

THE FUTURE OF

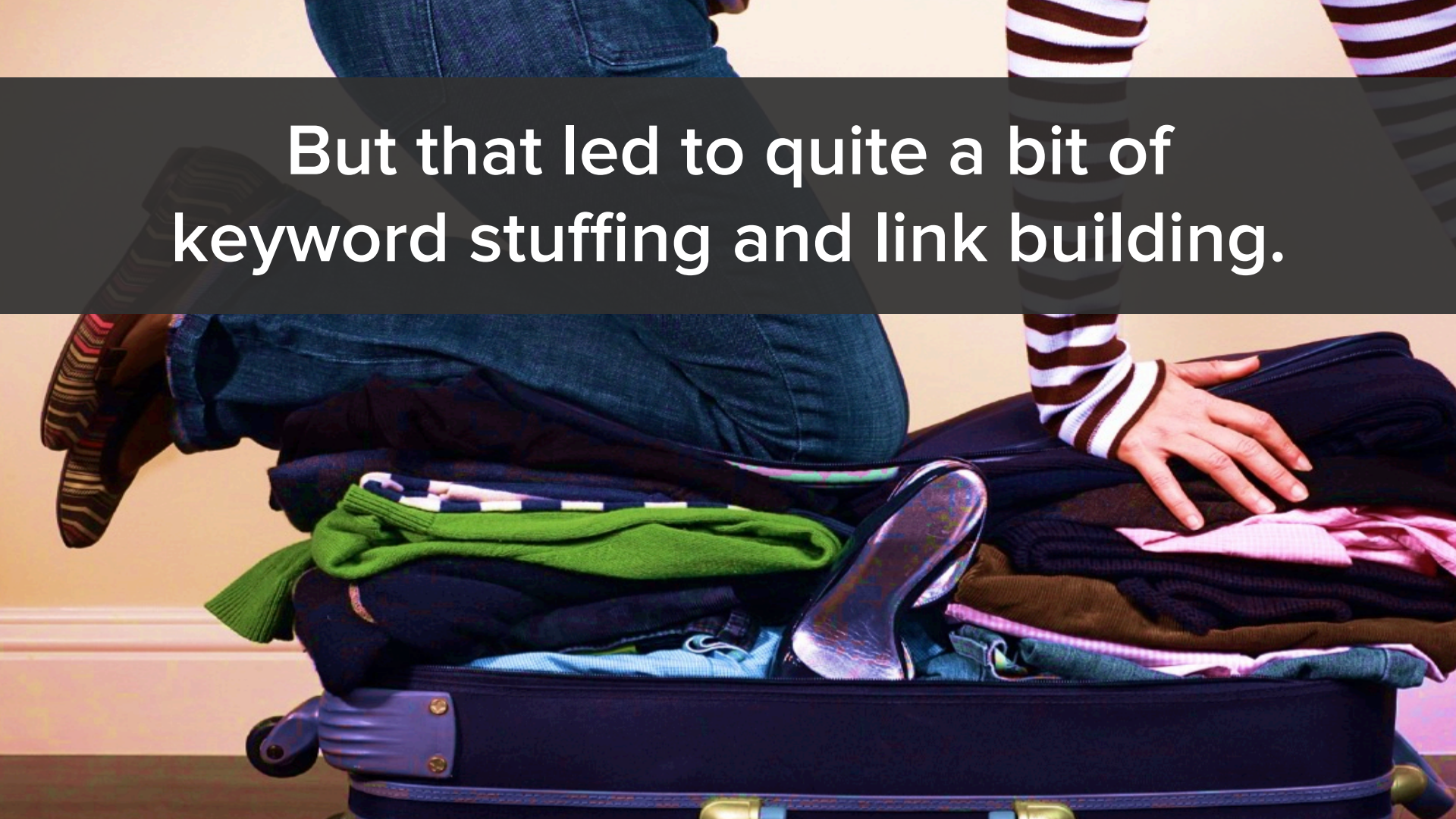


# Search Engine Optimization

Milad Safarzadeh  
Google Qualified Web Analyst

SEO used to be about two things:

**Keywords & Links**

A person is shown from the waist down, sitting on a dark blue suitcase. They are wearing blue jeans and brown and white striped socks. Their hands are visible, one resting on the suitcase. The suitcase is open and filled with various clothing items, including a bright green sweater, a blue and white striped shirt, a pink shirt, and a brown sweater. A pair of silver high-heeled shoes is also visible inside the suitcase. The background is a plain, light-colored wall.

