

SEO in 2013, 2023, and 2033: The more things change...

Barry Adams
March 2023

2013

See what was trending in 2013 – Global

Athletes

- 1 Oscar Pistorius
- 2 Aaron Hernandez
- 3 Adrian Peterson
- 4 Kevin Ware
- 5 Lance Armstrong

+ SHOW 5 MORE

Google+ Hashtags

- 1 #Boston
- 2 #BreakingBad
- 3 #TyphoonHaiyan
- 4 #MileyCyrus
- 5 #Pope

+ SHOW 5 MORE

Performing Artists

- 1 Cory Monteith
- 2 Amanda Bynes
- 3 James Gandolfini
- 4 Charlie Hunnam
- 5 Robin Thicke

+ SHOW 5 MORE

Consumer Electronics

- 1 iPhone 5s
- 2 Samsung Galaxy S4
- 3 PlayStation 4
- 4 Xbox One
- 5 Nexus 5

+ SHOW 5 MORE

Movies

- 1 Man of Steel
- 2 Iron Man 3
- 3 World War Z
- 4 Django Unchained
- 5 Despicable Me 2

+ SHOW 5 MORE

Top Trending

- 1 Nelson Mandela
- 2 Paul Walker
- 3 iPhone 5s
- 4 Cory Monteith
- 5 Harlem Shake

+ SHOW 5 MORE

Events

- 1 Boston Marathon
- 2 Typhoon Haiyan
- 3 Government Shutdown
- 4 2014 FIFA World Cup
- 5 Chinese New Year

+ SHOW 5 MORE

People

- 1 Nelson Mandela
- 2 Paul Walker
- 3 Malala Yousafzai
- 4 James Gandolfini
- 5 Miley Cyrus

+ SHOW 5 MORE

TV Shows

- 1 Under The Dome
- 2 Defiance
- 3 Big Brother 15
- 4 Agents of S.H.I.E.L.D.
- 5 Here Comes Honey Boo Boo



website development



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Google Search Timeline



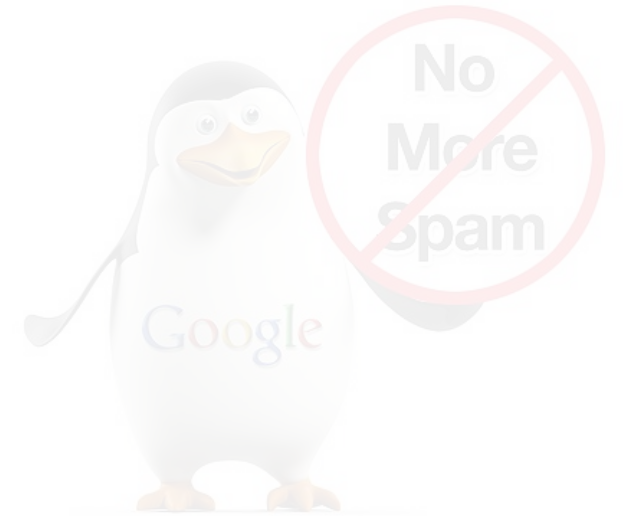
SEO in 2013

- **Post-Panda SEO;**
 - Thin & low quality content wasn't rewarded
 - 'Great content' started to make sense
- **Penguin** in full swing;
 - Targeting link schemes & unnatural links
 - Penalises keyword stuffing & over-optimisation
- **Hummingbird** update confirmed in Sept 2013;
 - Full query text considered for rankings
 - From 'keywords' to 'topics'
- **Knowledge Graph** in its infancy;
 - Early stages with limited SERP impact



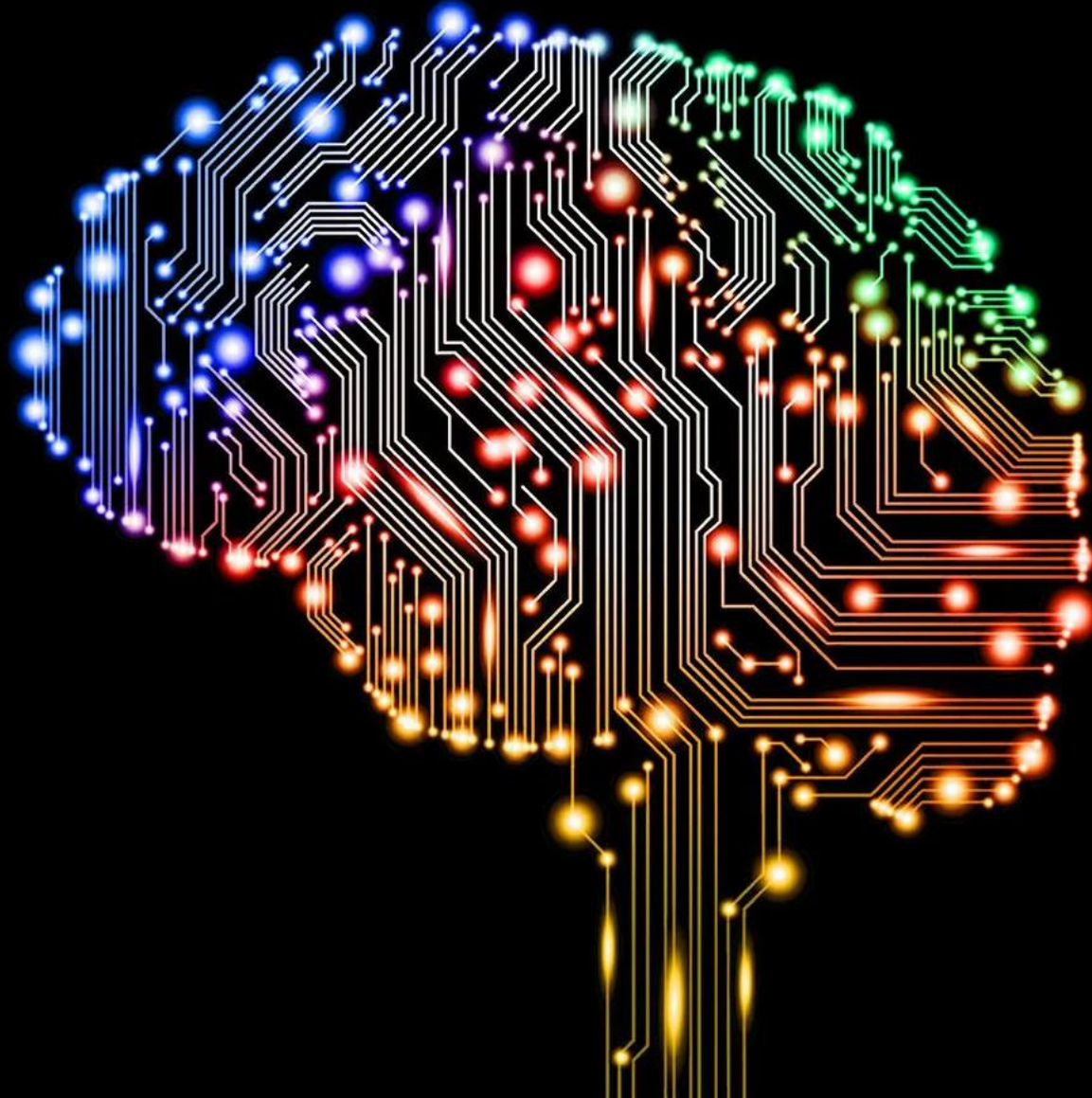
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 - **Knowledge Graph** in its infancy;
 - Early stages with limited SERP impact
- Business as usual**
(more or less)



