



Mindset of SEO

SUBJECT CODE: 21DMS007

FACULTY NAME: MS. SABA KARIMI

DIGITAL MARKETING STRATEGY

Session 1: Mindset of SEO



History of SEO



Understanding How SEO has evolved



How Google is changing tides



History of SEO

HOW DID SEO COME INTO EXISTENCE?



1994



2000

2010

2014

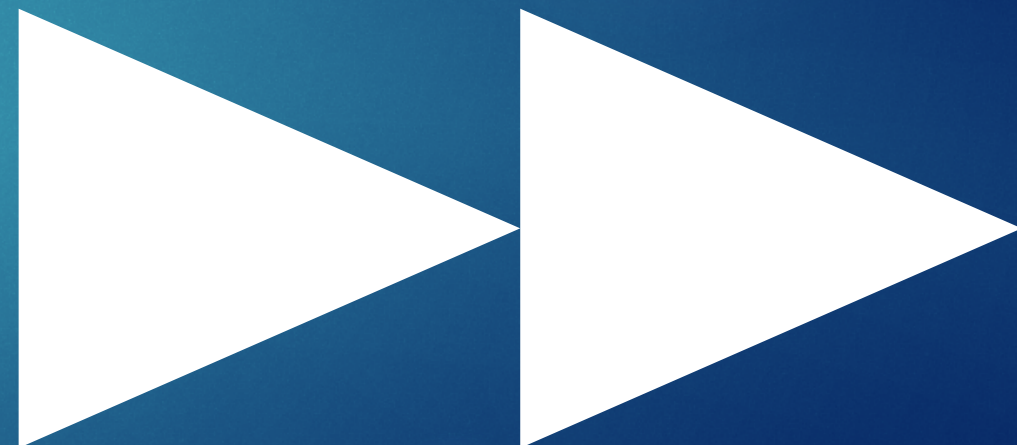


**SOMEWHERE
IN WASHINGTON, BRIAN
PINKERTON CREATES THE
FIRST CRAWLER TO INDEX
ENTIRE PAGES.
IT GENERATES A LIST OF
THE TOP 25 WEBSITES.**





FAST FORWARD THREE YEARS.



1997

1994



2000

2010

2014

Excite is kind of a big deal in the 90s. It launches in 1993 and purchases Webcrawler in 1996, but eventually stops gathering its own listings in 2001.



Launched in 1994, Lycos is one of earliest crawler-based search engine By 1997 it has indexed over 60 million documents, but eventually stops gathering its own listings in 2001.



Yahoo is still powered by humans, with crawler-based results from partners only showing if no-human powered results exists.





1998

1994



2000

2010

2014

Google launches and uses PageRank to rank websites more accurately.



Google launches and uses **PageRank** to rank websites more accurately.



PageRank looks at incoming links for a webpage to help determine where it should rank.



Search the web using Google!

Google Search

I'm feeling lucky

[Special Searches](#)
[Stanford Search](#)
[Linux Search](#)

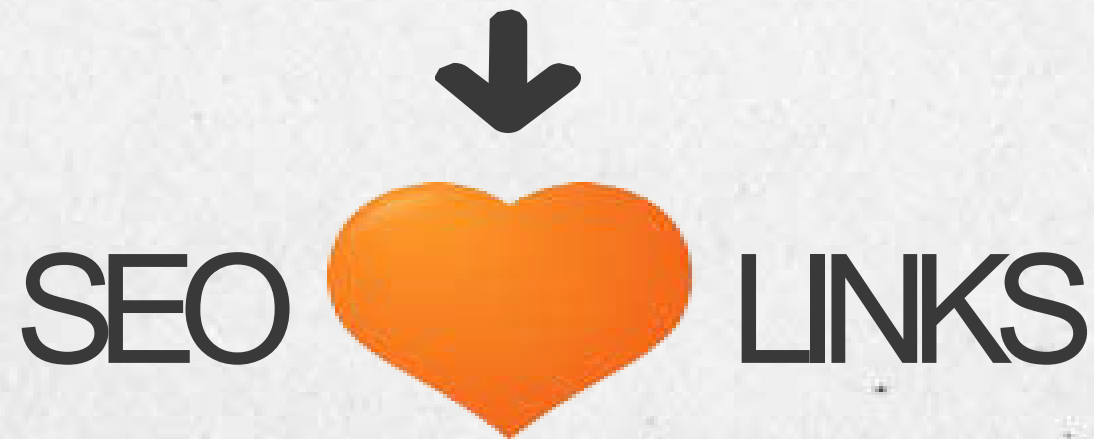
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GOOGLE'S PAGERANK IS KNOWN AS
“**LINK JUICE**” AND STARTS A LONG
ROMANCE BETWEEN SEO & LINKS.