But that led to quite a bit of  
keyword stuffing and link building.

But the bigger  
**challenge?**

We are  
**PEOPLE.**

\*AND PEOPLE ARE PRETTY COMPLEX.

A top-down view of a wooden desk cluttered with various electronic devices. In the upper center, a silver laptop is partially visible. To its right, a tablet displays a black and white portrait of a man. Below the laptop, a smartphone is lying flat. In the foreground, a white tablet shows a classical anatomical drawing of a human figure. To the right of the white tablet, another smartphone is positioned vertically. The background shows a portion of a black office chair and a desk lamp. The overall scene illustrates the use of multiple devices in a workspace.

We use different  
devices.

(often simultaneously)

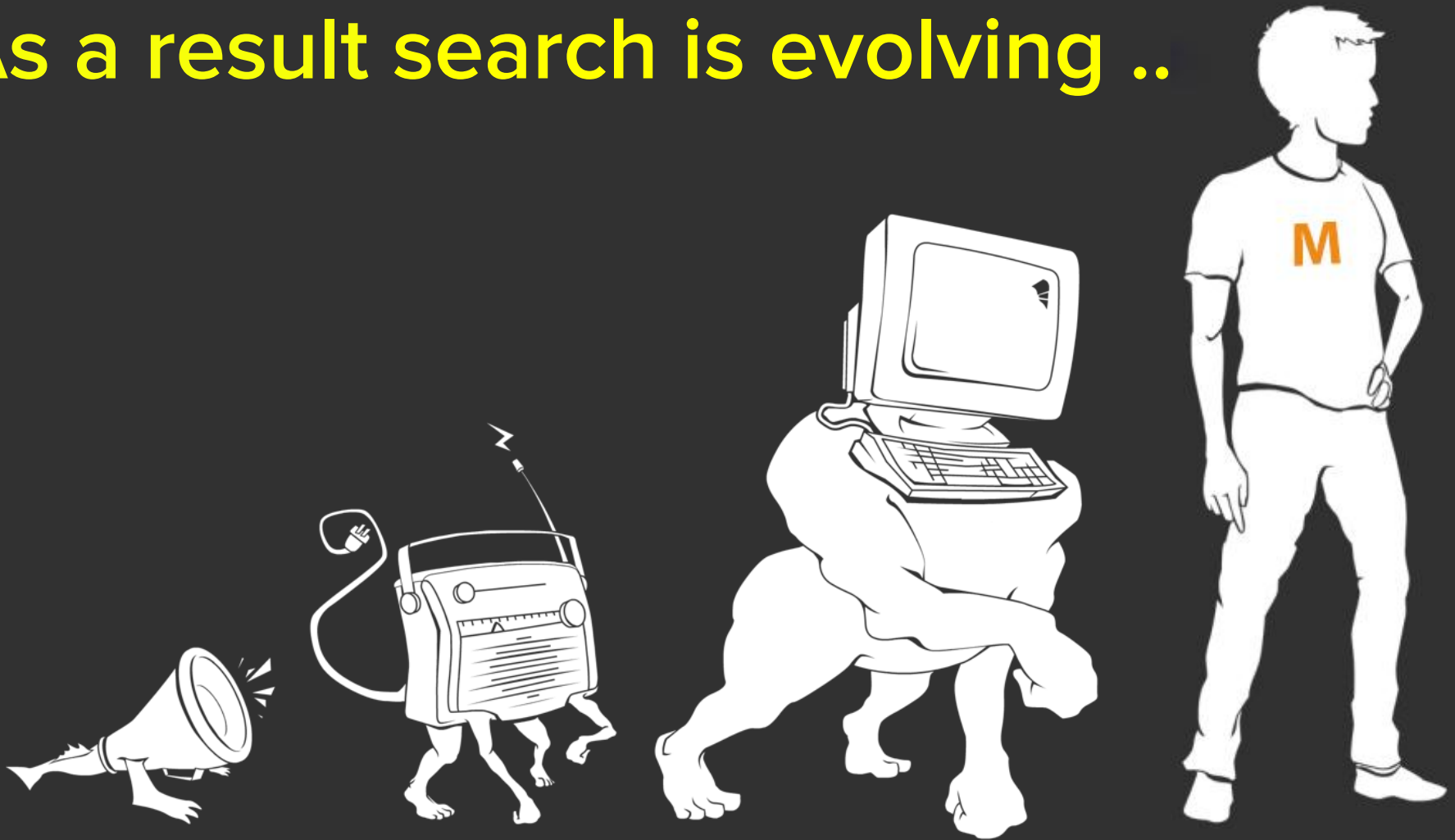
Our words signal

A yellow L-shaped arrow originates from the text 'Our words signal'. It consists of a horizontal line extending to the right, followed by a vertical line extending downwards, ending in a downward-pointing arrowhead.

