

THE HISTORY OF SEO



**THE WORLD
OF SEO HAS
CHANGED** 

Search engines used
to be edited by **humans**.



Search engines used
to be edited by **humans**.

Not ~~spiders~~.





how to make pizza

Web

Images

Maps

Shopping

More

Search tools

About 381,000,000 results (0.14 seconds)

BBC - Food - Recipes : How to make pizza



www.bbc.co.uk/food/recipes/how_to_make_pizza_50967

1 hr

Making your own dough turns a pizza into a real meal. One of the great things about this dough is that it can be made in advance.

How to make pizza dough - video | Life and style | The Guardian



www.guardian.co.uk > ... > Great British Chef

14 Jun 2013

Once you know how to make your own pizza dough you'll never go back. Here's a step-by-step guide – and don't ...

Homemade Pizza Recipe | Simply Recipes



www.simplyrecipes.com/recipes/homemade_pizza

2 hrs 30 mins

8 Jan 2007 - We make pizza at home all the time and we just love it. We definitely recommend using bread flour and ... for the best results. Also, we've ...

[How to Grill Pizza - Skillet Tortilla Pizza - Ultra Thin-Crust Pizza](#)

More by Elise Bauer - In 195,501 Google+ circles

How to Make Pizza Dough: 8 Steps (with Pictures) - wikiHow

www.wikihow.com > ... > Recipes > Sandwiches and Quick Meals > Pizza

How to Make Pizza Dough. Once you try homemade pizza dough, you'll notice the difference between that and store-bought dough. You'll also notice how easy ...

3 Ways to Make Pizza - wikiHow

www.wikihow.com > ... > Recipes > Sandwiches and Quick Meals > Pizza

THEY
HAVE
COME
A LONG
WAY

Images

About 381,000 results (0.14 seconds)

BBC - Food - Recipes : How to make pizza



www.bbc.co.uk/food/recipes/how_to_make_pizza_50967

1 hr

Making your own dough turns a pizza into a really special meal. The great thing about this dough is that it can be made in advance, and even frozen.

How to make pizza dough - video | Life and style | guardian.co.uk



www.guardian.co.uk > ... > Great British Chefs

1 Jun 2013

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More ▾

Search tools

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BBC - Food - Recipes : How to make pizzawww.bbc.co.uk/food/recipes/how_to_make_pizza_50967 ▾

1 hr

Your own dough turns a pizza into a really special meal. The great thing about this dough is that it can be made in advance, and even frozen.

Videos

How to make pizza dough - video | Life and style | guardian.co.ukwww.guardian.co.uk > ... > [Great British Chefs](#) ▾

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how to make pizza



Web

Images

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www.guardian.co.uk ▸ ... ▸ Great British Chefs ▾

14 Jun '12

... the yeast. You'll need to make sure you've got the right amount of yeast. ... back. Here's a step-by-step guide – and don't ...

Results from Google+



Homemade Pizza Recipe | Simply Recipes



www.simplyrecipes.com/recipes/homemade_pizza/ ▾

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www.wikihow.com ▸ ... ▸ Recipes ▸ Sandwiches and Quick Meals ▸ Pizza ▾

→ “A study of the search engine result pages (sample size: **10k**) revealed only **15%** had no news, no local, no video, no image, no knowledge graph, no paid inclusion, no authorship.”

Source [@dr_pete](#): Beyond 10 Blue Links

The future role
of an **SEO**
is going to be
a lot more complex.



Let's **look back**
on what's happened
over the past
two decades.

1994

2000

2010

2014

1994



2000

2010

2014

**THE YEAR IS 1994
AND THESE GUYS
ARE REALLY BIG.**



**MEANWHILE,
SOMEWHERE
IN WASHINGTON.**



Washington

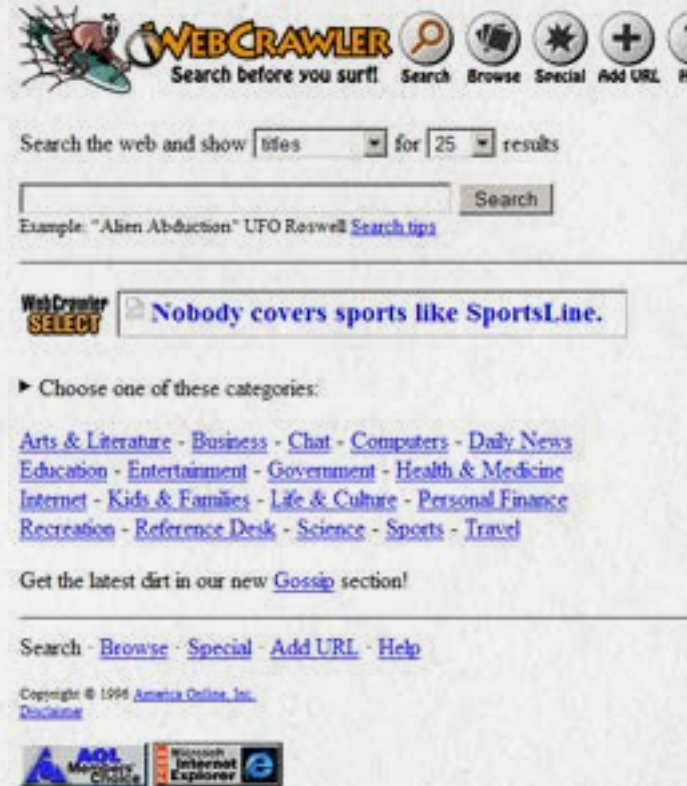
**MEANWHILE,
SOMEWHERE
IN WASHINGTON,
BRIAN PINKERTON
CREATES THE FIRST
CRAWLER TO INDEX
ENTIRE PAGES.**