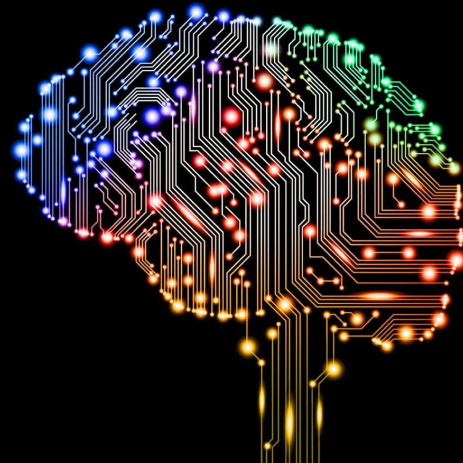
2015:

RankBrain



RankBrain

- Enables relevant SERPs for unfamiliar queries
- First time Google uses Machine Learning in search;
 - Reluctantly
- It opened the door for what came in 2018...

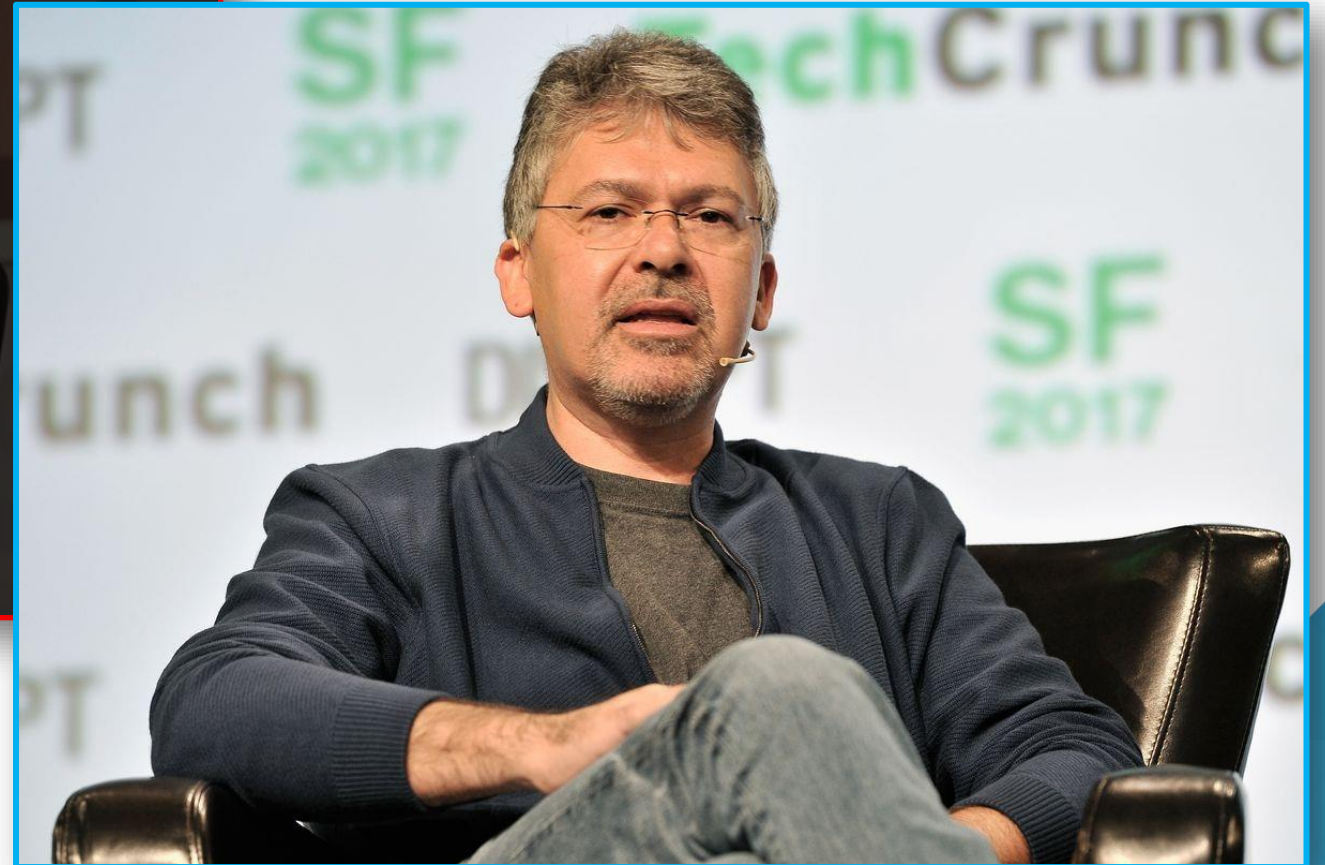




Amit Singhal

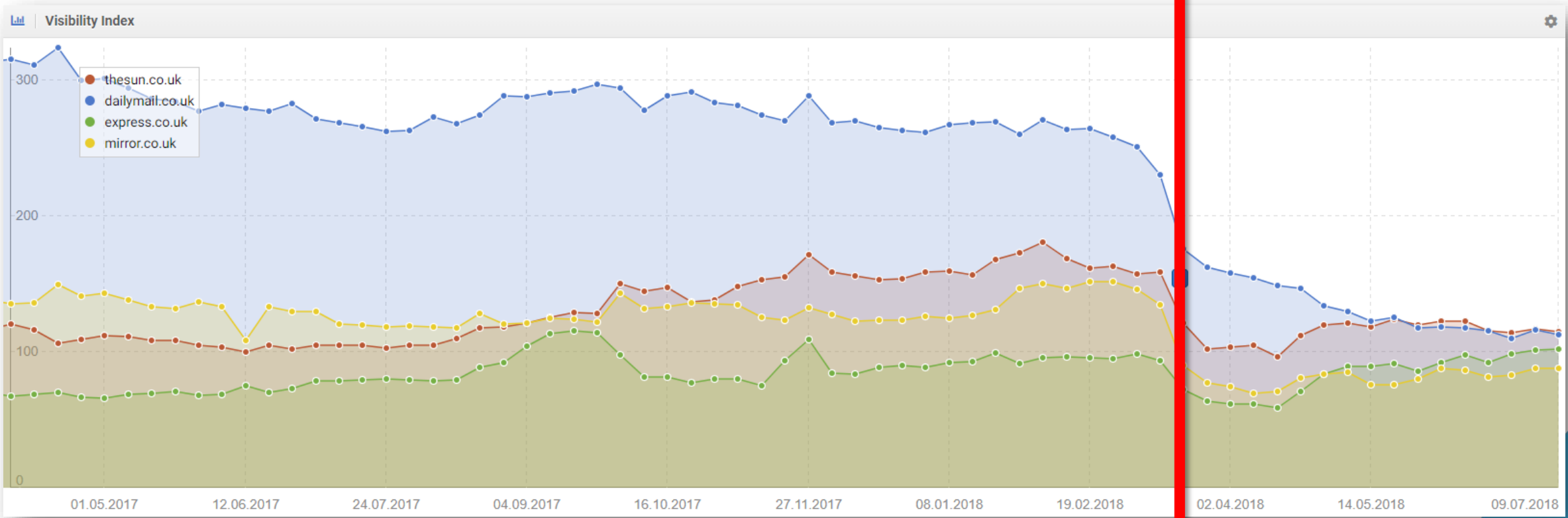


Amit Singhal



John Giannandrea

2018:



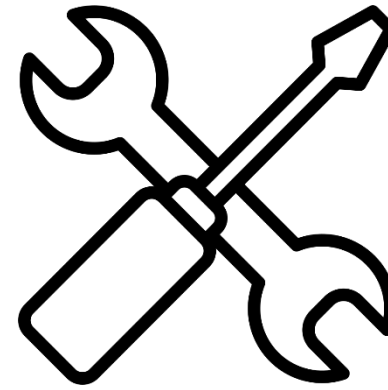
The first ‘core algorithm update’?

2018–now: The era of ‘Core Algorithm Updates’

- Machine Learning is increasingly driving SERP rankings;
 - Less reliance on manually crafted ranking factors
 - BERT & MUM are ML systems working on SERPs
- Every core update is an improved ML model;
 - Constant training on feedback provided by human quality raters
- ML can do what manual ranking algorithms can't;