1999

1994



2000

2010

2014



DANNY SULLIVAN LAUNCHES THE FIRST CONFERENCE JUST FOR SEARCH.



Moderated by Search Engine Expert: Danny Sullivan

Presented By:



Hosted by:



With millions of web surfers turning to search engines each day to find web sites, can you afford not to be found by them? Search engines can generate significant traffic for those who take the time to understand them better. At this

unique one-day event, you'll learn the ins-and-outs of search engine marketing from top experts in the field.

**The Search Engine Strategies Seminar is now
SOLD OUT**

**We are no longer taking registrations for this
event**

*Search Engine Strategies '99 features
presentations and panel discussions that
cover all aspects of search engine-
related promotion, such as:*



TOPICS COVERED INCLUDE:

- 1. Designing Search Engine Friendly Sites** — Tips for those who build sites to make them more search engine friendly and tap into traffic naturally.
- 2. Meta Tags** — Different experts explain their strategies to writing meta tags.
- 3. Doorway Pages** — Learn the pros and cons to creating content precisely optimised for search engines.

TOPICS COVERED INCLUDE



Search Engine *STRATEGIES*

Techniques for
Tapping Portal Traffic

In 1999 it pays
to be awesome
at meta tags.

- 1. Designing Search Engine Friendly Sites** — Tips for those who build sites to make them more search engine friendly and to tap into traffic naturally.
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➔ In 1999, SEOs still have problems with search engine updates. **Altavista** relaunches its website and changes its algorithm. Lot's of sites disappear. It became known as **Black Monday**.



2000

1994



2010

2014

Google launches Paid Links AdWords as CPM model. ↓



Google Gets Paid Links, Quotes and More Languages

Danny Sullivan, October 15, 2000

0 Comments



Page One Power is a custom link building company located in Boise, Idaho.

Google Gets Paid Links, Quotes and More Languages

By Danny Sullivan

From The Search Engine Report

Google also releases a Page Rank toolbar so SEO's can now record their PageRank.





**GOOGLE'S PAGERANK
TOOLBAR HELPS SEOS
FIGURE OUT THE BEST PAGES
TO GET LINKS FROM.**



SEO



LINKS



2003

1994

2000



2010

2014

GOOGLE GETS INTO CONTEXTUAL ADVERTISING WITH ADSENSE.





GOOGLE'S FLORIDA UPDATE PENALISES TACTICS POPULAR IN THE LATE 90S LIKE KEYWORD STUFFING AND OVER OPTIMISATION OF ANCHOR TEXT.





2004

1994

2000



2010

2014



**RAND FISHKIN
LAUNCHES SEOMOZ
AND QUICKLY
TURNS IT INTO ONE
OF THE INDUSTRY
AUTHORITIES
ON ALL THINGS
SEARCH.**





**AARON WALL
RELEASES THE FIRST
PDF VERSION OF
SEOBOOK, ONE OF
THE BEST KNOWN
BOOKS ON THE
SUBJECT OF SEARCH.**



Spam is still an issue
with companies like
TrafficPower banned for
tactics such as JavaScript
mouseover redirects and doorway pages