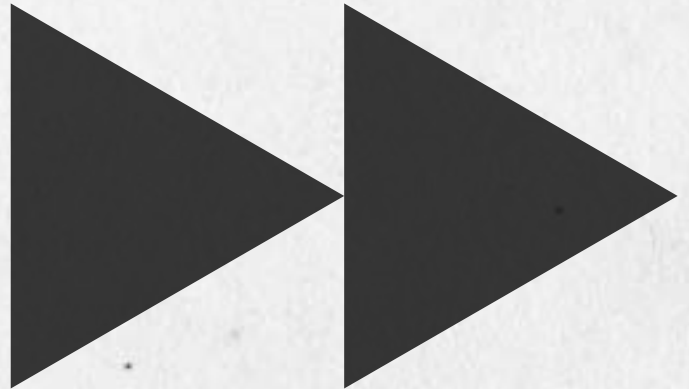
**MEANWHILE,
SOMEWHERE
IN WASHINGTON,
BRIAN PINKERTON
CREATES THE FIRST
CRAWLER TO INDEX
ENTIRE PAGES.
IT GENERATES A LIST
OF THE TOP 25
WEBSITES.**



IT'S CALLED
WEBCRAWLER
AND LOOKS
LIKE THIS.



**FAST
FORWARD
THREE YEARS.**



1997

1994

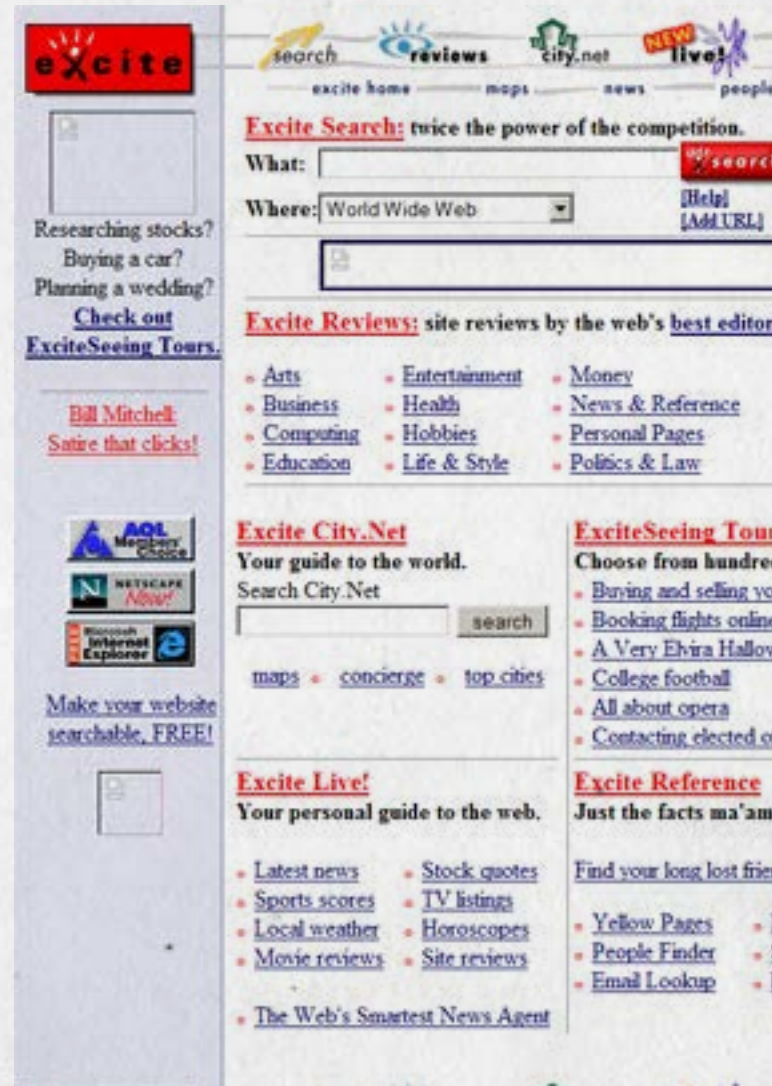


2000

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 the earliest crawler-based search engines. By **1997** it has indexed over 60 million documents. It eventually outsources its search results to AllTheWeb.



