



SEO in 2020



NIAGAHOSTER

toffeeDev

A close-up photograph of a young boy with short brown hair, looking upwards and slightly to his right with a thoughtful or worried expression. He is wearing a light-colored shirt.

WILL SEO DIE?

A background image showing silhouettes of several people jumping or cheering in a field of tall grass against a warm, orange sunset sky.

GET 3X. 10X. 50X RESULT



MARKETER OR BUSINESS OWNER



WHAT YOU NEED TO DO



CHALLANGE



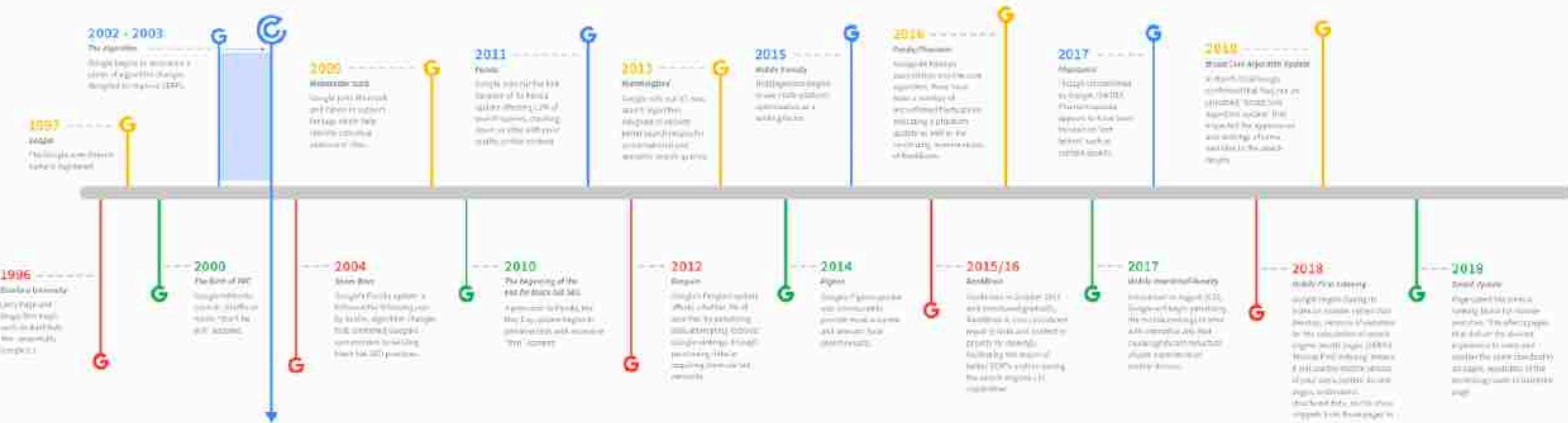
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ALGORITHM UPDATE

Google Algorithm Timeline



 CLICK CONSULT™ FOUNDED

March 2020 Google Webmaster Report

Mar 3, 2020 • 8:47 am |  (3)

by [Barry Schwartz](#)  | Filed Under [Google Search Algorithm Updates](#)



This was one busy month, filled with numerous unconfirmed Google search ranking updates both in web search and local. It is also after March 1st, an

Here are the more important stories over the past 30 days if you want to catch up quickly:

March 2020 Google

Mar 3, 2020 • 8:47 am |  (3)

by [Barry Schwartz](#)  | Filed Under [Google Search Algorithm Updates](#)



This was one busy month, filled with numerous algorithm updates, including core, featured snippets, and local. It

Google Algorithm Updates:

- [Big Google Search Ranking Algorithm Update - Currently Unconfirmed](#)
- [Day Five & Getting Strong: Big Unconfirmed Google Algorithm Update](#)
- [Google Responds To February 2020 Update Saying "We Do Updates All The Time"](#)
- [Google Search Algorithm Update Blip On Monday & Tuesday?](#)
- [Google Update Chatter Earlier This Week But Sensors Not Triggered](#)
- [Google Weekend Search Algorithm Ranking Fluctuations & Chatter](#)
- [Google Local Algorithm Update: February 14th Through Today](#)
- [Google Local Search Algorithm Update On January 31st?](#)

Google Nofollow Change:

- [Google Nofollow Change March 1st But Google Says Don't Expect Any Changes Yet](#)
- [Google: Use rel=sponsored For Affiliate Links If Possible](#)

Google SEO Topics:

- [Google Patent Related To Medic Update? Website Representation Vector For Classifying Web Sites.](#)
- [Google: Our Systems Aren't Looking For EAT But We Hope Our Signals Align To EAT](#)
- [Google Confirms No Recent Campaign Against Unnatural Links](#)
- [Burberry Implements 3D Images & AR In Google Search Results](#)
- [Google FAQ Rich Result Guideline Update: One Markup Per Question Throughout Site](#)
- [Google Clarifies GoogleBot's New Useragent Name Usage](#)
- [Google Processes Link Disavow Files Immediately But Taken Into Account After URLs Are Recrawled](#)

A man with a beard and short hair, wearing a dark suit jacket, a light-colored shirt, and a patterned tie, is sitting at a desk. He has his right hand on his forehead and his left hand near his eye, looking weary or confused. A computer monitor is visible on the desk to his right.

