



# SEO Predictions for 2006 and beyond...

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# SEO Predictions For 2006 An Beyond

**Start Making Plans Now  
To Capitalize On This Information**



**Jeff Dedrick**

**W**elcome and thanks for downloading my ebook.

**You are about to discover the secret predictions of search engine optimization experts for 2006 and beyond!**

You're going to want to start making plans NOW to capitalize on this information.

Are you making fatal mistakes on your niche websites? Are you afraid of being tossed out of both Google and Yahoo?

I want to start off by telling you that I am not an SEO expert. I am just a full time entrepreneur and marketer.

I do, however, know that when you are not comfortable about a subject, like I was with search engine optimization, you need to ask experts.

- You don't get on forums and ask other marketers.
- You don't ask the lady who bags your groceries.
- You also don't ask your wife who would rather be shopping (Sorry Anna – you know it's true)

I interviewed people who lived and breathed search engine optimization.

And you know what? I also didn't care what the search engines were doing today.

**I wanted to hear what they were going to do next month, next year, and even years down the road.**

Many marketers would hear that something was working and would jump on the bandwagon. Then they'd find out the hard way that Google and Yahoo were already finding ways to prevent this "new" technique or process and ban it.

Why would you want to spend your valuable time and money doing something such as using generated page software only to find out each of your pages are being targeted by the search engine? And if they're found, they will be penalized or all out banned!

This is your chance to really find out what will or won't possibly work in the future. Start making plans now to capitalize on this information.

You are about to discover the predictions from the SEO Experts that were brave enough to go out on a limb and answer my tough questions.

**In this ebook you will find out the inside scoop when SEO Experts reveal their secret predictions about...**

- ...the changes Google will make in 2006 that will impact your site and your search engine ranking.
- ...what new technology the search engines introduce in the next year that will affect your ranking
- ...inside predictions on duplicate content and how Google and Yahoo will handle this problem in the future.
- ...what you will have to concentrate on to have your websites either stay or become highly ranked in the search engines in the next year.

# SEO Expert #1

**Dan Thies**

<http://www.seoresearchlabs.com>

Dan is a long time veteran of the web marketing wars... author/publisher of SEO Fast Start ([www.seoresearchlabs.com/seo-book.php](http://www.seoresearchlabs.com/seo-book.php)), first published in 2001, the 4th edition is now a free download from his site.

Dan is also the author of the SitePoint Search Engine Marketing Kit ([www.seoresearchlabs.com/kit](http://www.seoresearchlabs.com/kit)), and a frequent speaker at Search Engine Strategies ([www.searchenginestrategies.com](http://www.searchenginestrategies.com)) and other events.

## Company name SEO Research Labs

Started in 2001, offering low-cost keyword research reports prepared by our team of expert keyword consultants; expanded in 2004 to offer consulting, training, and private coaching in search engine marketing and other areas of e-business.



1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

Google will do a lot of things that seem random, like opening a video store... none of this has any real impact on those concerned with search engines.

The main changes we can expect from Google are greater refinements in link analysis and spam filtering, as they lead the way among search engines in creating a new map of the web.

I expect Google to launch something comparable to Yahoo stores, get into the auction business, and try more experiments like Google Base. Some of these things will have an impact on search marketing because Google will integrate them into the search tools and portal as they did with Froogle.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

Yahoo will have to switch their pay-per-click bidding system to match what Google has been doing with Adwords. This will make Yahoo's PPC platform more competitive, and drive a great deal more profit into their search engine. This in turn will enable them to promote the value of their search engine.

To become more important in the SEO world, Yahoo must attract more users to their search engine, but even with a large increase in the user base, the search results are still formatted to favor the paid listings.

Yahoo will need to catch up with Google in the area of link analysis, but there's no reason why they can't. At this point, Yahoo's researchers appear to have a fairly naive view of spam, and if this doesn't change, it will remain fairly easy to manipulate Y! search results.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

MSN has great technology, but like Yahoo, they're fairly easy to spam. MSN's analysis of web pages may be superior to what Google and Yahoo do, but they have to get better and doing link analysis. Ask.com is so far from competitive right now, it's hardly worth speculating what they might do, since they'll do something between disappearing and getting good at search.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

We can expect more things like Google Site Maps, and other tools that allow you to give the search engine more information about your web site.

More efforts to index "hidden" content on dynamic sites, and to get to the deeper content (old news articles, etc) and transient content (job listings that may be live for only a day or two).

Everyone keeps saying that the vortals (vertical/niche search engines) are coming, but if vortals happen in a big way, it's more likely to be as an option on the big search engines. You already see Google throwing flight search results up, shopping search, etc. and as

search engines get better at understanding the user's intent, they'll get better at delivering search results that really help the user.

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

On the site, unique content and usability, because "user feedback" captured via toolbars, audience panels, and other methods will start to influence search results.

For SEO, more attention to the internal linking and site structure, to draw attention to the most important pages on the site.

Better linking strategies, and a lot more natural website promotion to draw links and traffic and boost the brand.

Finally, and maybe most important, working on improving the conversion rate - making the most out of every visitor by bringing them to the right page, delivering the right message, and making the buyer feel safe... those who make more money from the traffic will have more resources to do the other things that make rankings happen.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

Here's a novel idea: instead of trying to siphon off a few nickels with a robo-site, why not actually create a useful resource with unique content? It's not that hard, and you don't have to look over your shoulder all the time.

Those who have been caught and penalized should dump the domain name and consider it the SEO equivalent of Chernobyl; those who haven't been penalized have a choice. The "keyword driftnets" will probably still work (albeit with short lifetimes for any given site) to draw a little traffic, but it's very hard to build a large income that way, and it isn't going to get any easier.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

All of the search engines will continue to tighten up their filters on duplicate content, which will reduce the SEO impact of some strategies like article distribution and press releases. Fortunately, these things are pretty profitable anyway, so we'll just write more articles, and the web will be richer for all that extra content.

Search engines will approach dupe filtering cautiously, because they don't want to punish the original author and reward people who borrow, steal or plagiarize.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

I would always write a unique introduction, first of all. Changing the author's bio, changing hyperlinks within the article, and the like. It may get to the point where you can't have a duplicate paragraph without further analysis and/or filtering taking place.

I approach article distribution and other content promotions as a three-step process, and distributing the article is only step one - the following steps are where we gain unique content and link placements, and develop partnerships with the people who reach our target audience.

