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

From Search Engine Land:

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

- **SMB marketing survey finds only 3% use outside agency or vendor**
  Apr 6, 2018 by Greg Sterling
  Messaging and SEO seen as most effective digital tactics, Snapchat easiest to execute
- **What's the future of consumer data now that Facebook is**

pulling back?
Apr 6, 2018 by Ryan Phelan
With all the furor over data lately, are marketers and advertisers doomed to do without? Contributor Ryan Phelan weighs in.

- **Facebook Live broadcasts have doubled YoY since the livestreaming feature launched in 2016**
  Apr 6, 2018 by Amy Gesenhues
  Today marks two years since Facebook Live's launch.
- **Adverty launches 'first programmatic platform' for AR/VR in-app ads**
  Apr 6, 2018 by Barry Levine
  The company is out with a SSP offering inventory for 2D AR/VR ads mapped inside a 3D environment.
- **Get the MarTech Guide to GDPR here**
  Apr 6, 2018 by Marketing Land
  The team at MarTech Today has put together a comprehensive guide to help marketers understand not just what GDPR is, but also how it is being implemented and enforced, whether or not their companies will be impacted and how to prepare. Sound like your cup of tea?
- **Facebook & Instagram ads granted accreditation by the Media Rating Council**
  Apr 5, 2018 by Amy Gesenhues
  Facebook first opened itself up to audits by the Media Ratings Council in February 2017 after admitting to a series of ad measurement errors.
- **9 steps you can take now to get prepared for GDPR**
  Apr 5, 2018 by Robin Kurzer
  There are still things you can do before the May 25 deadline to be more prepared for the European legislation.

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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