



# How SEO Has Evolved Over the Last Decade



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# Early 2010s - The Era of Keywords

- Keyword Stuffing: Overloading content with keywords was common practice.
- Exact Match Domains (EMDs): Websites with domains matching search queries often ranked higher.
- Link Quantity Over Quality: More backlinks, regardless of quality, improved rankings.
- Meta Keywords: Search engines used meta keywords tags for rankings.

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# Mid 2010s - The Rise of Quality Content

- Google Panda Update (2011): Penalized low-quality, thin content.
- Google Penguin Update (2012): Targeted spammy link practices.
- Mobile-Friendly Algorithm (2015): Prioritized mobile-optimized sites.
- Content Relevance & Depth: Focus shifted to comprehensive, user-focused content.
- Hummingbird Update (2013): Improved understanding of search intent and context.

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# Late 2010s - Emphasis on User Experience

- RankBrain (2015): Google's AI algorithm to better understand queries.
- Mobile-First Indexing (2018): Google's primary index switched to mobile version of sites.
- Page Speed Update (2018): Page loading speed became a ranking factor for mobile searches.
- Secure Websites (HTTPS): Google started prioritizing secure (HTTPS) sites over non-secure (HTTP) ones.
- Featured Snippets: Rise of answer boxes and rich results in SERPs.

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# Early 2020s - AI and Voice Search

- BERT Update (2019): Better understanding of natural language and context.
- E-A-T (Expertise, Authoritativeness, Trustworthiness): Quality guidelines for evaluating content.
- Core Web Vitals (2020): Metrics for loading performance, interactivity, and visual stability.
- Voice Search Optimization: Increased importance of optimizing for voice search queries.
- Passage Ranking (2020): Google can rank specific passages from a page, not just the overall page.

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# Present Day - Integration of AI and Evolving Technologies

- MUM (Multitask Unified Model) (2021): Google's AI model to answer complex search queries.
- AI Content Generation: Use of AI tools for creating content, optimizing user experience.
- Visual Search: Increased importance of optimizing for visual search engines.
- Local SEO: Enhanced focus on local search results and Google My Business optimization.
- Sustainability and Ethical SEO: Growing emphasis on sustainable and ethical SEO practices.

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# The Future of SEO is Here – Are You Ready to Adapt and Thrive?

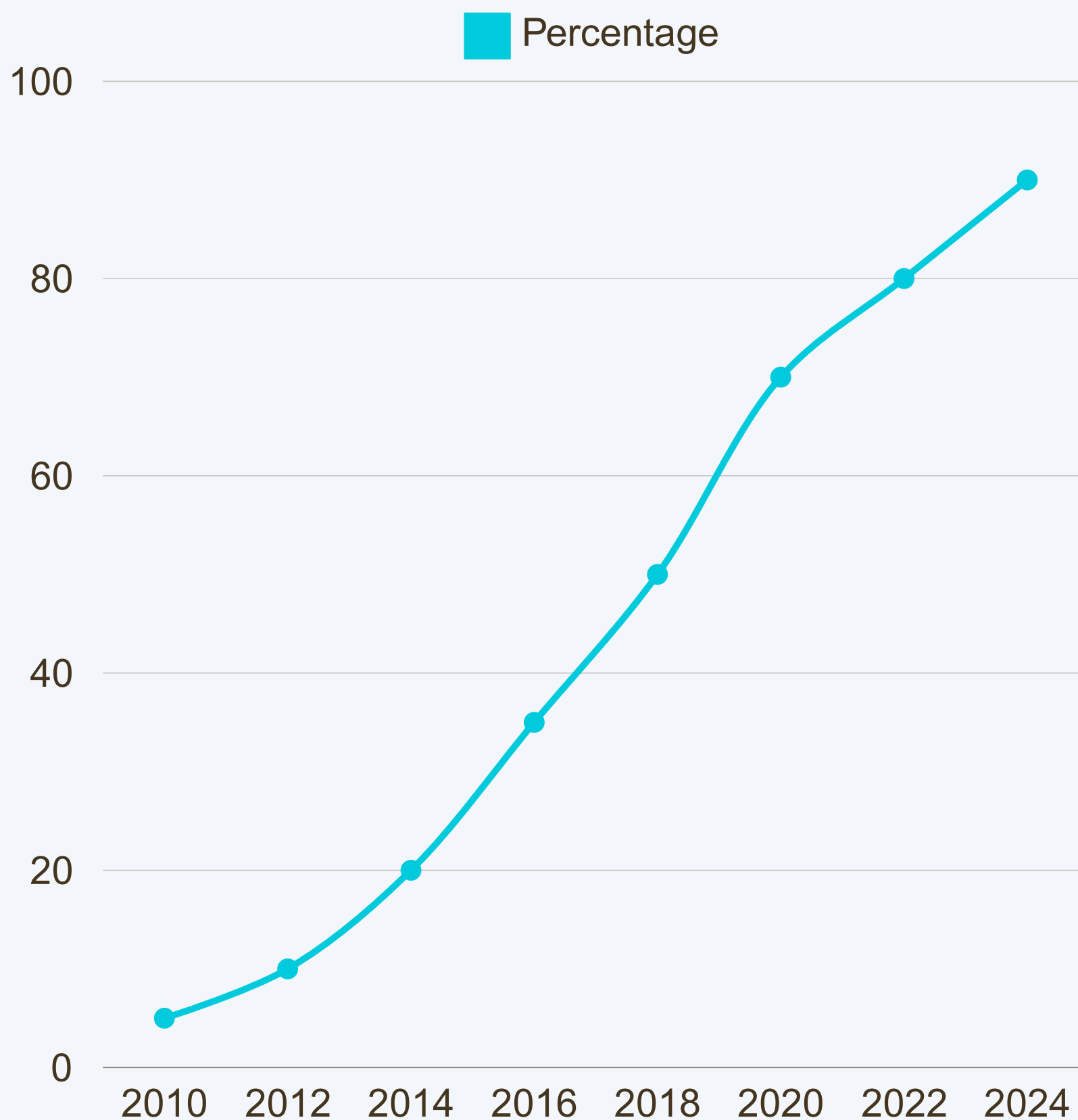
- Constant Evolution: SEO has evolved from simple keyword strategies to complex AI-driven techniques.
- User-Centric Approach: Modern SEO prioritizes user experience, content quality, and technical precision.
- Future Trends: Continued integration of AI, voice, and visual search will shape the future of SEO.