SETH GODIN WRITES A POPULAR BLOG POST ON WHY SEO IS AN UNRELIABLE TRAFFIC SOUR

The Problem
with Search Engine
Optimisation



<http://bit.ly/1bnqOz>



2005

1994

2000







2010

2014

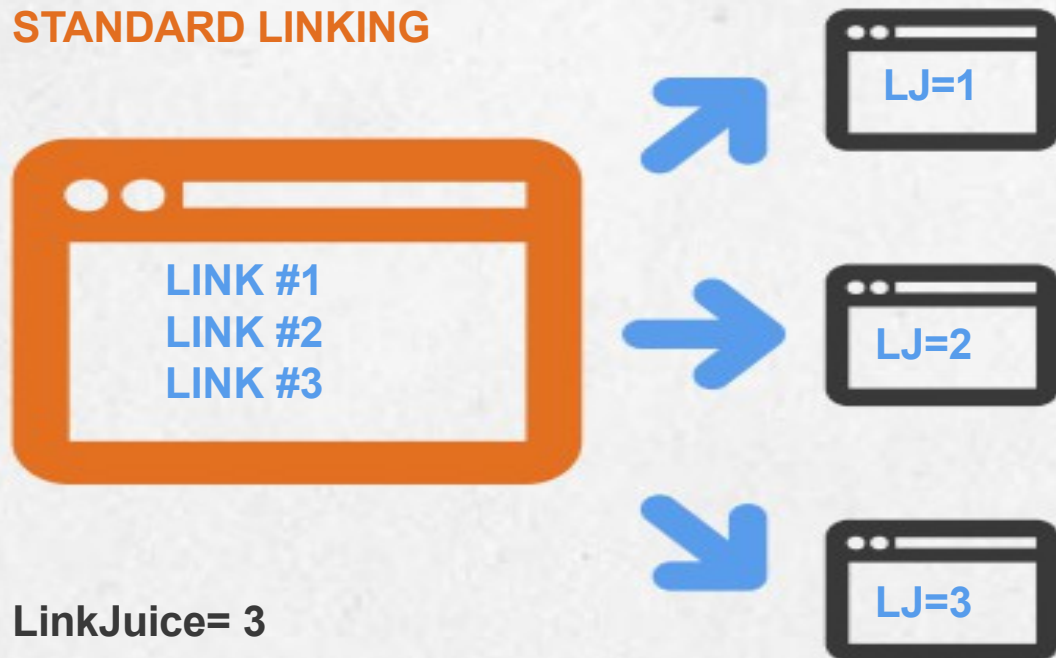
In **2005**, Google releases the **nofollow** tag to combat blog spam which is supported by both MSN and Yahoo.

Blog
comment
spam

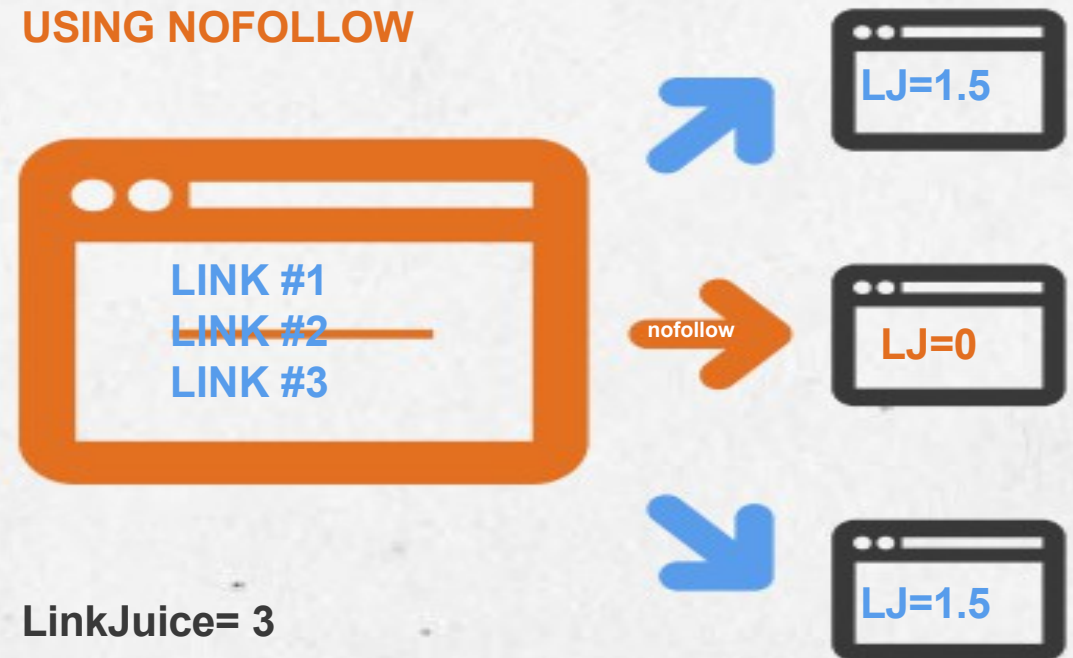
 Johnny Smith perfectdietprograms.com! contact@perfectdietprogram s.com 92-228 57-149	Submitted on 2011/09/07 at 1:17 pm Rather useful appreciate it, I do believe your current visitors might just want a whole lot more articles similar to this maintain the great content.
 John Smith bestweightlosssystems-org! contact@bestweightloss.syst ems.org 92-226 39-225	Submitted on 2011/09/08 at 4:57 am Surprisingly good thank you, I reckon your visitors will probably want a whole lot more well written articles of this nature keep up the good effort.
 Tim Jefferson bestweightloss.program.mob il! contact@bestweightlossprog ram.mob 95-179 97-248	Submitted on 2011/09/07 at 7:20 pm Genuinely challenging bless you, I'm sure your current audience might want a great deal more writing along these lines maintain the excellent work. Approve Reply Quick Edit Edit Spam Trash
 John Jefferson bestdietprogram.infor contact@bestdietprogram.infor	Submitted on 2011/09/07 at 3:52 pm Exceedingly educational many thanks, it is my opinion your truly subscribers might just want considerably more items like this continue the excellent hard work.