**INTENTIONS**

**And our context defines our needs.**

As a result search is evolving ..



**... adapting ...**

... and growing wiser.

**It's starting to see context.**



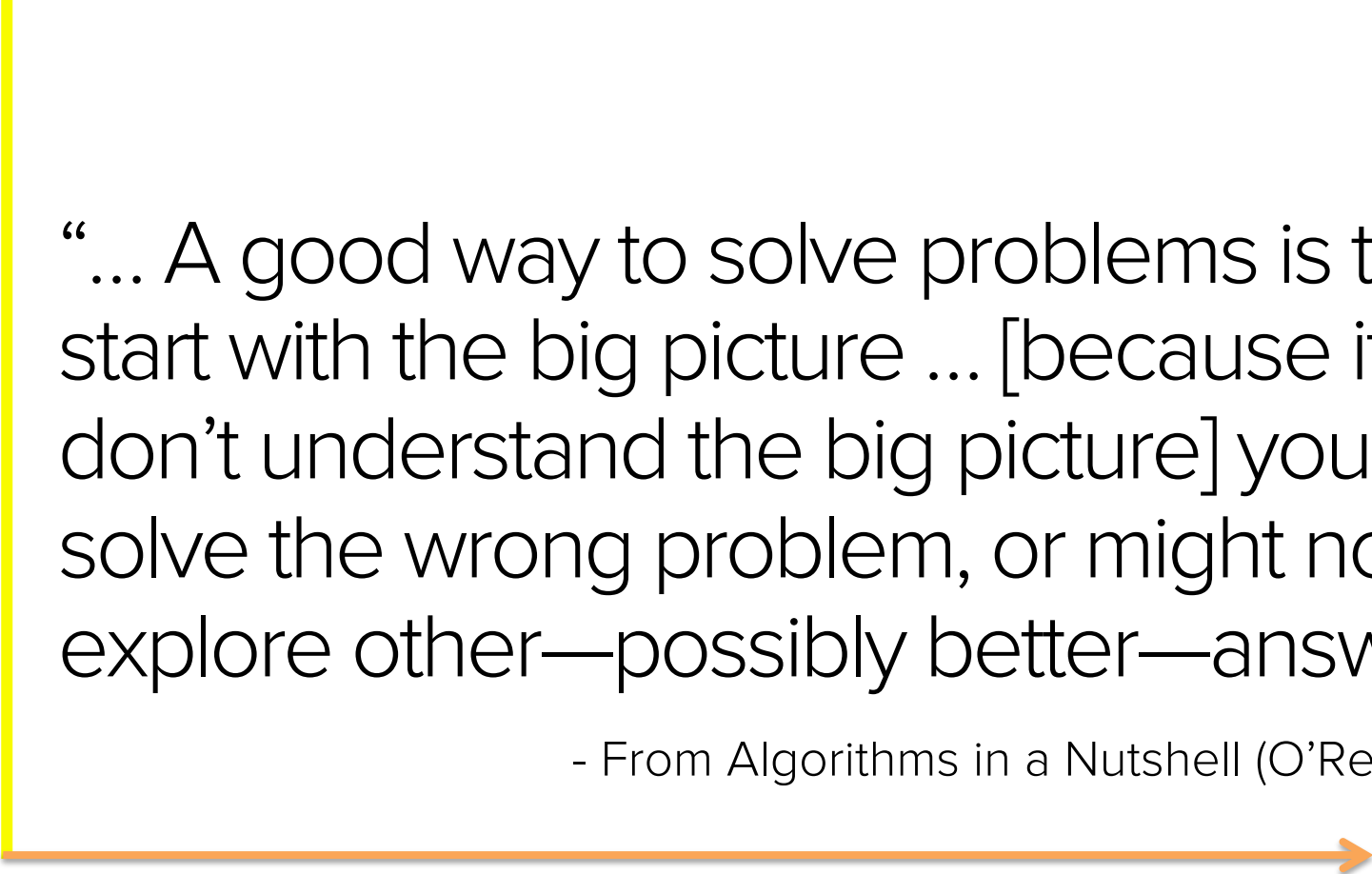
**It's starting to see context.**


And all the human factors that make  
each search unique.