CAN'T FOLLOW THE UPDATE

A woman in a library setting, wearing a dark blazer over a white shirt, is holding her head in distress while looking down at an open book she is holding. Other people are visible in the background, also reading books. The scene conveys a sense of stress or frustration related to Google updates.

GOOGLE UPDATE ALGO DAILY!



THEIR GOAL: USER ENGAGEMENT!

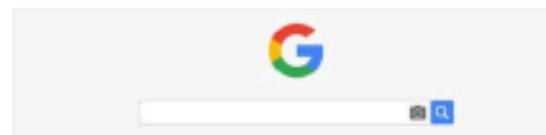


TOO MANY INFORMATION

The screenshot shows the Udemy search results for the term "seo". At the top left is the Udemy logo. To its right is a "Categories" link and a search bar containing the text "seo". Below the search bar, a red square highlights the text "6338 results for seo". Underneath this, there are two filter buttons: "Rating" and "Video Duration".

Explore SEO

Students also learn: [WordPress](#), [Digital Marketing](#), [Local SEO](#)

 [SEO 2020: Complete Guide to Optimizing WordPress Websites](#)

Udemy Categories seo

6338 results for seo

Ratings ▾ Video

Explore SEO

Students also learn: W

Google allintitle:seo course

All Images Videos News

About 56,600 results (0.68 seconds)

w.udemy.com Marketing > Search Engine

Free SEO Tutorial - Udemy

Learn SEO tips and tricks in this SEO trainin

People also ask

- What is SEO course?
- What is the best SEO course?
- How do I become SEO certified?
- What are the SEO tools?

Udemy Categories seo

6338 results for seo

Ratings Video

Explore SEO

Students also learn: Web Development

What is SEO?

What is the best way to learn SEO?

How do I become a SEO specialist?

What are the benefits of SEO?

Google allintitle:seo course

All Images Videos News

About 56,600 results (0.59 seconds)

[www.udemy.com › Free SEO Tutorial](#)

Free SEO Tutorial

Learn SEO tips and tricks from scratch.

People also ask

What is SEO?

What is the best way to learn SEO?

How do I become a SEO specialist?

What are the benefits of SEO?

Google allintitle:belajar seo

All News Images Videos

About 15,200 results (0.59 seconds)

[www.panduanim.com › blog › belajar-seo](#)

Belajar SEO Terbaru untuk Pemula

Mar 20, 2018 - Melalui artikel ini, Anda akan belajar SEO, riset keyword, hingga optimasi SEO on page.

[panduanim.com › seo](#)

Belajar SEO: Panduan untuk Pemula

Pedoman terlengkap bagi pemula yang ingin mulai belajar SEO. Dalam panduan ini, kita akan bahas dasar-dasar on-page, off-page, link building, dan lainnya.

[On-Page SEO: Mengoptimasi ...](#) · BAB 1 Konsep



A man with dark hair and a beard is sitting on a wooden chair, looking towards the right. He is wearing a purple t-shirt and blue jeans. The background is a vibrant, abstract landscape with swirling colors of green, yellow, pink, and blue, resembling a sunset or a dreamlike scene.

WHO TO TRUST



ONLINE FORUM WITH PROOF RESULT



OR REPUTABLE EDUCATOR

A photograph of the Googleplex building, featuring its iconic glass facade with the word "Google" written in large white letters.

Google

OR GOOGLE SPOKES PERSON?



WHO SHOULD I TRUST?

A photograph of two young women smiling at the camera. They are holding several shopping bags, including one with a pink and brown pattern. The woman on the left has dark hair and is wearing a light blue striped shirt. The woman on the right has blonde hair and is wearing a black and white striped shirt.