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



- [Arts](#) - - [Humanities](#), [Photography](#), [Architecture](#), ...
- [Business and Economy \[Xtra!\]](#) - - [Directory](#), [Investments](#), [Classifieds](#), ...
- [Computers and Internet \[Xtra!\]](#) - - [Internet](#), [HTTP](#), [Software](#), [Multimedia](#), ...
- [Education](#) - - [Universities](#), [K-12](#), [Courses](#), ...
- [Entertainment \[Xtra!\]](#) - - [TV](#), [Movies](#), [Music](#), [Magazines](#), ...
- [Government](#) - - [Politics \[Xtra!\]](#), [Agencies](#), [Law](#), [Military](#), ...
- [Health \[Xtra!\]](#) - - [Medicine](#), [Drugs](#), [Diseases](#), [Fitness](#), ...

**DANNY SULLIVAN
LAUNCHES
SEARCH ENGINE
WATCH TO
DISCUSS ALL
THINGS SEARCH.**



**DANNY SULLIVAN
LAUNCHES
SEARCH ENGINE
WATCH TO
DISCUSS ALL
THINGS SEARCH.**

He's kind of
a big deal in
search ...



...have come a long way.

THIS WAS SEARCH ENGINE WATCH IN 1997.



1998

1994



2000

2010

2014

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



Search the web using Google!

Google Search

I'm feeling lucky

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

[Help!](#)
[About Google!](#)
[Company Info](#)
[Google! Logs](#)

Get Google!
updates monthly:
your e-mail
[Subscribe](#) [Archive](#)

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.

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

Get Google!
updates monthly:

your e-mail
 [Archive](#)

**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.**



Search Engine STRATEGIES '99

November 18, 1999 • Renaissance Parc 55 Hotel

Moderated by Search Engine Expert: D. ...

Presented By: 



With millions of web surfers turning to search engines each day to find web sites, you can 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 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.

Search Engine Strategies

In 1999 it pays to be awesome at meta tags.

TOPICS COVERED INCLUDE:

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.
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.

November 15 Hotel

Mo

Pres

...ers turning to search and web site ... them? Search engines ... for those who ... At this ... unique one-day event, you'll learn the ins-and-outs of search engine marketing from top experts in the field.

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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

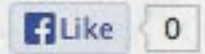
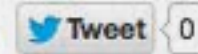
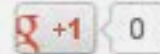
Google launches
~~Paid Links~~ **AdWords**
as CPM model.



Google Gets Paid Links, Quotes and More Languages

Danny Sullivan, October 15, 2000

0 Comments



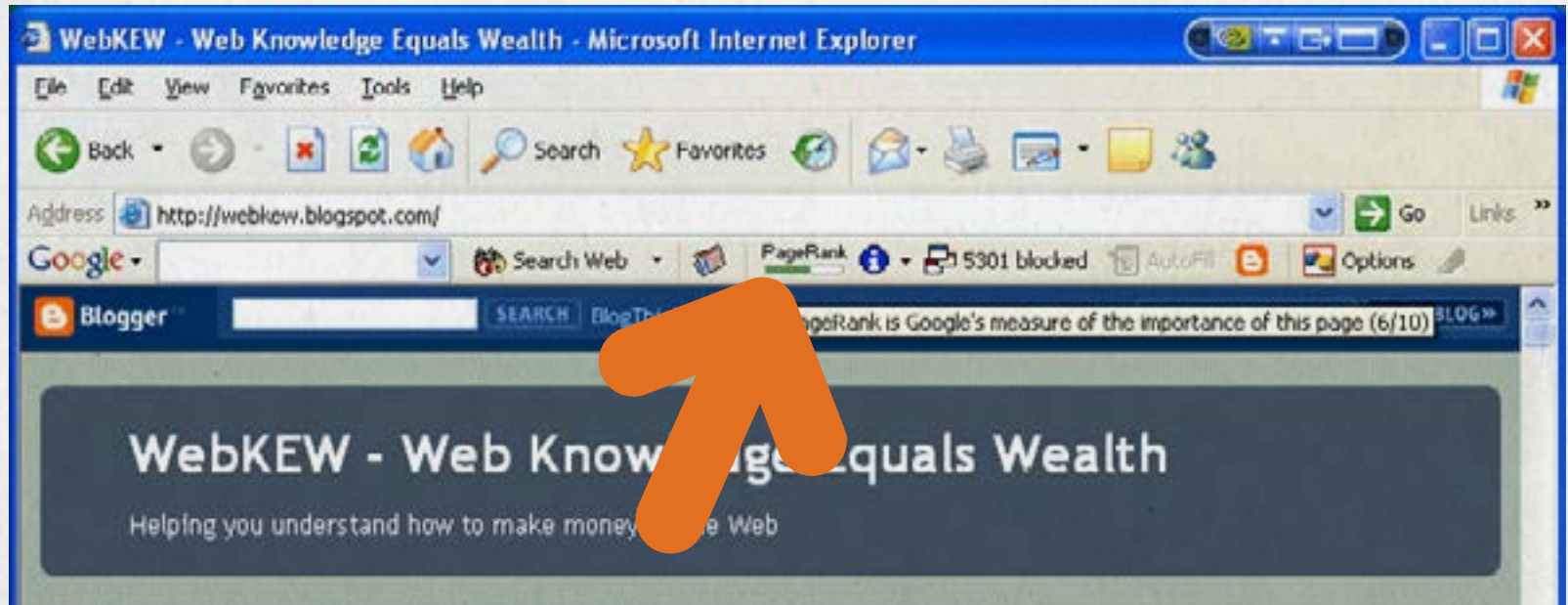
Page One Power is a custom link building company located in Boise, Idaho.