SEOs use it for **PageRank sculpting** to funnel PageRank to important pages.

STANDARD LINKING

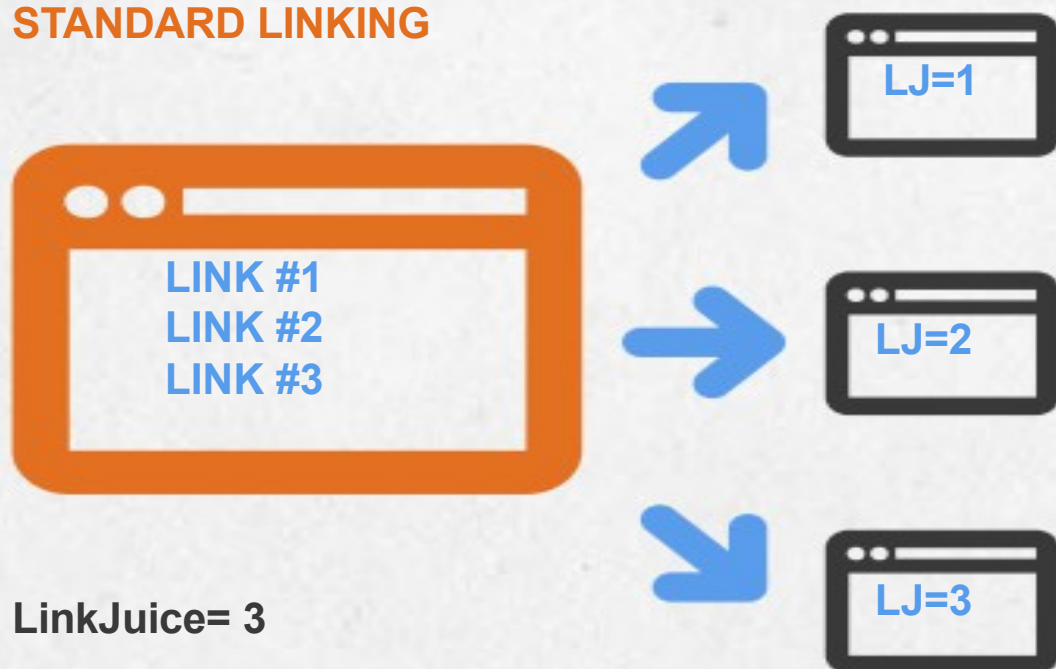


USING NOFOLLOW



SEOs use it for **PageRank sculpting** to funnel PageRank to important pages.