SOCIAL IS GETTING SEXIER



FACEBOOK WIN IN NUMBERS



INSTAGRAM PHOTO CHANGE LANDSCAPE



TWITTER COMMUNICATION MADE EASY

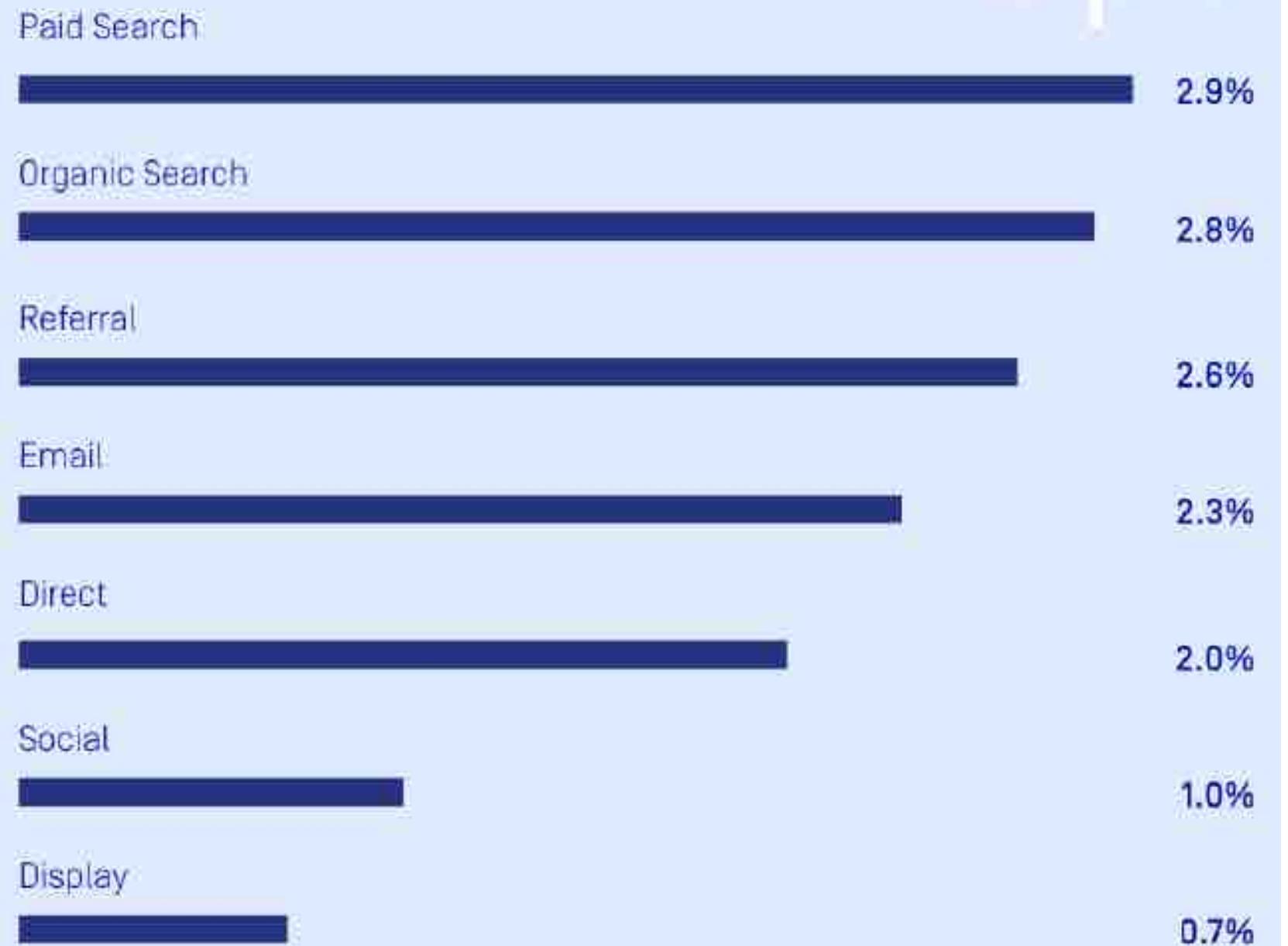
A group of young people are dancing together in a room. They are all smiling and appear to be having fun. The background shows large windows with a view of greenery outside.

