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

Barry Adams
March 2023
### Top Trending

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>People</td>
<td>Nelson Mandela</td>
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<td>Miley Cyrus</td>
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<td>Performing Artists</td>
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<td>Amanda Bynes</td>
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<td>Robin Thicke</td>
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<td>Nexus 5</td>
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<td>World War Z</td>
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<td>Django Unchained</td>
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<td>Despicable Me 2</td>
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<td>Boston Marathon</td>
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<td>Typhoon Haiyan</td>
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<td>Government Shutdown</td>
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<td>2014 FIFA World Cup</td>
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<td>Google Hashtags</td>
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<td>#BreakingBad</td>
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<td>#TyphoonHaiyan</td>
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<td>Top Trending</td>
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<td>Cory Monteith</td>
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<td>Big Brother 15</td>
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<td>Agents of S.H.I.E.L.D.</td>
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<td>Here Comes Honey Boo Boo</td>
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Google Search Timeline

Did you mean?

Synonyms

Autocomplete

Universal Search

Google Instant

Knowledge Graph

- Books
- Sports Scores
- Patents
- Search Tools
- Voice Search
- Google Search App
- Search by Image

- Products
- Flights
- Movie Times
- Google Search on Desktop
- Voice Search on Desktop

- News
- Weather
- Video
- Search by Image
- Google Now

- Adwords
- Images
- Local
- Registered google.com
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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**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...
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
✓ HTTPS
✓ Core Web Vitals

Social Engineering Updates

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
The Beginner's Guide to Website Development - HubSpot Blog

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

Movies

Videos:
- 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
Google 2013-2023: Three Key Trends

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

2. SERP Features;
   ➢ Increased diversity in ranking types
People also search for

Maria Shriver
Sylvester Stallone
Joseph Baena
Ronnie Coleman

See more →
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

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

2. SERP Features;
   ➢ Increased diversity in ranking types

3. Knowledge Graph;
   ➢ Not keywords, but entities & relationships
Generative AI
What will SEO look like in 2033

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
ChatGPT’s inaccuracies are causing real harm

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

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

Industrial Grade Bullshit Generators
The solution..?
The solution
The solution

Knowledge Graph
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 search results for "website development".

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

Ads related to website development

Web Development $20/hr - Browse 12,000+ Web Developers
Odesk has 6,745 followers on Google+

#1 Web Design Development - IntellixMedia.com
www.intellixmedia.com/ #1 Ranked Web Development Firm Free Consult, Guaranteed Turnaround
Portfolio - Case Studies - What We Do - Our Process

Website Development Firm 1 (855) 776 0707
www.databerry.com/ Need a Professional Website? Don't Wait - Call Databerry Today!

Website development - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Web_development
Web development is a broad term for the work involved in developing a website for the Internet (World Wide Web) or an intranet (a private network).

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

Web Development India
www.expertsfromindia.com/Web-Developer Web Developers & Programmers @8/hr
50+ Developers. Hire Today!

$595 Website Design $595
www.webcreationus.com/Web_Design Unlimited Designs Changes, Dedicated Designer, Get A Quote!

website development
www.aspinteractiveolutions.com/WebApps Get Your Website Develop Within Budget. 650+ Completed Projects.
Google search for "website development" showing search results and web development frameworks.
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