

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



Web

Images

Maps

Shopping

Blogs

More ▾

Search tools

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

Ads related to **website development** ⓘ

Web Development \$20/hr - Browse 12,000+ Web Developers

www.odesk.com/ ▾

Interview & Post Jobs Free.

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) 775 0707

www.databerry.com/ ▾

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

Web development - Wikipedia, the free encyclopedia

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/ ▾

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 ▾

A Great Company Needs an Awesome

Website, Get Yours **Developed** By Pros

Website development

360customwebsites.com/Web-Company ▾

1 (866) 899 6659

US #1 **Web Design & Development** Firm

[Portals](#), [HTML5](#), [PHP](#), [.NET](#), [Java](#), [Ecom](#).

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

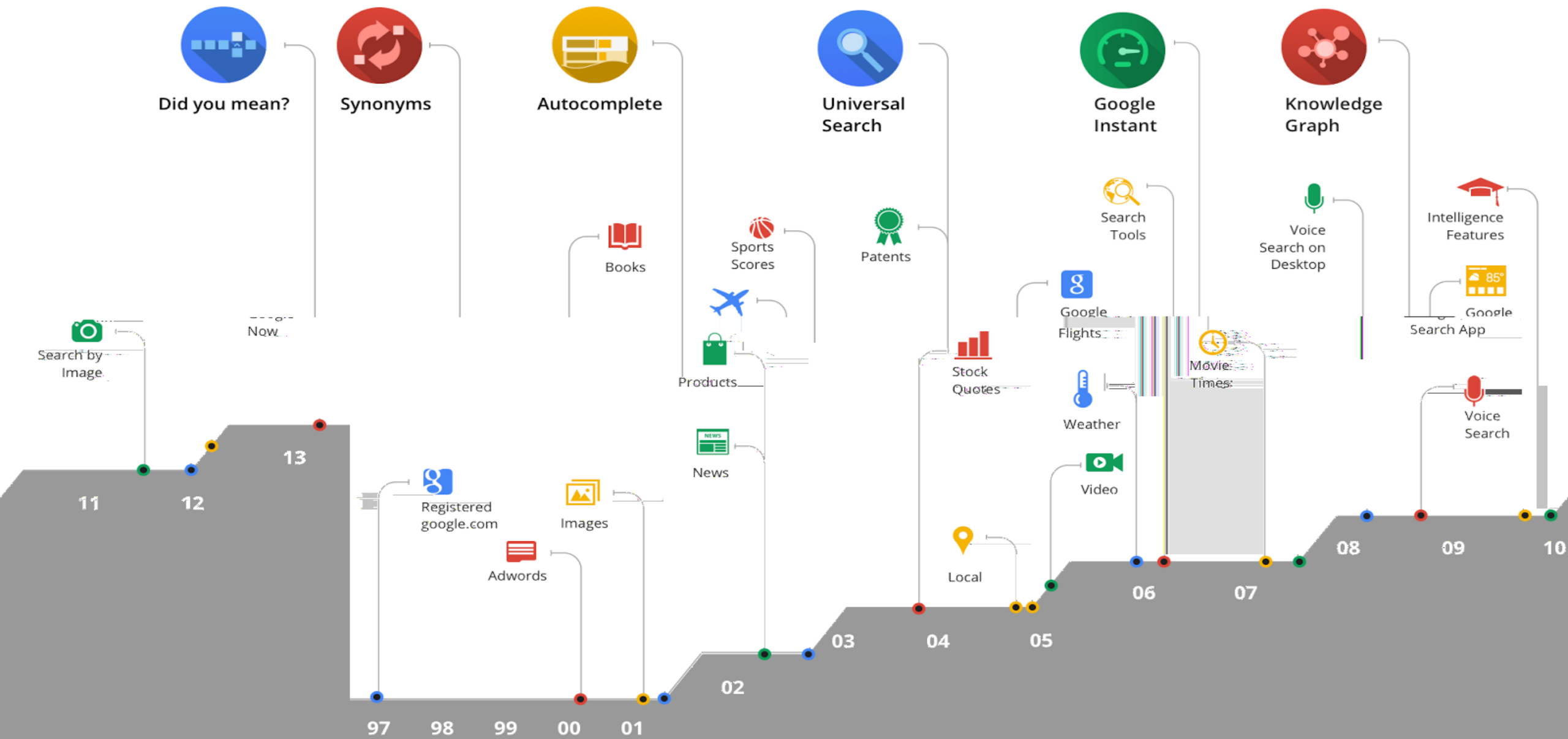
www.espinteractivesolutions.com/WebApps ▾

1 (510) 526 2592

Get Your **Website Develop** Within

Budget. 650 + Completed Projects.

Google Search Timeline



SEO in 2013

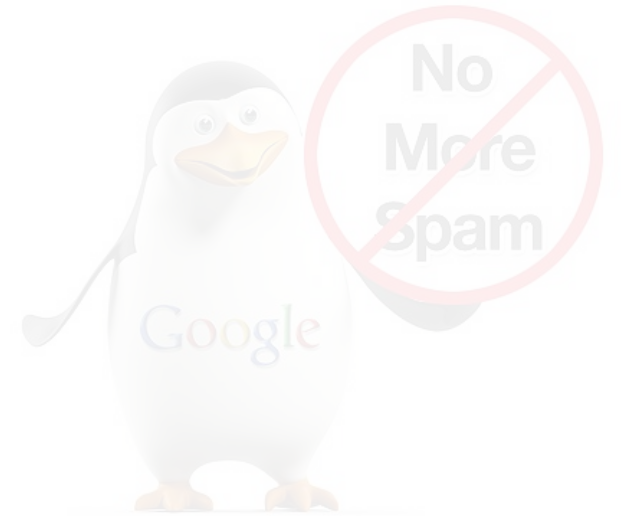
- **Post-Panda SEO;**
 - Thin & low quality content wasn't rewarded
 - 'Great content' started to make sense
- **Penguin** in full swing;
 - Targeting link schemes & unnatural links
 - Penalises keyword stuffing & over-optimisation
- **Hummingbird** update confirmed in Sept 2013;
 - Full query text considered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



