

# 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 #MileyCryus
- 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



**Web** Images Maps Shopping Blogs More Search tools

About 2,270,000,000 results (0.50 seconds)

Ads related to **website development**

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**Web development - Wikipedia, the free encyclopedia**

[en.wikipedia.org/wiki/Web\\_development](http://en.wikipedia.org/wiki/Web_development)

**Web development** is a broad term for the work involved in developing a web site for the Internet (World Wide Web) or an intranet (a private network).

Web development as an industry - Typical areas - Practical web development

**Dayspring Web Design - San Francisco Web Design & Development ...**

[www.dayspring-tech.com/](http://www.dayspring-tech.com/)

Dayspring is a San Francisco Web design and **Web development** firm offering custom

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Ads

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# Google Search Timeline



# SEO in 2013

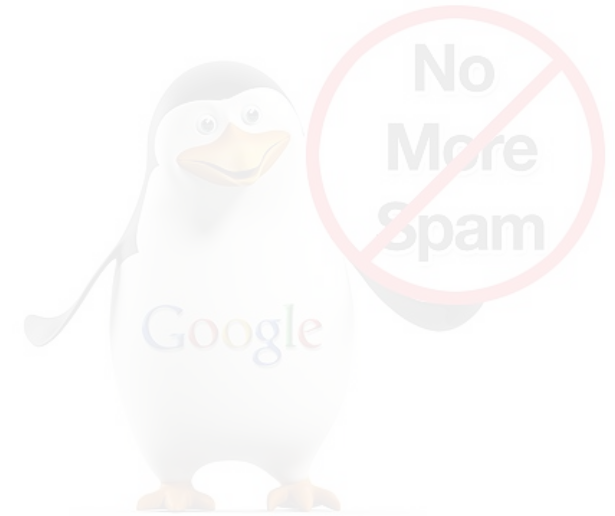
- **Post-Panda SEO;**
  - Thin & low quality content wasn't rewarded
  - 'Great content' started to make sense
- **Penguin** in full swing;
  - Targeting link schemes & unnatural links
  - Penalises keyword stuffing & over-optimisation
- **Hummingbird** update confirmed in Sept 2013;
  - Full query text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



# SEO in 2013

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  - Thin & low quality content wasn't rewarded
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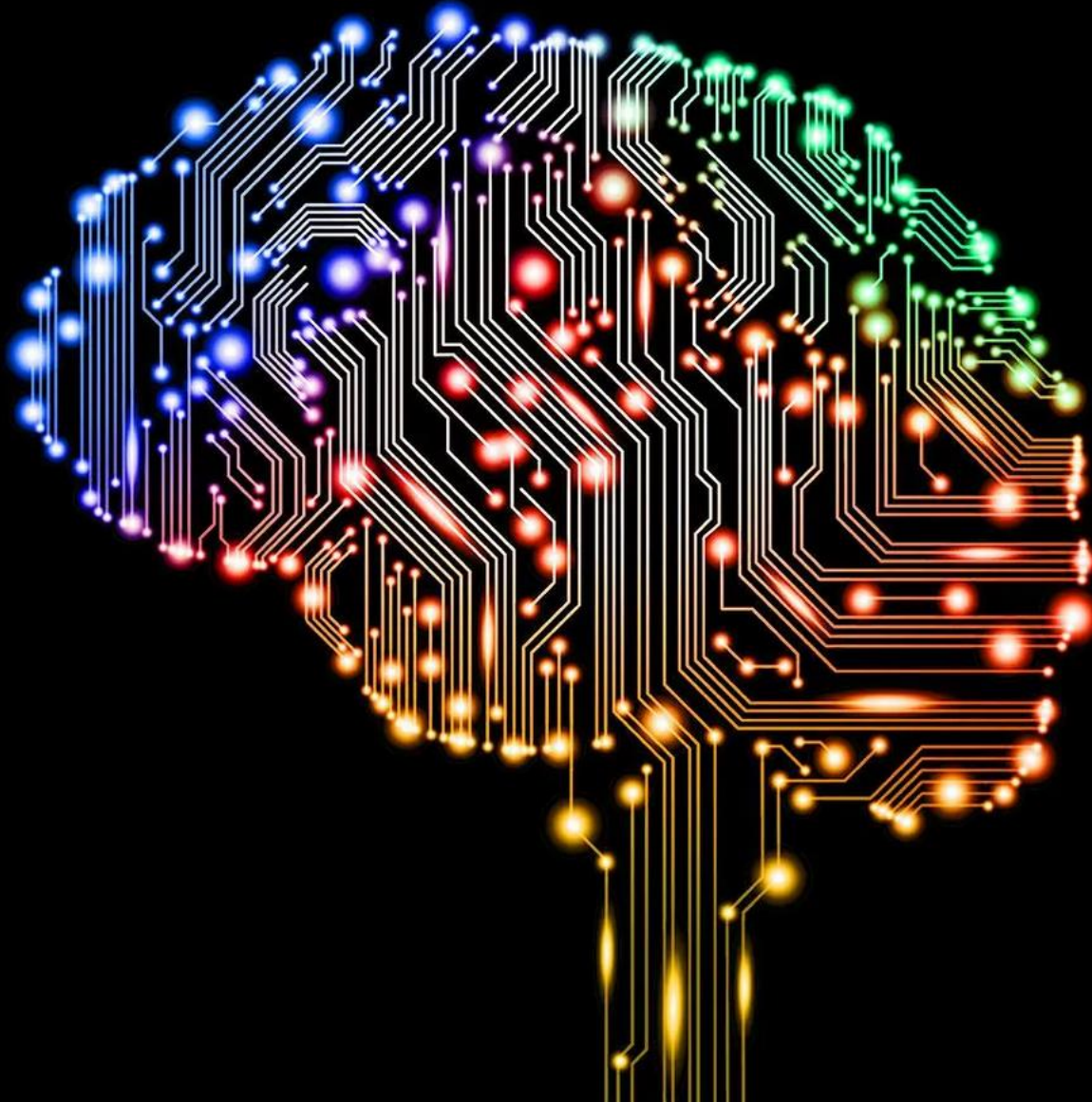
**Business as usual**  
(more or less)