“... A good way to solve problems is to start with the big picture ... [because if you don't understand the big picture] you may solve the wrong problem, or might not explore other—possibly better—answers.”

- From Algorithms in a Nutshell (O'Reilly)





This has led to the emergence  
of four key trends.





# Mobile Search

## For Better Or Worse, A Lot Of Change Is Coming To Google SEO

This year headline after headline spotlighted the news that Google now prioritizes mobile-optimized sites over their non-optimized competitors on mobile search.

**Google mobile search algorithm change puts rankings at risk**

**May 2013: A Massive Algorithm Update at Google?**




# Social Search

# A Few Milestones in Social Search

2010

2011

2013



Google & Bing  
Confirm that  
Facebook and  
Twitter Influence  
SEO (Moz.com)

# A Few Milestones in Social Search

2010

Google & Bing  
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2011

Google announces  
support of the Authorship  
tag (Rel="author") to  
connect authors to their  
content (and Google+  
accounts) across the web.

2013



# A Few Milestones in Social Search

2010

Google & Bing Confirm that Facebook and Twitter Influence SEO (Moz.com).

2011

Google announces support of the Authorship tag (Rel="author") to connect authors to their content (and Google+ accounts) across the web.

2013

Studies from Moz and Search Metrics find high correlations between search results and +1s. Google's Matt Cutts is very clear to underscore that correlation does not equal causation.

“Links are not often thought of as a by-product of a great social campaign ... there’s more to social than simply having a sounding board. If you leverage your fans and followers correctly, they’ll be your key to naturally generating links and mentions around your brand.”

- Selena Narayanasamy, Foundation Digital





# Human Search

How do I  
Search term

How do you  
Search term

+ Add term

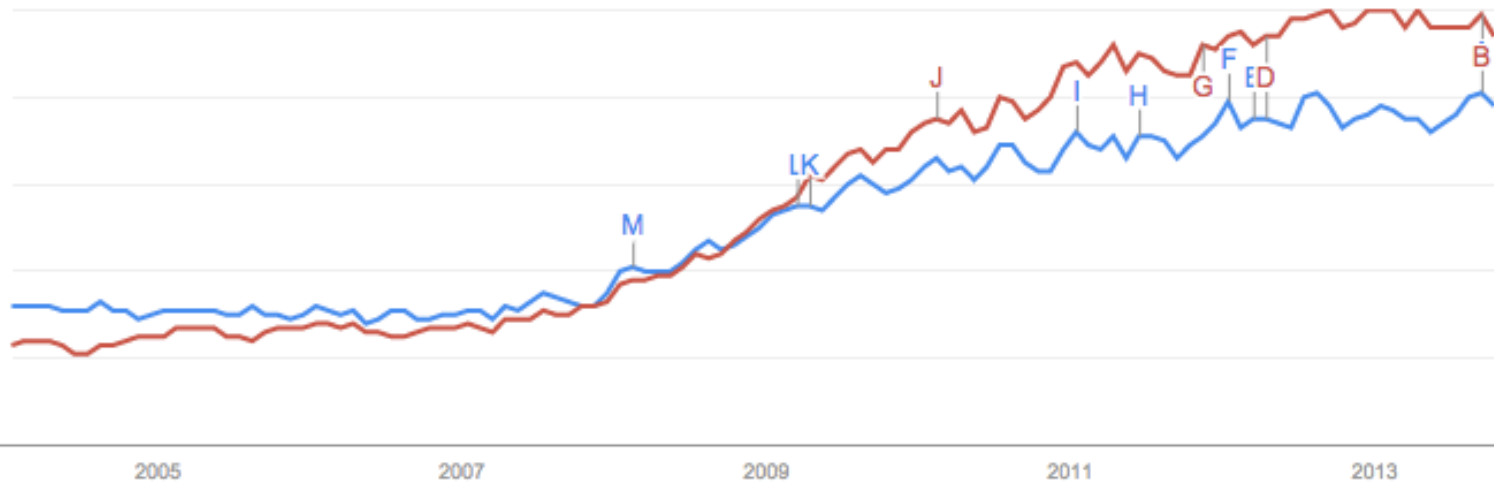
We've started searching questions, not keywords.

