

# PR News

## Washington D.C.

What You Need to Know About SEO

Presented By:

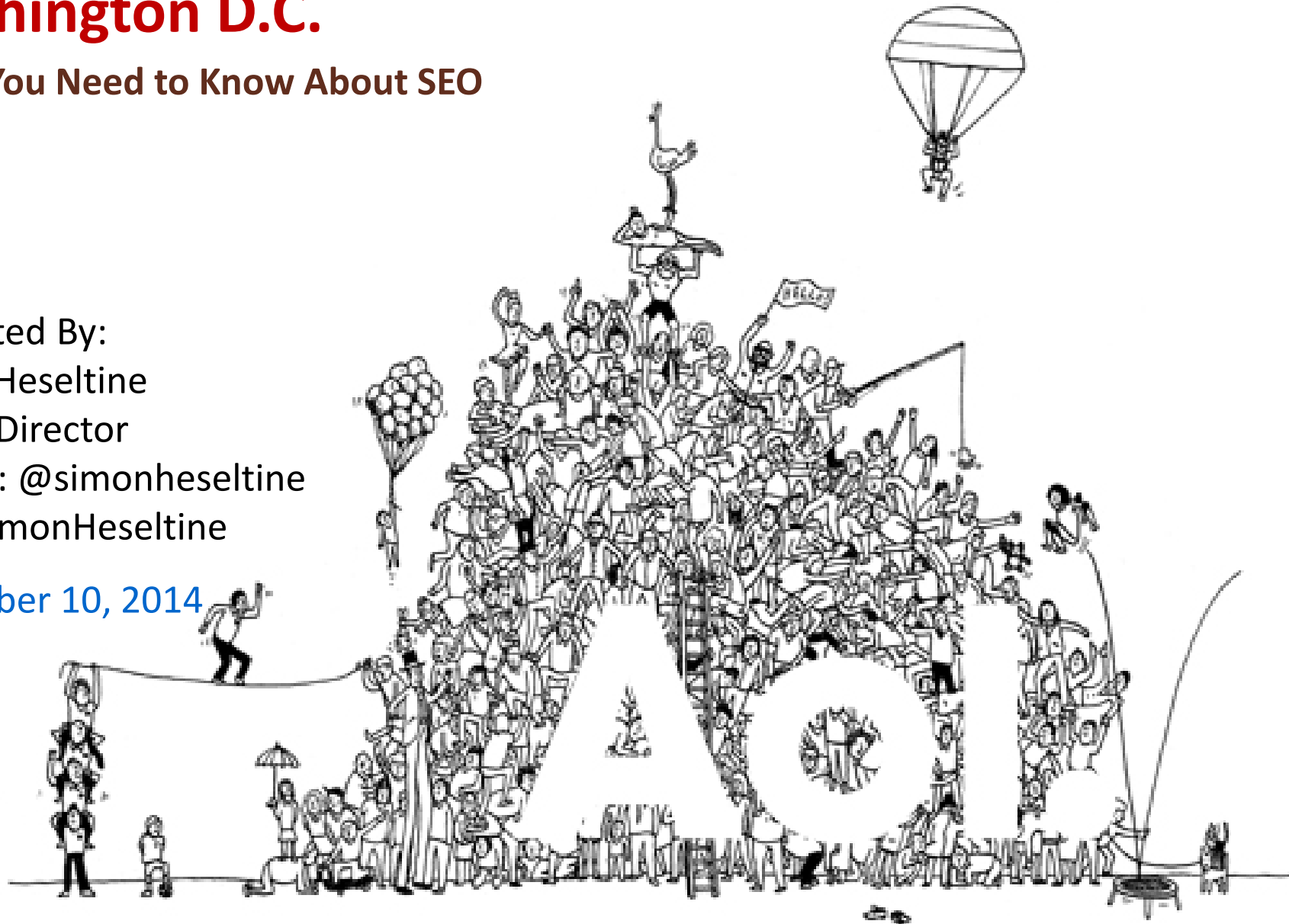
Simon Heseltine

Senior Director

Twitter: @simonheseltine

AIM: SimonHeseltine

December 10, 2014



# Who am I?

- I do not have my own HBO show every Sunday night



**A. Chase Gausepohl**  
@ChaseGausepohl



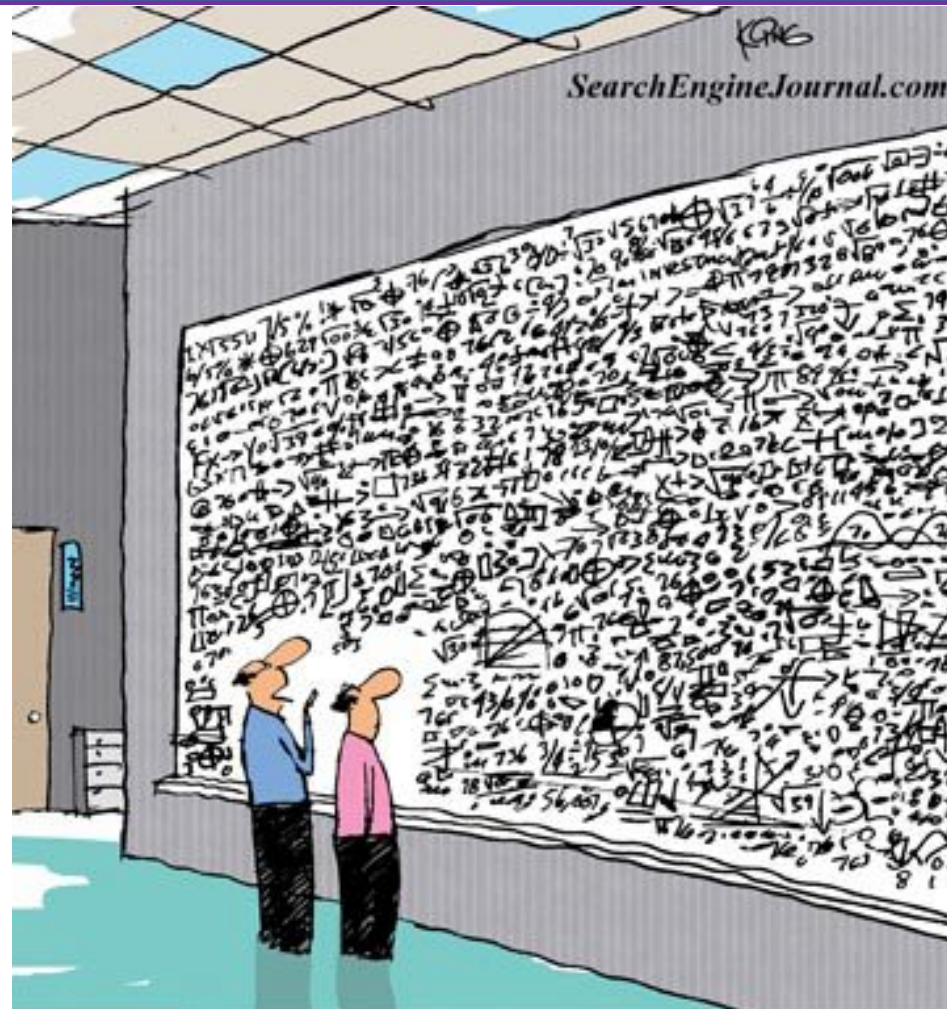
I can't watch the Daily Show anymore cause every time John Oliver comes on I think it's you. @SimonHeseltine #doppelganger



**Melissa Dilber**  
@mlxa



This is great! John Oliver\* is presenting to #SMSS on @AOL and SEO. #NotIntendedToBeAFactualStatement \*It's actually @simonheseltine!



*...And that, in simple terms, is how you increase your ranking on search engines.”*



<http://dilbert.com/strips/comic/2012-02-17/>



<http://www.dilbert.com/strips/comic/2013-02-04/>

1996-1998

Keyword Spam and...



**YAHOO!** Powered by **Google**

1998



10 results ▾

Google Search

I'm feeling lucky

Showing results **1-10** of approximately **234,000** for **google**. Search took **0.06** seconds.

[Google \(Google<sup>®</sup>\)](#)

...the web using **Google** Try our special searches: Uncle Sam Search millions...

...web's Linux resources ©1998 **Google** Inc....

[www.google.com/](#) - [Cached: 2k](#) - [GoogleScout](#)

[Google Search: <Unclesam>](#)

...terms. Search the entire web from the **Google** home page! Copyright...

[www.google.com/unclesam](#) - [Cached: 2k](#) - [GoogleScout](#)

[Google Search: <Linux>](#)

...terms. Search the entire web from the **Google** home page! Copyright...

[www.google.com/linux](#) - [Cached: 2k](#) - [GoogleScout](#)

[www.google.com/search](#)

[GoogleScout](#)

[Why Use Google?](#)

...Why Use **Google**? Because **Google** delivers the most relevant search...

...search results--first and fast! **Google** uses sophisticated next-generation...

[www.google.com/why\\_use.html](#) - [Cached: 8k](#) - [GoogleScout](#)

[www.google.com/netscape](#)

[GoogleScout](#)

[Google Help](#)

...Basic Search To enter a query into **Google**, just type in a few descriptive...

...descriptive keywords and click on the **Google** Search button for your list...