2015:

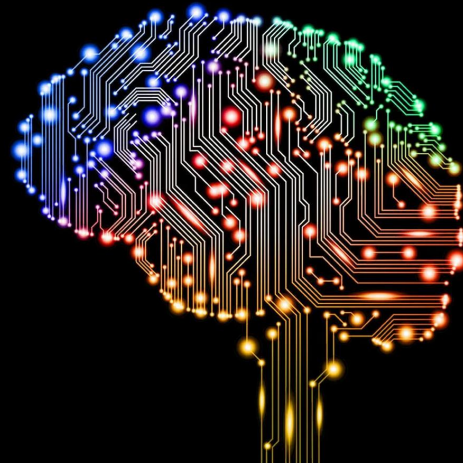
# RankBrain





# 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...

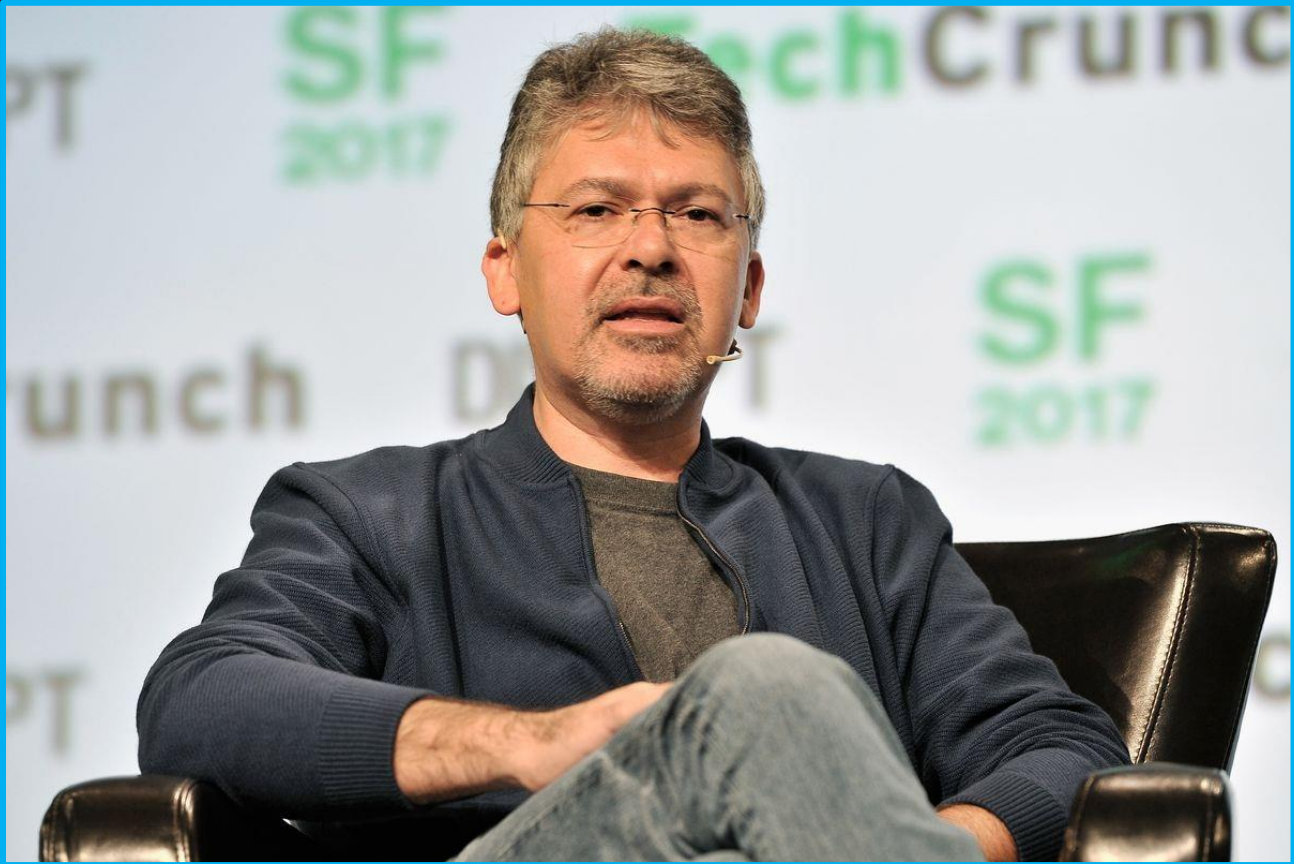




Amit Singhal

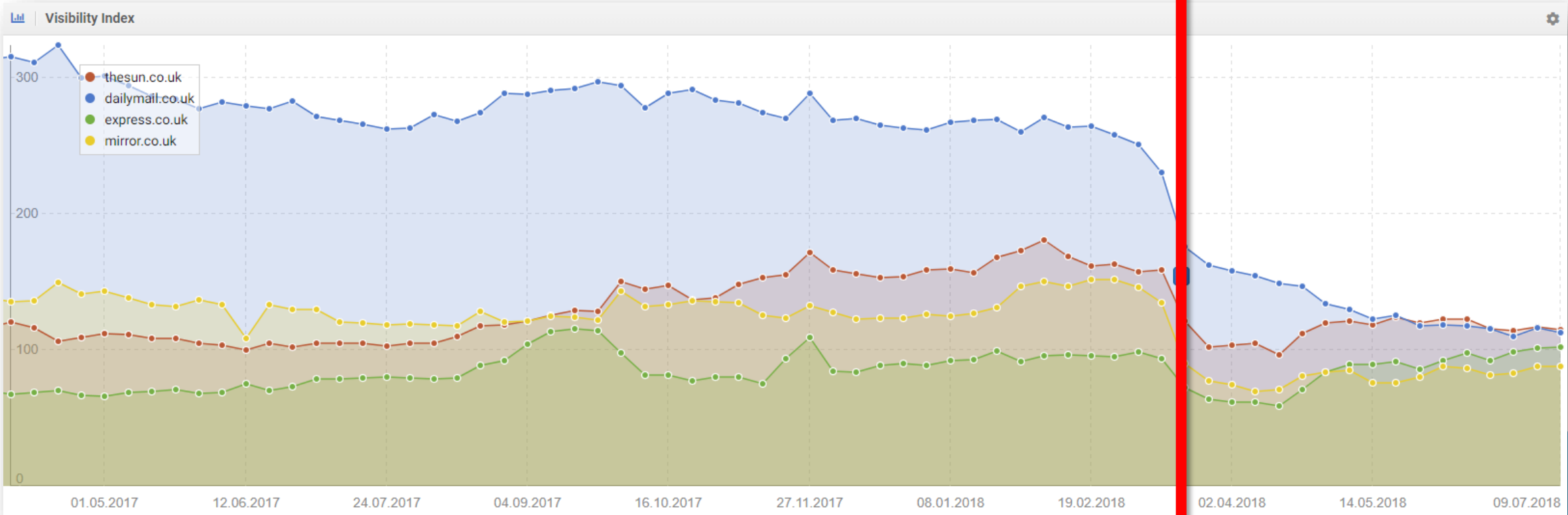


Amit Singhal



John Giannandrea

# 2018:



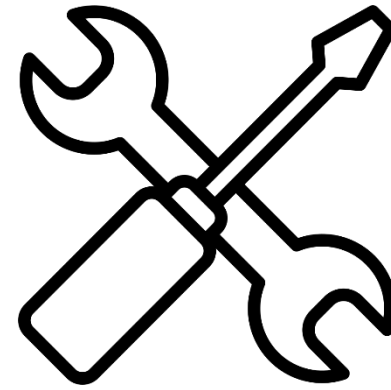
The first 'core algorithm update'?

# 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

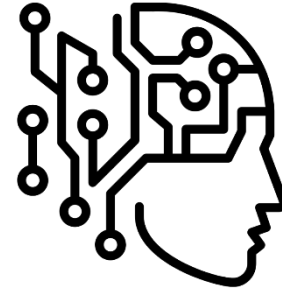
✓ **Social Engineering Updates**

✓ 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

About 7,160,000,000 results (0.51 seconds)

Results for Mountain View, CA 94043 · Choose area

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Web Application Company - London-Based

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Website Development Agency - Estimate Price of Your Project

Focus On Your Business Goals With Andersen's Custom Website Development Services

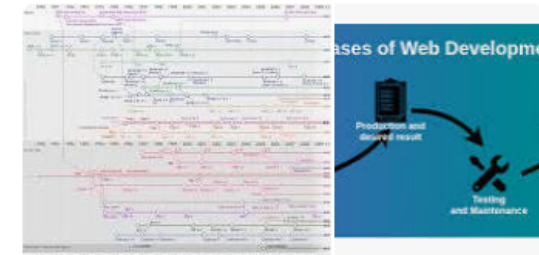
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https://www.nerdcow.co.uk, web-design

Web Design Agency London - Web Design Around End-User

Web design services that enable marketing directors to communicate their brand effectively

Web development



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

HubSpot  
https://blog.hubspot.com › website › website-develop...

### The Beginner's Guide to Website Development - HubSpot Blog

May 5, 2022 — Read about the basics of **web development**, the process of creating a website, and additional resources for those who want to learn more.

#### Businesses



Rating Hours Sort by

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Open 24 hours



Profitability  
How profitable is web development

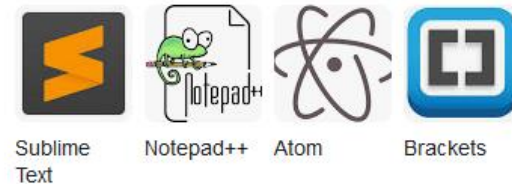
Hard or not  
Is web development hard

More

#### Web Dev Frameworks



#### Web Development Editor



#### People also search for



[More businesses →](#)

### People also ask :

What are 3 types of web development? ▼

What are the 5 stages of website development? ▼

How do I start a website development? ▼

How much does web development cost? ▼

[Feedback](#)



GeeksforGeeks

<https://www.geeksforgeeks.org> › web-development

### Web Development - GeeksforGeeks

Feb 22, 2023 — **Web development** refers to the creating, building, and maintaining of websites. It includes aspects such as **web design**, web publishing, ...