STANDARD LINKING



Google put a stop to this in 2008 when they announce **nofollowing** a link no longer passes more juice through remaining links.







IT'S RUMORED THAT
GOOGLE IS RELEASING
AN AGING FILTER,
MAKING IT DIFFICULT TO
RANK NEW SITES. THIS IS
OFTEN REFERRED TO AS
THE **“SANDBOX EFFECT”**.



2006

1994

2000



2010

2014

**IN 2006 GOOGLE
ANNOUNCES
THAT BMW IS
BANNED FOR USING
A TACTIC CALLED
CLOAKING.**



Cloaking shows users and search engines different content.



What a search engine sees

Zur BMW
Der BMW - Fahrgast prüft
Autohaus BMW
Sie suchen ein BMW Autohaus?
Behörde Fahrzeuge Anschaffung
Fahrzeugverkauf an Behörden
Behörde Fahrzeuge Beschaffung
Fahrzeugbeschaffung für Behörden bei BMW
Beschaffung Fahrzeuge-Behörde
Beschaffung von
Behördenfahrzeugen bei BMW
Deutschlandfahrzeug BMW
Für Polizei, Notarzt und Feuerwehr-
Deutschlandfahrzeuge von BMW
Deutschlandfahrzeug Notarzt
Schlüssel im Einsatzt - mit einem
Notarztwagen von BMW
BMW 31 6
Informationen zum BMW 31 6
BMW 31 8
Informationen zum BMW 31 8
BMW 31 8i
BMW 31 8i - Design und Fahrkultur
BMW 320
Problem mit einem BMW 320i
BMW 330
Faszination BMW 330
BMW 3er
BMW 3er Editionen
BMW 3er
BMW 3er Serie
BMW 3er
Das BMW 3er Coupé
BMW Ausbildung
Stellungsangebote bei BMW
BMW Autohäuser
BMW Autohäuser Adressen
BMW Autohaus
BMW Autohaus finden
BMW Felgen
BMW Zubehör Felgen

BMW Neuwagen

Sie suchen einen BMW Neuwagen? Unsere Suche nach BMW Händlern in Ihrer Nähe bietet schnellen Zugriff auf BMW Autohäuser in Ihrer Nähe, wo Sie sich die BMW Neuwagen in aller Ruhe und Ausführlichkeit ansehen können. BMW Neuwagen - Sie erhalten von uns Adresse, Telefon und Website der BMW Händler in Ihrer Nähe. Suchen Sie über Postleitzahl, Stadt oder Name des BMW Partners. BMW Neuwagen - In jeder Abteilung unserer BMW Niederlassung arbeiten Fachleute für Sie. Unsere Mitarbeiter werden durch intensive Schulungen der BMW AG immer auf dem aktuellen Stand der Wissens gehalten. BMW Neuwagen - Mit diesem Know-how arbeiten sie ganzheitlich an der Lösung, die sich am besten an Ihre Bedürfnisse anpasst. In einem unserer vielen Autohäuser in ganz Deutschland können Sie sich rasch und unproblematisch für eine Probefahrt in Ihrem Lieblings-BMW Neuwagen anmelden. Egal, worum es geht um die Absprache eines Service-Termins, eine Reparatur oder die Finanzierung Ihres Neuen oder Ihres neuen gebrauchten BMW Neuwagen - Sympathisch und kompetent. Unser Team ist immer im Einsatz für Sie. Bei uns ist immer was los! Langeweile kommt in unserer Niederlassung nicht auf. Hier finden Sie Informationen zum Thema: BMW Neuwagen gesucht.

Ein BMW Neuwagen gesucht?