TIKTOK CRUSH THE SPACE IN 2020

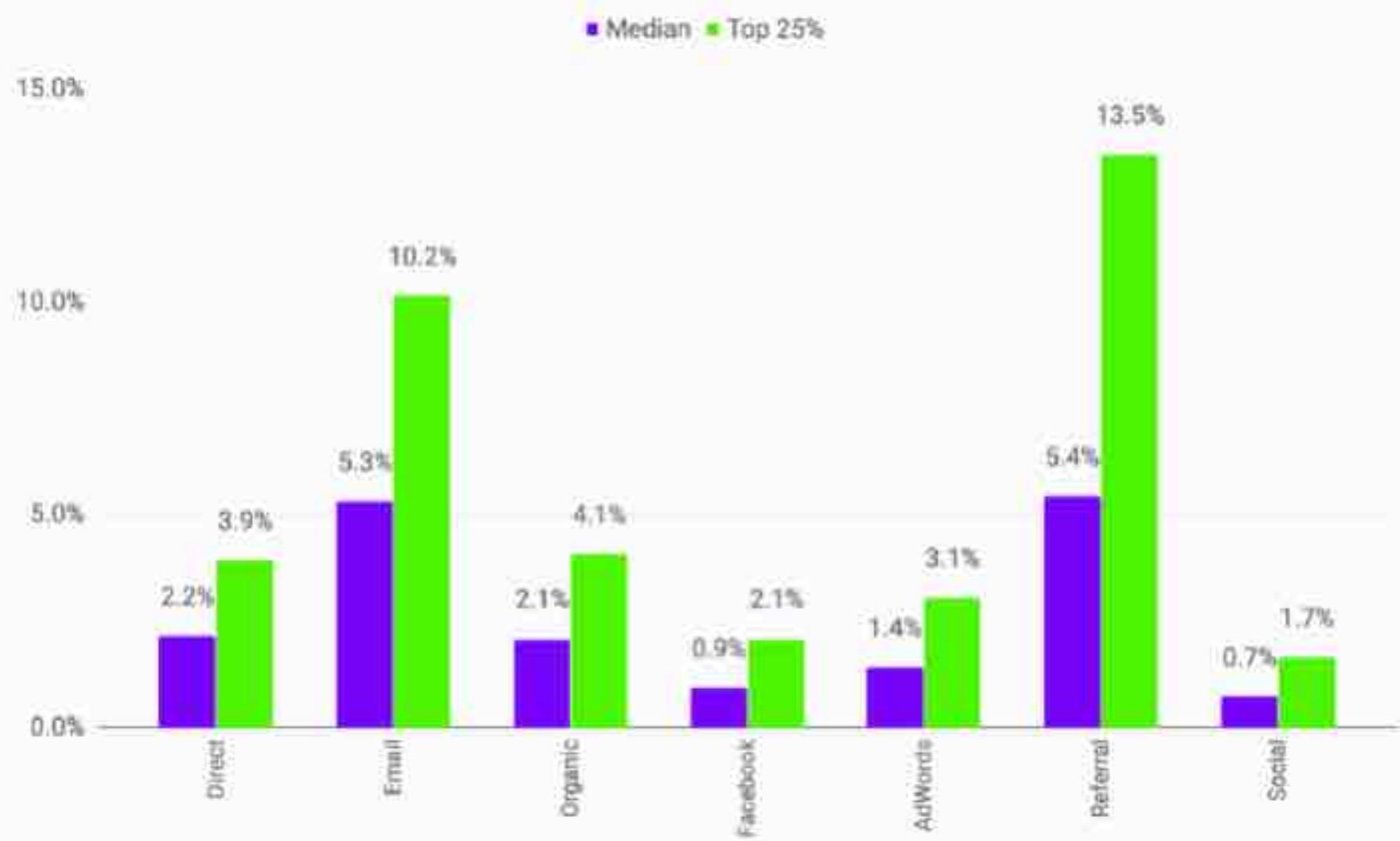


SEARCH STILL THE ONE THAT PAY THE BILL

Conversion Rate by Traffic Source



Ecommerce Conversion Traffic Source



Organic search responsible for 53% of all site traffic, paid 15% [Study]

According to BrightEdge, paid and organic search drive more than 70% of revenues for B2B and the other verticals.

Greg Sterling on September 18, 2019 at 4:54 pm



Despite the [rise of zero-click results](#), a new study ([pdf](#)) from BrightEdge says organic and paid search still deliver far more traffic to websites than other channels, including social and display advertising. The company found that paid and organic search are responsible for "68% of all trackable website traffic."

Organic traffic growing. In fact, the percentage of traffic from organic search has grown in the five years BrightEdge has been conducting this research. In 2014, organic search delivered 51% of site traffic according to the company. That number grew to 53% this year with paid providing roughly 15%.

BrightEdge said the data were generated in May 2019 "from thousands of domains and tens of billions of sessions." The company excluded direct traffic from the study.

The report breaks out traffic data by key verticals. For B2B sites, the numbers were even larger than more general traffic distribution. More than 75% of B2B traffic, according to BrightEdge, is coming from organic and paid search.

Comparing share of visits by channel

<https://searchengineland.com/organic-search-responsible-for-53-of-all-site-traffic-paid-15-study-322298>

DOWNLOAD THE 2019 PERIODIC TABLE OF SEO FACTORS NOW.

GET IT NOW!

ATTEND OUR CONFERENCES

March 18-19, 2020: [SMX Munich](#)

May 19-20, 2020: [SMX London](#)

June 8-10, 2020: [SMX Advanced](#)

Oct 5-6, 2020: [SMX Advanced Europe](#)

November 11-12, 2020: [SMX East](#)

November 24-25, 2020: [SMX Paris](#)

[LEARN MORE ABOUT OUR EVENTS](#)

Gain new strategies and insights at the intersection of marketing, technology, and management. Our next conference will be held:

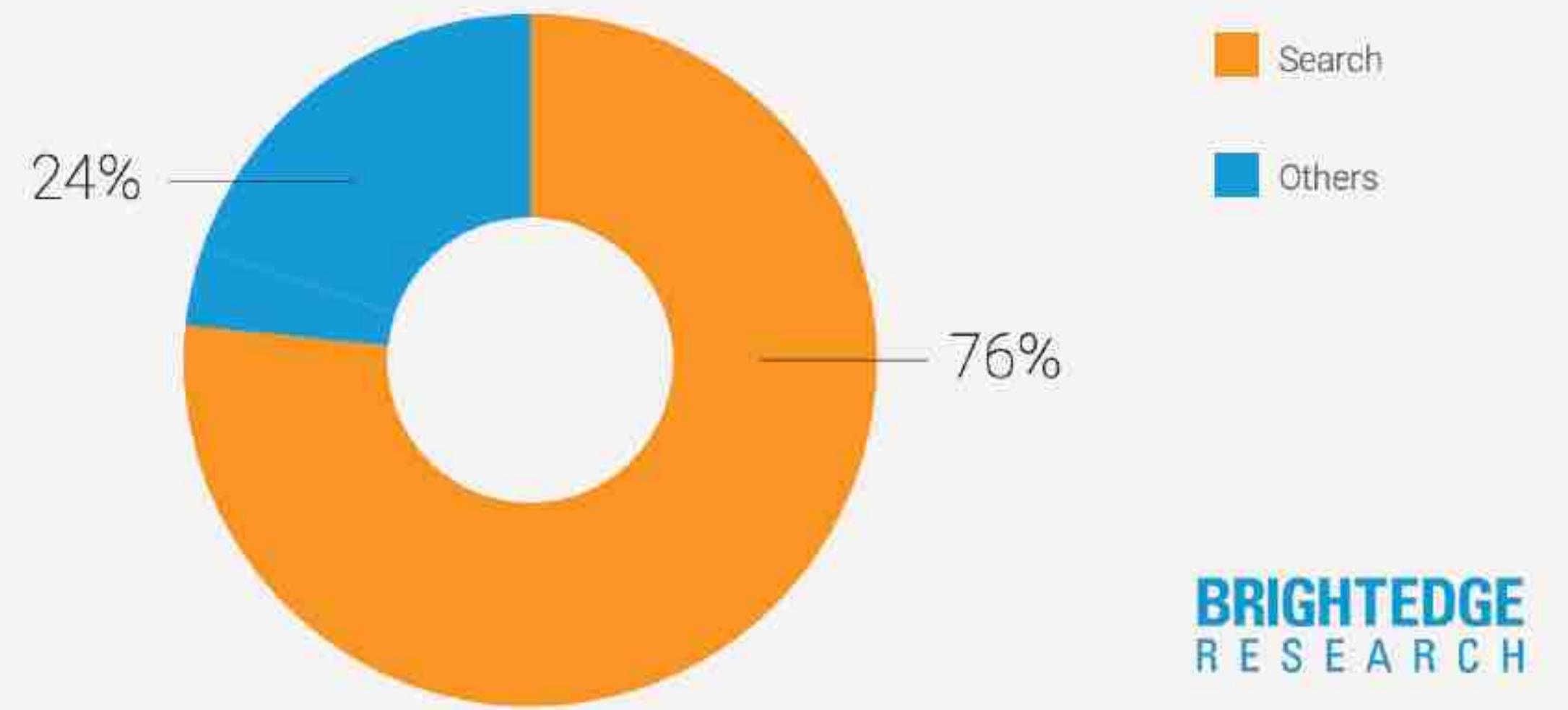
April 15-17, 2020: [San Jose](#)

October 6-8, 2020: [Boston](#)

[LEARN MORE ABOUT OUR MARKETING EVENTS](#)



Vertical Segments	Avg Organic Visits	Avg Other Channel Visits	Avg Paid Search Visits	Avg Social Visits
Retail & eCommerce	41.0%	23.2%	23.6%	5.1%
Media & Entertainment	53.0%	32.7%	6.2%	8.2%
B2B	64.1%	20.6%	12.3%	3.0%
Technology	59.8%	27.8%	9.7%	2.7%
Travel & Hospitality	41.4%	30.7%	23.4%	4.6%
Average	53.3%	27.0%	15.0%	4.7%



BRIGHTEDGE
RESEARCH

A photograph of a man and a woman smiling and high-fiving. The woman has blonde hair tied back and is wearing white earbuds. The man is wearing a grey beanie and yellow headphones around his neck.

SEARCH STILL YOUR BEST FRIEND

WHAT GONNA HAPPEN IN 2020?





START WITH YOUR SITE

Toffee SEO Framework



A photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a silver watch on their left wrist. In the background, there is a wooden desk with several books, a pair of glasses, and a smartphone. The overall scene suggests a workspace or study environment.

SITE AUDIT IS A MUST



SITE STRUCTURE

SITE SPEED



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A young woman with long brown hair is lying on a bed, smiling and looking down at her smartphone. She is wearing a grey t-shirt and jeans. The background shows a white wall with a black and white striped pattern.

MOBILE SITE IS A MUST!