## SEO Expert #2

**William Leake**

<http://www.apogeesearch.com>



William is a Yale University undergrad, top-20 MBA, former Dell Executive, former McKinsey consultant, former exec at multiple VC-backed firms. Currently own the largest pure-play search marketing firm in the Southwest In the mid-1990's William was part of the executive team at Power Computing, an Apple Macintosh clone-maker that was the first company to sell \$1,000,000 of product on the internet.

## Company name

ApogeeSearch.com

Apogee Search (a division of LCG) is the largest pure-play search marketing firm in the Southwest, with nearly one hundred high-growth clients, comprising both venture capital-backed b2b firms, and high growth b2c ecommerce direct marketers.

1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

I see Google continuing to hone their algorithms to detect and weed out duplicative content. Also, I see them making some strides in filtering out and penalizing auto-generated blog spam. I also see them pushing the envelope further and further doing “contextual analysis” for relevancy purposes, of the content on BOTH SIDES of a link – thus further reducing the potency of a link buried amongst hundreds of other links. Website owners will need to come up with compelling content that makes it easier to get links.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

They’ll place more emphasis on links and less on content. They’ve been more on-page factor-driven than Google, and this will change. Content-rich sites will suffer if they don't also have people linking to them.

I’m hoping they realize what a waste of time and money their Paid Inclusion program is for their search engine (not their directory listing), and discontinue it, but don’t count on this happening! It’s far too profitable harvesting cash from the uninformed (just like all those folks who charge for “search engine submission” services.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

More relevant rankings. Indexing more of the "hidden web." Need to be less 'game-able' since that is Google's current Achilles' heel.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

The Search Engines will concentrate on rich content, and broadband indexing, and weighting of such factors. Static websites that don't change much will get penalized. You need to refresh your content. More and more links will be important.

Google will continue its trend of de-emphasizing links from the DMOZ-powered and other directories, and will continue to increase the importance of link anchor-text and the contextual relevance of the text AROUND the link (on both sides of the link).

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

Links Links Links

- a) from relevant, respectable sites
- b) with the right content in and around the links
- c) unidirectional links (or at least ones that appear this way to Google)

It seems like Google's #1 concern these days is Link Relevance. But Link Relevance within the context and prism of being contextually (e.g. like content to like content) appropriate. Content is necessary to

- a. attract links
- b. get a good conversion rate from click to action, and
- c. win on the "long-tail" keywords.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

Current generated sites should download a copy of their HTML, and have an inexpensive graphic designer or technical person who understands HTML replicate it as quickly as possible in straight HTML. Should be fairly inexpensive.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

It will become increasingly penalized in the major search engines, exposing those folks who have relied overmuch on duplicate content to a muchly deserved helping of pain and suffering. If you are autogenerating content, you will need to be more and more sophisticated – this will not be a simply "Find and Replace" with just 3-4 variables per page.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

Put the private label content behind a form, or on a page you are not optimizing. Have a several paragraph page in front of the duplicate content that has the right title tags, h1, alt tags, etc, and build your links to that page, not to the duplicate private label content

9. Additional predictions and, extra information you want to give the readers.

I expect there will be a shakeout in the SEO provider industry, that will get rid of many of the frauds, charlatans, pirates, and incompetents who currently crowd the space. The "old school" model of hiring a failed journalist for \$15 an hour, writing lots of crappy content that conforms to certain keyword density ratios, and then marking it up 10-20 fold, and peddling it to a client, will finally get discredited

## SEO Expert #3

**Brad Fallon**

<http://www.BradFallon.com>

In 2004 Brad achieved a #1 ranking on Yahoo AND Google for Wedding Favors, generating 1,179,119 UNIQUE Visitors to his Brand New Website in less than 1 year. In 2005 MyWeddingFavors.com earned 3.7 million dollars.



1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

There will likely be changes that will impact all website owners and their rankings. Google's primary concern with its listings is content relevance. Google will continue to improve its methods for screening content and it will become consistently more difficult to gain high positions in Google for sites that use black hat methods for building their search engine ranking.

As the Google Tool Bar and Google Analytics gets more popular Google will be able to gather more information about what sites are considered relevant search results to Google searchers. When Google engineers believe this information is coming from a statistically significant sample size they will start using this info as part of the search algorithm. Things like page views per visitor, total time spent at a site, and conversion rates could even become a large part of obtaining a high Google ranking.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

I think Yahoo will be losing market share to Google and MSN. MSN will use deep pockets to attack with traditional marketing methods such as television. I believe that the

new MSN search as well as Google's dominance of keyword based searching will pressure Yahoo into providing new and better portal services such as email and IM.

Yahoo will not sit idly by. They will work very hard to protect their market share against Google and MSN. Yahoo's dominance has always been in the area of portal services, particularly mail and IM. Yahoo does not want to lose this lead in these areas so they will devote a significant amount of resources to continuing their success.

Yahoo needs to find its next star. They need to attack Google by attacking the things Google does to get their market share. I think Yahoo will have to compete by promoting other types of search.

Even though Keyword Search will remain the most popular, Yahoo will target that part of the market that searches with Yahoo Directory, Shopping, Yellow Pages and others.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

Google made it big by basing its search algorithm on link popularity. As other search engines catch up, the gap of having much better search results will continue to get smaller. When the gap gets small enough, key word search will become a commodity service. In the future all search engines will have to compete by providing new and better non commodity portal services such as email and IM.

The future search engine that will successfully compete against Google will be the one that can successfully copy what Google is doing while at the same time appearing that it is very different than Google. The search engine industry is an excellent example of an industry that is a non commodity industry. Differentiation will be the key.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

The technology that search engines will use in the future will be designed to further filter out the sites that are using black hat methods to try and gain search engine ranking. Google will of course lead the way in this area.

Algorithms are currently being developed to make live chat programs write more like real people. Those same algorithms will be reverse engineered by search engines to filter content that written by programs and not people.

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

Content, Content, Content. Fresh content that people want to read; with links that people want to click on. Good content will also help to get inbound links from the right places.

It has always been true that the better the content the more natural links a site will get, and natural links are always good.

It seems like Google's number one concern these days is content relevance. The main question that website owners will have to ask themselves is whether they believe that their site's content is truly important to people using the search engines. Website owners will have to constantly walk the fine line between too much and too little relevant content especially when dealing with keyword content.