SEO in 2013

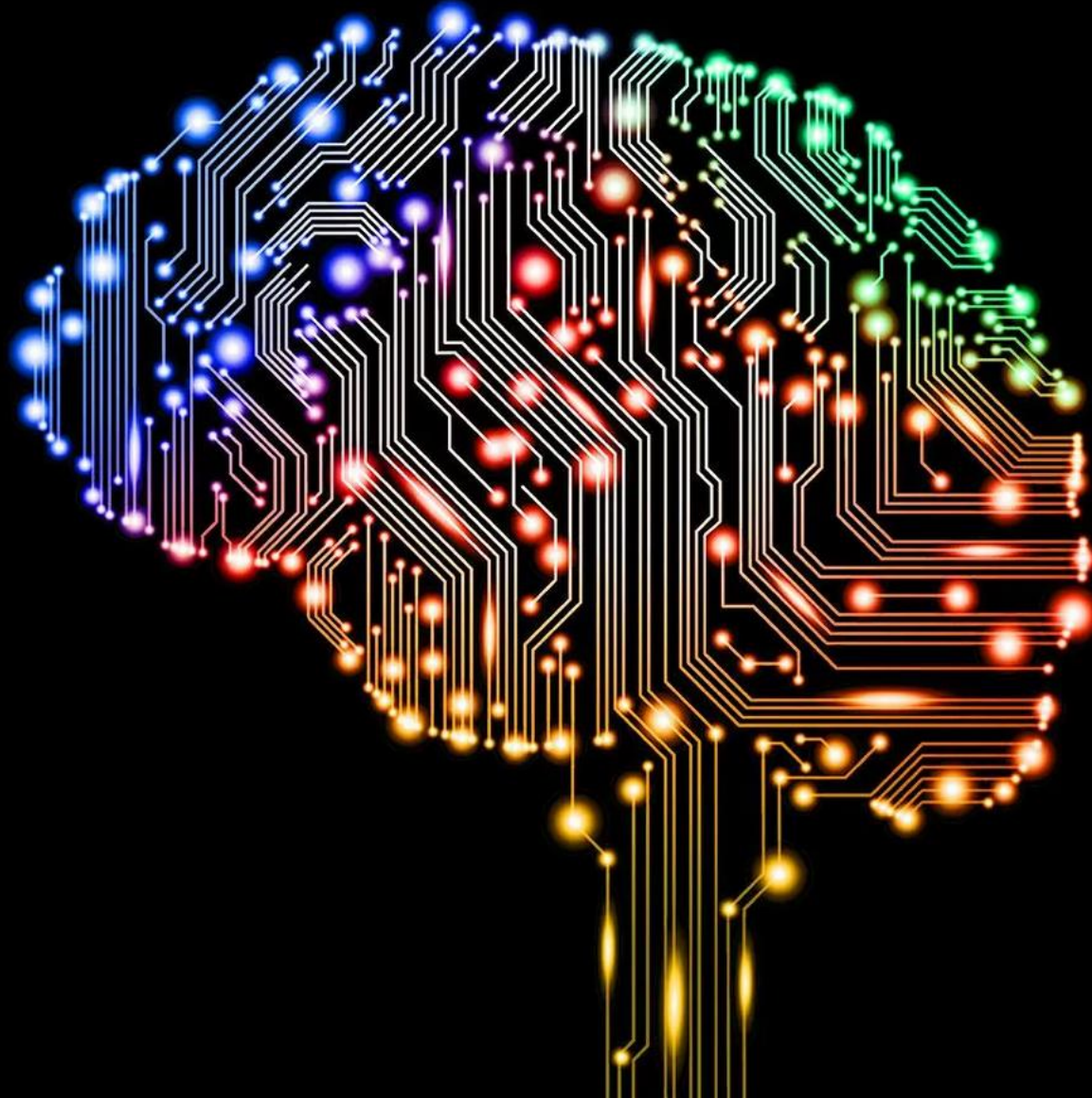
- **Post-Panda** SEO;
 - Thin & low quality content wasn't rewarded
 - 'Great content' started to make sense
- **Penguin** in full swing;
 - Targeting link schemes & unnatural links
 - Penalises keyword stuffing & spammy links
- **Hummingbird** update confirmed in Sept 2013;
 - Full query text considered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

Business as usual
(more or less)



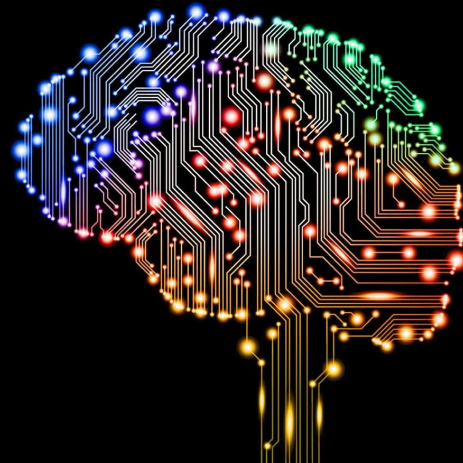
2015:

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...