 - Deal with the insane chaos that is the World Wide Web

But what about?

- ✓ Mobile-first Indexing
- ✓ HTTPS
- ✓ Core Web Vitals



But what about?

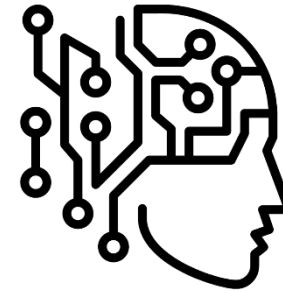
✓ Mobile-first Indexing

✓ Social Engineering Updates

✓ Core Web Vitals
Intended to change WWW behaviours
Mostly irrelevant to the bigger picture

Google 2013-2023: Three Key Trends

1. Machine Learning & AI;
 - Moving away from manual factors



2023

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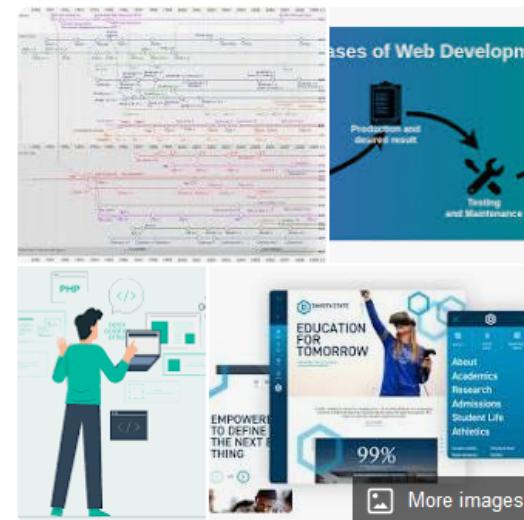
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Web development is the work involved in developing a website for the Internet or an intranet. Web development can range from developing a simple single static page of plain text to complex web applications, electronic businesses, and social network services. [Wikipedia](#)