Good and honest content will only go so far on keywords that result in millions of websites. To truly be successful SEO marketers will have to constantly stay ahead of the rapidly changing technology curve, avoiding poor choices in their viral marketing programs. This will require diligence, intelligence, and a lot of hard work.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

Google will continue to crack down on non relevance and shady techniques in the future. Sites that have used bad generation software in the past will need to consider moving to different platforms and using better generation methods to increase their chances of staying successful. It's always better to do as much with people as opposed to programs as possible in running an organic marketing program. See above question on new technology.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

Search engines will continue to filter duplicate content, and continue to improve the way it's handled.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

Any changes you make to these types of articles, is better than making no change at all.

Search engines look at pages in "sections" so changes that are not part of the "article body" will not count nearly as much. The more changes, the better. Private label articles will need close inspection by webmasters in the future. Articles that have only been changed a little bit will be picked up as duplicate content. The way for webmasters to avoid the pitfalls of private label niche articles is to make sure the company that they deal with is on the level. Identifying a good source for articles will be very important.

As more and more people use the same articles, search engines will find a way to continue to return results that are not duplicates of the same article. In the future it will be even more important to make your articles as unique as possible.

## SEO Expert #4

**Rich Blakemore**

<http://www.richswebdesign.com>

Search engine optimization (SEO) is an integral aspect of all sites that are designed by Rich's Web Design. "It is easy to create a beautiful web site, but if no one can find it, it is almost useless. Rich states; " I build sites so that they are accepted by the search engines and are formatted so that they appear as high in the rankings as possible."

Monthly SE Rankings for ALL of Rich's Web Design clients are published here - <http://www.richswebdesign.com/rankings.pdf>



## Company name

Rich's Web Design

Custom web site design services in Piedmont Triad North Carolina Kernersville, Greensboro, Winston-Salem with site upgrades, search engine optimization and graphic design.

1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

I expect Google to continue to refine their rankings process by emphasizing quality inbound links and sites that have quality content.

I would also predict that Google would begin to give some sort of ranking advantage to those customers who are paying into an AdWords campaign. Would you give your

paying customers some sort of advantage in the advertising marketplace? I am surprised that they have not already begun this process.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

I expect Yahoo! to attempt to copy the success of Google.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

I would expect the other search engines to lean heavily on PPC (Pay-per-click) advertising.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

I would hope that all search engines can further their focus on removing sites that use SPAM techniques. Whether it is artificial reciprocal linking or hidden links, these practices hurt the sites that have quality content.

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

Web site owners need to continue to strive for quality content, fresh content and incoming links.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

Current sites can make sure that they have clean coded sites. Generated sites can include many extra tags and codes that are not necessary. If they are eliminated, the sites will probably load faster and have better SE rankings.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

I would hope that all search engines can further their focus on removing sites that use SPAM techniques. Whether it is artificial reciprocal linking or hidden links, these

practices hurt the sites that have quality content. Identifying duplicate content may soon be a priority in their SPAM removal process.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

I do not believe private content will affect search engine rankings.

## SEO Expert #5

**Stephen Auker**

<http://www.ihaveawebsite-nowwhat.co.uk>



Stephen is an UK Entrepreneur. Now semi retired at 48 years old, he only keeps working because people keep giving him their money and won't let him fully retire. Stephen says: "The reason for my SEO success is simply due to my unique, non scientific, common sense approach. Putting money where my mouth is, type SEO into google.co.uk and you will see my logical approach returned with the results" Stephen also asks; "Would you trust a SEO company that has to pay for their own search engine listings?"

## Company name

Talking Web Pages

I am a website performance strategist, semi retired working from home offering a professional and bespoke service in an industry that is riddled with unrealistic promises and expectations. I offer SEO (search engine optimisation) and SEM (search engine management) or submission services.

1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

Google will almost certainly make stricter criteria for websites to be listed, and may well even adopt a human editor element into the way sites are selected for listings. This will help to eliminate millions of directories, incomplete sites, non relevant content, hard porn, affiliate forwarding pages, mirror sites etc. This should have the effect of leaving the searcher with a better Google experience and stronger search match.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

I don't believe Yahoo even knows where it is going itself right now. Once the greatest of all, it now finds itself needing to diversify to attract search business.

Yahoo needs an image makeover very badly, and I believe during 2006/07 will do just that.

Yahoo will soon commence with a 'free listing policy' for all that meet a new criteria yet to be decided. This is predicted to have many benefits particularly for established, trusted websites who are voted for by the public using unique IP address recognition. Less established sites will have to earn their trust before a listing is granted.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

They need to and indeed will introduce the 'human element' rather like the Open Directory' (DMOZ). This will result in more searches with greater confidence.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

Technology has been relied on too much over the past years and with varying and sometimes unpredictable returns. The public wants to see more relevant returns which closely match their search criteria. So in future we will see less technology and more human control in search engine listings.

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

The only thing a searcher is concerned about is finding the right information. Some websites have little text but provided strong relevancy. So text matching will no longer play a significant part of listings in the future. OUT will go search engine optimization, and IN will be quality website content in any form including images, flash, database etc.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

This will not be a problem for the future as all websites will be voted for by the public, and once a number of votes have been received it will be up for listing review.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

Duplicate content i.e. mirror sites will continue to be delisted once identified by the new human reviewers. Repeat offenders will no longer dominate or spoil our internet experience as they will all be given 'zero tolerance'. However, affiliate sites that use another's content will need to be registered in a new directory for affiliate websites.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

Private label content (or affiliated websites) that use another's content will be registered in a new directory for affiliate websites. It will be required to register an affiliate website in order for the human reviewer to accept it for a listing.

9. Additional predictions and, extra information you want to give the readers.

Too many businesses have fallen prey to unscrupulous individuals hiding behind the corporate mask of the internet. Unrealistic promises, huge amounts of money, often followed by disappointment with no form of redress.

Businesses who want to have a greater world wide internet exposure will find it very much easier in the future. As listing will not be dependent on optimization but quality of content. I am already changing my focus from SEO to 'Content Consultation' and how to submit a great content website.

## SEO Expert #6

**Danny DeMichele**

<http://www.evisibility.com>

Danny has been doing Search Engine Marketing for 10 years. Danny states; "I was doing this before Google was in existence. I have seen Search Engine Optimization cycle through some crazy phases." Danny has worked on campaigns for USPS, Nicole Miller, Lamps Plus, Ebridge, Xerox, and many more.