[Begin Web Development with...](#) · [10 Web Development and...](#) · [HTML](#) · [CSS](#)



Wikipedia

<https://en.wikipedia.org> › wiki › Web\_development

### Web development - Wikipedia

**Web development** is the work involved in developing a website for the Internet (World Wide Web) or an intranet (a private network). ... **Web development** can range ...



W3Schools

<https://www.w3schools.com> › whatis

### Web Development Roadmaps - W3Schools

Well organized and easy to understand **Web** building tutorials with lots of examples of how to use HTML, CSS, JavaScript, SQL, Python, PHP, Bootstrap, Java, ...

Ads

Local pack

People also ask

Organic results

Related searches

The image shows a Google search results page for the query "Web development". The page is divided into several sections, each highlighted with a colored border:

- Ads (Red border):** Contains sponsored search results, including "Build Your Own Website - Get Started For Free" and "Bespoke Web Design Development - We can help your business..."
- Local pack (Purple border):** Displays a map of local businesses in Mountain View, CA, with listings for "JPM Web Marketing", "Design4IT", and "Acetic Data Ltd".
- People also ask (Orange border):** Lists common questions such as "What are 3 types of web development?", "What are the 3 stages of website development?", and "How do I start a website development?".
- Organic results (Green border):** Shows a list of organic search results, including "Web Development - Qeios/Gaika", "Web development - Wikipedia", "Web Development Roadmap - W3Schools", and "Learn Web Development 7 Basic Steps for Beginners".
- Related searches (Blue border):** Provides a list of related search terms like "website development company", "website development free", and "website development course".

Knowledge graph

Related entities

This section shows the Knowledge Graph and related entities for "Web development".

- Knowledge Graph:** A vertical panel on the right side of the search results, showing a diagram of the field and its sub-fields.
- Related entities:** A yellow-bordered box containing icons and text for related concepts such as "Web Development Editor", "Web Development", "Web Design", and "Web Programming".



# SERP Features

## Movies >



## Sponsored · Shop arnold schwarzenegger



Mens Arnold Schwarzenegger

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By Google



Arnold Schwarzenegger

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boohooMAN M  
+€5.99 shippi

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Images for arnold schwarzenegger motivation

## Videos

motivational

workout

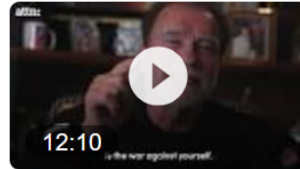
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cigar

bodybuilding

recent

twitter



Arnold Schwarzenegger has a powerful message for those ...

YouTube · Arnold Schwarzenegger  
2 weeks ago



Arnold Schwarzenegger: Full Interview

YouTube · Graham Bensinger  
24 Oct 2022

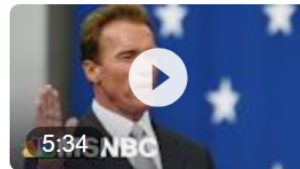


Arnold Schwarzenegger Leaves the Audience SPEECHLESS ...