Responsibilities

What do you do as a web development



Requirements

What do i need for web development





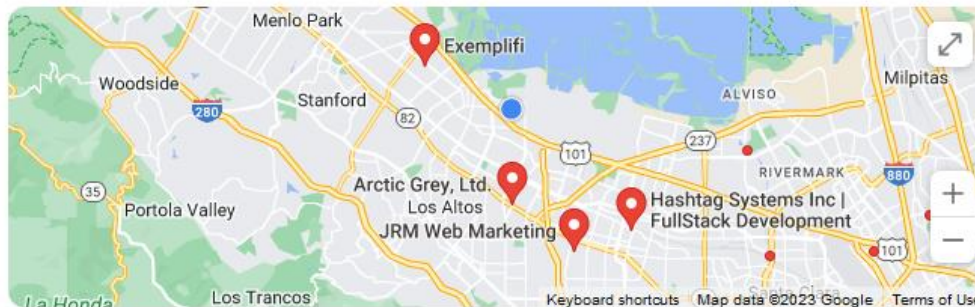
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Web Development - GeeksforGeeks

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Web Development Roadmaps - W3Schools

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Ads

Knowledge graph

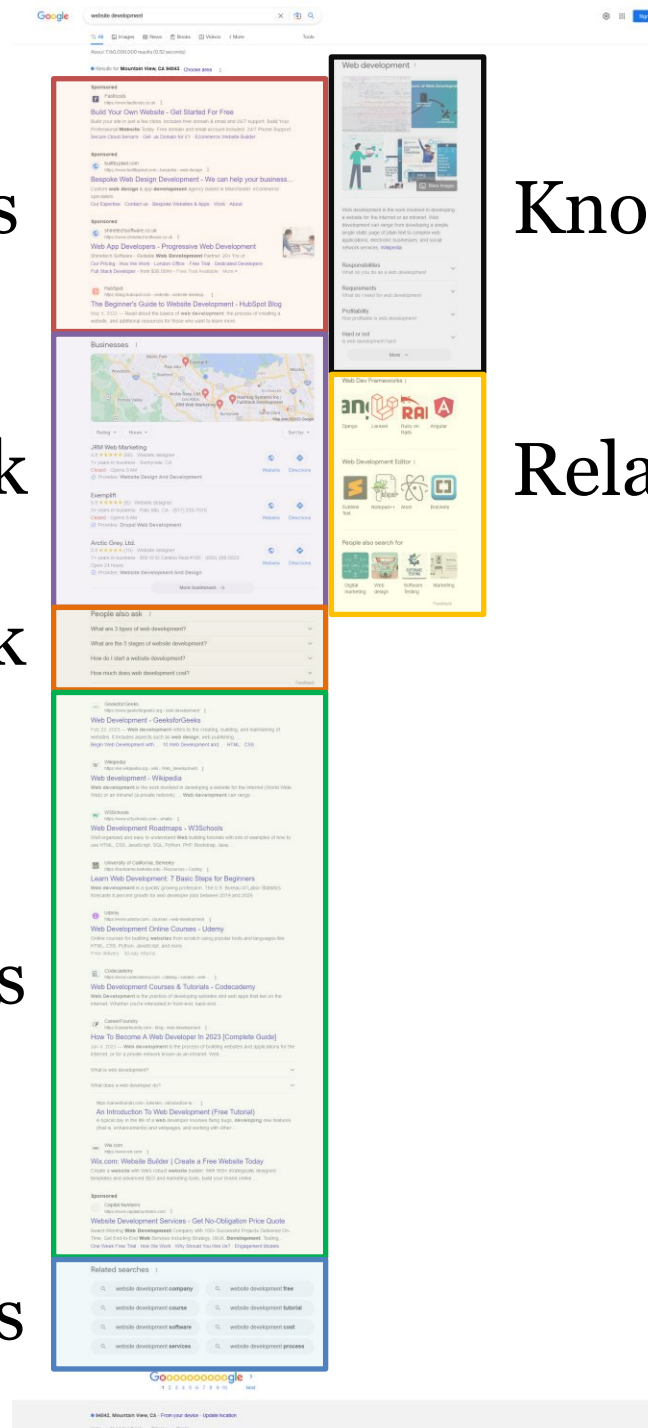
Local pack

Related entities

People also ask

Organic results

Related searches



SERP Features

Movies >



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By Google

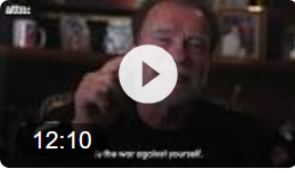


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Images for arnold schwarzenegger motivation :

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12:10

Arnold Schwarzenegger has a powerful message for those ...

YouTube · Arnold Schwarzenegger
2 weeks ago



1:06:24

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YouTube · Graham Bensinger
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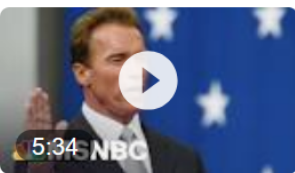


10:01

Arnold Schwarzenegger Leaves the Audience SPEECHLESS ...

YouTube · MotivationHub
12 Aug 2020

3 key moments in this video

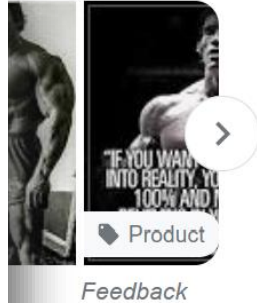


5:34

Arnold Schwarzenegger's last act

YouTube · MSNBC
2 weeks ago

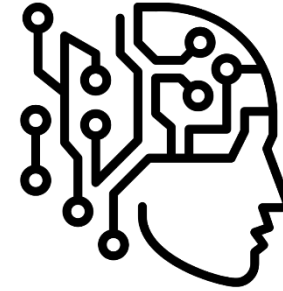
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Google 2013-2023: Three Key Trends