**Company name**  
eVisibility.com

We are an Internet Visibility company with over 10 years online marketing. We specialize in Contextual and Organic search results.

**Forum URL**

<http://www.evisibility.com/blog>

1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

I believe that Google will turn into a more dynamic (alternating) style database to keep results consistent. Datacenters will be used to serve different results different times of the day. As well, GEO-targeting will be much further along so that websites that are close to you in vicinity will have a high placement.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

Very similar to Google's. They will also drop their pay-per-click trusted feed program as it will continue to hurt their results.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

They will need to advance their moves on coming up with more geo-targeted relevant results.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

Local search will be everything within 2 years.

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

Fresh, relevant content. That is.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

Auto-generated sites with Auto-generated content will be completely removed from the indexed as search engines further along their Semantic search technology.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

The first page to post the content in their cache will be the originator of the content. Any other sites displaying will not be penalized, they will just not get any extra credit on it.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

The way in which the site links to this content needs to be different.

9. Additional predictions and, extra information you want to give the readers.

It will all be local search...

## SEO Expert #7

**Jim Hedger**

<http://www.stepforth.com>

Jim Hedger has worked as a search engine optimizer and marketer for over five years. For the past two years, Jim has written and published a very successful column and has become one of the best-known voices in search engine marketing



## Company name

StepForth Placement Inc.

Since 1997, StepForth Placement Services has provided professional search engine placement and management services for a diverse range of local and international clients. StepForth is the result of the consolidation of BraveArt Website Management, Promotion Experts, and Phoenix Creative Works, all of Victoria, British Columbia, Canada. StepForth strives for one thing: results. No other seo company will do a better job of getting you top listings on the major search engines.

1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

Google will continue to evaluate websites based on content and incoming links but has expanded that evaluation to include the historic profiles of documents in its index. The Jagger Update was about the implementation of document history evaluation. Watch extras such as Google Base and various AdWords features to find and exploit creative marketing opportunities.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

Yahoo will continue to improve its ability to judge the context of individual paragraphs in a document and the "footprint" of links associated with documents. I don't see any major changes on the algo front in early 2006 but there are constant mini-updates happening. Yahoo is going to try to brand itself as an entertainment distributor and I believe there are many ways to benefit from that movement.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

MSN and Ask Jeeves need to find ways to work together to even hope to challenge Google and Yahoo in 2006. In some ways, AOL's rejection of MSN might be a blessing for Ask. Yahoo and Google are so far ahead of the curve, the only thing that could really challenge them would be an earthquake in the Valley. (their offices are only a few miles apart)

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

The number one prediction is video search. As technologies become easier and less expensive for content creators, search engines will follow and facilitate innovation. Video currently serves as the primary communications medium via Television and movies. 2006 is the year of the video breakthrough.

Rankings based in large part on user-popularity. Membership based services expanding (Yahoo Publishing Network, Blog/Vlog/Podblog, etc..., membership based advertising opportunities) Citizen's publishing becomes a mainstream fad but the best of the bunch continue to form the new-mass media.

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

The bar has been raised this year and website owners need to work harder to cross it. Clear and concise content is king. Second, be certain your website is easy to use for site visitors and easy to navigate for search spiders. Third, check your links. If you need more, acquire them. Be sure you have strong and highly relevant links and keep away from link-farms and free-for-all link schemes.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

The web is changing so rapidly that sites using older versions of site generation software, or sites built using Content Management Systems are becoming obsolete. Now, this

applies (for the most part) to current content management systems but can not be read to imply that all CMS systems are inherently bad. A reality of the web is obsolescence and CMS systems can go out of date.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

It is all in the intention. Duplicate commercial content will be targeted but duplicate information content will not be targeted. If that content has been created to dupe the search engines, it will definitely be targeted.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

As a content creator, I don't worry about it. As long as the article is credited to the original author (or to the copyright holder), there is no issue to worry about. The major search engines are able to differentiate between commercial and informative content. To be sure, check the link paths to and from the document in question. Be sure no "bad neighbourhoods" are involved and the piece should fare just fine. If that content is commercial (eg: real estate information for Seattle region agents), and it is duplicated on several sites, there is little one can do except remove it. This is exactly what Google (and others) look for.

9. Additional predictions and, extra information you want to give the readers.

I have written countless (well hundreds anyway) articles on SEO, SEM, search engines, and search related technology. Most of my articles can be found at <http://news.stepforth.com>

## SEO Expert #8

David Leonhardt

<http://www.SEO-writer.net>



David doesn't think he's just another "techie" finding ways to manipulate bits and bytes. David's background is in PR - the real PR: public relations. As such, he has learned to think strategically and to make that work for his clients. David says; "SEO is indeed a technical field, just as hockey is. But all the science of projection and aerodynamics won't get the puck into the net without out-thinking the opposition. That's the kind of SEO approach that scores goals in the rankings."

## Company name

### The Happy Guy Marketing

The Happy Guy Marketing provides two main services. We build organic rankings for our clients, using whatever tools and techniques are available. We think outside the box, but always within the guidelines. The search engines are our friends. We want them on our side, so we do not do anything to compromise a client's site. We also provide writing services, from web copy to articles to book ghost-writing. We work with numerous other suppliers to provide a one-stop source of web promotion and writing services.

#### 1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

Google is like the stock market. If you can predict one, you can predict the other.

There is one thing Google has done over the past several years that it will keep doing. If you understand that, you are half way to success.

I will get to that in a moment, but fist a moment of sacred cow sacrifice. This might sound flippant, but I do not see Google making any major changes to its search functions

in the next year...just as I did not see Google making any major changes to its search functions last year or the year before.

Through all the broo-ha-ha of the Florida Update, the Jagger Update and dozens of nameless updates in between, the SEO forums were filled with the gnashing of teeth over all the websites that fell from their top-ten positions. Anyone listening to all these horror stories could be forgiven if he expected to find no sites in Google's top ten. However, not much has changed. There are still 10 sites in Google's top 10.

I personally have conducted hundreds of searches in the past couple weeks, and not once did I find a search with fewer than 10 sites in the top 10. And there is something else I have noticed about all those searches; depending on how specific a search, the relevancy still seems to be pretty good for most of them.

No, things have not changed at Google. My big prediction for 2006 is that Google will continue to do what it has been doing, which is... Google will continue to deflect all attempts to make a quick buck, jut as the stock market does.