[www.google.com/help.html](#) - [Cached: 13k](#) - [GoogleScout](#)

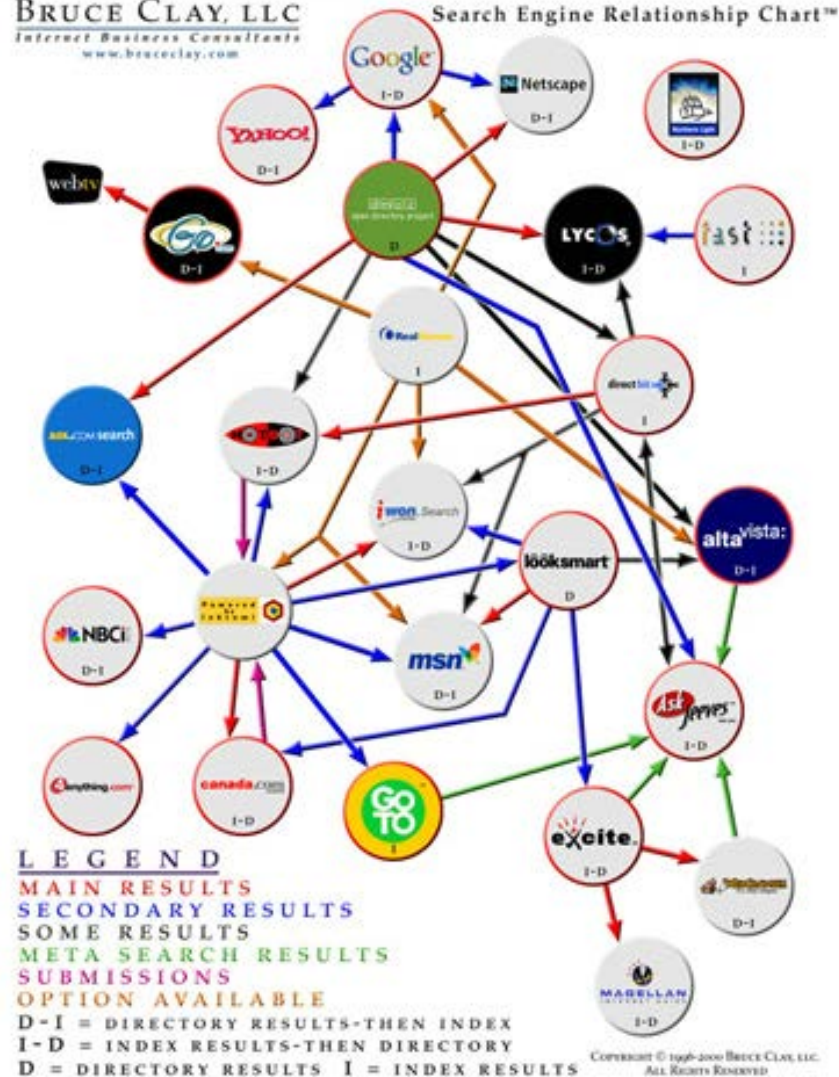
[google.stanford.edu/](#)

[GoaleScout](#)