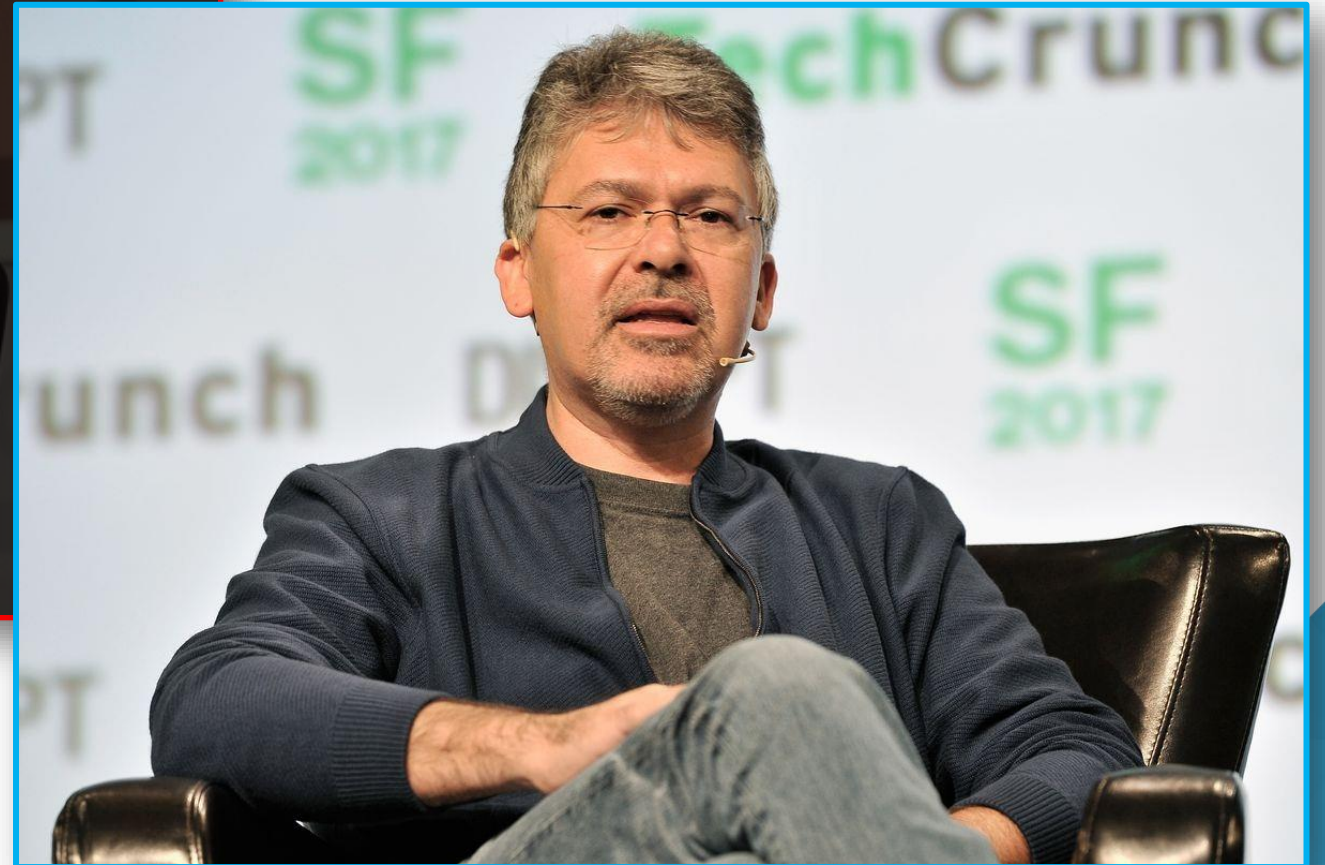




Amit Singhal

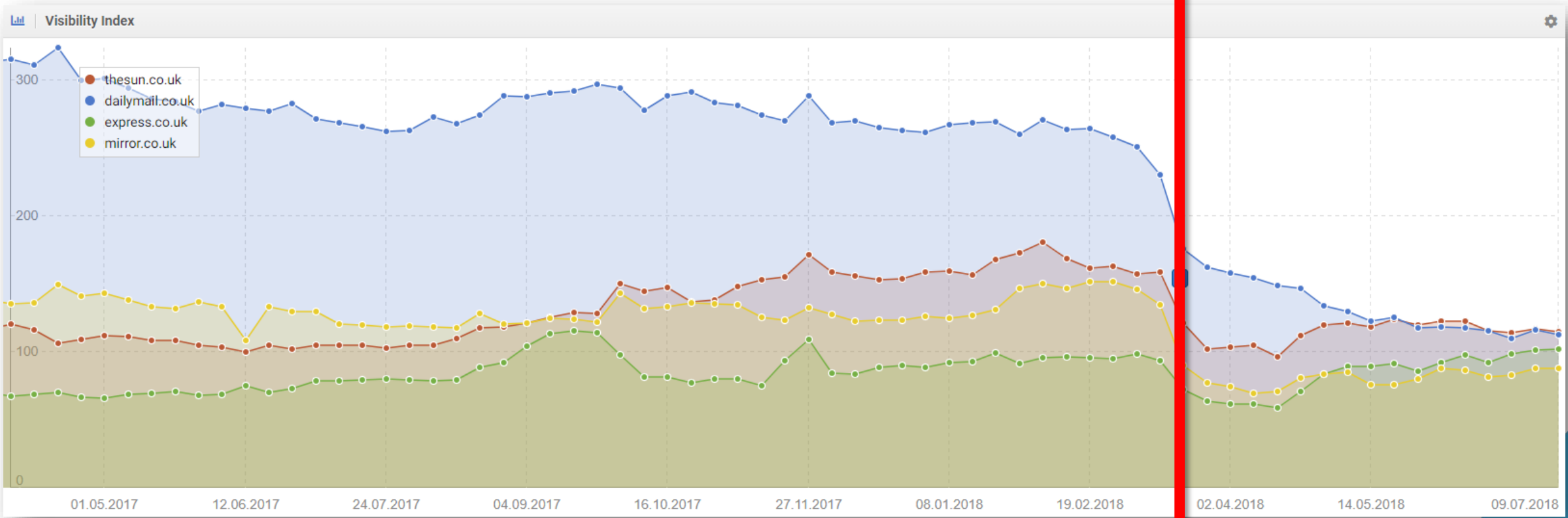


Amit Singhal



John Giannandrea

2018:



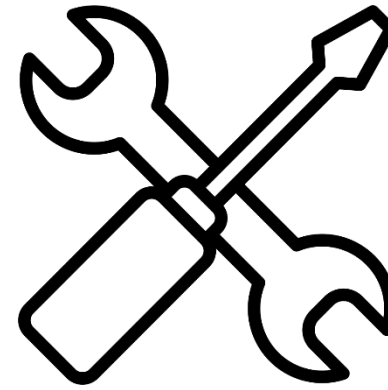
The first ‘core algorithm update’?

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?

