SearchCap: Smart devices, SEO in 2018 & ad targeting

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

From Search Engine Land:

- **Smart speaker sales grew 103% last year**
  Jan 11, 2018 by Greg Sterling
  The virtual assistant devices became the fastest selling consumer technology last year, dramatically outpacing wearables and VR.

- **Advanced Ad Targeting Strategies for AdWords, Facebook and Display**
  Jan 11, 2018 by Digital Marketing Depot
  Join our ad-targeting experts for a crash course in the newest strategies for digital ad targeting. Using these strategies, brand marketers and agencies can improve the cross-channel customer experience, optimize ROI, reacquire customers and grow revenue. Attend this webinar and learn how to: target consumers with the right message at the right time with the […]

- **SEO trends and Google changes to expect in 2018**
  Jan 11, 2018 by Pratik Dholakiya
  Columnist Pratik Dholakiya explores current search trends and speculates on where the industry might be headed in 2018.

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Search News From Around The Web:

- Are Writers Expected to Do SEO? New WordPress SEO Tools to Support Content Writers, Bruce Clay
- Google gets tough, and a notorious garage door company suffers, saving potential customers big overcharges, Dallas News
- Google Says URLs In Sitemap Often Used As Determining The Canonical URL, Search Engine Roundtable
- 9 Predictions for SEO in 2018, Moz
- Analysis and Findings From The December 2017 Google Algorithm Updates, GSQI
- Changes to Ad Grants – What charities need to know, Hallam Internet
- Dear Google (GOOG): Please stop using my advertising dollars to monetize hate speech, Quartz
- Google Promotes eSports with Google Search Features & Carousels, The SEM Post
- How to Choose the Best Links for Outreach Campaigns – Detailed Guide, Search Engine People
- New Google Search Console Adds More Comparison Filters, Search Engine Roundtable

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About The Author



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