# Search Engine Wars - 2000

BRUCE CLAY, LLC  
Internet Business Consultants  
www.bruceclay.com

Search Engine Relationship Chart™

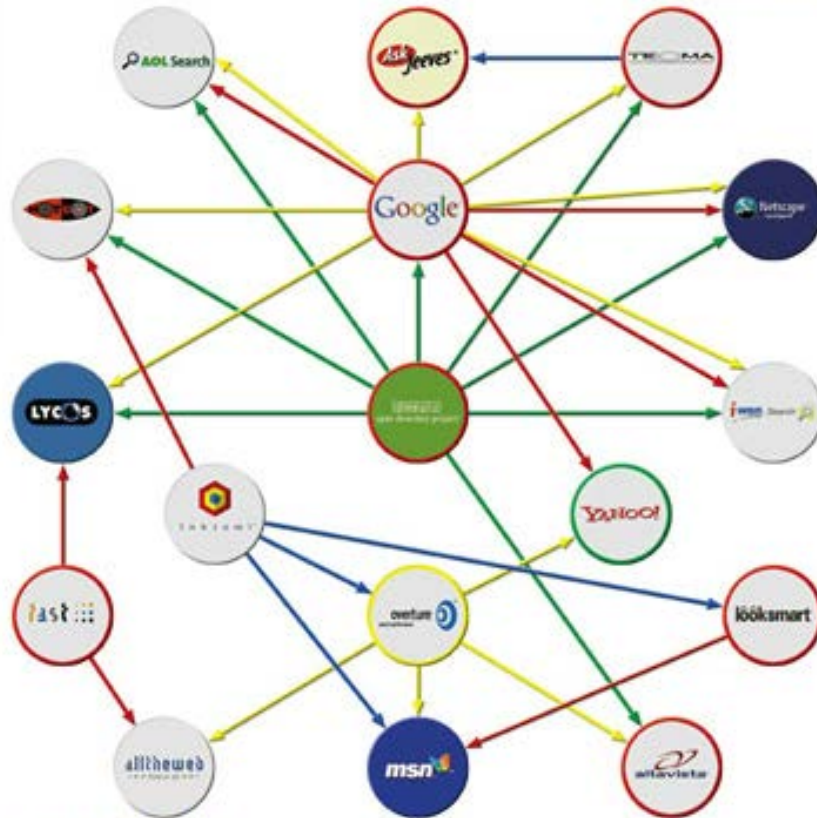




# Search Engine Wars - 2003

BRUCE CLAY, LLC  
Internet Business Consultants  
www.bruceclay.com

SEARCH ENGINE  
RELATIONSHIP CHART®  
United States Edition



## LEGEND

- SUPPLIES → RECEIVES PRIMARY SEARCH RESULTS
- SUPPLIES → RECEIVES SECONDARY SEARCH RESULTS
- SUPPLIES → RECEIVES DIRECTORY RESULTS
- SUPPLIES → RECEIVES PAID RESULTS

CLICK ON A LOGO FOR  
SEARCH ENGINE INFORMATION

CLICK HERE TO SELECT A  
DIFFERENT CHART

# Search Engine Wars - 2004

**BRUCE CLAY, LLC**  
Internet Business Consultants  
www.bruceclay.com

**SEARCH ENGINE  
RELATIONSHIP CHART™**  
United States Edition  
<http://www.bruceclay.com/serc.htm>



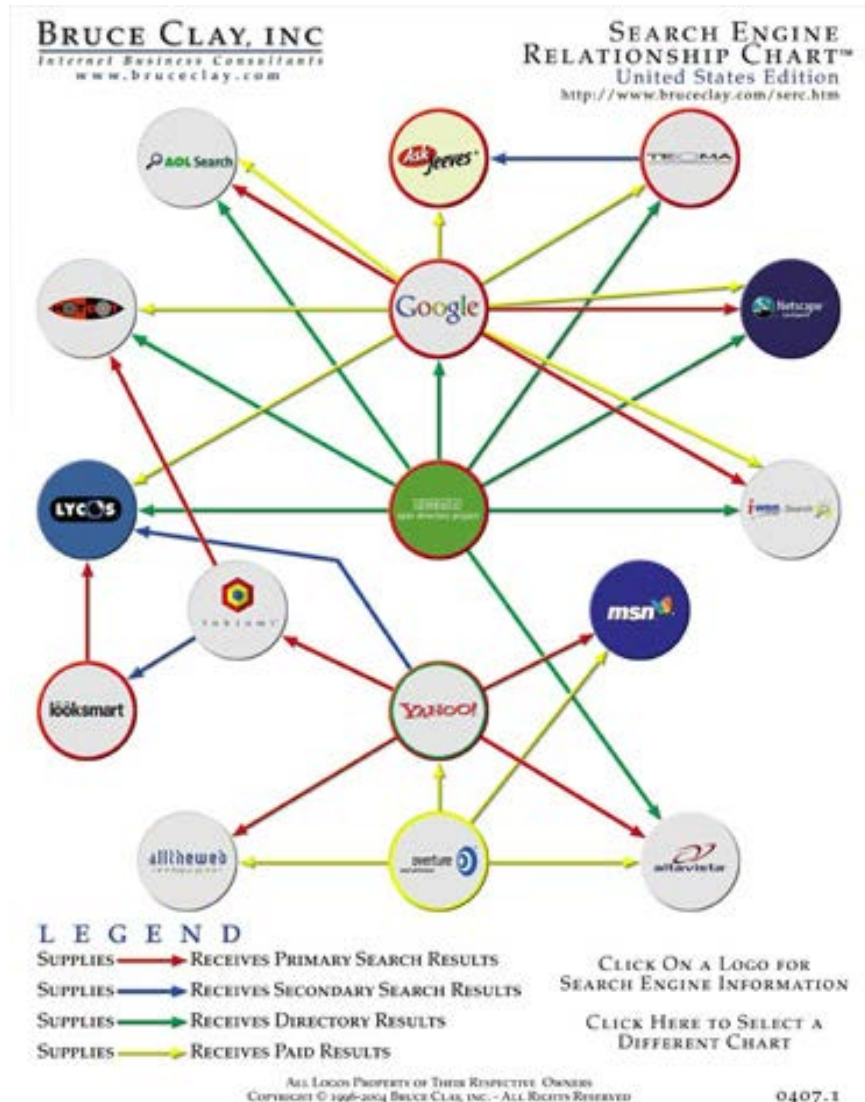
**LEGEND**

- SUPPLIES → RECEIVES PRIMARY SEARCH RESULTS
- SUPPLIES → RECEIVES SECONDARY SEARCH RESULTS
- SUPPLIES → RECEIVES DIRECTORY RESULTS
- SUPPLIES → RECEIVES PAID RESULTS