YouTube · MotivationHub  
12 Aug 2020



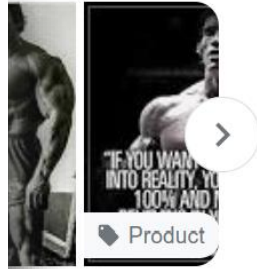
3 key moments in this video



Arnold Schwarzenegger's last act

YouTube · MSNBC  
2 weeks ago

View all →



Feedback



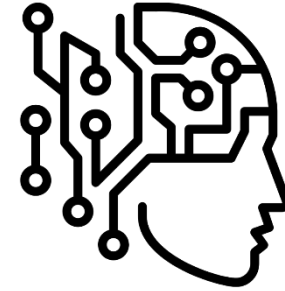
nie  
eman



# Google 2013-2023: Three Key Trends

## 1. Machine Learning & AI;

- Moving away from manual factors







## 2. SERP Features;

- Increased diversity in ranking types



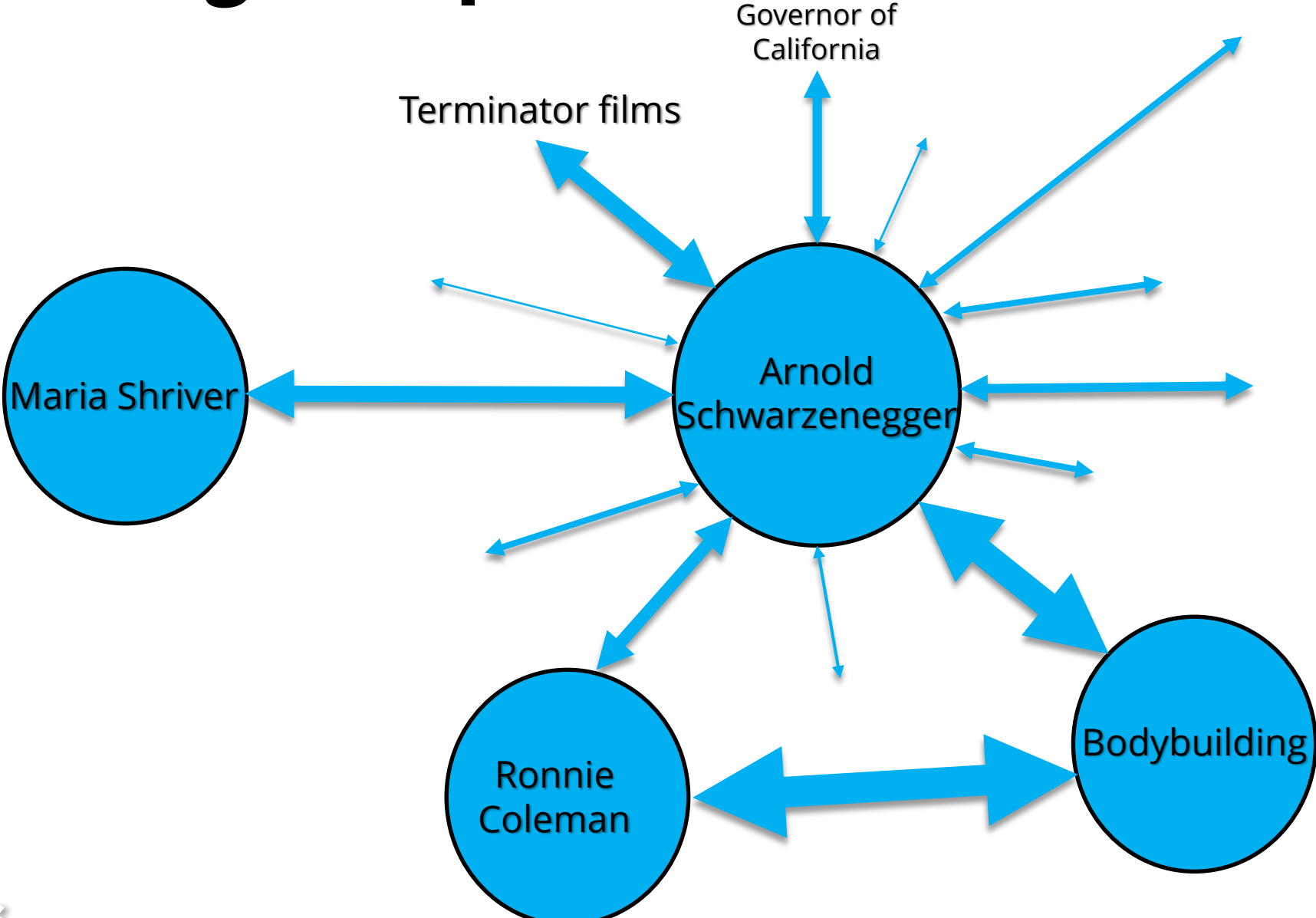
# SERP Features & Knowledge Graph

People also search for

			
Maria Shriver	Sylvester Stallone	Joseph Baena	Ronnie Coleman

See more →

# 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

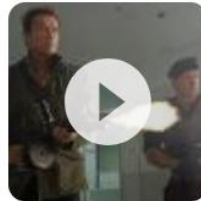
2 days ago



 FandomWire

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

1 day ago



 Fitness Volt

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

1 day ago



More news →

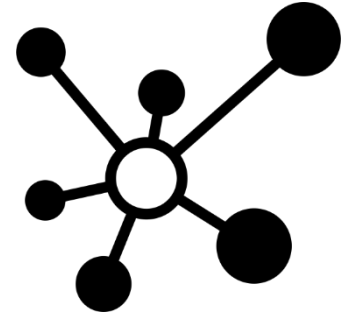
# Knowledge Graph

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



Expressions of the  
Knowledge Graph

# Knowledge Graph

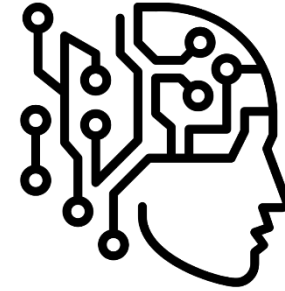


- Underpins most Google SERP features
- Enables Google to understand entities & relationships
- Empowered by Structured Data
- Critical aspect of Google search quality

# Google 2013-2023: Three Key Trends

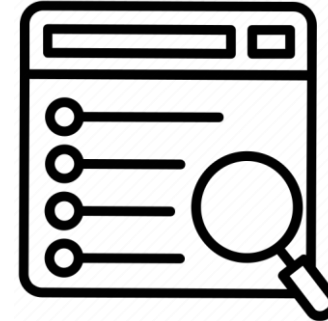
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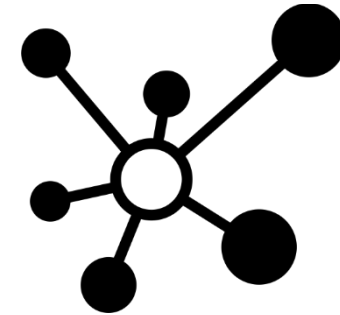
## 2. SERP Features;

- 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

March 17, 2023 · 4:11 PM ET

## 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



# LLM's key problem

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February 28, 2023 at 7:06 PM GMT