Every now and then, the population gets wind of some way to "beat the odds" and make a killing on the stock market. People who take advantage of it quickly and sell before the artificial bubble bursts can actually make big dollars in the short term. However, most people get in too late, stay in too long and either lose money or make very little. Why? Because most people wait until they see "everybody else doing it".

In the stock market, when "everybody else" is doing it, it is too late to join in. That's when a correction needs to be made to bring stability.

Guess what? The same applies to the search engines, and especially Google. When "everybody else" is doing something to beat the odds, Google has to restore stability to its rankings.

So just what is "everybody else" doing?

Buying text links - To maintain stability in its rankings, Google will have to address each of these areas. A few text link purchases won't destabilize the rankings, but the bulk link-buying that is going on now could be dangerous. Google has to root out the big volume text link purchases.

What does this mean for you? It means you should stay away from text link brokerages, both for buying and selling. It does not mean you should not buy or sell a link privately; I cannot see how that could have a negative impact on you.

Taylor the text in the link as much to the audience who will be reading it as to the search engine robot who will be reading it.

Building directories - Everybody is building directories on their websites. That's as old as moss. But now we see average e-commerce sites with hundreds of categories three levels deep, building pages of hundreds of irrelevant links.

Google seems to have pretty much devalued links from such pages, but if they continue to expand, it might have to take further measures. Don't exchange links with irrelevant sites, and this will never be an issue for you.

Building automated directories - Now this is something else. LinkMetro seems to have popularized automated directories for websites. This is what I see as the latest craze that "everybody else" is doing. There are known software programs that create automated directories, such as Reciprocal Manager and Zeuss. They each leave a footprint. I suspect that Google has already discounted links from such directories, but if it hasn't, I am certain that everyone will be preaching the uselessness of such automated directories by the end of 2006.

2. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

I do suspect that W3C compliance will grow more important, as one means of determining which websites are more "important" or at least more "reliable" to send searchers to.

3. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

Highly relevant content and mid-paragraph inbound links.

4. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

Redesign. Pay money to have the website properly created.

5. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

Duplicate content is not an issue right now, except possibly to determine true ownership. Given the plethora of free articles for reprint, this will be a tough fish to fry, and a small one at that. Multiple identical links from almost identical pages, is another matter. I suspect that those links might be devalued.

6. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

Vary the text in the articles. I do a lot of this for my clients, and I know that the articles I am now posting for my clients will stand the test of time, even if the search engines do address duplicate content.

## SEO Expert #9

**Beth Ann Earle**

<http://www.pilotfishseo.com>

Pilot Fish, of Akron, Ohio, is a specialist in website design, site optimization and Internet marketing strategy with primary expertise in working with manufacturing and distribution companies. “We’ve developed our skills in this area since 1995 while positioning the websites of b2b clients in a number of industries. Lately, it seems we’re more frequently asked to fix the SEO problems of companies whose sites were designed by the uninitiated. Unfortunately, it’s a lot simpler and less expensive to build a site the right way the first time than to go back later and blow it up. But, we’re happy to help our clients either way.”



1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

Google likely will continue stressing its reliance on "information-based" pages, making it increasingly difficult for pure sales pages to rank well.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

Yahoo will re-enforce its requirement to pay \$299 for considering placement of consumer and b-2-b sites in its organic searches.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

MSN may try to steal away Google staff members to help shore up its infant search technology.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

Local search will continue to be important, and site owners will need to pay careful attention to how they play up their local angle.

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

Content will continue to reign as king, and site owners will need to continuously monitor and improve their content to provide knowledge-based information in a user-friendly format.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

Any site owner willing to use cheap site generation software will continue to pay a high price in low search engine rankings (if not outright banning).

New, relatively inexpensive software that creates search engine-friendly content will certainly be available, but until then cost-conscious (or control-conscious) site owners will need to consider placing some new well-written, knowledge-based, search-engine friendly (and user friendly) content on manually created pages that the search engines can easily find.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

Google and Yahoo will become increasingly vigilant against duplicate content to the point where some sites with legitimate duplicate content (reprinting of articles, etc.) could be punished. The pendulum will probably swing back and forth on this one for quite a while.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

One possible adjustment could be to review the article and provide additional feedback on it, so that the page itself isn't so much the article as it is what the site owner's own experts think of the article. If the feedback portion is written with good SEO and user principles in mind, this would have a positive effect on the site's search engine rankings.

## SEO Expert #10

Fred Yee

[www.foundpages.com](http://www.foundpages.com)

FoundPages is a Canada based online marketing firm, specializing in search engine and email marketing that develops products and deliver services that maximize your return on investment for your web site. “We drive targeted web site traffic to your web pages, and increase conversion of those visitors into revenue and sales leads. We work with you to understand your goals, and implement a professional online marketing solution developed around your company's specific needs. FoundPages ensures Getting You Found On The Web.”



## Company name FoundPages

FoundPages is a Canada based online marketing firm, specializing in search engine and email marketing that develops products and deliver services that maximize your return on investment for your web site. We drive targeted web site traffic to your web pages, and increase conversion of those visitors into revenue and sales leads. We work with you to understand your goals, and implement a professional online marketing solution developed around your company's specific needs. FoundPages ensures Getting You Found On The Web.

1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

We think Google will tighten their algorithm as it still possible for spammers to be listed high on less competitive categories.

We also think link popularity will become less 'popular' for them. They will use other forms of citation to prove a website's credibility and authority. DMOZ-like human editor expert sites will become more important than asking for links. The impact will be that SEO 'hacking' will no longer be as effective. There will more money and time required to rank high. DIY search marketing will be much more difficult as SEO becomes less educated guesses and more science.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

Yahoo will try to use content rather than search results to sell ads. Expect to see Yahoo's ranking algorithm to be similar, less the citation/link popularity factor. So optimize for Google, and buy links from Yahoo to get good results there.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

They must be very specialized such as Truveo's video search engine. Truveo indexes only video clips, and does it better than both Google and Yahoo, despite their enormous resources.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

Many prognosticators have mentioned that we are still at the first 5% of the search evolution. Our prediction is that it will continue to evolve and become omnipresent. There will be search in Blackberry, standard cell phones, PDAs and search in the air (Wi-fi). In other words, 'search everywhere'. So take advantage of that and 'get found'!