CLICK ON A LOGO FOR  
SEARCH ENGINE INFORMATION

CLICK HERE TO SELECT A  
DIFFERENT CHART

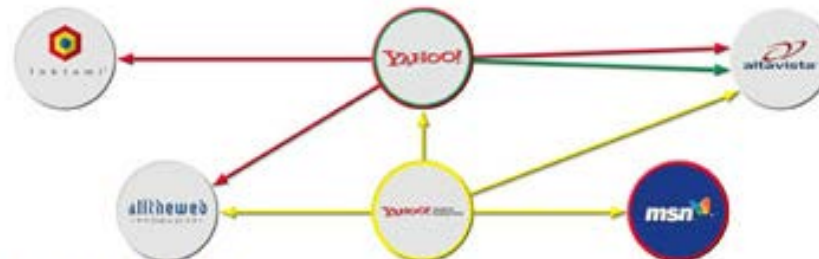
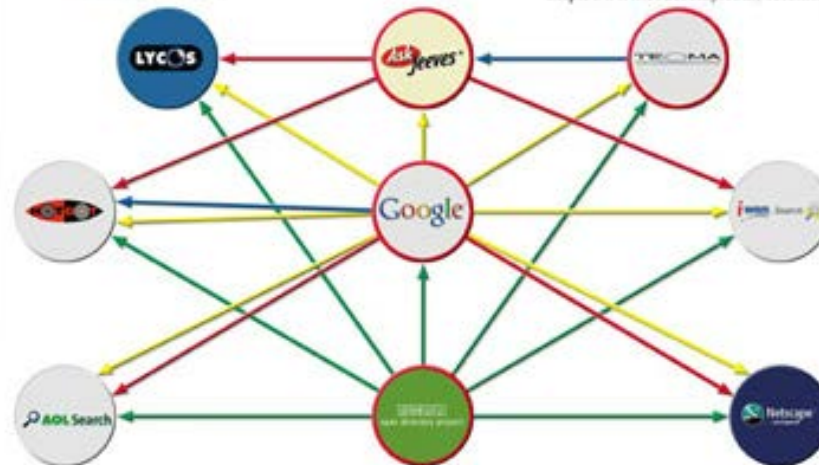
# Search Engine Wars – 2004 pt II



# Search Engine Wars – 2005

**BRUCE CLAY, INC**  
Internet Business Consultants  
www.bruceclay.com  
866-537-1900

**SEARCH ENGINE  
RELATIONSHIP CHART**  
United States Edition  
<http://www.bruceclay.com/serc.htm>



**LEGEND**

- SUPPLIES → RECEIVES PRIMARY SEARCH RESULTS
- SUPPLIES → RECEIVES SECONDARY SEARCH RESULTS
- SUPPLIES → RECEIVES DIRECTORY RESULTS
- SUPPLIES → RECEIVES PAID RESULTS

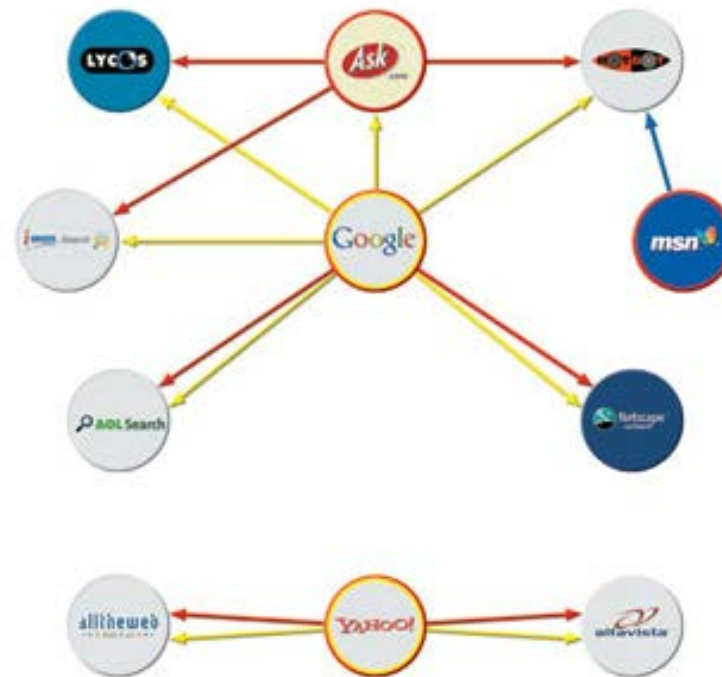
CLICK ON A LOGO FOR  
SEARCH ENGINE INFORMATION