BMW Neuwagen - Regelmäßig bieten wir Ihnen neue Angebote, bringen Ihnen Aktuelles über die neuesten BMW Modelle nahe und organisieren Veranstaltungen aller Art. Bei uns werden Sie gut informiert und gut unterhalten. BMW Neuwagen - Egal, welche Frage Sie an unsere Profi-Team: In unseren Filialen sind Sie als unser Kunde oder als neugieriger Interessent immer herzlich willkommen. BMW Neuwagen - Wenn Ihnen das BMW-Portal im Internet Appetit gemacht hat, besuchen Sie doch einmal eine Niederlassung ganz in Ihrer Nähe - hier können Sie unseren Mitarbeitern Löcher in den Bauch fragen. BMW Neuwagen - Haben Sie Interesse an einer Probefahrt in Ihrem Wunsch-BMW? Kein Problem! Bei unseren Niederlassungen können Sie sich jederzeit für eine Probefahrt in einem unserer Automobile anmelden. In unseren Niederlassungen bekommen Sie einen Vorgeschmack auf die Freude am Fahren. BMW Neuwagen - Der-Hol- und-Bring-Service. Nutzen Sie die Flexibilität Ihres BMW Partners. So verlieren Sie keine unnötige Zeit. Viele BMW Autohäuser führen nicht nur die Wartungs- und Reparaturarbeiten an Ihrem BMW fachgerecht aus. Sie holen das Fahrzeug auch direkt bei Ihnen zu Hause oder im Büro ab und bringen es Ihnen nach Beendigung der Arbeiten wieder zurück. Ihr neues Auto - ein BMW.

BMW Neuwagen - Fragen Sie Ihren BMW Partner, welchen Service er Ihnen anbieten kann, damit Sie möglichst lang mit Ihrem BMW Neuwagen Freude haben. Sollte Ihre Arbeitszeit zu kurz sein, erweitern Öffnungszeiten bei Ihrem BMW



What a user sees



[Home](#) | [Automobile](#) | [Products & Services](#) | [Dienstleistungen](#) | [Fahrerlebnis](#) | [Interact](#)

[1](#) [3](#) [5](#) [6](#) [7](#) [X3](#) [X5](#) [24](#) [M](#)

Neue Automobile

BMW 5er Limousine - Automobile Leidenschaft.

Details

BMW 1er

Produktinformationen

BMW 2er

Limousine | Touring
Coupe | Cabrio

BMW 3er

Limousine | Touring

BMW 6er

Coupe | Cabrio

BMW 7er

Produktinformationen

BMW X3

Produktinformationen

BMW X5

Produktinformationen

BMW 24

Produktinformationen

BMW M Modelle

M3 Coupe | M3 CS
M5 Limousine | M5 Coupe

BMW Automobile direkt

- Fahrzeug konfigurieren
- Informationen bestellen
- Händler suchen
- Probefahrt vereinbaren
- Fahrterlebnis beschreiben

Weitere Spezialis

- BMW 1er
- BMW 5er Limousine
- BMW 6er Coupé
- BMW 6er Cabrio
- BMW 7er
- BMW X3
- BMW X5
- BMW 24
- BMW M5
- BMW M3
- BMW 24 M

Gewährleistungen

Informationen zu den
Gewährleistungen beim Kauf
eines BMW.

Mehr



XML Sitemaps launch and are supported by all of the major search engines.

