



SEO Yesterday, Today, and Tomorrow.

Please standby, we will begin 25th September 2019
@ 10AM Eastern Time



Meet Our Panelists



Marcus W K Wong

Head of Marketing

marcus@seoreseller.com



William Kramer

Head of Sales

william@seoreseller.com

Overview

1 The Past: Where Did SEO Go Wrong
and What Created the Present

2 The Present: Understanding the Need
for the Never-ending Google Updates

3 The Future: Working with an SEO
Methodology That Adapts

4 Webinar Special Offer

5 What's Next? Upcoming Content
and What to Expect

6 Q&A with William and Marcus

The Past: Where Did SEO Go Wrong and What Created the Present

The Past

Tactical SEO was King

- SEO created artificial restrictions and rules with no regulation
 - Hidden on-page keywords
 - Automated Publishing Date Refreshed
 - PR sculpting
- Ethical SEO practices were defined as the following:
black hat, grey hat, and white hat
- 200 Ranking Factors identified and PageRank was the measurement of success

Search Engine Land SEO SEM MOBILE LOCAL RETAIL GOOGLE BING SOCIAL MORE EVENTS

Which Top SEO Tactics Will You Focus On In 2013?

SEO tactics have morphed again over the past year, including the many Google updates we've seen. For nearly any type of business, keeping up with these changes can be a challenge, but if you prioritize the tasks necessary for success in search and social media marketing, the efforts can pay large dividends. Below are my [...]

Paul Brummer on December 20, 2012 at 11:54 am



Image via @shutterstock

SEO tactics have morphed again over the past year, including the many Google updates we've seen.

For nearly any type of business, keeping up with these changes can be a challenge, but if you prioritize the tasks necessary for success in search and social media marketing, the efforts can pay large dividends.

Below are my picks for the top SEO tactics to focus on in the coming year. These tactics can bring you more relevant traffic and conversions for improving your bottom line in 2013.

- Optimize your pages using SEO best practices

The Past

It was volume of input that mattered.

Marketers were gaming the algorithm.

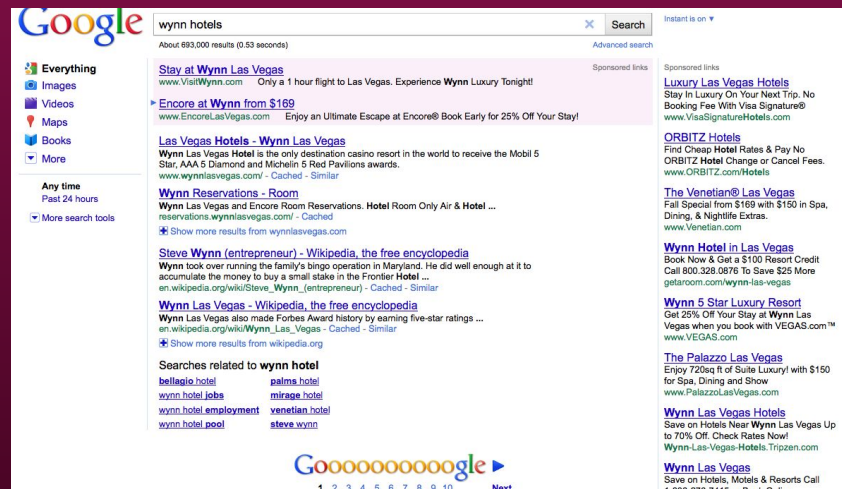
- Blog commenting, social bookmarking, and article spinning

There was always a ‘one-trick pony’ for ranking mentality.

- keyword stuffing, exact match domains, hoarding backlinks

Google learned from their mistakes

- Weight of 200 Ranking Factors were not balanced



The Past

Key Point: It's not about Google. It's about the searcher and helping them find what they're looking for.

- Stop falling for “The Ranking Factors That Matter in 20XX” - it's **not** a to-do list
- Tactical SEO is only part of what SEO is today

Google's Business Model: You search, and you find what you're looking for.

The Present: Understanding the Need for the Never-ending Google Updates

The Updates That Changed the SEO Game

The Ultimate Goal: Matching Results to Intent

Google Hummingbird

Natural Language Processing
Content First
LSI Keywords in Content



Google Pigeon

Local relevance and accuracy
Granular localized results



Google RankBrain

Contextual Queries
User Journey
Understanding the Intent

People also ask

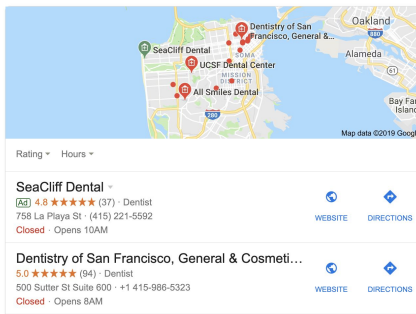
What is white label SEO?

What is white label marketing?

What is white label PPC?

What is White Labeling in web design?