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# Appendix: HTTPS Adoption



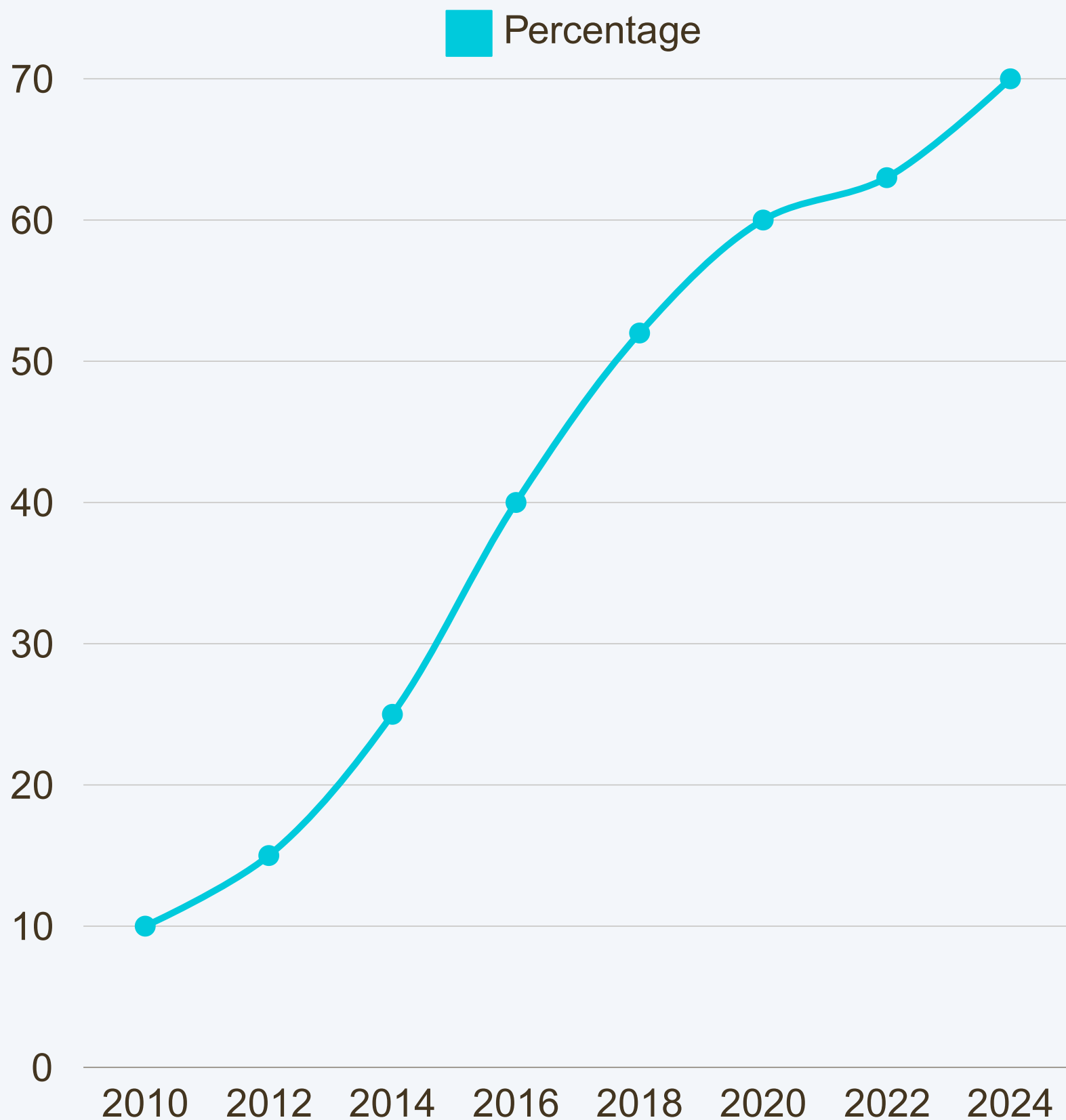
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# Appendix: Mobile Search Traffic Growth