1. Machine Learning & AI;

- Moving away from manual factors

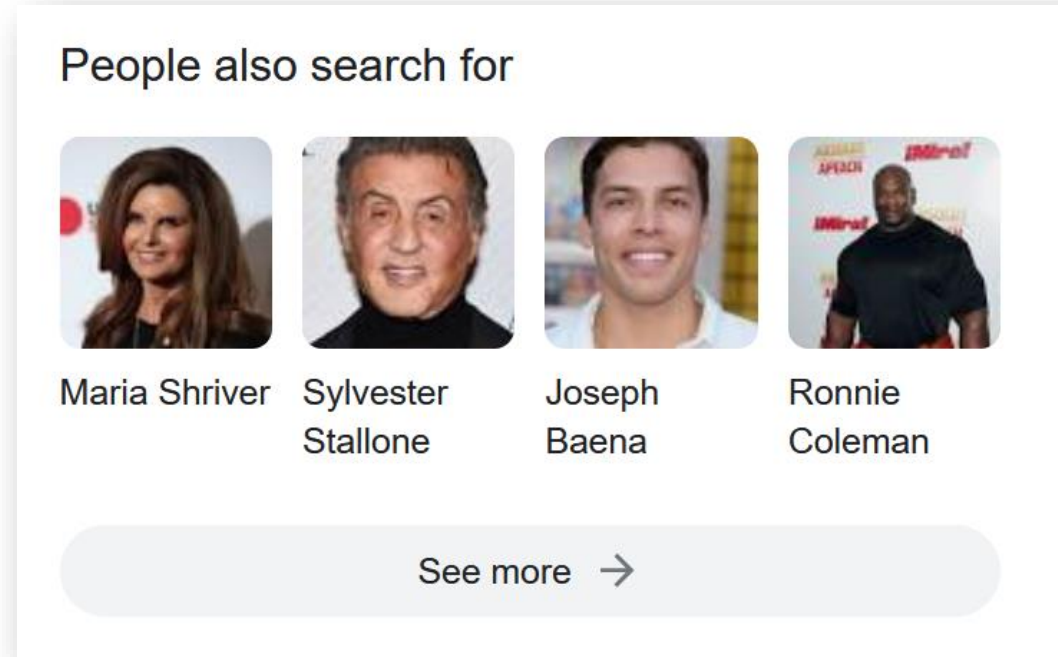


2. SERP Features;

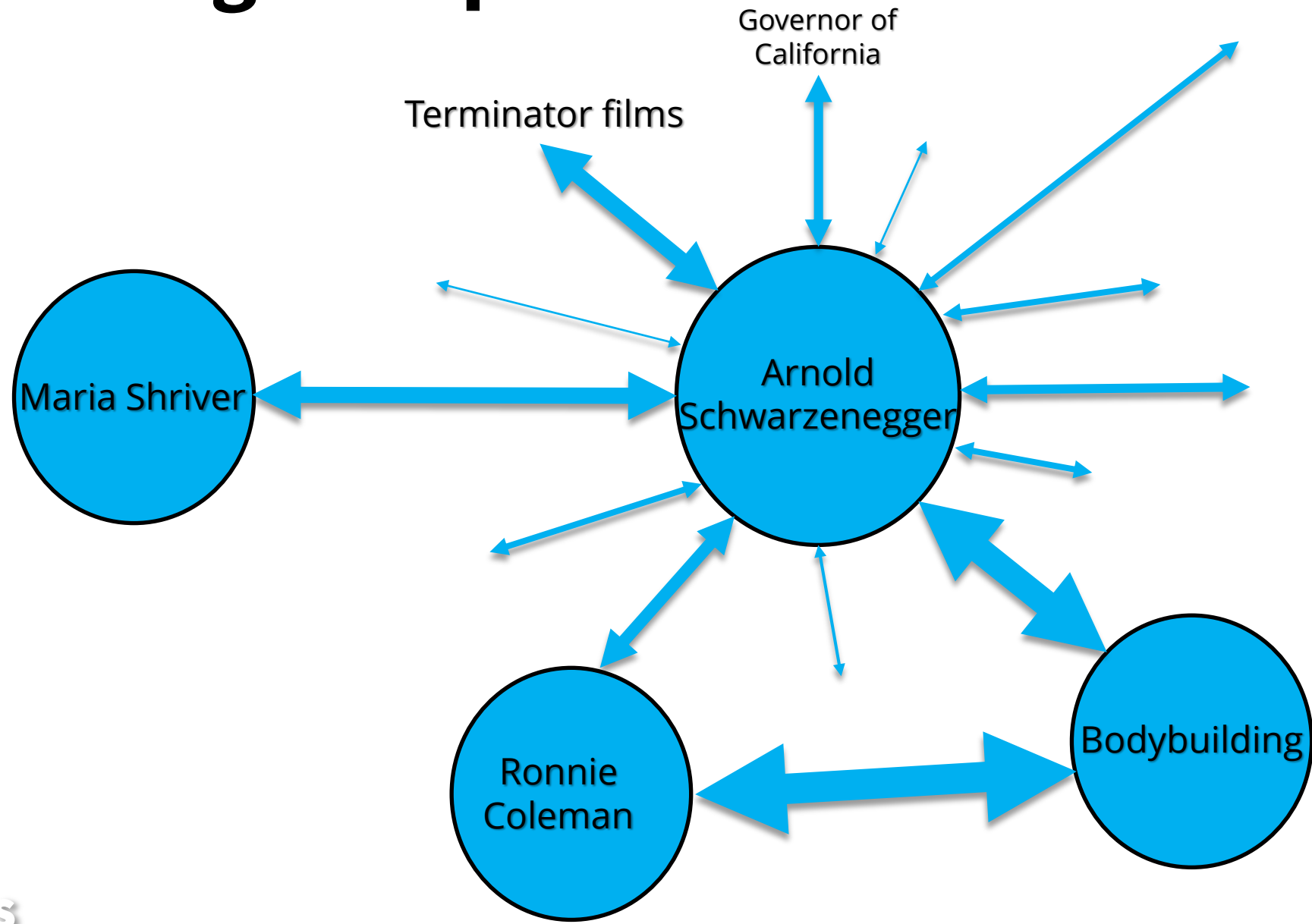
- Increased diversity in ranking types



SERP Features & Knowledge Graph



Knowledge Graph



Knowledge Graph

Top stories :

INSIDER

Arnold Schwarzenegger shares 2 weight-loss hack...

