SearchCap: Twitter in Google search, PPC ad scripts & 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:

- **Customer Data Strategies & Identity Resolution: Best Practices**
  Apr 16, 2018 by Digital Marketing Depot
  When it comes to customer data, fundamentals matter. If

you don’t know who your customers are, you can’t create personalized brand experiences that increase revenue and lifetime value. Before you jump on the latest big digital marketing bandwagon, ask yourself these questions: How complete is our customer data? How much of our customer data sits […]

- **Here’s how to use Twitter to dominate the Google search results**
  Apr 16, 2018 by Chris Silver Smith
  If you want to displace negative content or build a strong brand identity, Twitter can help, says Contributor Chris Silver Smith. Here are 10 ways to use tweets to dominate page one on Google.

- **Are your ads pointing to the right domain? Here’s a script to find out.**
  Apr 16, 2018 by Daniel Gilbert
  KA-POW! Contributor Daniel Gilbert has a ‘super’ helpful script that will make you look like a PPC superhero by verifying your ads are linking to the right domain.

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