SITE OPTIMIZATION



CONTENT IS THE KING



STOP MANIPULATING

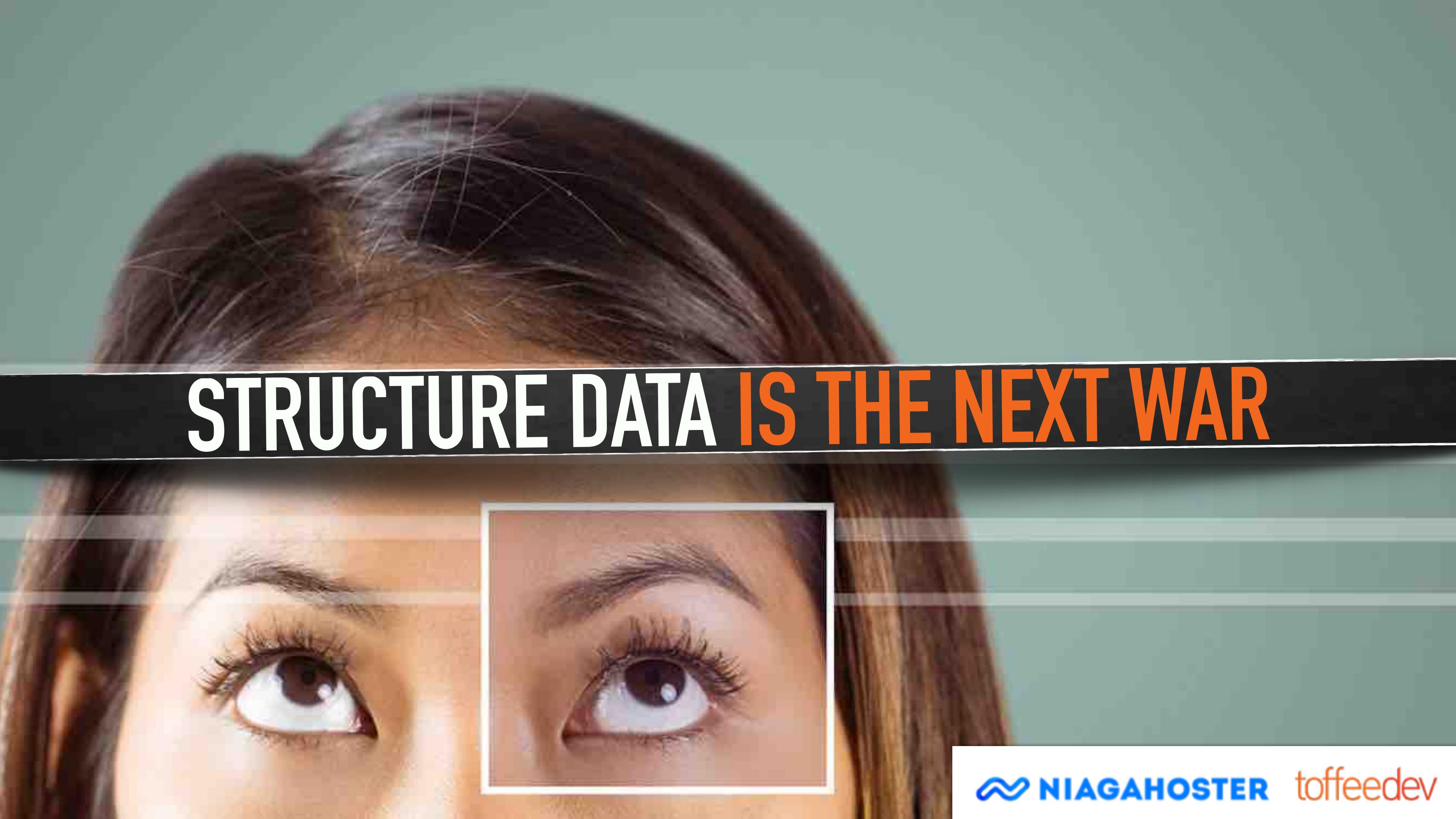
A classroom setting where several students are seated at desks, facing forward. In the foreground, a student wearing a teal shirt has their hand raised. Behind them, other students are also raising their hands. The teacher, a woman with dark hair tied back, is visible in the background, smiling and gesturing towards the students.

CREATE CONTENT TO SOLVE ISSUES



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A woman with long brown hair is shown from the chest up. A close-up inset of her right eye is framed by a white border and placed over her left eye area. The background is a solid teal color.

STRUCTURE DATA IS THE NEXT WAR



All

Images

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About 3,630,000 results (0.41 seconds)



View

Untuk mencapai itu semua, simak 10 tips dari cara memasarkan produk berikut ini!

1. Gunakan Media Sosial.
2. Menjadi Sponsor Sebuah Acara atau Lomba.
3. Bagi-bagi Produk.
4. Mendaftar Pelanggan/Target Market.
5. Berikan Incentif untuk Setiap Rekomendasi.
6. Tempatkan Produk di Tempat yang Tepat.

[More items...](#) • Sep 13, 2018

[blog.sribu.com](#) > cara-memasarkan-produk

Cara Memasarkan Produk yang Belum Anda Ketahui Selama Ini

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About 457,000,000 results (0.73 seconds)

[en.wikipedia.org › wiki › Larry_Page](https://en.wikipedia.org/wiki/Larry_Page)

Larry Page - Wikipedia

Lawrence Edward Page (born March 26, 1973) is an American computer scientist and Internet entrepreneur. He is best known for being one of the co-founders of Google along with Sergey Brin. Page was the chief executive officer of Alphabet Inc. (Google's parent company) until stepping down on December 3, 2019.