2 days ago



Far Out Magazine

Arnold Schwarzenegger names his six favourite movies of all time

2 days ago



FandomWire

"I would never do the movie without him": Arnold Schwarzenegger P...

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Fitness Volt

Arnold Schwarzenegger Shares Bodyweight Workout of the Week for B...

1 day ago



More news →

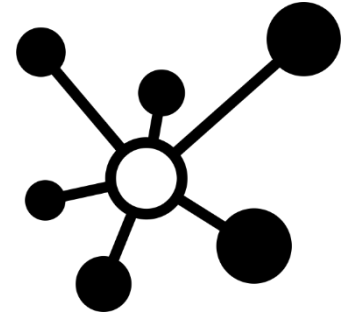
Knowledge Graph

- Topical Authority
- Authorship
- E-E-A-T



Expressions of the
Knowledge Graph

Knowledge Graph

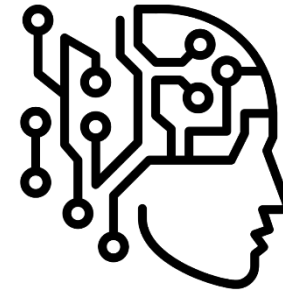


- Underpins most Google SERP features
- Enables Google to understand entities & relationships
- Empowered by Structured Data
- Critical aspect of Google search quality

Google 2013-2023: Three Key Trends

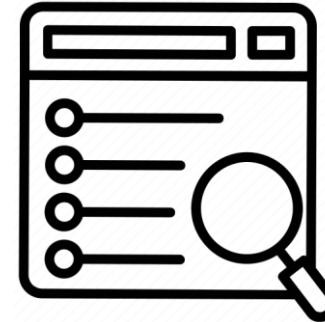
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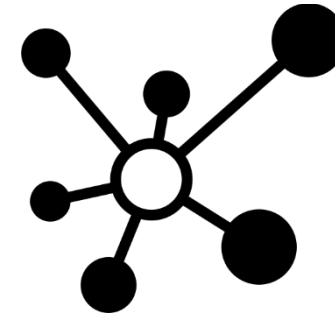
2. SERP Features;

- Increased diversity in ranking types



3. Knowledge Graph;

- Not keywords, but entities & relationships



Generative AI



Predicting the exact future of SEO in 2033 is difficult, as search engine algorithms and technologies are constantly evolving, and the digital landscape is always changing. However, based on current trends and advancements in technology, here are some potential developments that could shape the future of SEO in 2033:



1. **Increased Emphasis on Voice Search:** With the rise of smart home devices and voice assistants, voice search is becoming more popular. In 2033, SEO could heavily focus on optimizing for voice search, which requires a different approach compared to traditional text-based search.
2. **More Personalized Search Results:** Search engines are becoming increasingly sophisticated at understanding user intent and delivering personalized search results. In the future, SEO could be more focused on creating content that resonates with a specific audience rather than trying to rank for generic keywords.
3. **Greater Emphasis on User Experience:** User experience (UX) has always been an important factor in SEO, but it could become even more critical in 2033. With Google's Core Web Vitals update, page speed and mobile-friendliness are already important factors in ranking. In the future, SEO could also focus on other aspects of UX, such as accessibility and visual design.

ChatGPT / Bard = LLM

- Large Language Models
- Basically predictive text on steroids



LLM's key problem

ChatGPT's inaccuracies are causing real harm

BY JEREMY KAHN

February 28, 2023 at 7:06 PM GMT

Ten ways ChatGPT-4 is impressive if still flawed

Open AI has updated the technology that powers its online chatbot in notable ways. It's more accurate. but it still makes things up

Here's what the latest version of ChatGPT gets right — and wrong

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ChatGPT will keep 'hallucinating' wrong answers for years to come and won't take off until it's on your cellphone, Morgan Stanley says