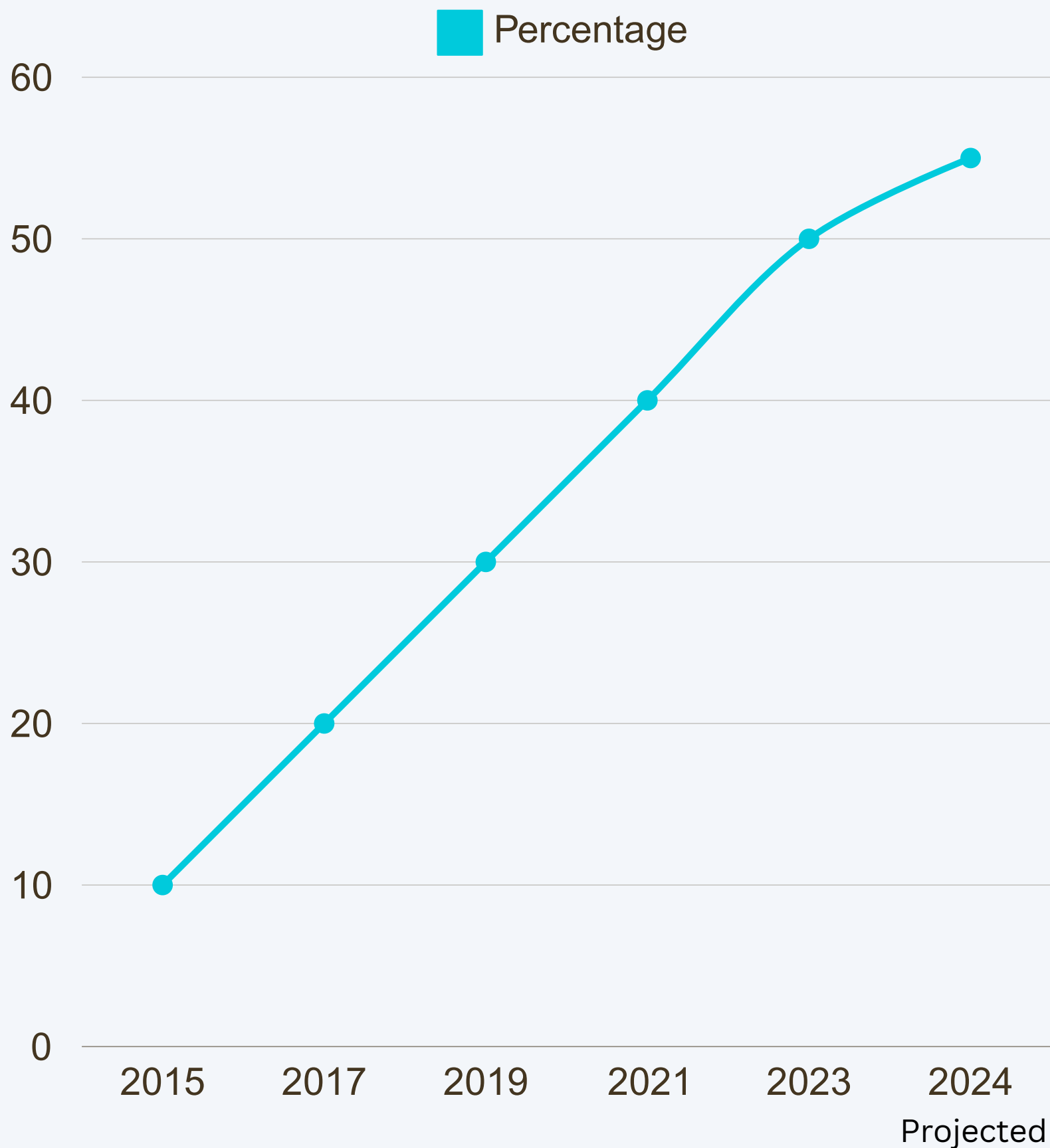


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# Appendix: Rise of Voice Search Queries

