SearchCap: PPC shopping ads and more

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

From Search Engine Land:

- **How to outdo the PPC robots in shopping ads**
  Apr 11, 2018 by Frederick Vallaeys
  Contributor Frederick Vallaeys isn’t ready for Skynet to manage his PPC campaigns just yet and shares seven ways

account managers can use their experience to improve shopping ad performance.

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http://feeds.searchengineland.com/~r/searchengineland/~3/fHy7Vp5oc5s/searchcap-ppc-shopping-ads-and-more-296092