CLICK HERE TO SELECT A  
DIFFERENT CHART

# Search Engine Wars – 2007

**BRUCE CLAY, INC.**  
Internet Business Consultants  
866-517-1900 • www.bruceclay.com

**SEARCH ENGINE  
RELATIONSHIP CHART**  
United States Edition  
<http://www.bruceclay.com/serc.htm>



## LEGEND

- SUPPLIES RECEIVES PRIMARY SEARCH RESULTS
- SUPPLIES RECEIVES SECONDARY SEARCH RESULTS
- SUPPLIES RECEIVES PAID RESULTS

CLICK ON A LOGO FOR  
SEARCH ENGINE INFORMATION

CLICK HERE TO SELECT A  
DIFFERENT CHART

# Search Engine Wars – 2009

**BRUCE CLAY, INC.**  
*Internet Business Consultants*  
866-317-1900 • [www.bruceclay.com](http://www.bruceclay.com)

**SEARCH ENGINE  
RELATIONSHIP CHART<sup>®</sup>**  
United States Edition  
<http://www.bruceclay.com/serc.htm>



## LEGEND

SUPPLIES RECEIVES PRIMARY SEARCH RESULTS  
SUPPLIES RECEIVES PAID RESULTS

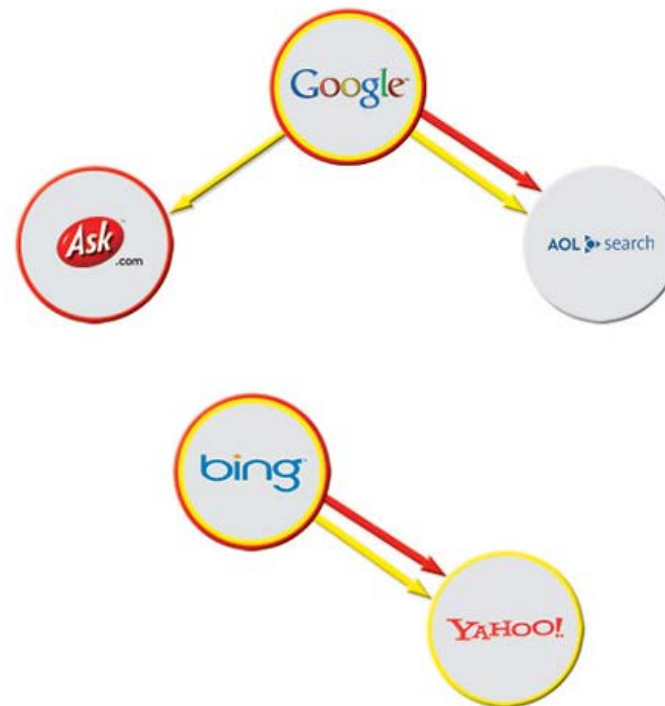
CLICK ON A LOGO FOR  
SEARCH ENGINE INFORMATION

CLICK HERE TO SELECT A  
DIFFERENT CHART



# Search Engine Wars – 2011

**BRUCE CLAY, INC**  
Global Internet Marketing Solutions  
866-517-1900 • www.bruceclay.com

**SEARCH ENGINE  
RELATIONSHIP CHART<sup>®</sup>**  
United States Edition  
<http://www.bruceclay.com/serc.htm>



## LEGEND

SUPPLIES  RECEIVES PRIMARY SEARCH RESULTS  
SUPPLIES  RECEIVES PAID RESULTS

CLICK ON A LOGO FOR  
SEARCH ENGINE INFORMATION

CLICK HERE TO SELECT A  
DIFFERENT CHART

# Search Engine Wars – 2014

comScore Explicit Core Search Share Report\* (Desktop Only)

October 2014 vs. September 2014

Total U.S. – Desktop Home & Work Locations

Source: [comScore qSearch](#)

Core Search Entity	Share (%) Sep-14	Share (%) Oct-14	Point Change
<i>Total Explicit Core Search</i>	100.0%	100.0%	0.0
Google Sites	67.3%	67.0%	-0.3
Microsoft Sites	19.4%	19.5%	0.1
Yahoo Sites	10.0%	10.3%	0.3
Ask Network	2.0%	1.9%	-0.1
AOL, Inc.	1.3%	1.2%	-0.1



# SEO is dead?



Marketing News & Expert Advice

ClickZ Intel ClickZ Training

Search ClickZ

- Topics
- Stats & Tools
- Video Library
- Jobs
- Resources
- Webinars
- News
- Marketing
- Email
- Analytics
- Media
- Social
- Search
- Asia
- More Categories

Home > Search > SEO

## Is SEO Dead?

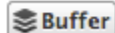
Andrew Edwards | July 14, 2014 | Comments



Tweet

Share

0




42

SEO may no longer be the answer to your traffic-related prayers, as Google's algorithms move away from rewarding SEO principles and toward featuring sites with the best content.