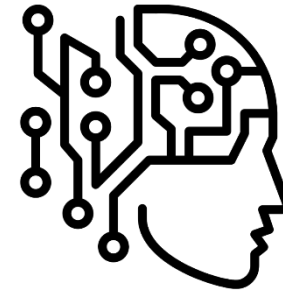
✓ Mobile-first Indexing

✓ 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](#) ⋮

Sponsored



[builtbypixel.com](https://www.builtbypixel.com)

<https://www.builtbypixel.com> · [bespoke](#) · [web-design](#) ⋮

Bespoke Web Design Development - We can help your business...

Custom **web design** & app **development** agency based in Manchester. eCommerce specialists.

[Bespoke Websites & Apps](#) · [Our Expertise](#) · [Contact us](#) · [Work](#) · [About](#)

Sponsored



[shinotechsoftware.co.uk](https://www.shinotechsoftware.co.uk)

<https://www.shinotechsoftware.co.uk> ⋮

Web Application Company - London-Based

Full-Service Software **Development** Company. **Web** App/eCommerce/Custom Software **Development**

Sponsored



[andersenlab.com](https://www.andersenlab.com)

<https://www.andersenlab.com> ⋮

Website Development Agency - Estimate Price of Your Project

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

Sponsored



[nerdcow.co.uk](https://www.nerdcow.co.uk)

<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





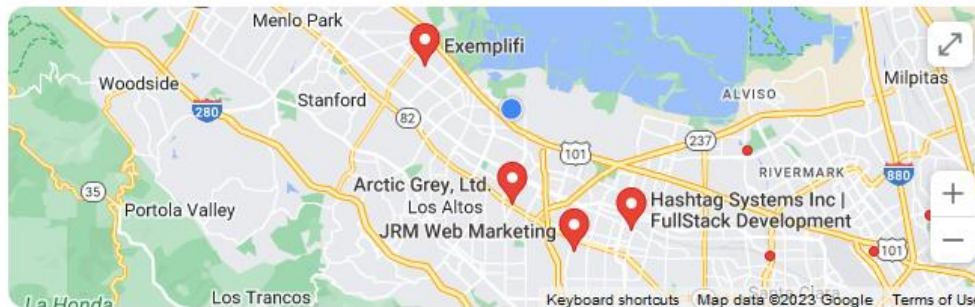
HubSpot

<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 ▾

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
marketingWeb
designSoftware
Testing

Marketing

[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

Knowledge graph

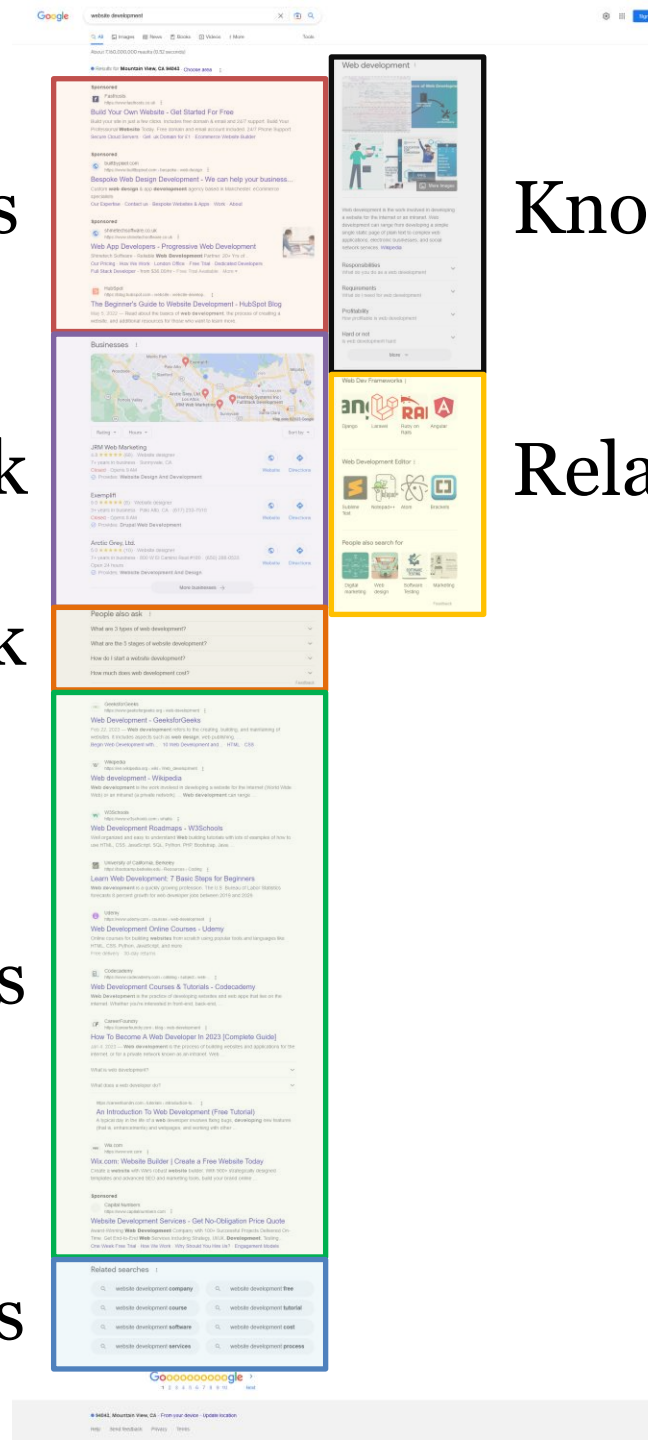
Local pack

Related entities

People also ask

Organic results

Related searches



SERP Features

Movies >



Sponsored · Shop arnold schwarzenegger



Mens Arnold Schwarzenegger
€6.65
AliExpress.com
Free shipping
By Google



Arnold Schwarzenegger
€16.94
Etsy
+€12.80 shipp...
By Google

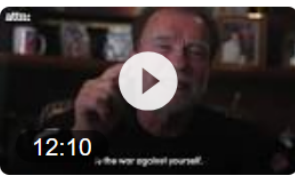


Black Man Active Oversize
€8.00
boohooMAN
+€5.99 shipp...
By Google

Images for arnold schwarzenegger motivation :

Videos :

motivational workout youtube cigar bodybuilding recent twitter



12:10

Arnold Schwarzenegger has a powerful message for those ...

