



How Google Search has Evolved Over the Years

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Agenda

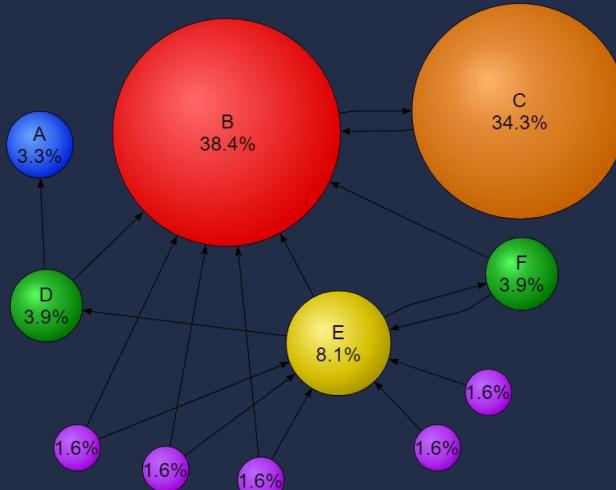
- Key Algorithms and SERPs Throughout Time
- Improvement of User Searches - Keywords, Semantics, Personalized Search & Intent
- Quality Content and EAT Affects
- Page Speed & Roll out of Mobile and Usability of Pages
- Page Experience & Core Web Vitals



• Early SEOs

In the early days, all an SEO professional needed was an arsenal of keywords and backlinks to succeed in the online marketplace.

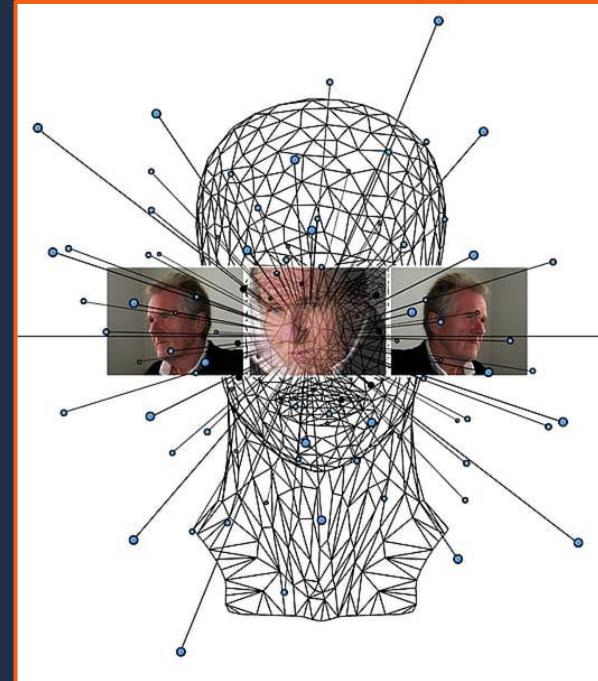
Today, SEO is far more complex. Google's algorithms have evolved and are much more sophisticated than algorithms of the past. To be successful online in 2022, it is important to know where Google search began and where it is now.



• What are Algorithms?

Google's algorithms are a complex system used to retrieve data from its search index and instantly deliver the best possible results for a query.

The search engine uses a combination of algorithms and numerous ranking factors to deliver web pages ranked by relevance on its search engine results pages (SERPs).



SERPs

S - Search

E - Engine

R - Results

P - Page

SERPs are important because results are indexed based on ranking signals which determine where a website appears on the results page. Ranking poorly on SERPs means less exposure, less clicks, less traffic and less revenue. This is why websites put so much effort into SEO.





- Key History of Google Algorithms

- Key History of Google Algorithms



**September 26, 2013
HUMMINGBIRD**

The "Hummingbird" update was the first major update to Google's search algorithm since the 2010 "Caffeine" upgrade. Unlike previous search algorithms, which focused on each individual word in the search query, "Hummingbird" considers the context of the different words together, with the goal that pages matching the meaning do better, rather than pages matching just a few words.

- Key History of **Google** Algorithms



**March 7, 2017
FRED**

Google's Gary Illyes jokingly referred to this update as "Fred" and the name ended up sticking. But this algorithm was no laughing matter for those impacted. This major algorithm update seemed to mainly target low-value content. On March 24, Illyes officially confirmed the update. But Google has refused to share any more specifics, instead choosing to say that all the answers about Fred can be found in Google's Webmaster Quality Guidelines.

- Key History of Google Algorithms



**March 12, 2019
CORE**

Google's Search Liaison Danny Sullivan confirmed via Twitter the release of a global broad core algorithm update. SEJ confirmed this update is particularly important and one of the biggest Google updates in years. Sullivan once again recommended following the guidance it provided following the March 9, 2018 update.

- Key History of **Google** Algorithms



October 25, 2019
BERT

Google announced the BERT Update, calling it the biggest change to Google search in the past 5 years. Google uses BERT models to better understand search queries. Google said this change impacted both search rankings and featured snippets and BERT (which stands for Bidirectional Encoder Representations from Transformers) will be used on 10 percent of U.S. English searches.

- Key History of Google Algorithms



**June 16, 2021
PAGE EXPERIENCE**

Google confirms its long-awaited Page Experience update has started rolling out. Sites should not expect to see drastic changes as a result of this update, Google says, and any sudden drops or spikes should be mitigated by the gradual rollout process. The rollout will be completed by the end of August 2021.



Improvement of User Searches

● **Keywords**

A practice search engine optimization professionals use to find and research search terms that users enter into search engines when looking for products, services or general information.

● **Semantic Search**

Google's Hummingbird update, rolled out in 2013, it is arguably the beginning of the semantic search revolution. In my opinion, it is still the best update Google has ever made.



- ## Improvement of User Searches

- **Personalized Search**
- **Intent**
 1. Informational
 2. Navigational
 3. Transactional



***“Based on everything from your search history to your location
to every single search link you might have clicked”***



- ## Quality Content and EAT Rankings

The need for quality content and EAT has affected rankings over the years, however the first mention of EAT was in 2014. E-A-T developed with Google added the concept of their Search Quality Guidelines.

E - Expertise of the creator

A - Authoritativeness of the creator, content & website

T - Trustworthiness of the creator, content & website



Page Speed Importance

In 2018, Google rolled out the mobile page speed update, making mobile page speed a ranking factor. Since 2018 speed for mobile & desktop have been included in additional algorithm updates.

Longer page load times have a SEVERE effect on bounce rates.

1 second to 3 seconds = bounce rate increases 32%

1 second to 6 seconds = bounce rate increases 106%



• Mobile Indexing and Usability of Pages

Mobile-first indexing: using the mobile version of the page for indexing and ranking, to better help our – primarily mobile – users find what they're looking for.

The rollout of mobile first index started in 2018 and became the default index version in 2019 for all new websites.



63% of Google search traffic is originated from a mobile device in 2022



• **Page Experience & Core Web Vitals**

2021 Page Experience Update includes core web vitals, mobile-friendliness, safe browsing, HTTPS, and avoidance of intrusive interstitials.

Core Web Vitals: are factors Google considers important in a user's overall experience on the web page, including:

- Largest Contentful Paint (LCP) - Measures loading performance
- First Input Delay (FID) - Measures interactivity
- Cumulative Layout Shift (CLS) - Measures visual stability



- ## Page Experience & Core Web Vitals Cont.

Mobile Friendliness: check the friendliness on Google's mobile test

HTTPS: check if your website connection is secure

No intrusive interstitials: easily accessible content and no pop ups





The Future

**Google has evolved tremendously over the years and revolutionized search,
where will we be 10 years from now?**



Q & A