# What does Google Think?

# Google

seo is 

# The Evolution of Google

2003-2006



## 2003

---

### FEBRUARY

#### BOSTON

More emphasis on quality backlinks.

### APRIL

#### CASSANDRA

Crackdown on linking from co-owned domains, hidden text & links.

### MAY

#### DOMINIC

Improvements to the counting & reporting of backlinks.

### JUNE/JULY

#### ESMERELDA & FRITZ

Improvements to the index infrastructure.

### NOVEMBER

#### FLORIDA

Crackdown on keyword-stuffing & other black hat SEO tactics.

# The Evolution of Google

2007-2011

2007

---

**MAY**

**UNIVERSAL  
SEARCH**

Integration of  
traditional results  
with News, Video,  
Images, Local, etc.

**JUNE**

**BUFFY**

Update to single-  
word search results  
& other small  
changes.

# The Evolution of Google

2012-2013

## 2012

---

### **JANUARY** **SEARCH + YOUR WORLD**

Google+ data & user profiles included in search results.

### **FEBRUARY** **VENICE**

More localized results appear for broad queries.

### **APRIL** **PENGUIN**

Crackdown on link schemes, keyword-stuffing, other black hat tactics.

### **MAY** **KNOWLEDGE GRAPH**



Relevant facts & images included alongside traditional results.

### **SEPTEMBER** **EXACT MATCH DOMAIN**

Crackdown on low-quality sites that have search terms in their domain names.

# Google Image Search Traffic Drops 80% Since Redesign

Feb 26, 2013 • 8:40 am |  (35)

by [Barry Schwartz](#)   | Filed Under [Google Search Engine Optimization](#)

A month ago, Google [launched](#) their redesigned Google Image Search interface and as you know, Webmasters were [not happy](#).



It has been a month and some folks are posting how the new image search design impacted their traffic from Google Image Search.

[Gregory Karpinsky](#) posted an image of the traffic to his 99% image based site in a [Google+ Community](#) thread showing an 80% plus decrease in traffic but his other engagement metrics are all up.

# Google Updates

## Penguin



such-heights:

babiesareyum:

"A member of the Scottish National Antarctic Expedition plays the bagpipe for an indifferent penguin, 1904."

#the greatest caption in the history of the world

# Google Confirms Recent SERPs changes are Penguin 3.0, Including UK News Site Fluctuations

DECEMBER 2, 2014 BY JENNIFER SLEGG — [LEAVE A COMMENT](#)

**Latest Fluctuations on Penguin-Affected Sites & UK News Sites are Still Penguin 3.0 Rollout**





# Google Updates

## Penguin

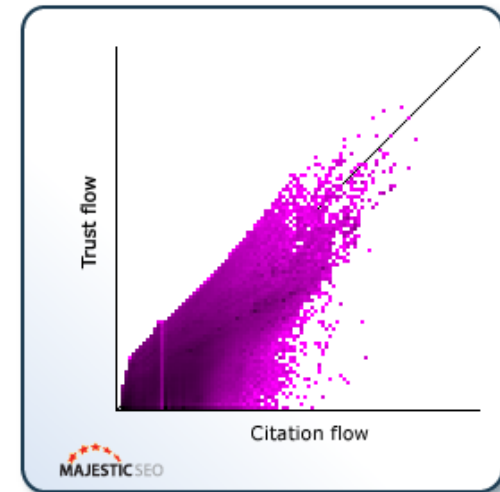
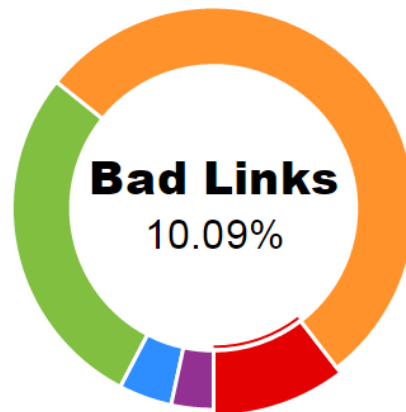
- Looks at site link profiles, does it look like a natural link profile?
- Looks for quality of incoming links. Does the site receive good quality links, or just spammy ones?
- Looks at diversity of link anchor text. Too many instances of the same non-brand keywords may indicate manipulation

### Link Profile

Trust  
Flow  
**90**

Citation  
Flow  
**92**

LinkRisk Chart



# Google Updates

## Panda



SEO

- Looks at content quality
  - Design
  - Trustworthiness
  - Speed
  - Depth of content



