof that they don't have to. The more relevant the audience, the stronger the campaign performance will be. While we've found that maximizing reach is

important, it’s all about Relevant Reach. Learn how to harness the power of […]

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

Search News From Around The Web:

- Google search algorithms are not impartial. They can be biased, just like their designers., NBC News
- “Reserve with Google” in Canada, New Booking Local Pack CTA, and a Number of UI Tests, alakov.com
- 12 Best Podcasts to Master SEO and Stay Tuned, ahrefs.com
- An easier way to ask customers for Google reviews, DealerOn
- Google Ranking & Algorithm Update Chatter & Signals February 20th, Search Engine Roundtable
- Help us test Yoast SEO 7.0, Yoast
- How to Write Content & Build Quality Links for Boring Niches, cognitiveseo.com
- Raven Tools Tricks Of The Trade, Secret Weapons & Useful Features, Raven Blog
- The Big Loophole That Helped Russia Exploit Facebook: Doctored Photos, Wall Street Journal

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About The Author



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