

SEO for the 2020's

A view of Earth from space, showing the curvature of the planet and the sun rising over the horizon, creating a bright orange and yellow glow.

By Ryan Masterson, Green Hat Web Solutions

Welcome



Ryan Masterson

- CEO and Co-founder of Green Hat Web Solutions
- My focus is on user interface and user experience design
- Worked in web development since 1997
- Formerly worked at Volume Nine (SEO, Internet Marketing)
- Current partnerships include Blue Moon Digital (SEO, Internet Marketing) and Room 214 (SEO, Social Media Marketing)

Agenda



History of SEO

What are major trends in social media right now?

Which SEO techniques no longer work?

Which SEO techniques still work?

What are some new SEO techniques?

What are big things coming for the 2020's?

What will the future look like?

2011: Google Panda

Google found its search results facing severe scrutiny because so-called “content farms” (websites that produced high volumes of low-quality content) were dominating the search results. Google’s SERPs were also cluttered with websites featuring unoriginal and auto-generated content – and even, in some instances, scraper sites were outranking content originators.

2012: Google Penguin

A hotly anticipated over-optimization algorithm, intended to eliminate “aggressive spam tactics” from its results. This algorithm targeted link schemes (websites with unusual linking patterns, including a high-amount of exact match anchor text that matched keywords you wanted to rank for) and keyword stuffing.

2012: Knowledge Graph

This was a major shift away from interpreting keywords strings to understanding semantics and intent. Knowledge panels, boxes, and carousels can appear whenever people do a search for one of the billions of entities and facts in the Knowledge Graph.

2015: Year of Mobile

The point at which mobile searches overtook desktop search for the first time on Google

2017: Artificial Intelligence

Google CEO Sundar Pichai declared Google an AI-first company

RankBrain

RankBrain was initially used to try to interpret the 15 percent of searches that Google has never seen before, based on the words or phrases the user has entered.

How to rank in intelligent search?

1. Cultivate Rich Location-Specific Knowledge for Map Apps
2. Generate & Respond to Reviews
3. Connect Your Inventory to Your Digital Presence
4. Integrate Your Digital Knowledge Across the Enterprise

You need:

The insights that organic search provides into consumer research.

The details paid search provides on conversion.

The feedback and intent signals social provides across a wide range of locations.

Trends in social media

- There are now almost 2.5 billion social media users
- Chatbots are becoming the norm
- Social messaging overtook social media
- Social messaging will greatly benefit businesses
- Businesses can no longer afford to ignore social customer service
- User-generated content can help drive reach and engagement
- Businesses are pouring more money into social ads
- Video is still the most popular content type
- YouTube is now the world's 2nd biggest search engine.
- Snapchat and Instagram are becoming more popular in young generations
- Google has time and again denied that links improve search rankings, but studies continue to suggest otherwise

Which SEO techniques no longer work?

- Link and article directories
- Exact-match domains
- Keyword stuffing
- Reciprocal linking
- Flat URL architecture
- Indiscriminate guest blogging
- Exact-match anchor text
- Pages for every keyword variation
- Paid links

Which SEO techniques still work?

- Write high quality
- Write for people rather than bots
- Write to serve a need
- SEO is about more than just text
- Universal search - used to be just 10 blue links, now includes things like maps, images, videos, shopping
- Conversion optimization
- Performance <https://developers.google.com/speed/pagespeed/insights/>

What are some new SEO techniques?

- Recycle old content
- Keyword research - How can I do keyword research now? Used to have keywords in GA, now only available with AdWords
 - Research to see volume and suggestions - <https://moz.com/explorer>
 - Look for what search engine auto suggests - <https://keywordtool.io/>
 - Look to see where there is an opportunity

What are big things coming for the 2020's?

- Big Data
- Voice searches are increasing.
- Visual search has gotten insanely good.
- Users (and brands) are increasingly adopting chatbots and using personal assistants (e.g., Apple's Siri, Amazon's Alexa, and Microsoft's Cortana)
- More legal complexities
- Google itself answering more questions/queries

What will the future look like?

- Biofeedback
 - Eye movement
 - Physiological feedback
- Subconscious filtering
- What will the SERPs page look like?
 - Maybe instead of lists of results it will show you only three
 - I think the growing of Artificial Intelligence is likely to cause individual ranking factors to become less critical.



Thank you!

Copy of the slides available at greenhatwebs.com/events

Did you like this? Let me know!

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