Google Gets Paid Links, Quotes and More Languages

By Danny Sullivan

From The Search Engine Report

Google also releases
a **PageRank toolbar**
so SEOs can now
record their PageRank.



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



SEO  LINKS

2002

1994

2000



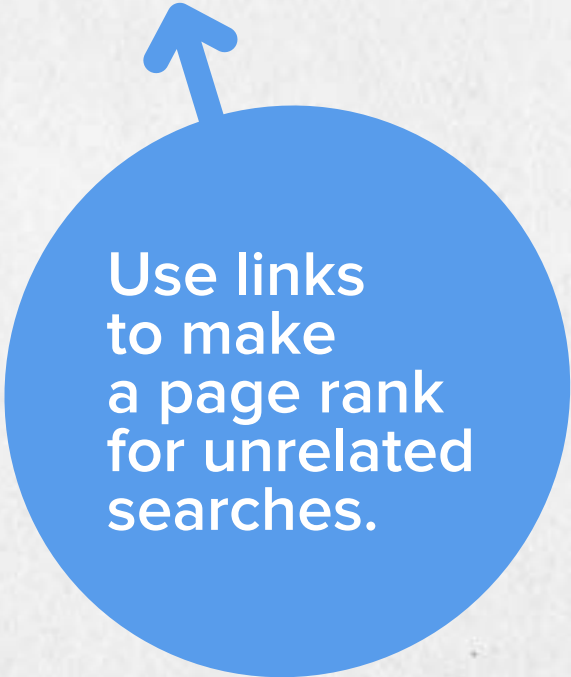
2010

2014

**GOOGLE
BOMBING
IS A
THING.**



GOOGLE BOMBING IS A THING.



Use links
to make
a page rank
for unrelated
searches.



It makes it all the way
to the **BBC News**.

BBC CATEGORIES TV RADIO COMMUNICATE WHERE I LIVE INDEX **SEARCH**

BBC NEWS

You are in: **Sci/Tech**

Front Page
World
UK
UK Politics
Business
Sci/Tech
Health
Education
Entertainment
Talking Point
In Depth
AudioVideo

Wednesday, 13 March, 2002, 11:05 GMT

Google hit by link bombers



See also:

- ▶ 14 Jan 02 | dot life
Shopping and clicking
- ▶ 22 Jan 01 | dot life
The tricks that win clicks
- ▶ 06 Aug 01 | Business
Google profitable, new chief says
- ▶ 14 Dec 01 | Sci/Tech
Digital history saved
- ▶ 15 May 00 | Sci/Tech
Half the internet is going nowhere
- ▶ 26 Nov 01 | dot life

Bob Massa launches the first **“PR Ad Network”** to broker text link ad deals between potential buyers and sellers.



[Home](#) | [What's New](#) | [Most Popular](#) | [Login](#) | [Register](#) | [Advanced Search](#) | [Favorites](#) | [Add URL](#) | [Add Premium URL](#) | [Contact Us](#)

SearchKing is all about supporting and promoting the niche community industry. If you operate a [niche](#) site, directory or community of any kind, we WANT to list your site. [Submit](#) your site for free.



Your Directory (directory organized by alphabet)

[CNN News](#)

[Sports Illustrated](#)

» [Business and Money](#)

[Classifieds](#) , [Employment](#) ,

» [Computing](#)

[Desktop](#) , [Education](#) , [Games](#) ,

Bob Massa launches the first **“PR Ad Network”** to broker text link ad deals between potential buyers and sellers.

But Google doesn't like this and penalises SearchKing.

[Home](#) | [Register](#) | [Advanced Search](#) | [Favorites](#) | [Add URL](#) | [Add Premium URL](#) | [Contact Us](#)

Supporting and promoting the niche community industry. If you operate a [niche](#) site, of any kind, we WANT to list your site. [Submit](#) your site for free.



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GoogleSmackDown

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2003

1994

2000



2010

2014

GOOGLE GETS INTO CONTEXTUAL ADVERTISING WITH **ADSENSE.**



Many SEOs take advantage of AdSense by developing MFA (**Made for AdSense sites**).

THIS CHECK PAPER CONTAINS A CHAIN WATERMARK AND GREEN BACKGROUNDING — DO NOT ACCEPT WITHOUT EITHER — HOLD TO LIGHT TO VERIFY WATERMARK.