Feedback



The Coca-Cola Company / CEO

James Quincey

1 May 2017–



James Robert B. Quincey is a British businessman in the United States. After starting his career at Bain & Co, he joined The Coca-Cola Company in 1996 and was later named chief operating officer. He is currently the Chairman of the Board and Chief Executive Officer of The Coca-Cola Company. [Wikipedia](#)

The Updates That Changed the SEO Game

- **Google Web Crawler Has Improved**
 - From single crawling (Page Crawl) to double crawling (Page Crawl + Chrome Browser)
- **User Experience is the Priority (Mobile and Desktop)**
 - Accessibility, speed and schema are essential (value first perspective)
- **Expertise, Authoritativeness and Trustworthiness Can Be Measured**
 - E-A-T as content quality metric
- **CTR Has Always Been (and so far, always will be) the Most Powerful Behavioral Metric**
 - Search behavioral metrics are strong

Small Updates, Killer Impact

Google Medic Update

2018

- Affected Sites: Health/Medical Websites
- Google's Search Quality Evaluator Guidelines
- Hinted Expertise, Authority and Trustworthiness
- Content by Experts, Not Amateurs

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How a physician review site recovered from Google's 'medic' update

A website in the healthcare niche saw improvement after removing the Google auto-translate plugin and rating schema from their translated pages.

Christos Managoudis on December 19, 2018 at 8:02 am

On Aug. 1, Google released an algorithmic update (aka "the Medic update") and since then many websites, especially those in the health niche, are trying to find a way to get their traffic back.

Our site, doctoranytime.gr, experienced a staggering blow from this update and it has been a real struggle to overcome it, not to mention a real stress test for our business. We want to share our insights and methodology to help the community.

Our website is in the health niche where someone can find information about physicians, see reviews from verified patients and schedule an appointment for free.

Since 2015, we have been working systematically on our SEO and were proud of our progress. Until one day everything changed.

Estimated Traffic



Small Updates, Killer Impact

Google June Core Update

2019

- Affected Sites: YMYL (Your Money, Your Life)
- Focus on Content Quality Relevance
- Refining Queries to Target Search Intent
- Positively Rewarding Algorithm

Learn more here: <http://bit.ly/june-core-update>



Google SearchLiaison
@searchliaison

Tomorrow, we are releasing a broad core algorithm update, as we do several times per year. It is called the June 2019 Core Update. Our guidance about such updates remains as we've covered before. Please see this tweet for more about that:

Google SearchLiaison @searchliaison · Oct 12, 2018

Here's an update about updates -- updates to our search algorithms. As explained before, each day, Google usually releases one or more changes designed to improve our results. Most have little noticeable change but help us continue to incrementally improve search....

[Show this thread](#)

4:00 AM · Jun 3, 2019 · [Twitter Web Client](#)

1.9K Retweets 2.1K Likes



Google SearchLiaison @searchliaison · Mar 13, 2018

Replying to @searchliaison

As with any update, some sites may note drops or gains. There's nothing wrong with pages that may now perform less well. Instead, it's that changes to our systems are benefiting pages that were previously under-rewarded....

8 64 124



Google SearchLiaison @searchliaison · Mar 13, 2018

There's no "fix" for pages that may perform less well other than to remain focused on building great content. Over time, it may be that your content may rise relative to other pages.

16 91 157

The Updates That Changed the SEO Game



The Never-ending Google Updates

Key Point: Focus on delivering information.

- Never lose sight of the fundamentals.
- Accuracy and precision: Prove you can do it once, then consistently.
- Respect the updates; don't let it guide you.
- Do as Google ranks.

Something to think about:

If you built your own search engine, what would you want to prioritize as the value?

**Download Our Checklist and
Google Search Evaluator Guidelines:**

<http://bit.ly/30-content-checklist>

Stop Everything.

Before we move forward..

1. **Have you defined the purpose of your pages?**

(Authoritative, Informational, Educational, Transactional, or what Google defines?)

2. **Have you defined what the key metrics are?**

(Do they align with the purpose of your pages or do you follow what Google tells you?)

3. **Do you know how to define who your client is?**

(Have you been treating Google as your client?)

The Future: Working with an SEO Methodology That Adapts

Working with an SEO Methodology That Adapts

Let the Methodology Develop an Appreciation for Google's Core Values

- Innovate.
- Be actively involved.
- Don't take success for granted.
- Do the right thing; don't be evil.
- Earn customer trust, user loyalty, and respect every day.

The SEO of tomorrow is not about hitting all the ranking factors - it's how you deliver better content.

Working with an SEO Methodology that Adapts

Hone your existing skills, and practice with the following:

- | | | |
|------------------------------|---|---|
| Branding | > | Define who, what, and why the business exists. |
| Business goals and metrics | > | Identify the interests, trends, and buyer personas of their customer. |
| Defining the call-to-actions | > | Create the messaging of explicit and implicit value propositions. |
| Performance Metrics | > | Make the content natural; cater to the needs and intent at the point of search. |
| Innovation | > | Analyze, experiment, and delight - always. |

Working with an SEO Methodology that Adapts

The Businesses That Do It Right:

- Branding Companies > SEO as a Secondary Service
 - Great at creating media plans
 - Produce client centric branding strategies
- Business Consultants > Utilize SEO as a Channel, Not as a Complete Strategy
 - Great at intake and building rapport
 - Laser-focused on the business goals

Working with an SEO Methodology that Adapts

Key Takeaways:

- Google is your friend, not your boss.
- Content should be evolving.
- Remember the fundamentals.
- Stay true to your customer - everyone will love you for it.

Upcoming:

- **Site Structure: The Best Practice is the Only Practice**

Focus on representing the information with the intended purpose as the goal.

- **Content That Feeds and Nurtures**

How to bridge your existing content with a purpose that feeds and nurtures.

- **E-A-T More with Google**

Designing an eco-system of content that displays Expertise, Authority and Trustworthiness.

- **Staying on Google's Good Side**

Just don't mess it up. Do as they rank, not as they say.

Q&A with William And Marcus