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

More, and more good, content that is easily indexable, by the keywords your audience uses. The SEs are indexing credible websites every 2-3 days now, so update your website frequently and use ongoing, expert help.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

There is no good site generation software when it comes to the search engines. Those types of websites are easily discovered and removed from the database. Expect no more free rides by taking the easy way out.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

Duplicate content is in the same boat. It's easy to find and the user experience is poor, so the search engines will ignore it by dropping it so low, that no one will complain.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

Articles are duplicated all over the Internet. There is no penalty for having it as an articles. Just don't expect that it will help your rankings either.

## SEO Expert #11

Joanne Marcinek

[www.askjoanne.com](http://www.askjoanne.com)



Joanne has been involved with computers since 1975, when floppy disks were 8½ inches and the only games you could play on a computer were chess and Adventure, the original text adventure game. She has been searching and researching on the internet since 1991. This passion for finding information has translated into a passion for helping people get their websites found. Joanne says; “Optimizing your website to make sure your target audience can find you is a large part of my mission. All of my SEO clients are in the top 10 for their chosen key-phrases.”

### Company name

Ask Joanne, LLC

At Ask Joanne, LLC we offer: Strategic Website Development: Creating sites that are visually pleasing, easy to use, and easy to find. Search Engine Marketing / Optimization: What needs to be done to your website to make sure your target audience can find you? This is the art and science of Search Engine Optimization. Internet Research: What do you need to know? Ask Joanne! If we don't know the answers, we know where to find them.

1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

I think that Google will continue to improve and refine their search algorithms. I think they will weed out search engine spammers and sites with duplicate content. For website owners, this means that the most important thing to concentrate on is that you offer good quality content. No special SEO tricks are necessary. Good design, good content, good links will be what's needed.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

Yahoo is likely to follow Google with add on services such as Yahoo local and perhaps even some sort of analytics program. Again, I feel that no special SEO tricks are necessary. Good design, good content, good links will be what's needed.

3. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

I think the emphasis will continue to be on good quality links - not link farms - but traditional marketing methods like networking with like-minded individuals brought to the internet in the form of quality inbound links to sites.

4. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

I think the emphasis on quality code and html validated sites (as dictated by the WWW Consortium) will become more and more important. Current sites can work to become html compliant.

5. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

I believe that the search engine algorithms will become more sophisticated at detecting duplicate content and removing those sites from the listings. The goal of the search engines is to provide relevant results. Duplicate content clutters the field and makes that job more difficult.

6. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

I think the future of content private label niche articles will be through RSS feeds, so it's not actually duplicate content being posted on multiple websites but instead a syndicated feed of information from expert sources accessible through a variety of websites.

7. Additional predictions and, extra information you want to give the readers.

To sum up, I think the future of SEO is simply to have well designed (html compliant), easy to use sites with quality content and valuable incoming and outgoing links.

## SEO Expert #12

**Rob Laporte**

[www.2disc.com](http://www.2disc.com)



Rob Laporte, founder and CEO, M.A., has more than twenty years' experience in marketing and advertising. He began his career with Boston advertising agency Maslow, Gold & Rothschild (which launched Reebok), where he co-authored the firm's marketing and advertising campaign for Whistler Spectrum Radar Detectors.

Rob then became Project Director at market research firm PERT Survey Research in the Hartford, CT area, followed by a marketing position at mainframe parts-maker REN Electronics, a division of the Fortune 500 INSILCO.

Rob then embarked on a six year career in literary academia, teaching at the University of Massachusetts, Amherst. But the lure of business was irresistible and in 1995 Rob founded DISC. For the first three years he personally did most of the firm's web design and coding and, starting in 1997, SEO. It soon was clear that all Rob's previous experience coalesced ideally in this pursuit, and the apt timing allowed Rob to become part of the first wave of SEO pioneers.

Rob now divides his time among research, web marketing plans, and managing a growing firm – though he also does some client jobs in order to stay close to this work.

### Company name DISC

Founded in 1995 and specializing in SEM since 1997, DISC is an elite firm with a large and diverse track record in search engine marketing (SEM), web and database programming, copywriting, and web design and usability. We are all seasoned professionals, and our firm has attained that wonderful grace which comes from years of disciplined research, practice, and grateful clients. We have on full-time staff published authors in this field; we have been featured in numerous newspaper and magazine articles; and we are invited yearly as a special guest to the Search Engine Strategies conference in New York City.

Our highly experienced and long-standing personnel can and have handled all varieties of services in search engine optimization (SEO), worldwide and national pay-per-click (PPC) campaigns, trusted feeds, shopping comparison sites, internet yellow pages (IYP), and site usability enhancements that maximize your conversion rates.

We know all of the programming and database aspects of SEM, enabling us to integrate ideal SEM and usability solutions with your specific programming and server architecture. We love open-source, but are also proficient in .NET, ASP, CFM, and JSP.

All of DISC's web marketing customers have earned positive return on investment (ROI) within one year, and many have made enormous ROI that has continued for several years without further tweaking – and we have the references and hard reports to prove it.

DISC can handle any size or type of business. As our eight-year [client list](#) shows, we serve large corporations as well as small companies, in all kinds of industries, both B-to-C and B-to-B. (However, we never serve clients who compete with one another.)

## Forum URL

<http://forums.searchenginewatch.com/member.php?u=1476>

1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

Google will continue to find and punish SEO spammers. Manipulating positions by link campaigns will become increasingly difficult and expensive, and it will require more weeks and months than it used to.

Increasingly, Google will assess the overall quality, or usability, of web sites when ranking them.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

Yahoo will follow Google's lead in enhancements of algorithmic search, and will continue to differentiate itself from Google by being a more traditional media. They will continue to lose market share of searches, but not much more. On the other hand, as search advertising inventory declines, Yahoo's other Web marketing channels will offer potent, targeted alternatives for businesses to drive traffic to their web sites. The battle between Yahoo and Google over local search marketing and Internet yellow pages will be hard and close.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

MSN will try to gain the interest of advertisers by offering more personalization and targeting than Yahoo and Google currently do. However, their failure to increase their

market share of consumer searches will hold them back in relation to Google. The recent rise of Ask Jeeves' market share will be shown to be partly overblown PR and will fade as the marketing investments in Ask (& co.) fail to produce desired results.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

Local, IYP, mobile, and personalization (more slowly) will improve.

