SearchCap: Rich results testing tool, Google AdWords images & Search Console bug



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 launches new Rich Results testing tool with some rebranding**
  Dec 19, 2017 by Barry Schwartz
  In addition to the new testing tool, Google is grouping all the names for these types of search results into the name “Rich Results.”

- **Data bug with Google Search Console’s Search Analytics report**
  Dec 19, 2017 by Barry Schwartz
  The AMP filter, specifically for AMP non-rich results impressions and clicks, may show incorrect data for your site.

- **Google is testing images in search text ads**
  Dec 18, 2017 by Ginny Marvin
  The test was spotted on mobile over the weekend.

- **What you learn from talking with Google’s largest advertisers all day, every day**
  Dec 19, 2017 by Matt Lawson
  The world’s largest advertisers routinely visit the Google campus to talk strategy. Columnist Matt Lawson sits down with Google’s Chief Search Evangelist for some

top insights from those meetings.

- **PPC 2017: Epic review of the biggest trends & updates in paid search**
  Dec 19, 2017 by Ginny Marvin
  This year, artificial intelligence and machine learning underpinned nearly every paid search update.

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