YouTube · Arnold Schwarzenegger
2 weeks ago



1:06:24

Arnold Schwarzenegger: Full Interview

YouTube · Graham Bensinger
24 Oct 2022

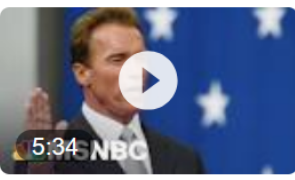


10:01

Arnold Schwarzenegger Leaves the Audience SPEECHLESS ...

YouTube · MotivationHub
12 Aug 2020

3 key moments in this video

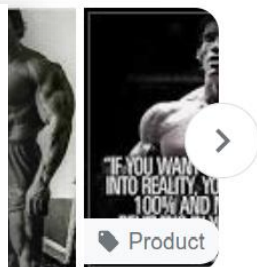


5:34

Arnold Schwarzenegger's last act

YouTube · MSNBC
2 weeks ago

View all →



Product

Feedback

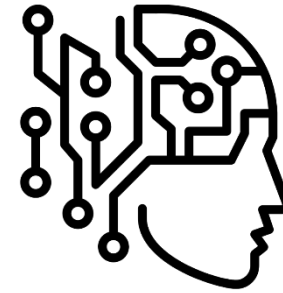


nie
eman

Google 2013-2023: Three Key Trends

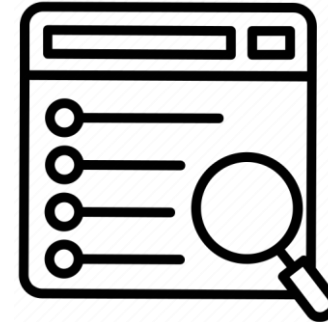
1. Machine Learning & AI;