Several ways ChatGPT 4 is impressive if still flawed

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## Industrial Grade Bullshit Generators

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

March 17, 2023 · 4:11 PM ET

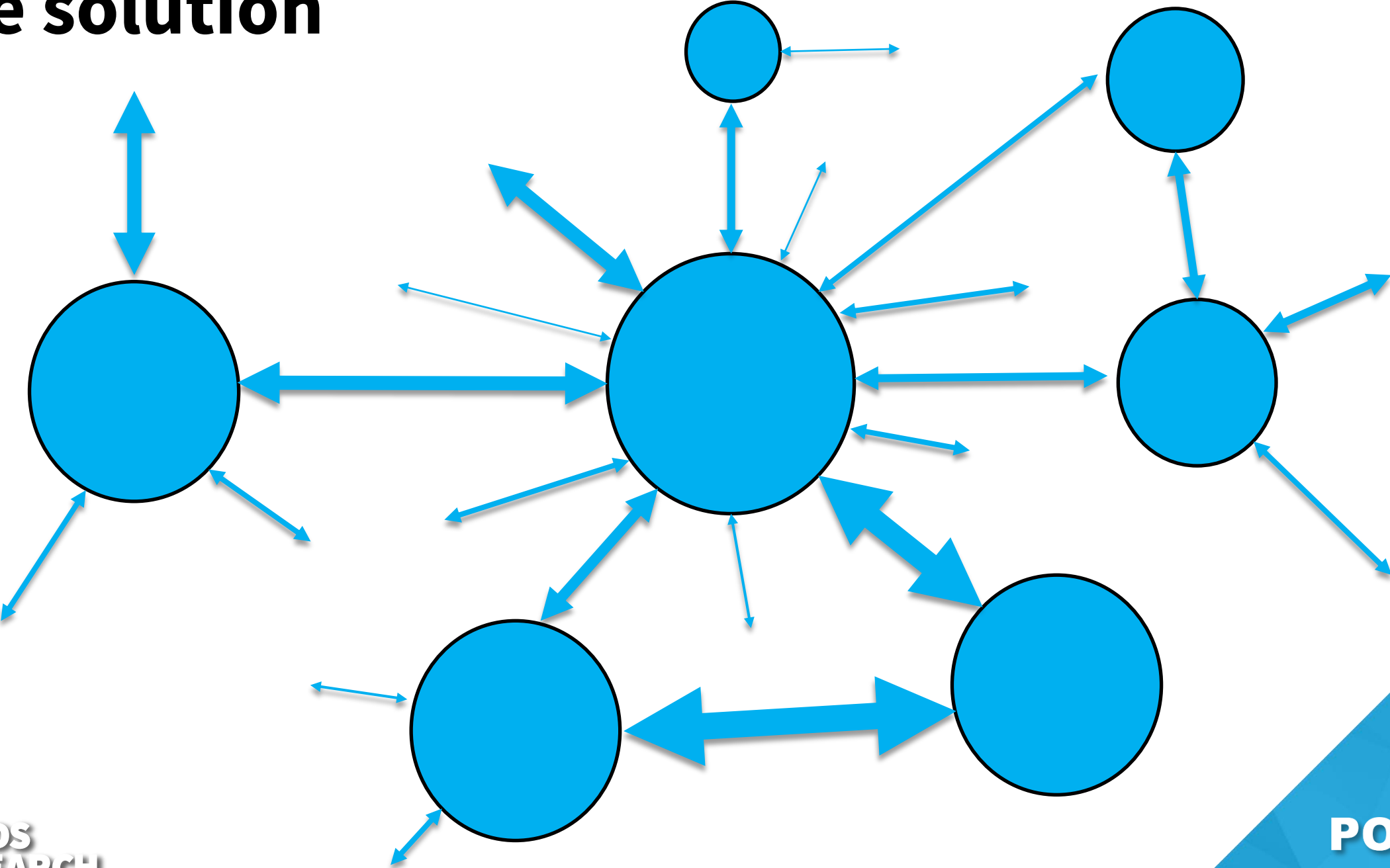
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Zahra Tayeb Feb 23, 2023, 1:45 PM