GOOGLE INC
1600 AMPHITHEATRE PARKWAY
MOUNTAIN VIEW, CA 94043

CHECK NUMBER: 32875
CLIENT ID: 32875
CHECK DATE: JULY 25, 2007

Pay to the order of: AZMEEN AFANDI

USD *****120.65
OR ORDER

TOTAL SUM OF ONE HUNDRED TWENTY AND 65/100 U.S. DOLLAR

Payable at CITIBANK, N.A.
ABA 0220 00868

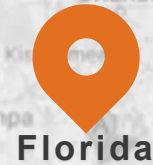
For: Citibank Europe plc
Wiem Phil
AUTHORIZED SIGNATURE

102200086810 99132875

**PATRICK GAVIN
LAUNCHES
TEXT-LINK-ADS
GIVING USERS AN
EASY METHOD TO
BUY & SELL LINKS.**



**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.



Spam is still an issue
with the company
TrafficPower banned for
tactics such as javascript
mouseover redirects and
door way pages.

GoogleSmackDown



**SETH GODIN
WRITES
A POPULAR BLOG
POST ON WHY SEO
IS AN UNRELIABLE
TRAFFIC SOURCE.**

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.

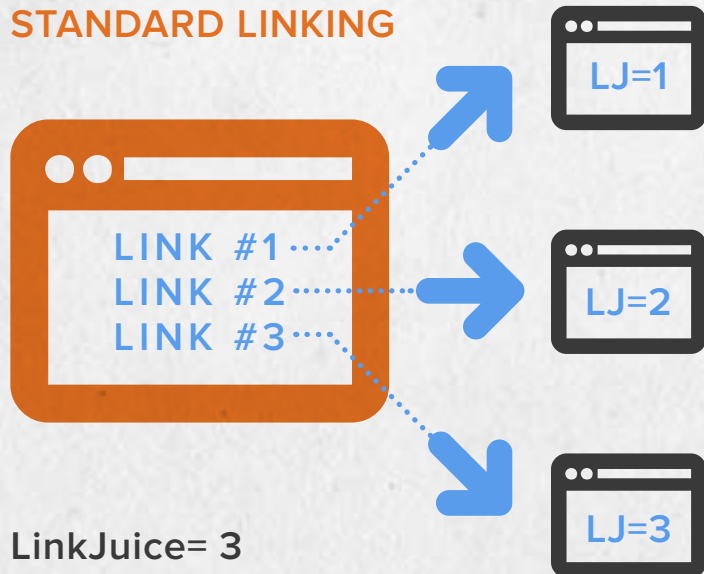
Blog
comment
spam



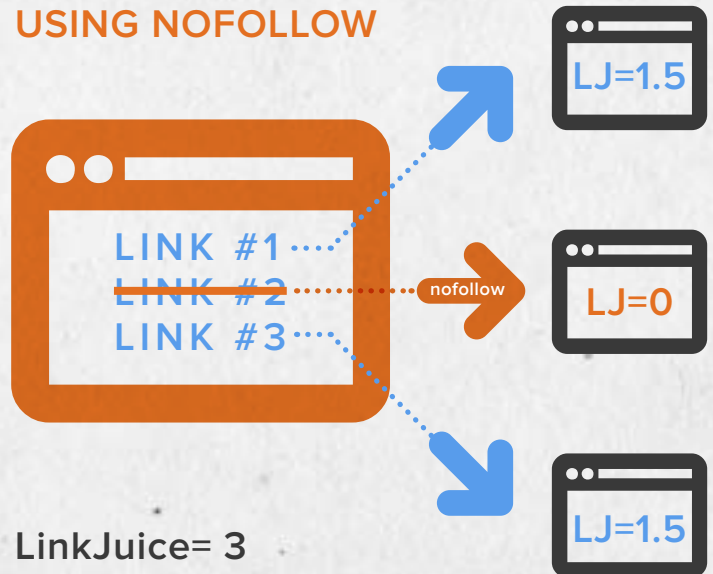
 Johnery Smith perfectdieprograms.com/ contact@perfectdieprogram s.com 92 228 57 149	Submitted on 2011/09/07 at 4:17 pm Rather useful appreciate it, I do believe your current visitors might just want a whole lot more articles similar to this maintain the great content.
 John Smith bestweightlosssystems.org/ contact@bestweightlossyst ems.org 92 226 31 225	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 bestweightlossprogram.mob il contact@bestweightlossprog ram.mobi 85 179 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 bestdieprogram.info/ contact@bestdieprogram.inf	Submitted on 2011/09/07 at 3:52 pm Exceedingly educational many thanks, it is my opinion your trusty 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