- Moving away from manual factors

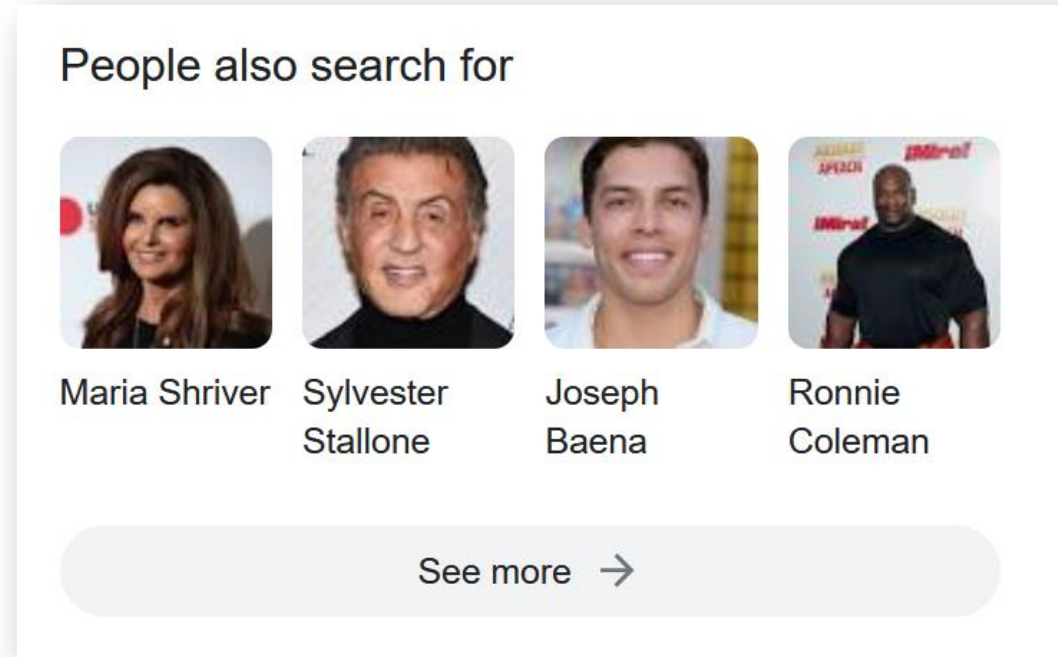


2. SERP Features;

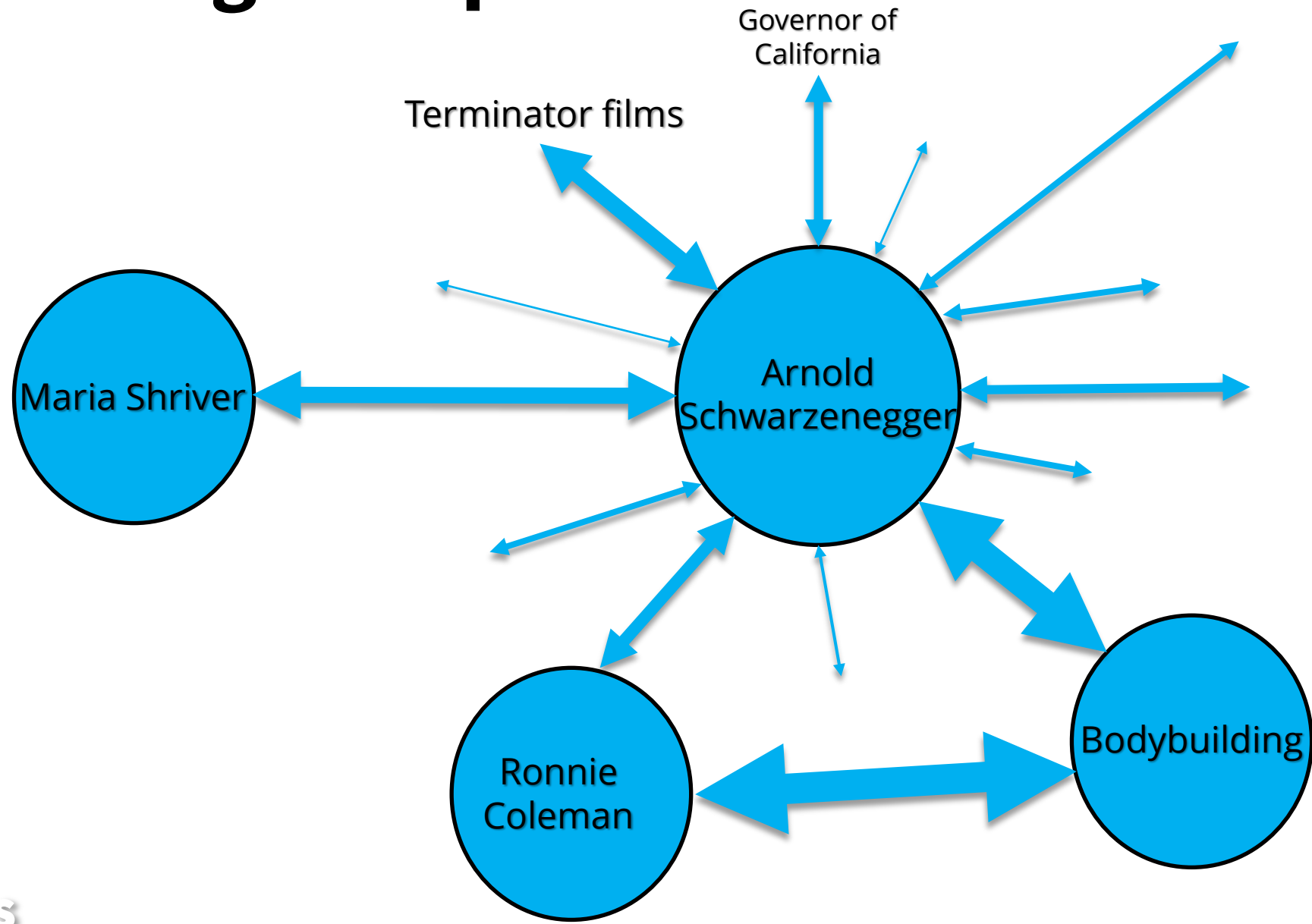
- Increased diversity in ranking types



SERP Features & Knowledge Graph



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 →

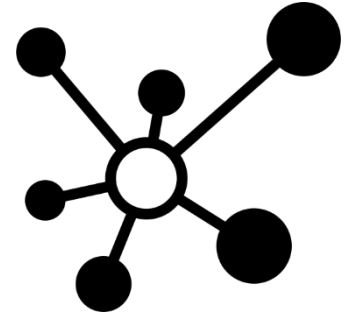
Knowledge Graph

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



Expressions of the
Knowledge Graph

Knowledge Graph

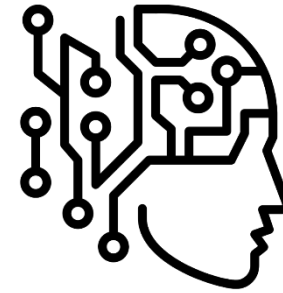


- Underpins most Google SERP features
- Enables Google to understand entities & relationships
- Empowered by Structured Data
- Critical aspect of Google search quality

Google 2013-2023: Three Key Trends

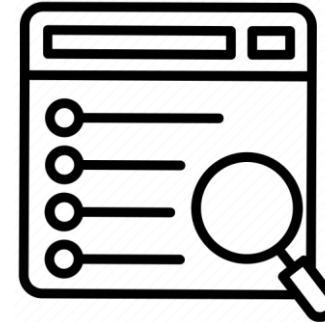
1. Machine Learning & AI;

- Moving away from manual factors



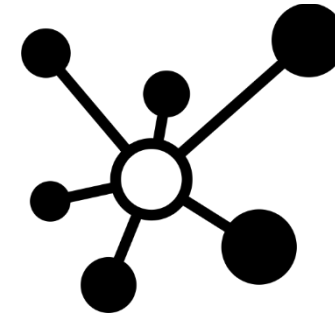
2. SERP Features;

- Increased diversity in ranking types



3. Knowledge Graph;

- Not keywords, but entities & relationships



Generative AI



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

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

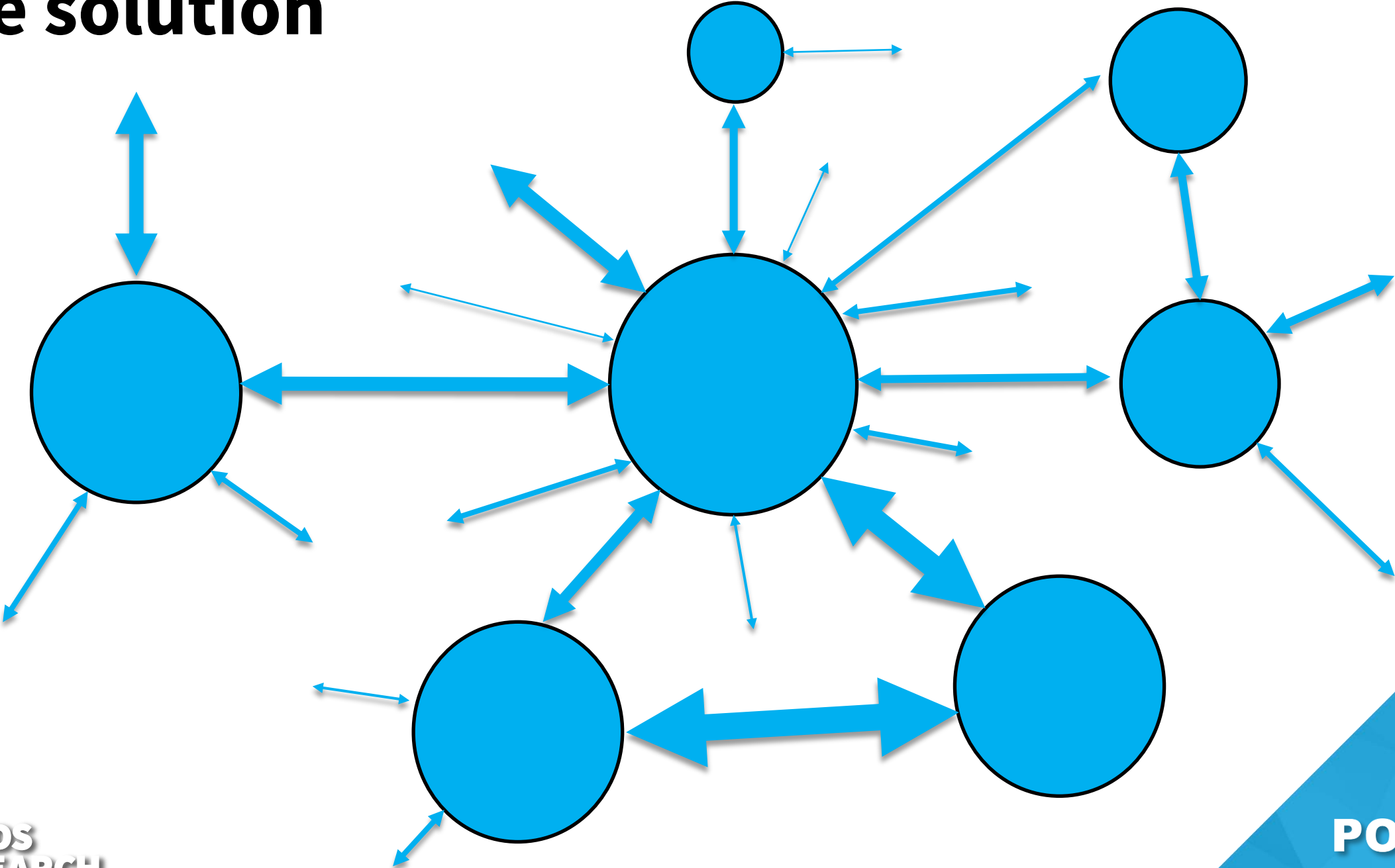
ChatGPT will keep 'hallucinating' wrong answers for years to come and won't take off until it's on your cellphone, Morgan Stanley says