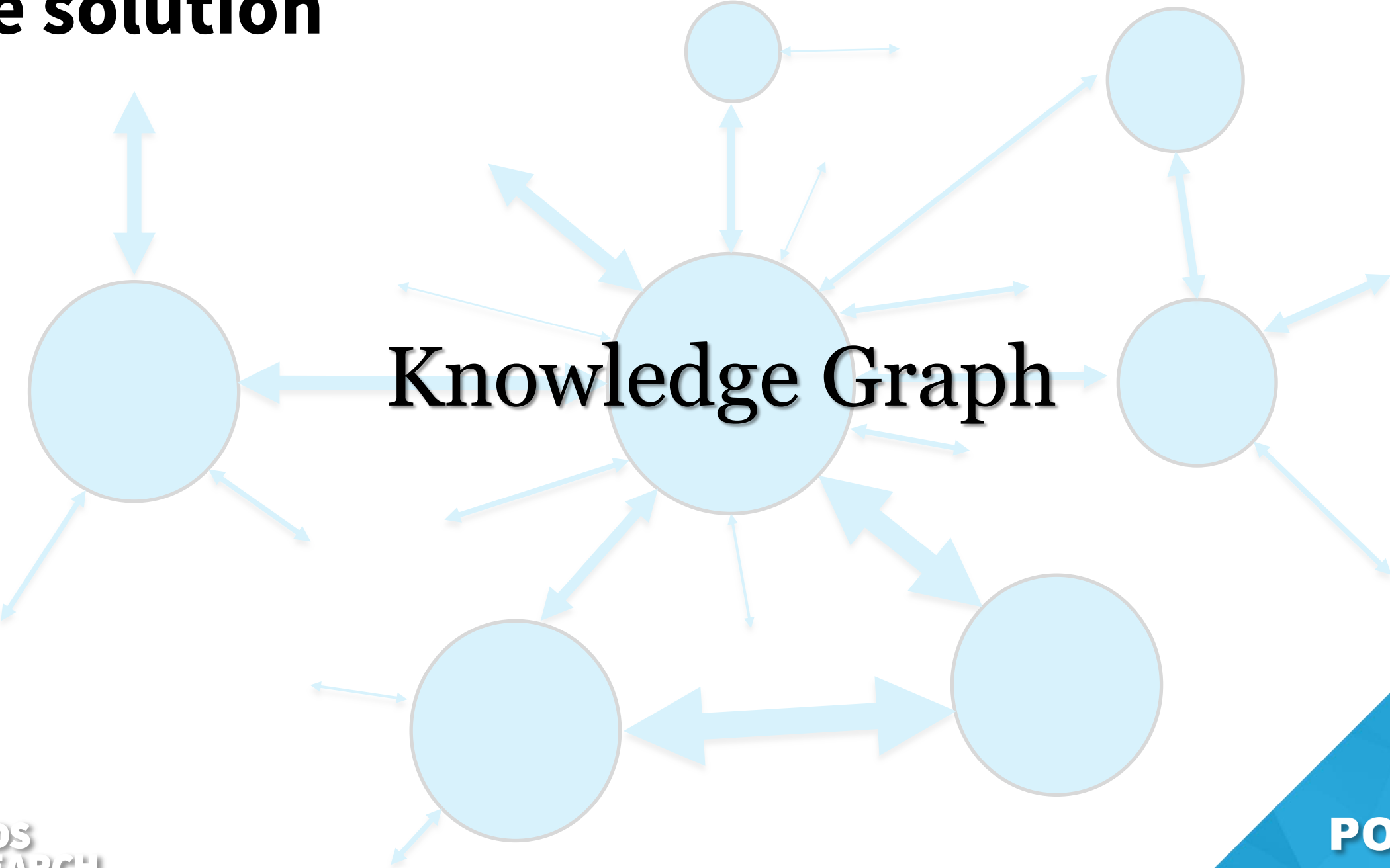
# The solution..?

# The solution





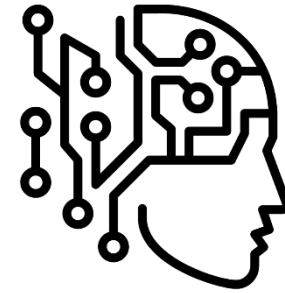
# The solution



# Search in 2033..?

## 1. Machine Learning & AI;

- Black box systems



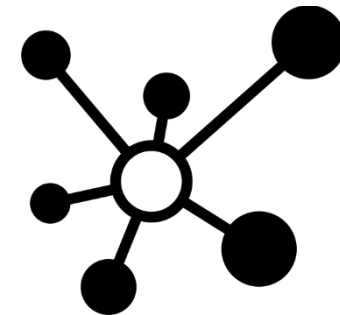
## 2. SERP Features;

- Powered by AI and KG



## 3. Knowledge Graph;

- Entities & relationships, accuracy



# 2013

Google website development

Web Images Maps Shopping Blogs More Search tools

About 2,270,000,000 results (0.50 seconds)

Ads related to **website development**

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Interview & Post Jobs Free.  
oDesk has 6,745 followers on Google+

**#1 Web Design Development - IntellixMedia.com**  
[www.intellixmedia.com/](http://www.intellixmedia.com/)  
#1 Ranked **Web Development** Firm Free Consult, Guaranteed Turnaround  
Portfolio - Case Studies - What We Do - Our Process

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Need a Professional **Website**? Don't Wait - Call Databerry Today!

**Web development - Wikipedia, the free encyclopedia**  
[en.wikipedia.org/wiki/Web\\_development](http://en.wikipedia.org/wiki/Web_development)  
**Web development** is a broad term for the work involved in developing a web site for the Internet (World Wide Web) or an intranet (a private network).  
Web development as an industry - Typical areas - Practical web development

**Dayspring Web Design - San Francisco Web Design & Development ...**  
[www.dayspring-tech.com/](http://www.dayspring-tech.com/)  
Dayspring is a San Francisco Web design and **Web development** firm offering custom **Web development**, graphic design, open source and database apps.  
Contact Us - People - Android Development - eCommerce

Ads

**Website Development**  
[www.mindfiresolutions.com/Website-Dev](http://www.mindfiresolutions.com/Website-Dev)  
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**Website development**  
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# 2023

Google

website development

X | 📷 | 🔍



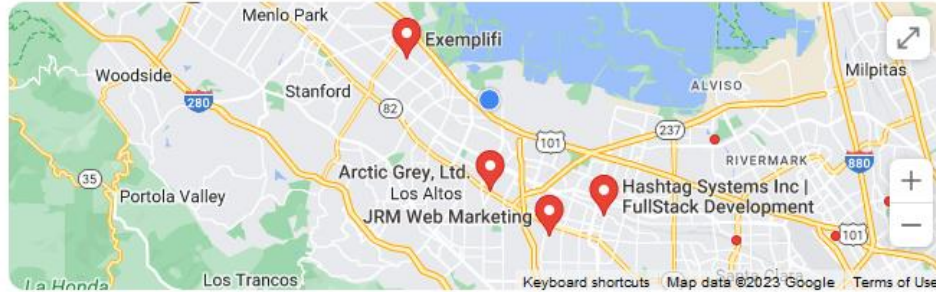
HubSpot

https://blog.hubspot.com › website › website-develop...

