SearchCap: Santa tracker, Google API terms & SEO metrics



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

From Search Engine Land:

- **Using AdWords API to export to third-party ad networks will remain OK as Google keeps terms it adopted in FTC settlement**
  Dec 26, 2017 by Barry Schwartz
  Google is keeping its domain opt-out and AdWords API tools policies as is, says their VP & deputy general counsel.

- **Mind your business: Our top local search columns of 2017**
  Dec 26, 2017 by Jessica Thompson
  Search Engine Land's most widely read local search columns from 2017 covered a wide range of topics, from algorithm updates and new Google My Business features to Facebook's local search capabilities.

- **Unique international trends require a unique marketing approach**
  Dec 26, 2017 by Brendan McGonigle
  Trends and interests change from one market to another, so why do so many advertisers apply the same approach across markets? Columnist Brendan McGonigle shares Yandex's top search trends of 2017.

- **Embrace a product manager mindset to improve 2018 SEO**

KPIs
Dec 26, 2017 by Adam Dorfman
How can you improve your performance in the new year? Columnist Adam Dorfman recommends thinking more like a product manager, focusing on activities that provide measurable impact to your company's most important goals.

- **December global festivities Google doodle marks day 2 of Google's holiday doodle series**
  Dec 25, 2017 by Amy Gesenhues
  Today's doodle shows Google's animated penguins celebrating the holidays with their warm weather friends.

- **Google & NORAD Santa Trackers show St. Nick already in flight for his 2017 trip around the world**
  Dec 24, 2017 by Amy Gesenhues
  The two sites will be tracking Santa's whereabouts for the next 24 hours.

- **Search Engine Land's Community Corner: Local SEO survey results, a new book on influencer marketing & SEO Christmas jumpers**
  Dec 22, 2017 by Michelle Robbins
  As we head into the slow holiday stretch, the news likewise takes a breather. Of course Google did surprise the search community this week by confirming some algo updates, starting a new webmaster video series, and moving Eric Schmidt into a non-Executive Chairman of the Board position. Elsewhere we had these announcements and events happening […]

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Search News From Around The Web:

- At Google, Eric Schmidt Wrote the Book on Adult Supervision, Wired
- End of the Era: Yandex.Catalog is being shut down, Russian Search Tips
- Google continues poaching Apple engineers as it ramps up work on in-house chip development, 9to5Google
- Google proposes big Sunnyvale project, Mercury News
- John Mueller Helping Webmasters On Christmas Eve Again, Search Engine Roundtable
- Google GMB Strategy & The Role of SMB Outreach, Mike Blumenthal
- Google Says You Don’t Know If Unnatural Links Work Or Not, Search Engine Roundtable
- I gave my parents a Google Home for Christmas and watched them lose their minds, VentureBeat
- The Biggest False Expectations Clients Have When Hire An SEO Agency, SEM Rush

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About The Author

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