Zahra Tayeb Feb 23, 2023, 1:45 PM



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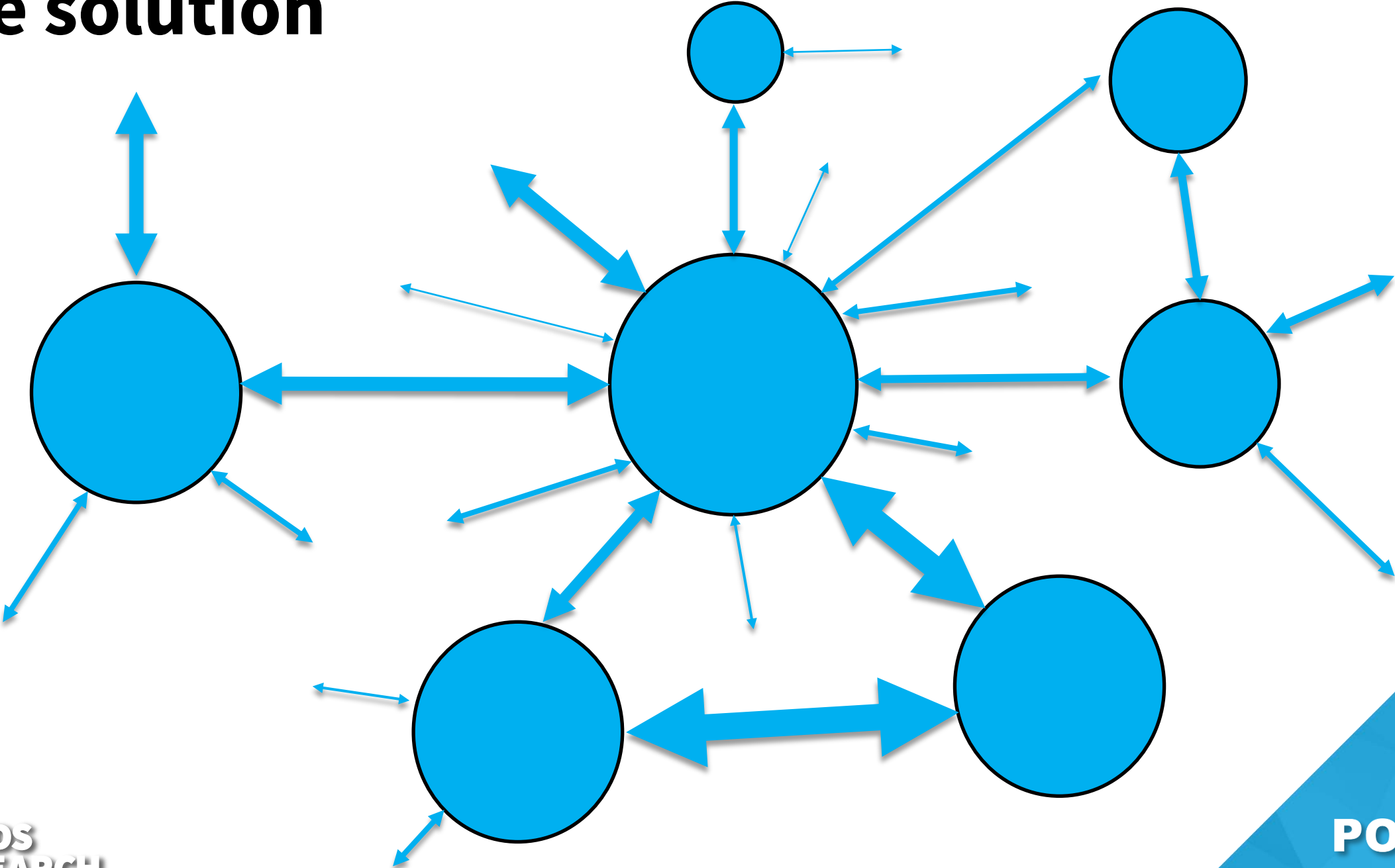
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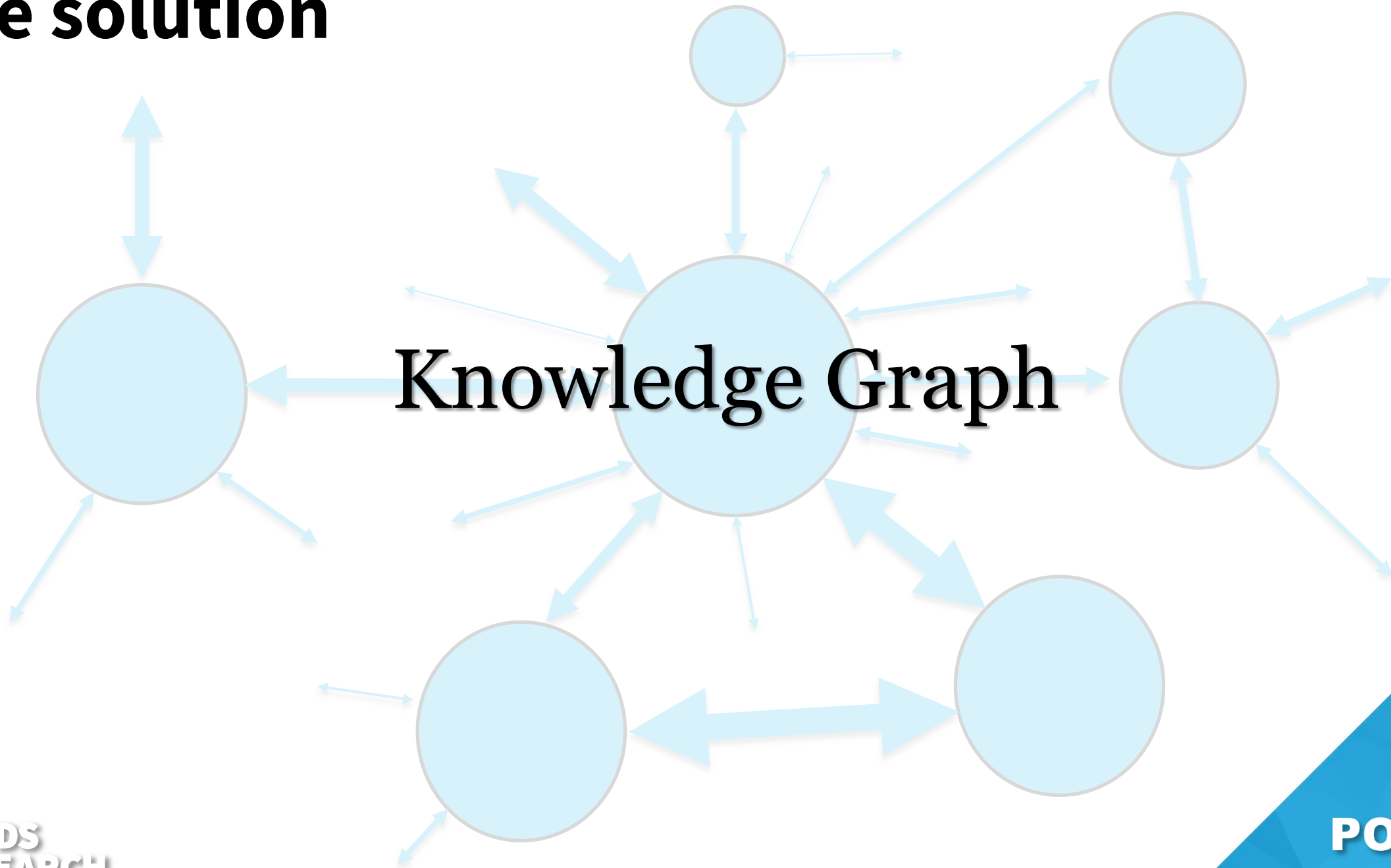


The solution..?