Known for: Co-founding Google; Co-founder AI... Net worth: US\$86.3 billion(2020)

Occupation: Computer scientist; Internet entre... Alma mater: University of Michigan (BS); Stan...

[Eric Schmidt](#) · [PageRank](#) · [Carrie Southworth](#) · [Marconi Prize](#)

[vi.wikipedia.org › wiki › Larry_Page](https://vi.wikipedia.org/wiki/Larry_Page) [Translate this page](#)

Larry Page – Wikipedia tiếng Việt

Vị trí giám đốc điều hành của Google hiện tại do Sundar Pichai đảm nhiệm. Theo Larry Page, Alphabet là công ty đang tìm ra những cách tạo ra những tiến bộ lớn ...

Nghề nghiệp: đồng sáng lập Google Sinh: Lawrence Edward "Larry" Page; 26 tháng ...

Vợ/chồng: Lucinda Southworth

People also ask

What is Larry Page's net worth?

What does Larry Page do now?



Larry Page

American computer scientist

Lawrence Edward Page is an American computer scientist and Internet entrepreneur. He is best known for being one of the co-founders of Google along with Sergey Brin. Page was the chief executive officer of Alphabet Inc. until stepping down on December 3, 2019. [Wikipedia](#)

Born: March 26, 1973 (age 46 years), East Lansing, Michigan, United States

Height: 1.81 m

Net worth: 62.5 billion USD (2020)

Spouse: Lucinda Southworth (m. 2007)



google



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About 15,920,000,000 results (0.58 seconds)

www.google.com ▾

Google

Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking ...

Google Translate

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www.google.com.vn ▾

Google

Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking ...

Top stories



Google now giving away three months of Stadia access to Chromecast owners

The Verge · 11 hours ago



You can now enroll Google Account security keys on Android and Safari for macOS

Google



Technology company

[google.com](#)

Google LLC is an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, search engine, cloud computing, software, and hardware. It is considered one of the Big Four technology companies, alongside Amazon, Apple, and Facebook. [Wikipedia](#)

CEO: Sundar Pichai (Oct 2, 2015–)

Founded: September 4, 1998, Menlo Park, California, United States

Parent organization: Alphabet Inc. (2015–)

Headquarters: Mountain View, California, United States

Subsidiaries: YouTube, Google.org, Google Nest, YouTube TV, MORE

Founders: Larry Page, Sergey Brin



HOW ABOUT BACKLINK?