Interest over time ?

News headlines  Forecast ?



Average



And so ...  
Google Introduced Hummingbird.



Photo by William Brawley



## **One of the major changes?**

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The new algorithm is far better at interpreting "conversational" language and understanding the intent of a given search rather than just a series of keywords.

The future of SEO is not based on keywords, but rather on how those “keywords” form a relationship to an entity, a concept, or a target.”

- Jenny Halasz, Archology





TREND

#4

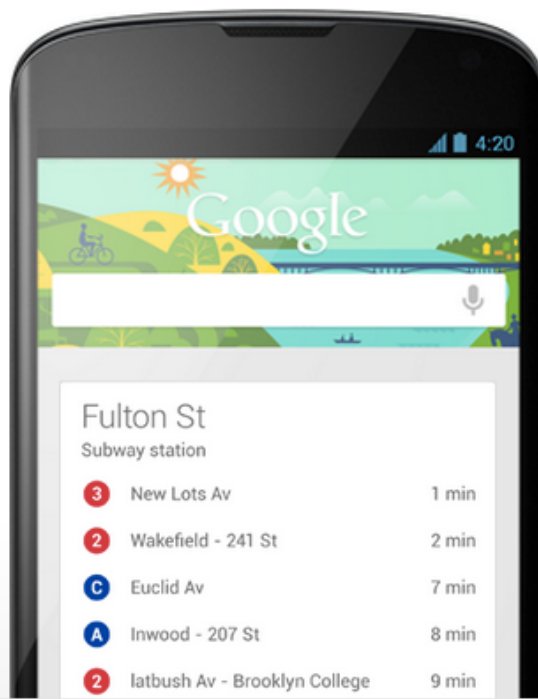
Predictive Search

# Google Introduces the Google Now App

See helpful cards with information you need throughout your day, before you even ask.



The Google Search App



**Public transportation**  
Find out what buses or trains are next

# What is Google Now?

“Google Now uses a **natural language user interface** to answer questions, make recommendations, and perform actions... Along with answering user-initiated queries, Google Now **passively delivers information to the user that it predicts they will want**, based on their search habits.”

- Wikipedia

**In Short?**



## **In Short?**

Google uses our context and history to predict what we'll need, when we need it.



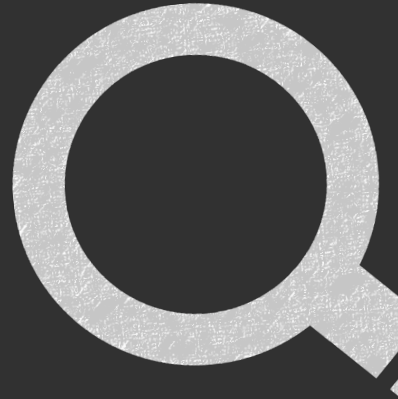
**This is good  
for people.**

So let's dive into  
five tips to help  
you position for  
the future...



THE FUTURE OF

Search Engine Optimization



# 5 Tips

**One** that is long-standing and as important as ever.

**Four** that are newer and worth addressing now.









# 1 Create useful content

An oldie but a goodie.

Helpful, and yes, keyword relevant content is still the core of a good search strategy.

# And link that content to your best internal pages

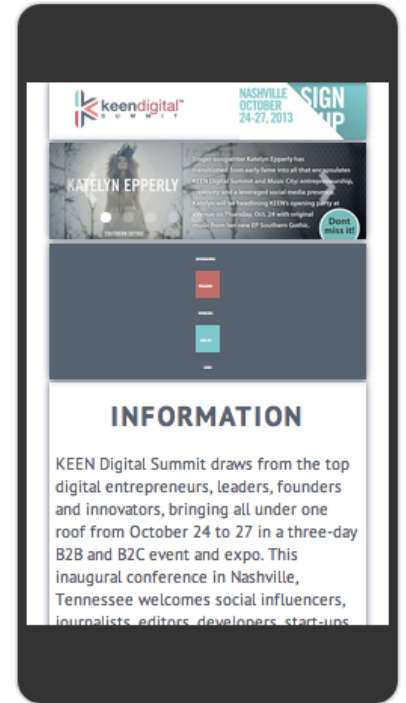
Better to move **this** from 10 to 8.

