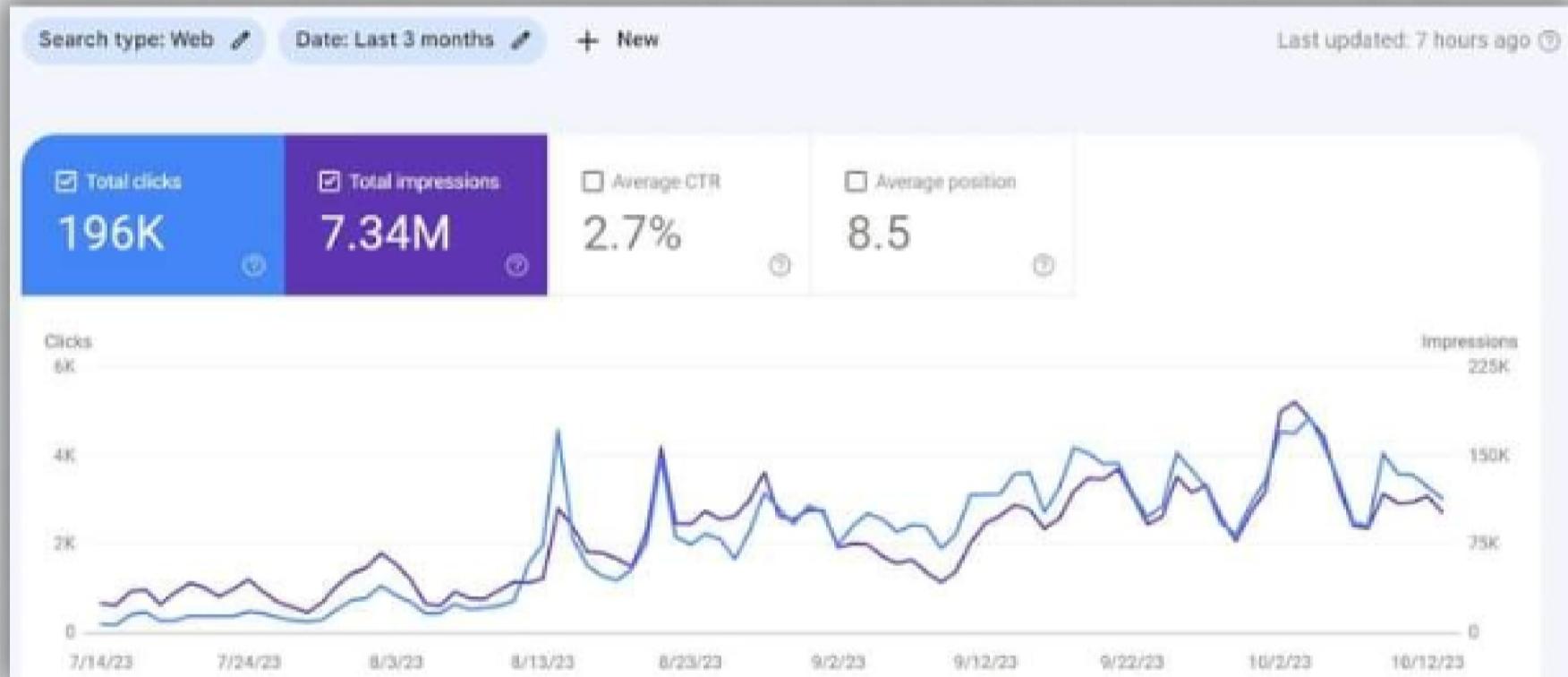


# Old SEO

## vs.

# SEO in 2024



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## 1. Keyword Stuffing vs. Content Quality.

**Old SEO:** Relied on keyword stuffing, cramming content with keywords regardless of readability.

**New SEO:** Focuses on offering valuable information, addressing user queries, and genuinely meeting audience needs.

## 2. Backlinks Quantity

### vs. Quality.

**Old SEO:** Quantity of backlinks took precedence, often resulting in link farms and spammy practices.

**New SEO:** shifted to the quality of backlinks, with a focus on earning links from reputable, authoritative sources and building natural, relevant connections.

### 3. Algorithm Updates

**Old SEO:** Less advanced algorithms made it easier to manipulate rankings with black-hat techniques.

**New SEO:** Frequent algorithm updates, prioritize user experience, penalize low-quality content, and reward genuine, valuable websites.

## 4. Mobile Optimization

**Old SEO:** Mobile optimization was an afterthought, with websites primarily designed for desktop users.

**New SEO:** Mobile-first indexing and essential due to the increasing mobile user base.

## 5. Voice Search and AI

**Old SEO:** Voice search and AI-powered assistants were less prevalent.

**New SEO:** SEO strategies now consider voice search and conversational queries, optimizing content to provide concise answers.

## 6. Local SEO

**Old SEO:** Local businesses needed more online visibility.

**New SEO:** Local SEO has gained significance, with businesses optimizing for local searches and using tools like GBP.

## 7. User Experience (UX)

**Old SEO:** User experience was not a primary consideration.

**New SEO:** UX is crucial. Fast loading times, intuitive navigation, and mobile responsiveness increase rankings.

## 8. Content Formats

**Old SEO:** Text-based content dominated.

**New SEO:** Multimedia content (videos, infographics, podcasts) is increasingly important to engage modern audiences.

## 9. Personalization

**Old SEO:** Search results were less personalized.

**New SEO:** Search engines use user data and behaviour to deliver personalized search results, making it essential for SEOs to understand user intent.

# Need help with SEO?



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