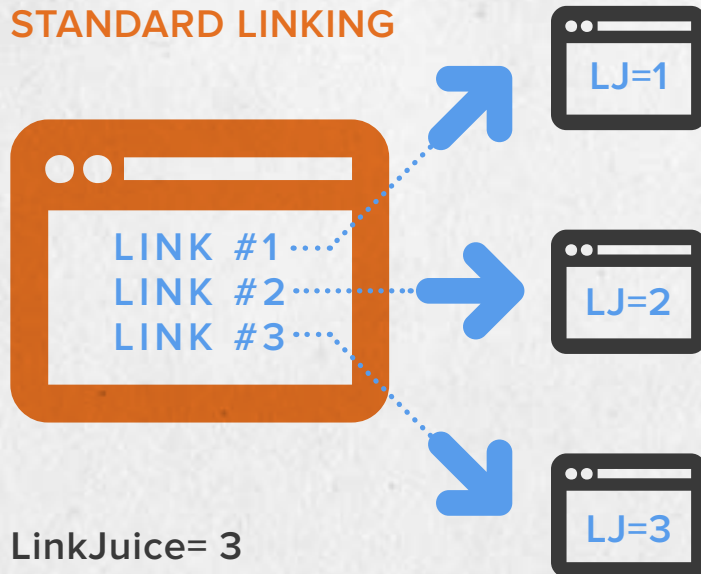


USING NOFOLLOW



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

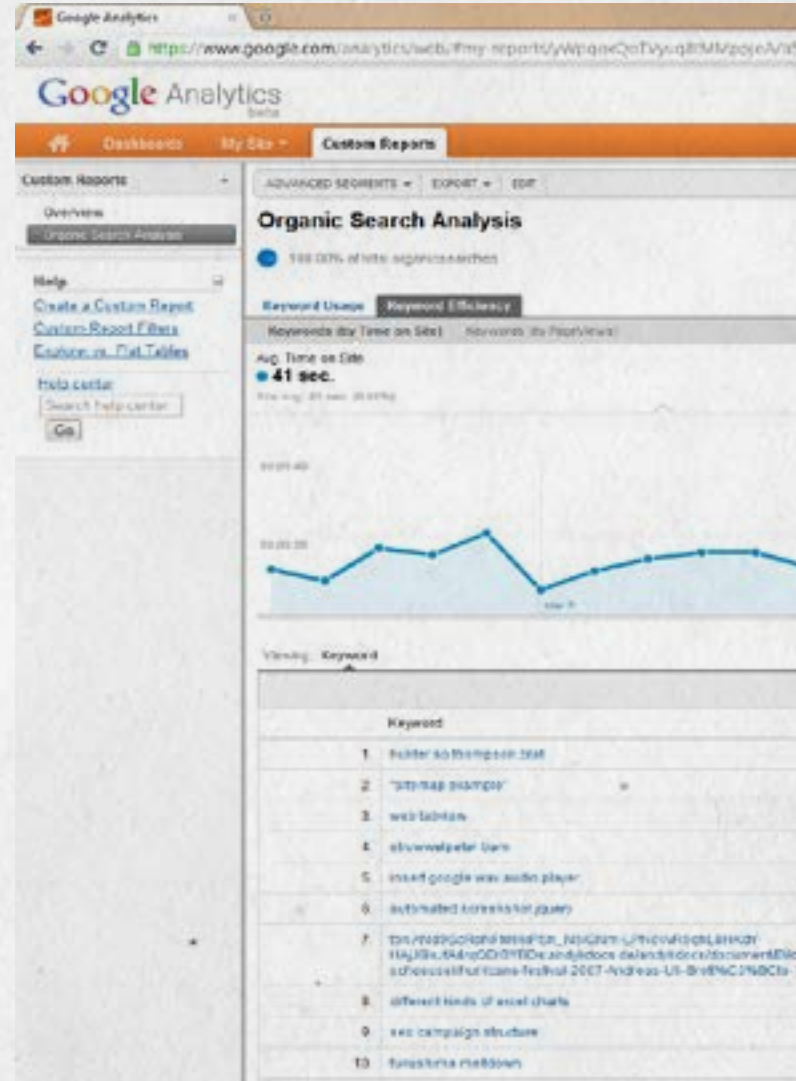
STANDARD LINKING



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



Google launches
Google Analytics,
giving SEOs an
easy way to analyze
and track the
performance
of their campaigns.



**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”.**



Shoemoney writes
one of the first
“SEO is Dead” posts.
This was to become
a popular topic after
each Google update.

SEO is Dead
<http://bit.ly/QGmJy2>



2006

1994

2000



2010

2014

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

**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

Der BMW
3er BMW - Fahrspaß pur!
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
Dienstfahrzeuge BMW
Für Polizei, Notarzt und Feuerwehr -
Dienstfahrzeuge von BMW
Dienstfahrzeuge Notarzt
Schweiß am Einsatzort - mit einem
Notarwagen von BMW
BMW 316
Informationen zum BMW 316
BMW 318
Informationen zum BMW 318
BMW 318
BMW 318 - Design und Fahrkultur
BMW 320
Probefahrt mit einem BMW 320i
BMW 330
Fahrspaß BMW 330
BMW 5er
BMW 5er Cabriolet
BMW 5er
BMW 5er Serie
BMW 5er
Das BMW 5er Coupé
BMW Ausbildung
Stellenangebote bei BMW
BMW Autohändler
BMW Autohändler Adressen
BMW Autohaus
BMW Autohaus finden
BMW Feigen
BMW Zubehör Folgen

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 des Wissens gehalten. BMW Neuwagen - Mit diesem Know-how erarbeiten sie garantiert immer die 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 Neues 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?