Ranking Page	Current Rank
  <a href="https://offers.hubspot.com/seo-template-guide">offers.hubspot.com/seo-template-guide</a>	10
  <a href="https://blog.hubspot.com/blog/tabid/6307/bid/33655/a-step-by-step-guide-to-flawless-on-page-seo...">blog.hubspot.com/blog/tabid/6307/bid/33655/a-step-by-step-guide-to-flawless-on-page-seo...</a>	100+
  <a href="https://blog.hubspot.com/perfect-on-page-seo-infographic">blog.hubspot.com/perfect-on-page-seo-infographic</a>	100+

Than **this** from 102 to 98.

# 2 Optimize for mobile

Google advises using **responsive design**. An approach to web design that automatically repackages content based on the device using it.



See how your site looks on mobile  
[marketing.grader.com](http://marketing.grader.com)

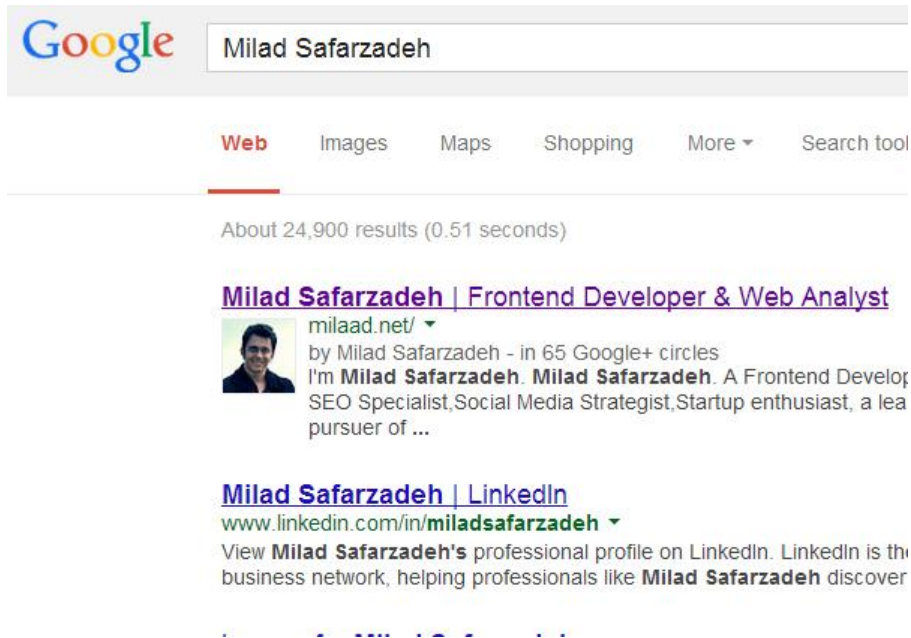
# 3 Think about questions, not just keywords

Next time you write a blog post, think about the way people search. Use your post title to answer questions in full. Use keywords but worry less about keyword placement than usefulness.



# 4 Add author tags and other social elements to content

- Link your posts to your Google+ profile using rel="author" tags.
- Add your website to your Google+ account.



The screenshot shows a Google search interface with the search term "Milad Safarzadeh". The search results are filtered to the "Web" tab. The first result is for "milaad.net", described as a "Frontend Developer & Web Analyst". The second result is for "www.linkedin.com/in/miladsafarzadeh", described as a professional profile on LinkedIn. The search results are displayed in a clean, modern layout with a white background and blue links.

Google Milad Safarzadeh

Web Images Maps Shopping More Search tool

About 24,900 results (0.51 seconds)

[Milad Safarzadeh | Frontend Developer & Web Analyst](#)  
milaad.net/ ▾  
by Milad Safarzadeh - in 65 Google+ circles  
I'm **Milad Safarzadeh**. **Milad Safarzadeh**. A Frontend Developer, SEO Specialist, Social Media Strategist, Startup enthusiast, a leader and a pursuer of ...

[Milad Safarzadeh | LinkedIn](#)  
www.linkedin.com/in/miladsafarzadeh ▾  
View **Milad Safarzadeh's** professional profile on LinkedIn. LinkedIn is the business network, helping professionals like **Milad Safarzadeh** discover

## 5 Think about how context changes search needs

- Create a Google+ account.
- If relevant, create a local search strategy.
- Start thinking about mapping your content strategy to customer lifecycle stages.



GOOGLE COULD NOT  
BE EVERYWHERE,  
**THEREFORE THEY  
MADE GOOGLE+**

**Thank you.**

milaad@ milaad.net