## The Beginner's Guide to Website Development - HubSpot Blog

May 5, 2022 — Read about the basics of **web development**, the process of creating a website, and additional resources for those who want to learn more.

### Businesses :



Rating ▾

Hours ▾

Sort by ▾

#### JRM Web Marketing

4.8 ★★★★★ (68) · Website designer

7+ years in business · Sunnyvale, CA

Closed · Opens 9 AM

📍 Provides: **Website Design And Development**



Website



Directions

#### Exemplifi

5.0 ★★★★★ (8) · Website designer

3+ years in business · Palo Alto, CA · (617) 233-7510

Closed · Opens 8 AM

📍 Provides: **Drupal Web Development**



Website



Directions

#### Arctic Grey, Ltd.

5.0 ★★★★★ (10) · Website designer

7+ years in business · 800 W El Camino Real #180 · (650) 288-0533

Open 24 hours



Website



Directions

### Profitability

How profitable is web development ▾

### Hard or not

Is web development hard ▾

More ▾

### Web Dev Frameworks :



Django

Laravel

Ruby on  
Rails

Angular

### Web Development Editor :



Sublime  
Text

Notepad++

Atom

Brackets

### People also search for



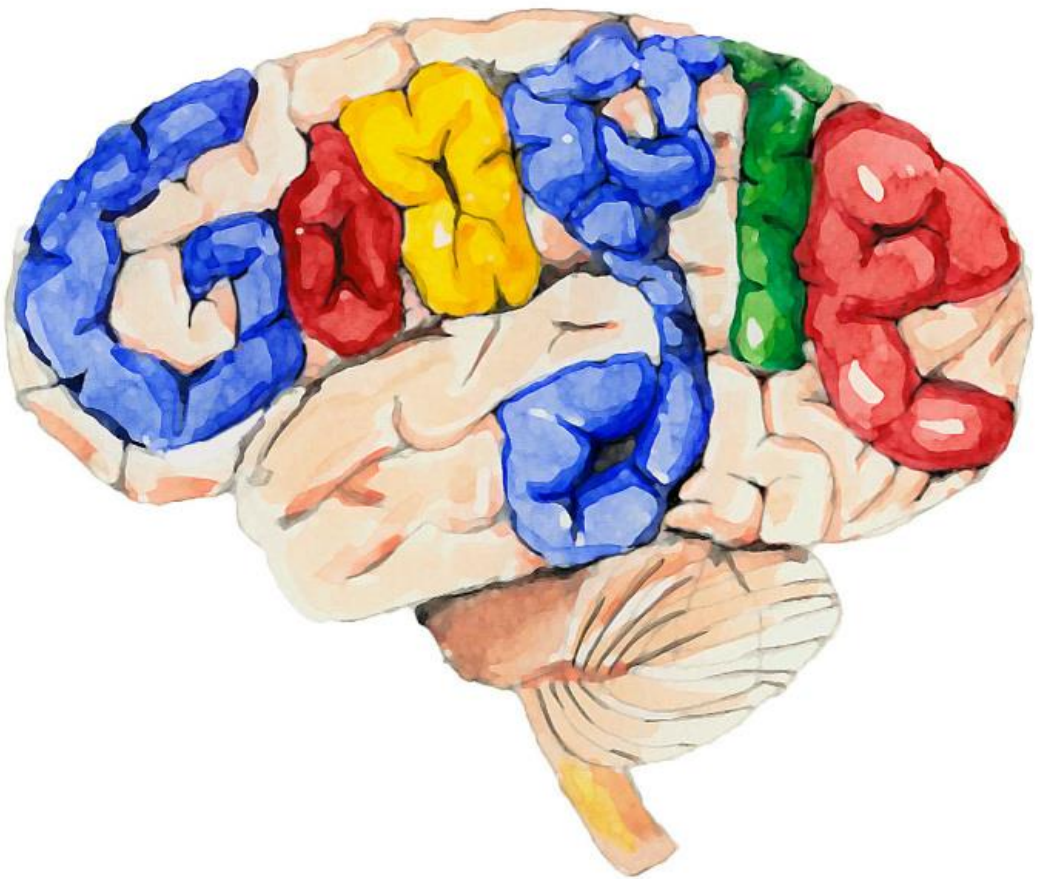
Digital  
marketing

Web  
design

Software  
Testing

Marketing

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



*\*Probably, maybe*

# Thank You



[barry@polemicdigital.com](mailto:barry@polemicdigital.com)



[@badams](https://twitter.com/badams)



[/in/barryadams/](https://www.linkedin.com/in/barryadams/)