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:mobile="http://www.google.com/schemas/site
  ▼<url>
    <loc>http://www.hubspot.com/acceptable-use</loc>
    <lastmod>2013-05-01</lastmod>
  </url>
  ▼<url>
    <loc>http://www.hubspot.com/advanced-inbound-training</loc>
    <lastmod>2013-05-08</lastmod>
  </url>
  ▼<url>
    <loc>http://www.hubspot.com/agency-partners</loc>
    <lastmod>2013-06-20</lastmod>
  </url>
  ▼<url>
    ▼<loc>
      http://www.hubspot.com/basic-inbound-success-training
    </loc>
    <lastmod>2013-04-26</lastmod>
  </url>
  ▼<url>
    <loc>http://www.hubspot.com/business-blog-marketing-hub</loc>
    <lastmod>2013-04-26</lastmod>
  </url>
  ▼<url>
```




2008

1994

2000



2010

2014

Google Suggest launches.
This gives SEOs another tool
to help with keyword research.

A screenshot of the Google Suggest BETA interface. At the top is the Google logo with 'Suggest BETA' underneath. Below the logo are navigation links: Web, Images, Groups, News, Froogle, Local, and more ». A search bar contains the text 'amazon'. Below the search bar is a dropdown menu showing search suggestions with their respective result counts. To the right of the search bar are links for Advanced Search, Preferences, and Language Tools. The text 'As you t' is visible on the left side of the dropdown menu, and 'ate the results.' is visible on the right side.

Suggestion	Results
amazon	214,000,000 results
ask jeeves	1,240,000 results
argos	4,340,000 results
aol	69,300,000 results
aim express	5,390,000 results
adaware	1,410,000 results



2009

1994

2000



2010

2014



In **2009**, social networks are helping to provide real-time results for users. Google wants to make sure its index can provide fresher results.



**GOOGLE CAFFEINE
UPDATE MEANS
GOOGLE CAN
INDEX THE WEB
MORE OFTEN AND
PROVIDE FRESHER
RESULTS.**





Google launches **real-time** search including Twitter results.

Stuck gas pedal causes 2nd major Toyota recall - Yahoo! News

Jan 22, 2010 ... Toyota Motor Corp. built its reputation in the US as a maker of safe and dependable vehicles, but the quality of the Japanese automaker's ...

news.yahoo.com/s/ap/20100122/ap_on.../us_toyota_recall - 25 minutes ago -   

 [Show more results from news.yahoo.com](#)

Latest results for **toyota recall** - Pause

TOYOTA RECALL: Reports of Runaway Cars: Four dead in Dallas crash where problem floor mats were found in trunk.

TOYOTA RECALL: New Reports of Runaway Toyotas; Massive Recall - go.com

[ABCNewsBlotter](#) - [twitter.com](#) - seconds ago

Newly Acquired Member of Mets: Gary Matthews Jr.

[Buzzy Bloggers](#) - 1 minute ago

Toyota Motor Sales, USA, Inc announced yesterday that they would **recall** big ... January 21, 2010 – **Toyota** Motor Corporation issued a voluntary recall for ...

Toyota Recall 2010: More Than 2 Million Cars Recalled Due To Gas ...


Jan 21, 2010 ... A new **Toyota recall** was announced today, affecting some 2.3 million vehicles just months after a separate **Toyota recall** that affected ...



It ends in **2011** when Google's deal with Twitter expired.

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[Toyota Recall 2010: More Than 2 Million Cars Recalled Due To Gas ...](#)

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MEANWHILE ...



**GOOGLE
VINCE IS
A MAJOR
UPDATE THAT
MANY SEOS
FEEL FAVOUR
BRANDS.**





2010

1994

2000



2014

In **2010**, the New York Times prints a story about DecorEyes, a company who uses bad service as a way to capture high quality links from user complaint websites and help improve its search engine rankings.



It doesn't end well. Google penalises the site and the site owner gets arrested.

U.S. Arrests Online Seller Who Scared Customers

By DAVID SEGAL

Published: December 8, 2010

Federal law enforcement agents on Monday arrested a Brooklyn Internet merchant who mistreated customers because he thought their online complaints raised the profile of his business in Google searches.

[Enlarge This Image](#)



Robert Guter for The New York Times

Federal postal authorities with Vitaly Borker after they arrested him on Monday at his home in Brooklyn.

The merchant, Vitaly Borker, 34, who operates a Web site called [decomyeyes.com](#), was charged with one count each of mail fraud, wire fraud, making interstate threats and cyberstalking. The mail fraud and wire fraud charges each carry a maximum sentence of 20 years in prison. The stalking and interstate threats charges carry a maximum sentence of five years.

[f](#) RECOMMEND

[t](#) TWITTER

[in](#) LINKEDIN

[e](#) SIGN IN TO E-MAIL

[p](#) PRINT

[r](#) REPRINTS

[s](#) SHARE



Log in to see what your friends are sharing online with Facebook