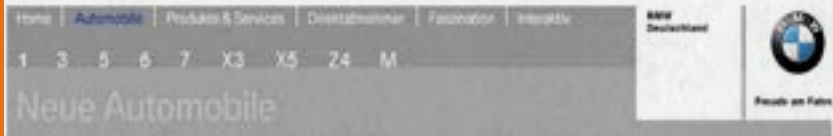
Ein BMW Neuwagen gesucht?

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 Profs haben: 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 Vorgesmack auf die Freude am Fahren. BMW Neuwagen - Der Hot- und Ring-Service. Nutzen Sie die Flexibilität Ihres BMW Partners. Soverlieren 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. Sollten Ihre Arbeitszeiten mit erweiterten Öffnungszeiten bei Ihrem BMW



What a user sees



BMW 5er Limousine - Automobile Leidenschaft.

Details



Neue Automobile direkt

Fahrzeug konfigurieren
Informations bestellen
Händler suchen
Probefahrt vereinbaren
Finanzierung berechnen

Weitere Specials

BMW 1er
BMW 5er Limousine
BMW 6er Coupé
BMW 6er Cabrio
BMW X3
BMW X5
BMW Z4
BMW M5
BMW M6
BMW Z4 M

Gewäldeleistungen

Informationen zu den
Dienstleistungen beim Kauf
eines BMW.

Mehr



BMW 1er

Produktinformationen



BMW 3er

Limousine | Touring
Coupé | Cabrio



BMW 5er

Limousine | Touring



BMW 6er

Coupé | Cabrio



BMW 7er

Produktinformationen



BMW X3

Produktinformationen



BMW X5

Produktinformationen



BMW Z4

Produktinformationen



BMW M Modelle

M3 Coupé | M3 Cabrio
M5 Limousine | M5 Coupé

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.