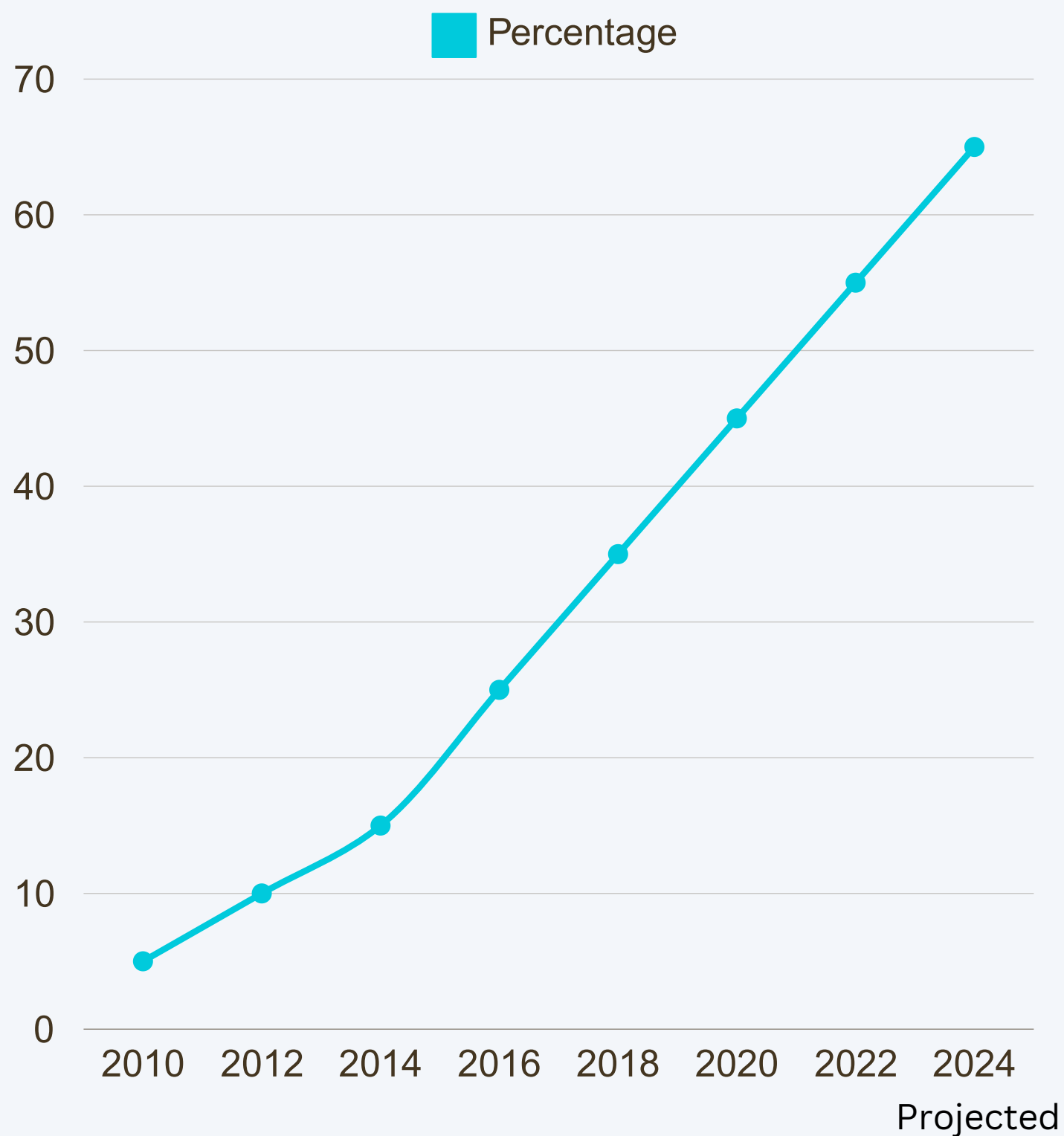


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# Appendix: Growth of Video Content in Search Results

