SearchCap: New Google Assistant features, improving ROAS & Carter G. Woodson Google doodle



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 Assistant adds new media capabilities ahead of HomePod release**
  Feb 1, 2018 by Greg Sterling
  You can now wake up to a favorite playlist and use voice to pick up where you left off with Netflix shows.
- **The 5 Big Disruptions to Marketing in 2018**
  Feb 1, 2018 by Digital Marketing Depot
  Join us for the 2018 update to Scott Brinker's highly popular webinar on the disruptions affecting today's marketers. Building on the 2017 edition, Scott will examine how the martech landscape has evolved over the past 12 months and outline what lies ahead for marketers in the next three to five years.
- **What's going on with Google brand CPC?**
  Feb 1, 2018 by Andy Taylor
  Brands may be at Google's mercy when it comes to the price of branded traffic, but Columnist Andy Taylor outlines steps they can take to reduce their CPC pain.
- **Restaurant owners can now edit menu listings in Google My Business**
  Feb 1, 2018 by Barry Schwartz

Create a structured restaurant menu that can display in mobile search listings directly in Google My Business.

- **What the ROAS? A practical guide to improving return on ad spend**
  Feb 1, 2018 by Jacob Baadsgaard
  Contributor Jacob Baadsgaard shows how ROAS, or return on ad spend, can be used to show the effectiveness of advertising campaigns and whether they are worth the money spent on them.
- **Carter G. Woodson Google doodle honors scholar who started Black History Month**
  Feb 1, 2018 by Amy Gesenhues
  Credited with being the Father of Black History, Dr. Woodson first created an African-American studies program in February of 1926.
- **Bing Ads rolls out multiuser access with single sign-on**
  Feb 1, 2018 by Susan Wenograd
  Multiple account management continues to become easier and more streamlined.

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Search News From Around The Web:

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 newspapers from New York to Texas. With more than ten years of marketing management experience, she has contributed to a variety of traditional and online publications, including MarketingProfs.com, SoftwareCEO.com, and Sales and Marketing Management Magazine. Read more of Amy’s articles.

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