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

In general, small to medium sized businesses will not have to do much that is different, but they will have to do it better and without unprofessional mistakes. For example, if you didn't hire a professional and do what he or she said, like eliminate semi-mirror domains or implement a URL rewriting solution, then you lose. Larger businesses will have the same requirements, but they will be able to afford to get into the cutting edge search marketing channels and manage them properly.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

Web sites that have used spam will have to spend the time and or money to play by the rules.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

This is a very complicated topic, and resists summary. In short, though, the search engines, primarily Google, will continue to perfect their methods of assessing the large and subtle variety of factors that distinguish duplicate site spam from legitimate, similar sites.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

This, too, is a very complicated topic, and would require detailed consulting with an SEO professional. In general, though, one would have to vary the HTML code in and around the article, and, where possible, vary the text of incoming links to the article.

## SEO Expert #13

**Anthony Yap**

<http://www.anthony-yap.com>

**Company name**

Parthenon Consulting LLC

Mr. Anthony Yap is the owner of Parthenon Consulting LLC, a consultancy business dedicated to helping small and medium businesses succeed in the ever-changing world of business. During his regular consultations with clients, he realized one important element of the overall strategy was missing in his client's marketing arsenal - internet marketing.

The internet offered an opportunity for any business to generate leads and income with minimal effort and cost. This realization led him to concentrate his efforts on promoting online businesses. In just 4 months from when he first started optimizing websites, he easily gained several top ten rankings in Google, Yahoo and MSN for competitive keywords.

He is now developing internet marketing strategies for medium to large businesses with great success. Many of his programs offer top ten rankings with ranking performance guarantees.



1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

Google's aim now and in the future will be to produce the most relevant results for search users. Their search algorithms will further improve to reduce spammy results.

Sites with little or no quality content will not be displayed. Reciprocal links will no longer be weighted heavily.

In order to rank well for the long-term, sites must produce a site worthy of being linked to and will have to take into account a comprehensive strategy of original content, link building, and optimized site content.

Natural link building will be one of the keys and therefore link-baiting will be an important part of maintaining top rankings.

Being an authority on the subject will be important because authority sites usually get the most links naturally without any artificial link building needed. Another key to top rankings will be search user behavior.

Google's algorithms will weigh the value a top ranked site brings to a search user. Thus, if the search result is not clicked on after repeated searches, rankings will continually drop.

2. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

Search engines like MSN will have to take stronger measures against search result manipulation. Currently, getting and staying in the top results of MSN is fairly easy. This could change as their search engine is not run on a fixed algorithm. Rather, it is based on artificial intelligence, always learning and adapting. Given its flexibility to adapt as compared to algorithmically-based Google and Yahoo, the balance of search dominance could shift towards Microsoft.

3. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

Search engine companies like Google have been introducing many patents in the last year or so and this trend is likely to continue. These patents cover a wide range of concepts and technologies. Some are already in place. Others like historical tracking of inbound links may or may not be implemented due to costs. Search will be only be one of the aspects they will focus on as they roll out other technologies that bring together all the internet has to offer.

4. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

Content is king and will likely stay king regardless of changes in algorithms. Website owners must create fresh, original and relevant content for their visitors. This content, whether on-site or off, should be highly optimized for their chosen keywords.

For the next couple years at least, carefully selected keywords will still be key to getting ranked. Rather than optimizing for a few keywords, it's important to optimize for a larger number of niche keywords in order to build in an element of randomness and avoid drawing undue attention from the search engine which could cause penalties.

Top ten rankings for a larger group of niche keywords of 5-15 different keyword phrases also generates stronger traffic as compared to being number one for just one or two keywords

5. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

Automation can still be used but it should be minimal. The trouble with automated site generation software like Traffic Equalizer is that it always leaves a footprint. This footprint can easily be detected and the site can be penalized or delisted.

In order to stay ahead of the game, current sites using such software which have not been penalized should be redone without the software. Doing it right the first time pays off in the long-term because getting penalized could cause a valuable domain name to be useless and all the hard work of optimizing it would go down the tubes.

Having the peace of mind that your site will maintain rankings over time is more important than doing a hit-and-run with the search engines. Optimizing sites is an investment that pays dividends in the near future so any technique that jeopardizes all the time, money, and effort invested is really not worthwhile.

6. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

Google is already filtering out duplicate content. Duplicate content such as article reprints have been removed from the search results. This, however, does not make a site prone to penalty. All the search engine wants to accomplish is show the most relevant results to a user and not display a ton of the same information over and over again.

Duplicate content however is not filtered out entirely. Through observation, one will find that only the most authoritative and most relevant articles will be listed in the search engine results pages (SERPs).

Let's say one of your most popular articles is reprinted on 100 different sites for the first month of publishing it and promoting it. Before you rejoice about the 100 new free links you just got, check back in a few months. Within 3 months, you could see that number of articles listed in the SERPs drop to less than 40. Those remaining 40, however, are back-links from quality sites. Many of them will be established and if you're lucky, you may even have government and educational institutions linking to your article which boosts your trust factor and authority status in the search engines.

7. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

Articles should never be taken as-is and reprinted unless copyright prevents one from doing so. If given the right to rewrite or claim the articles as your own, one should change-up the content by randomizing it. It should be changed sufficiently in order to avoid the situation where a search engine will mark it as duplicate content. This randomization should never be done at the expense of user readability.

## SEO Expert #14

**Sadie Peterson**

<http://www.sdmarcom.com>

Sadie is a marketing consultant specializing in internet marketing for the past five years. She has helped hundreds of companies launch successful e-commerce and informational sites.



## Company name

SD MarCom -Marketing firm specializing in internet marketing.

1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

As quickly as search engine optimizers figure out a 'shortcut', Google changes their algorithm to prevent using that shortcut. So my advice? Don't look for shortcuts - do the work, build a quality site, and rankings will come.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

Yahoo is really falling behind Google as the top search engine. This might be due to the fact that Yahoo's search algorithm isn't as sophisticated - so Yahoo rankings are easier to obtain. Look for Yahoo to improve their algorithms.

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

The other search engines are merging, being acquired, and shutting down. While it might build your ego to have great rankings on Lycos or MSN, it won't help your traffic much, if any.

Look for some of the other, smaller search engines to be swallowed up by Google and Yahoo, or to become more specialized to appeal to a particular market.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

Google is constantly improving their spam filters and blacklisting methods. They're getting better and better at filtering out the spam sites, and I think they'll also be getting better at filtering out the all-affiliate link sites.