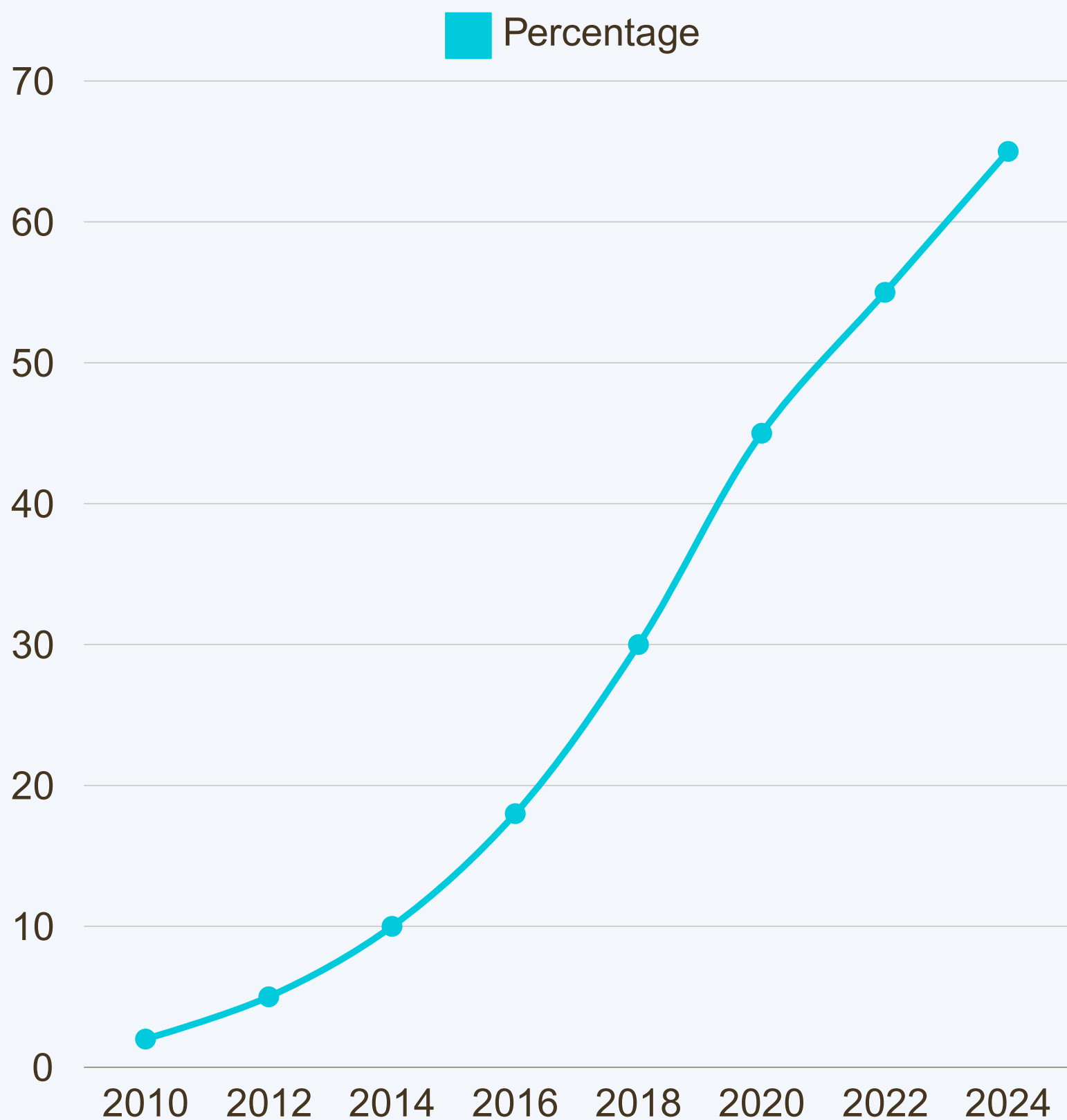


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# Appendix: Structured Data Adoption



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# Appendix: Resources

Ahrefs

<https://ahrefs.com/>

Comscore

<https://www.comscore.com/>

Let's Encrypt

<https://letsencrypt.org/>

Moz

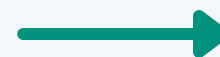
<https://moz.com/>

Statista

<https://www.statista.com/>

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# Appendix: Resources

Google Analytics

<https://analytics.google.com/analytics/web/provision/#/provision>

Google AI Blog

<https://ai.google/discover/blogs/>

Google Page Speed Insights

<https://pagespeed.web.dev/>

Google Transparency Report

<https://transparencyreport.google.com/?hl=en>

Google Trends

<https://trends.google.com/trends>

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