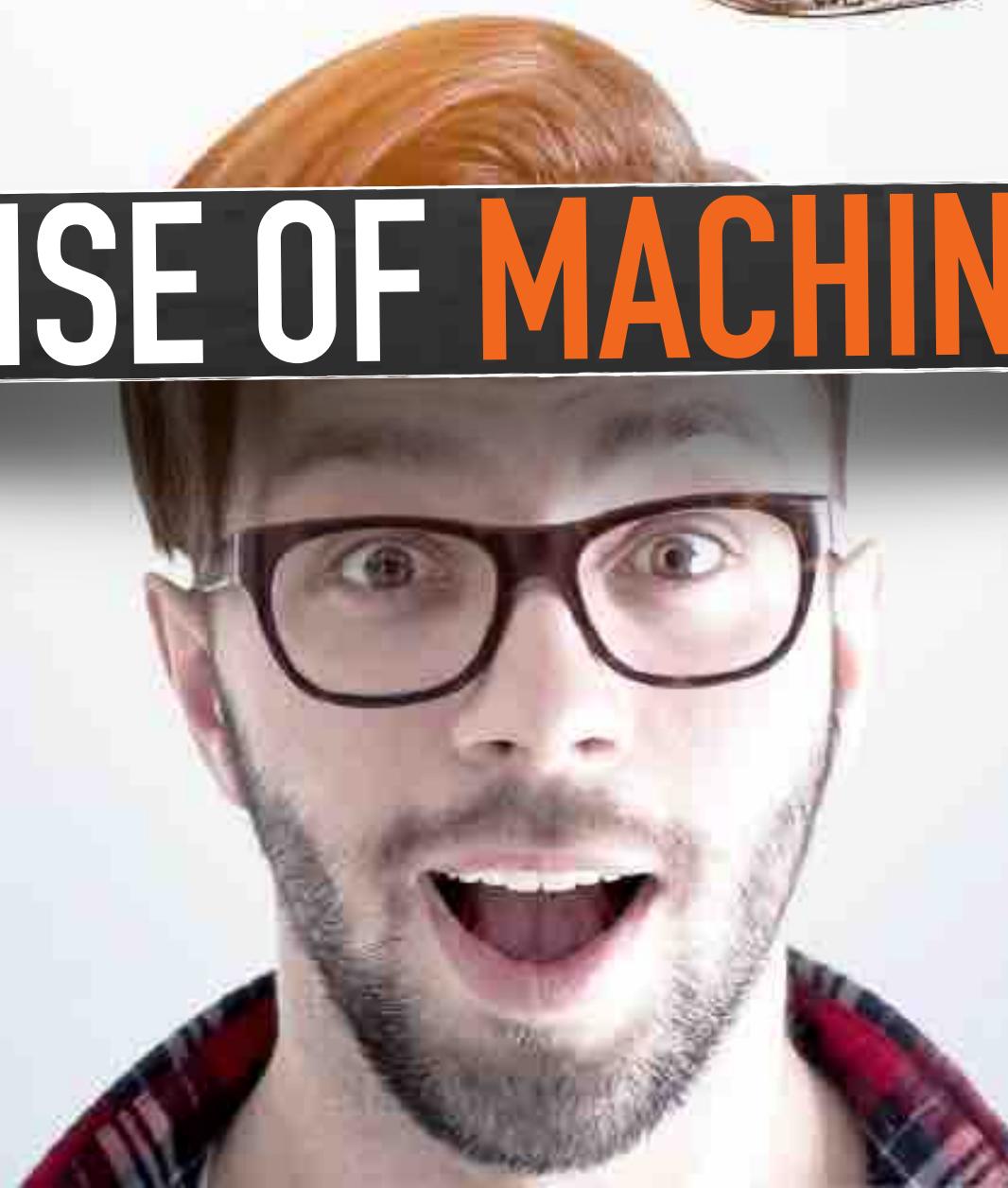
WE CALL IT OUTREACH CAMPAIGN

A close-up, low-angle shot of a person's lower legs and feet as they walk on a rocky, uneven path. The person is wearing dark trousers and dark, worn-in boots. The background is blurred, emphasizing the movement and texture of the ground.

IT'S GETTING HARDER



WITH THE RISE OF MACHINE LEARNING



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A vibrant photograph of a diverse group of approximately ten young children, mostly toddlers and preschoolers, of various ethnicities. They are all smiling and appear to be having fun together in what looks like a classroom or playroom setting with wooden structures in the background.

SEARCH ENGINE GETTING SMARTER

A photograph of two young children, a girl with blonde hair and a boy with curly blonde hair, sitting at a table covered with colorful plastic building blocks. They are both looking down at the blocks, focused on their play. The background is slightly blurred, showing more of the playroom environment.

THEIR GOAL: RELEVANT SEARCH RESULT

A man with dark hair and a well-groomed mustache is looking directly at the camera with a serious, slightly annoyed expression. He is wearing a light blue button-down shirt. His right hand is raised, showing a thumbs-down gesture. The background is a soft-focus indoor setting.

DEFINITELY NOT FROM LOW QUALITY WEBSITE

A woman with blonde hair, wearing a colorful patterned sweater, is smiling broadly while holding a green apple in her right hand. She is lying down, with her head resting on a blue and white patterned surface. In the background, there are shelves filled with various items, possibly in a grocery store or market setting.

START BUILD YOUR BRAND



BUILD YOUR OFFLINE PRESENCE



KEY TAKEAWAY



1. SEO STILL POWERFUL STRATEGY



2. START WITH YOUR SITE



3. CREATE MEANINGFUL CONTENT



4. STOP BEING MANIPULATIVE

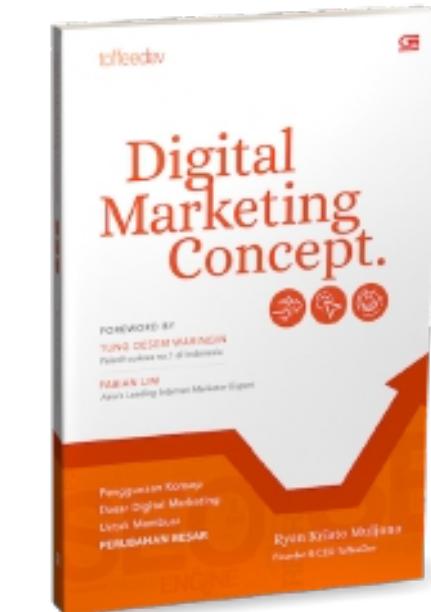


5. BUILD YOUR BRAND (OMNI PRESENCE)



Ryan Kristomuljono

- Founder - ToffeeDev
- Founder - ToffeedInstitute
- Book Author 'Digital Marketing Concept'
- CEO - Page Advisor Indonesia
- 10 Years Experienced in Internet Marketing
- **Google Adwords & Analytics Individual Certification**
- Advanced Search Engine Marketing Skills - Search Engine Workshop & Asia Search Engine Academy
- Inbound Marketing Certified by Hubspot



ANALYTICS
QUALIFIED
INDIVIDUAL

ADWORDS
QUALIFIED
INDIVIDUAL





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DO YOU HAVE ANY
QUESTION?

Feel Free To Ask