SearchCap: SEO at Google, Sitelink ad tips & SMX Munich



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 avoid a site migration disaster**
  Jan 11, 2019 by Chris Sherman
  There are many reasons you might be considering a site migration: introducing a new CMS, changing hosting providers or relaunching your templates and so on. But you need to be careful and proceed with caution, because many things can go wrong. And the consequences can be severe. At SMX West, Bastian Grimm, CEO & Director […]

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About The Author



Barry Schwartz is Search Engine Land’s News Editor and owns RustyBrick, a NY based web consulting firm. He also runs Search Engine Roundtable, a popular search blog on SEM topics.
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