## Panda 4.1 - Google's 27th Panda Update - Is Rolling Out

Danny Sullivan on September 25, 2014 at 7:08 pm

1. [Panda Update 1](#), Feb. 24, 2015
2. [Panda Update 2](#), April 11, 2015 (internationally)
3. [Panda Update 3](#), May 10, 2015
4. [Panda Update 4](#), June 16, 2015
5. [Panda Update 5](#), July 23, 2015
6. [Panda Update 6](#), Aug. 12, 2015 (announced)
7. [Panda Update 7](#), Sept. 28, 2015
8. [Panda Update 8](#), Oct. 19, 2015
9. [Panda Update 9](#), Nov. 18, 2015
10. [Panda Update 10](#), Jan. 18, 2016
11. [Panda Update 11](#), Feb. 27, 2016
12. [Panda Update 12](#), March 23, 2016
13. [Panda Update 13](#), April 19, 2016
14. [Panda Update 14](#), April 27, 2016 (another)



anced)  
ed)  
d)  
announced)  
nounced)  
ed, belatedly announced  
s in US; 0.4% worldwide;  
affected; confirmed, not  
affected; confirmed,  
affected; confirmed,  
confirmed as having

# Google Updates

## Pigeon

# Google “Pigeon” Updates Local Search Algorithm With Stronger Ties To Web Search Signal

Barry Schwartz on July 24, 2014 at 8:07 pm



## GOOGLE'S NEW SEARCH DOWNRANKING HITS TORRENT SITES HARD

BY ERNESTO ON OCTOBER 23, 2014

C: 148

*Google's previously announced anti-piracy measures have now kicked in and as a result popular "pirate" sites are noticing a massive drop in search traffic. Search results now show less popular torrent sites but not all site owners see this as a problem. In fact, some smaller sites may even be benefiting from it.*

In recent years Hollywood and the music industry have taken a rather aggressive approach against Google. The entertainment industry companies have accused the search engine of not doing enough to limit piracy, and demanded more stringent anti-piracy measures.

One of the suggestions often made is the removal or demotion of pirate sites in search results. A lower ranking



# It's Over: The Rise & Fall Of Google Authorship For Search Results

Google has completely dropped all authorship functionality from the search results and webmaster tools.

Eric Enge on August 28, 2014 at 4:53 pm



# Google Penalties



# Google Penalties

## Penalty Notices

☆ ⚠ <http://www. .com/>: Unnatural inbound links

Google has detected a pattern of artificial or unnatural links pointing to your site. [Buying links or participating in link schemes](#) in order to manipulate PageRank are violations of Google's [Webmaster Guidelines](#).

As a result, Google has applied a manual spam action to [www. .com/](http://www. .com/). There may be other actions on your site or parts of your site.

### Recommended action

- Use the [Links to Your Site](#) feature in Webmaster Tools to download a list of links to your site.
- Ensure that unnatural links pointing to your site are removed.
- When these changes are made, and you are satisfied that links to your site follow Google's Webmaster Guidelines, submit a [reconsideration request](#). If you're unable to remove links pointing to your site, please provide as much detail as possible in your reconsideration request.

If we determine your site is no longer in violation of our guidelines, we'll revoke the manual action.

If you have any questions about how to resolve this issue, please visit the [Webmaster Help Forum](#).

# Google Penalties

Quality of content

Google Slaps Sprint For Spammy  
Community Forum



**Google Says No Comment On Why Interflora Was Penalized**

Google Admits To Penalizing The BBC, But  
Only Granularly

**Google Dishes Out PageRank Penalties To UK Newspaper Web  
Sites For Selling Links**

Google To Mozilla: You Had 12 Megabytes  
Of User Generated Spam On One Page



# Simplified Google Ranking Factors

As of 12/10/2014

1. Using the right keywords
2. Using those keywords in the metatags
3. Using those keywords in the content
4. Getting diversified links to your content

## Florida Blue - Website Unavailable

<https://www.bcbsfl.com/> ▼

Generally, the pronouns "our," "we" and "us" used throughout [www.bcbsfl.com](http://www.bcbsfl.com) are intended to refer collectively to Blue Cross and Blue Shield of Florida, Inc. and ...

## **USAirways News Site**

[www.usair.com/](http://www.usair.com/)

**US Airways.** This is a test. Click the link below to go to [usairways.com](http://usairways.com) - Continue to [USAirways.com](http://USAirways.com). Don't show me this page again.

# PR News Washington D.C.

Presented By:  
Simon Heseltine  
Senior Director  
Twitter: @simonheseltine  
AIM: SimonHeseltine

December 10, 2014