mytimes.com. [Privacy Policy](#) | [What's This?](#)

What's Popular Now [f](#)

Prices Fuel
Outrage in Brazil,
Home of the \$30
Cheese Pizza



Faster Than the
Speed of Light?



Sotheby's
INTERNATIONAL REALTY

FLIP TO
SEE MORE



The New York Times | International Herald Tribune
GREAT HOMES AND DESTINATIONS

Property Search

☒ For Sale ☐ For Rent

[Help / FAQ](#) | [Advanced Search](#) »

Related



IN AN INTERVIEW WITH DANNY SULLIVAN, BOTH GOOGLE & BING CONFIRM TWITTER & FACEBOOK INFLUENCE



SEO



SOCIAL



2011



1994

2000

2010



2014



IN 2011, THE NEW YORK TIMES PRINTS A STORY OUTING JCPENNEYS LINK BUILDING TACTICS, WHICH THEY REFER TO AS “BLACK-HAT”.



Google penalises JCPenney. The penalty only lasts for **three months**.

The Dirty Little Secrets of Search



Photo illustration by The New York Times

By DAVID SEIGAL

Published: February 22, 2012

Log in to see what your friends are sharing on Log In With Facebook
nytimes.com. Privacy Policy | What's This?

What's Popular Now

Prices Fuel
Outrage in Brazil,
Home of the \$30
Cheese Pizza



Faster Than the
Speed of Light?



The B2B Marketing Manifesto

21 June 2010



This is the new era
of B2B marketing:
it's exciting, challenging,
scary — and there's no
going back. It's not about
social media, the web,
or email.

[It's about a new mindset...](#)



Google launches **Panda**.
Its aim is to prevent sites
with low quality content from
acquiring top-tier rankings.



Google launches **Panda**.
Its aim is to prevent sites
with low quality content from
acquiring top-tier rankings.

Google Panda forces
SEO's to put more
focus on the quality
of content they were
publishing.





As part of Google's launch for **Google+**, it starts encrypting keyword data. SEOs now see a high % of their organic traffic from **“(not provided)”**.

According to **ClickConsult's counter**, traffic from “(not provided)” has grown a lot since its launch.

We track 60 sites to chart the rise of the keyword “(not provided)”

Across all tracked sites



(Updates daily. Latest date: 17th Jul 2013 00:00 (GMT))

Average % (not provided) Google Traffic



2012



1994

2000

2010



2014



**GOOGLE RELEASES
PENGUIN TO PUNISH
WEBSITES THAT
ARE BUILDING LOW
QUALITY LINKS.**





Link-building tactics like **article spinning**, **blog networks** and **directories** are all in the firing line.



Google releases a **disavow tool** to help websites recover from penalties due to **bad links**.



Webmaster Tools

Help with:

[Help center](#)

Disavow links

If you believe your site's ranking is being harmed by low-quality links you do not control, you can ask Google not to take them into account when assessing your site.



DISAVOW LINKS

2014



1994

2000

2010



2014



Then 2011, 2012, 2013, and 2014 came and went.

Mobile was talked about and much-hyped because it was growing like crazy all this time.

As more users adopted smartphones, they were increasingly searching for businesses and things while on the move.

2015



1994

2000

2010



2014



Finally, in 2015, we had the Year of Mobile – the point at which mobile searches overtook desktop search for the first time on Google. And while this is true in terms of raw search numbers, it's also true that search intent is quite different and conversion rates remain much lower on mobile devices.

This was also the year that comScore reported mobile-only internet users surpassed desktop-only users.

It was also in 2015 that Google launched a much-anticipated mobile-friendly algorithm update, designed to give users “the most relevant and timely results, whether the information is on mobile-friendly web pages or in a mobile app.”



2017

1994

2000

2010



2014



Machine Learning & Intelligent Search

- In 2017 because Google CEO Sundar Pichai declared Google a machine learning-first company.
- Google search changed to inform and assist, rather than giving users a list of links.
- That's why Google built machine learning into all of its products – including search, Gmail, Ads, Google Assistant, and more.

2019



1994

2000

2010



2014



Google released a core update in May 2020 that targeting thin content landing pages while giving a boost to local search results.

BERT – GOOGLE’S CORE UPDATE

BERT stands for Bidirectional Encoder Representations from Transformers used for natural language processing.



2021 and Future

1994

2000

2010



2014



And there's much more coming soon in the world of intelligent search.

- 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).

These advances in technology mean more exciting times are ahead for those who do SEO.

Thank You!