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  </url>
  ▼<url>
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  </url>
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    </loc>
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  ▼<url>
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  </url>
```

2008

1994

2000



2010

2014

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



[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [more »](#)

amazon	
amazon	214,000,000 results
ask jeeves	1,240,000 results
argos	4,340,000 results
aol	59,300,000 results
aim express	5,390,000 results
adaware	1,410,000 results

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

As you t

ate the 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.

[Stuck gas pedal causes 2nd major Toyota recall - Yahoo! News](#)

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MEANWHILE ...

MEANWHILE ...

The internet is fast becoming a “cesspool” where false information thrives. Brands are how you sort out the cesspool.

<http://bit.ly/LOqsE0>



Eric Schmidt,
Google Chairman



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



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

Vince ...
Get it?



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 6, 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 Blumenthal 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 decormyeyes.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.

 RECOMMEND

 TWITTER

 LINKEDIN

 SIGN IN TO E-MAIL

 PRINT

 REPRINTS

 SHARE



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?



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

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Related

It **doesn't end well** with Google penalising the site and the owner getting arrested.


GoogleSmackDown

U.S. Arrests Online Seller Who Scare Customers

By DAVID SEGAL

Published: December 8, 2010


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



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
 RECOMMEND


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SEE MORE 

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GREAT HOMES AND DESTINATIONS

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Related

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



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



By DAVID SIEGAL

Photo illustration by The New York Times

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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 2013



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 penalises JC Penney. The penalty only lasts for **3 months**.

GoogleSmackDown



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

Live (not provided) counter
39.92%

Google enabled (not provided)
638 days ago

(not provided) will hit 100% on
26th May 2017
(based on current rate of growth)

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

Average % (not provided) Google Traffic



2012

1994

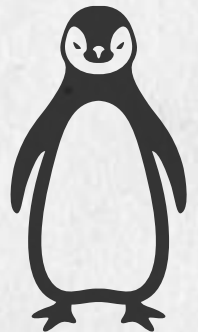
2000

2010

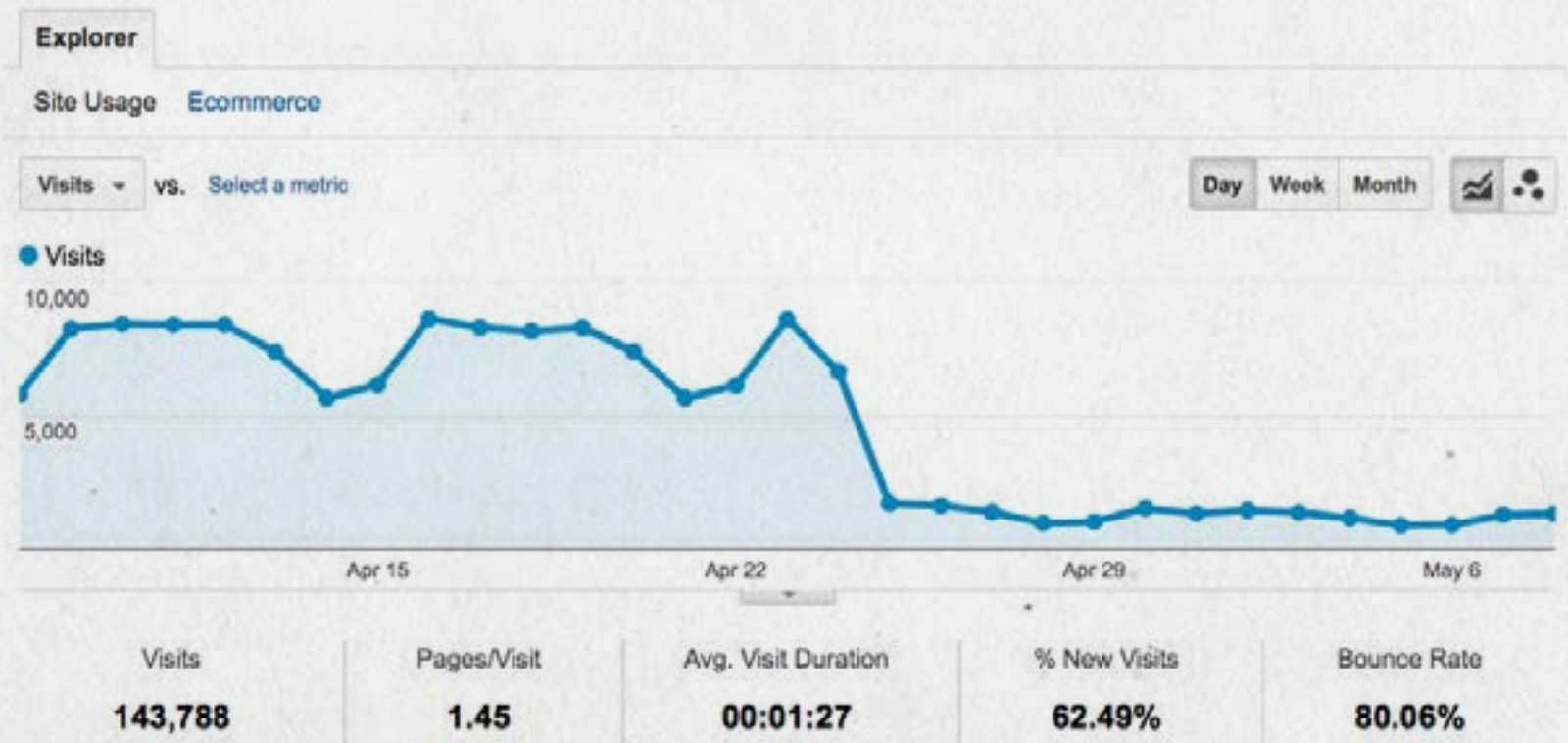


2014

**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

2013

1994

2000

2010



2014

SEOMoz rebrands to Moz and becomes an **inbound marketing** company.



SEOMoz rebrands to Moz and becomes an **inbound marketing** company.

Inbound marketing, what is that?



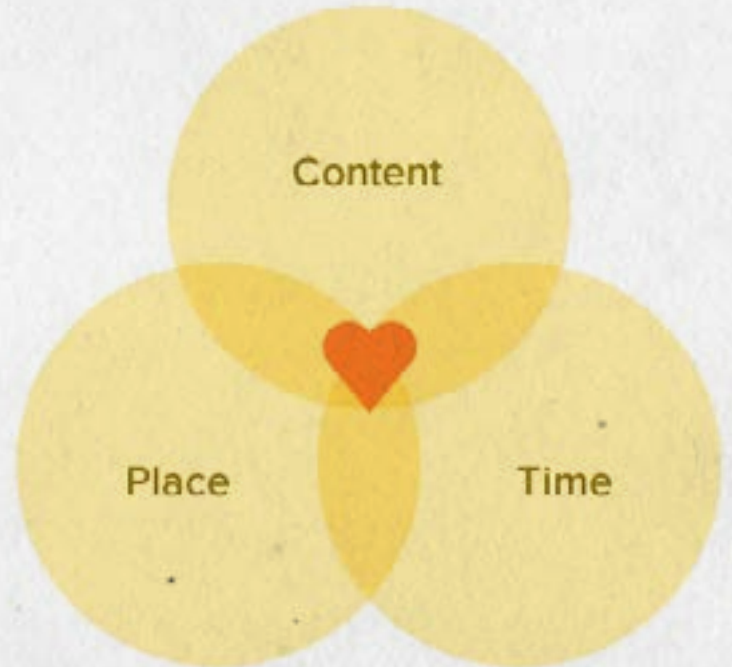
Inbound Marketing

Make marketing people love.

By publishing the right content in the right place at the right time, your marketing becomes relevant and helpful to your customers, not interruptive. Now that's marketing people can love.

Find out more:

→ <http://bit.ly/13d7uxS>



Want **Expert SEO Advice** With Your Coffee?

Get five days of tips delivered to your inbox from top SEO experts. Each tip can be read and implemented during a single coffee break.

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