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

Content! It's old advice, but very true. The more articles and content you put on your site, the more keywords you'll be ranked for. But I think we'll see Google in particular become more sophisticated about sites who just have content that repeats their keywords over and over again and doesn't really provide any useful information.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

Site generation software will have to become much more sophisticated. Now, most of the software marks the sites in such a way that anyone can tell they've been automatically generated. This will have to change.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

I think duplicate content is fairly predictable - think about newspapers, where the same article might get picked up and syndicated nationwide. While having a complete

duplicate site is a no-no, I don't think having a specific article that is also published elsewhere on the web will ever be a problem.

## SEO Expert #15

**Nathan Anderson**

<http://www.metawebs.com>



Starting with web design in 1997, Nathan acquired a keen interest in the behavior of search engines when a website of his suddenly took off with massive search engine traffic. Wanting to know what he "did right", he pursued the topic of SEO for several years. What he ended up discovering shocked and amazed him... The vast majority of professional SEOs worked from heresy and conjecture, never using real data and analysis to come to their conclusions.

Determined to finally put his 700 Math S.A.T. score to some use, he pursued the statistical evaluation of the behavior of search engines. Armed with his data, he started optimizing web pages for maximum performance in the search engines, and had fantastic results. He quickly became the "behind the scenes" SEO expert to such Internet Marketing personalities as Kirt Christensen, Brian Keith Voiles, and Jason Cox.

He eventually opened a "Club" for SEO enthusiasts where he shared his statistical data with a small number of insiders. "SEO Club" had stunning successes, including the spawning of a special software to build highly-optimized websites; according to the statistical data at the core of SEO Club.

That software was eventually released as MetaWebs.com. MetaWebs has been wildly successful, both for Nathan and his subscribers. A large percentage of the users of this software count themselves as members of the "Fedex Club"... earning enough money from AdSense to have their checks delivered via Federal Express (\$10,000 per month or more).

**Company name :**

MetaWebs, Inc., Anderson Agencies

Anderson Agencies holds an interest in a large number of Internet properties, including several search engines and software companies. Beginning as a small web design and services business, it now offers such diverse products as web hosting, data storage and backup, web design and development, web business brokering, personal development products, search engine optimization, magazine and book publishing, and educational seminars.

1. What changes do you see Google making in the next year or two and its impact on website owners and their search engine ranking?

Google is by far the technological leader amongst the Big 3 search engines. What Google mastered 3 years ago, Yahoo and MSN are just beginning to grasp. So it's best to keep your eyes on Google for the future of the other two.

It is my belief that Google will continue its move away from page content as the determining factor of ranking websites. Linking relationships, off-page ranking factors, and most importantly... user behavior will play a far greater role in sorting out top positions in the results.

2. What changes do you see Yahoo making in the next year or two and its impact on website owners and their search engine ranking?

I believe that Yahoo will continue in its line of development - pursuing the maximum dollar for their efforts. If there is one thing you can count on from Yahoo (and particularly subsidiary Overture) it's that they will always make a decision in the direction of the most profit in the shortest amount of time.

In that light, I'd bet that having Yahoo ads on your site will garner you higher ranking in their search results. I'd also count on them to continue their pursuit of "spam" websites, removing them algorithmically and through footprinting.

Don't count on them being able to weed out duplicate content with any efficacy in the next year or so...

3. What are the changes that the other search engines will be making or must make to compete against Google and Yahoo in the future?

MSN will continue to be remarkably inept in the management of their search engine. Unpredictability is the name of the game for their search results... Count on MSN to use every trick in the book to garner market share: Bribery, trickery, sheer monopolization, and especially using their Windows operating system juggernaut to fuel their search engine; as well as the dominating marketshare of Internet Explorer.

I would not be surprised if it became increasingly difficult to use other search engines through Internet Explorer, and remarkably easier to use MSN Search... almost as if there were no other choice.

4. What are your predictions on technology that the search engines will introduce in the next year or two and its affect on website owners?

Expect greater moves towards graphical interaction; video in particular.

5. What do you believe website owners will have to concentrate on to have their websites either stay or become highly ranked in the search engines in the next couple years?

1. Any content you place on your web pages should be unique. Google has mastered the art of discovering duplicate content. Yahoo and MSN aren't all that far behind. Only unique content will be indexed by Google, eventually.

2. Make your sites truly useful to the visitor. Your site should be laser-focused on one small niche. It should be THE definitive source for that niche. Make the site as "sticky" and engaging as possible. Give users every reason to link to you.

3. Design your site to solve the most-encountered problems in your niche. Using a keyword research software like Wordtracker will tell you what people are "asking the search engines". HAVE THOSE ANSWERS.

6. Most people know that the search engines are cleaning up and de-listing a lot of the sites that have been created using bad site generation software. What is the future of sites that have been created using site generation software and what can current generated sites do about it?

If you have duplicate content on your sites, replace it with unique content. Either re-write it, or hire it out to be rewritten. If that is time or cost prohibitive, use advanced technologies to rewrite the content to be more unique.

7. What are your predictions on duplicate content and how Google and Yahoo will filter this duplicate content in the future?

Google is already on top of duplicate content in their search engine. The amount of duplicate content that escapes filters is getting smaller and smaller.

Yahoo is far behind, but not THAT far behind. They'll figure it out soon.

8. There are many current sites selling private label niche articles to its members. What changes would you suggest someone make to private label articles before adding

them to their websites to avoid being duplicate content and how would these changes affect search engine rankings?

Have a cheap overseas worker rewrite these articles to be unique, if you don't mind some clumsiness in the language. Rewrite them yourself if you have more time than money. Better yet, use software to rewrite them.

I would NOT submit these articles to article aggregation sites as your own. They have the ability to spot them as duplicate right now, and you could be banned from submitting articles to these sites as a result.

9. Additional predictions and, extra information you want to give the readers.

Keep an eye out for a "paradigm shift" in Web Search. I certainly can't predict what that shift will be, but the Web is ready for something very new. Stay alert and get ready to step in front of the trend.

Well, I hope you found this ebook interesting and valuable.

You have full rights to this ebook as long as nothing is changed and it is kept in its entirety.

Thanks for taking the time to read my SEO Predictions for 2006 and beyond.



Jeff Dedrick

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