The solution



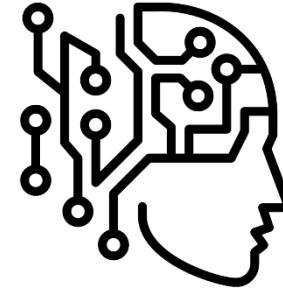
The solution



Search in 2033..?

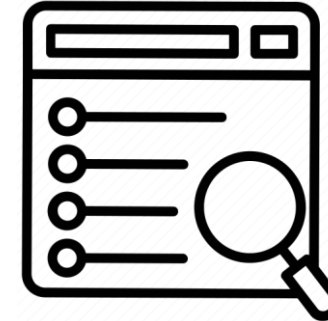
1. Machine Learning & AI;

- Black box systems



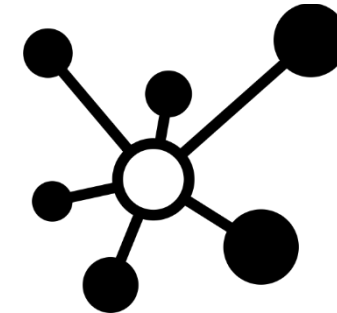
2. SERP Features;

- Powered by AI and KG



3. Knowledge Graph;

- Entities & relationships, accuracy



2013

The image is a screenshot of a Google search results page from 2013. The search query is "website development". The page shows various search results, including sponsored ads and organic search results. The ads are for web development services, with some offering specific rates or guarantees. The organic results include a Wikipedia entry and several company websites. The page layout is typical of Google's design at the time, with a search bar at the top and results organized into columns.

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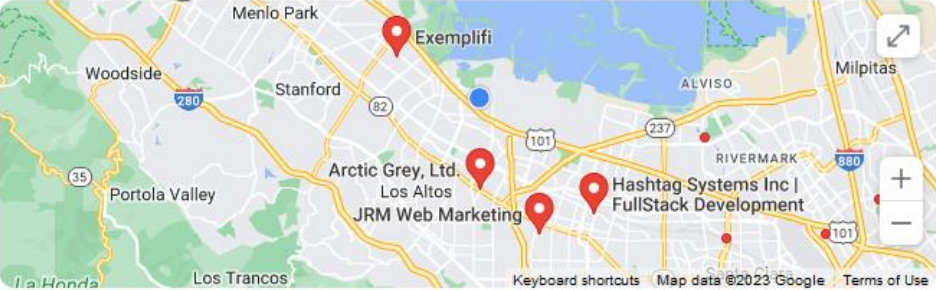
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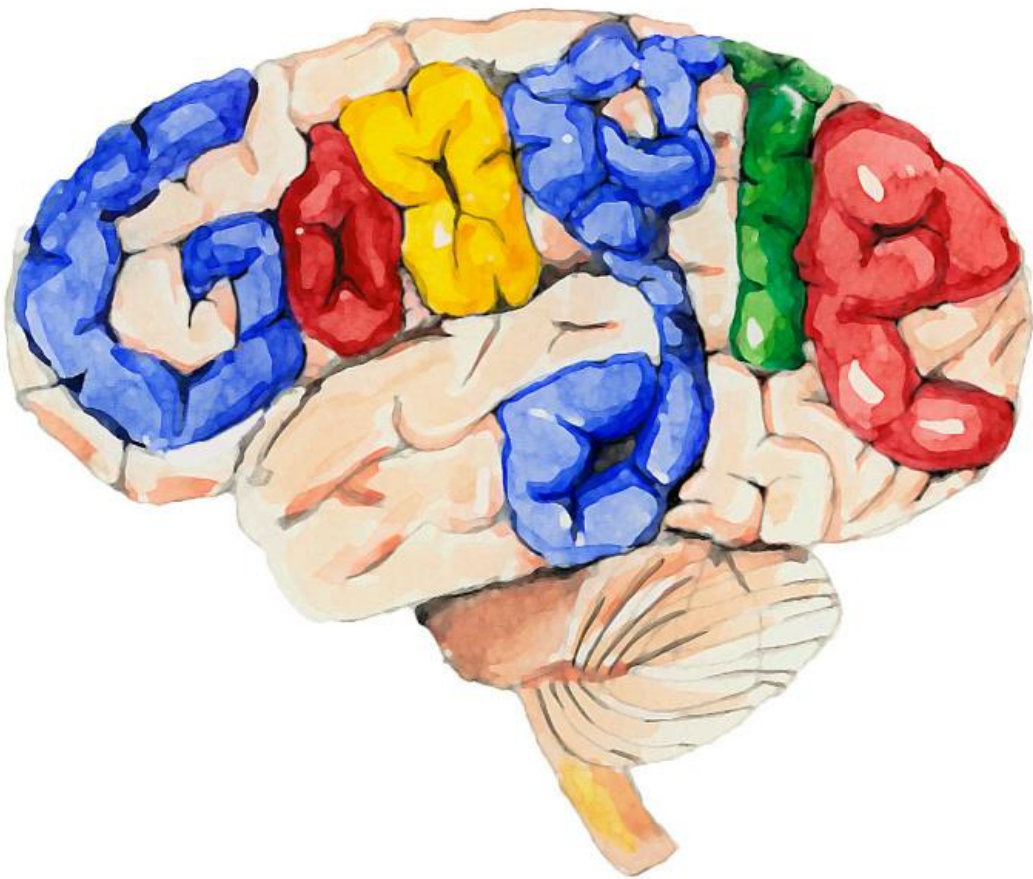
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2033?



Insane* Predictions

- Conversational search;
 - Not queries, but conversations
- Predictive search;
 - Your device will give you the answer before you ask
- Headless websites;
 - No front-end, just data for search engines



Thank You



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