Zahra Tayeb Feb 23, 2023, 1:45 PM

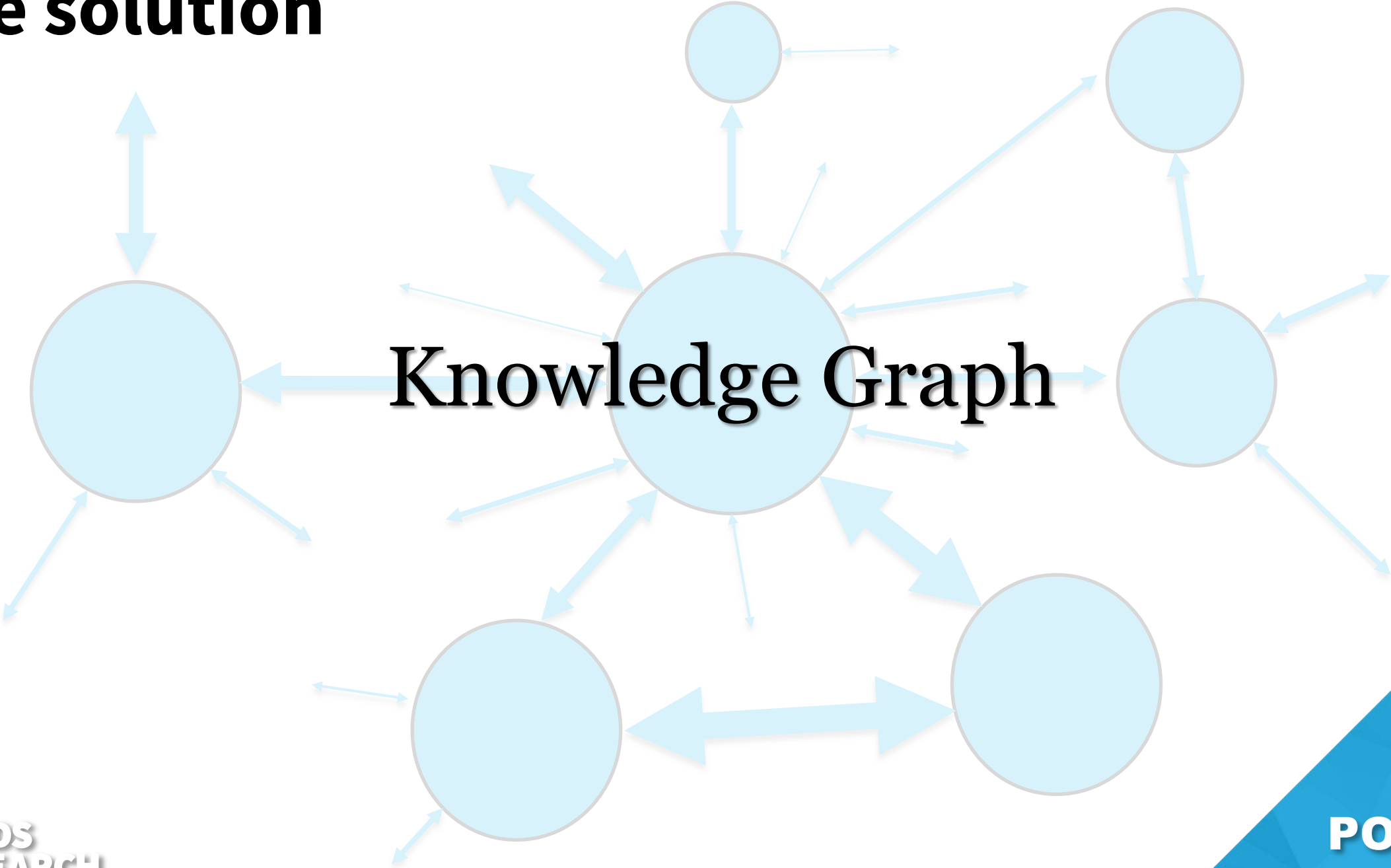


The solution..?

The solution

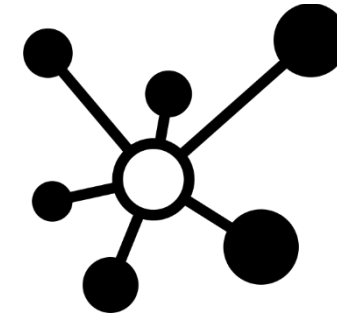
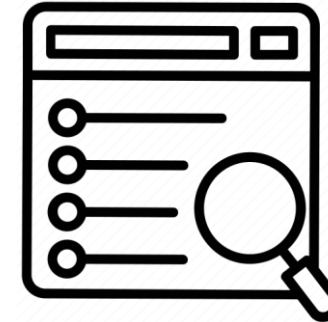
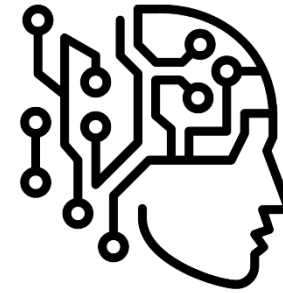


The solution



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 titles like 'Web Development \$20/hr - Browse 12,000+ Web Developers' and 'Website Development Firm'. The organic results include a Wikipedia entry for 'Web development' and several other web development firms. The page layout is typical of Google's design at the time, with a search bar at the top and results listed below.

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**

Web Development \$20/hr - Browse 12,000+ Web Developers
www.odesk.com/
Interview & Post Jobs Free.
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) 775 0707
www.databerry.com/
Need a Professional **Website**? Don't Wait - Call Databerry Today!

Web development - Wikipedia, the free encyclopedia
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/
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
A Great Company Needs an Awesome **Website**, Get Yours **Developed** By Pros

Website development
360customwebsites.com/Web-Company
1 (866) 899 6659
US #1 **Web Design & Development** Firm
Portals, HTML5, PHP, .NET, Java, Ecom.

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.espinteractivesolutions.com/WebApps
1 (510) 526 2592
Get Your **Website Develop** Within
Budget. 650 + Completed Projects.

Google

website development

✕ | 📷 🔍



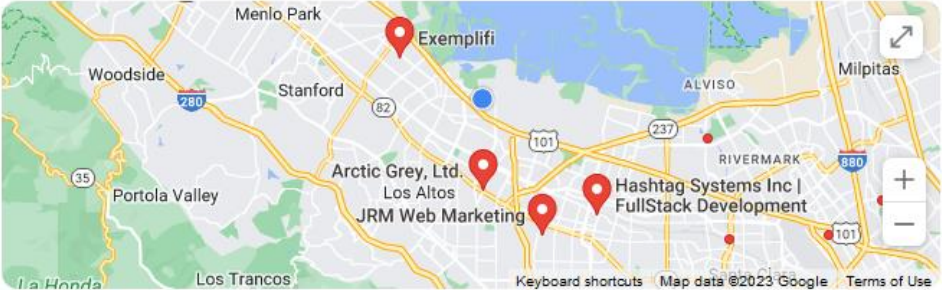
HubSpot

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

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

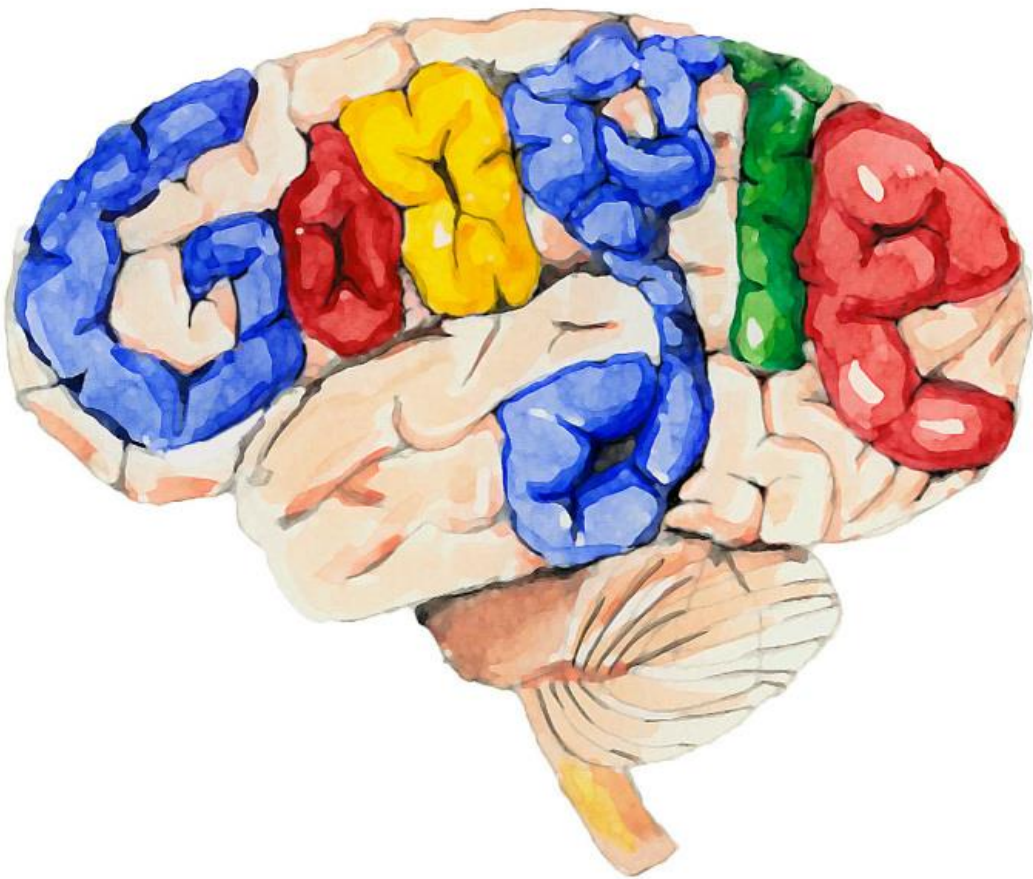
 Software Testing

 Marketing

FRIENDS
FSEARCH

POLEMIC
DIGITAL

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



barry@polemicdigital.com



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



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