



# Should you dismiss those who say **SEO IS DEAD** to market themselves?

If a Cat has 9 lives...

- 1997 first claims of death of search
- 2003 google florida
- 2011 google panda
- 2012 google penguin



who claims it is dead?	what they claim:	why they claim it:	why they are deluded:	how they practice seo:
web designers	seo is poisoning the web! - derek powazek	Web designers hate seeing the budget move from design to marketing	As early entrants online & people participating in a heavily linked area, they often rank easily based on their topic and background, as well as how early they got on the web. They typically have no idea how hard it is to start from scratch with a site about a topic like "credit cards".	Adding links to their site from client sites, doing little to nothing for the clients though on the SEO front, as "the SEO is in the code"
hate baiters	seo is bullsh@#t! - jason calacanis	Hate baiters need to position themselves against Google to get press & had to denounce seo to run a site that was entirely driven by seo	Not actually deluded, it was a cloaked marketing campaign the whole time	Used public relations to get links, did link dump posts on his blog, encouraged employees to do the same, gave freelance writers a revenue share deal where they were paid to produce spam content & point links at it
start ups	seo is snake oil! if you do a search at Google for HDTV manufacturers, this (the Mahalo) list has no noise. No SEO! God damn it! No SEO! It's great. No noise. OK? - robert scoble	Start ups believe the best product wins & they are going to change the world	Creating a start up is so hard that you need a near-religious belief to do it	A "I am going to change the world" approach to public relations that gets them links from tech blogs & the mainstream media. They also game download rankings on apps stores & then feed those stats to the press.
bloggers	this boring headline for google - nyt/steve lohr	Bloggers loathe dealing with content spammers	I thought more human-oriented approaches, like Mahalo, would get better results than algorithmic approaches, like Google. Why?... I didn't listen to my own user behavior... I was trying to kiss someone's behind and let that bias my conclusions.	He has wrote multiple blog posts advocating link bombing & later admitted he was linkbaiting about SEO stuff.
freelance columnists	false advertisers, telemarketing at dinner time with predictive dialers, unsolicited faxing, email spamming, now SEO - forbes/ken krogue	Freelance columnist, Ken Krogue wanted a lead in to pitch his "core content" idea	Little to no editorial quality filters allow fluff sales pitches to be published as "core content."	Forbes sold presell pages, bought SEO links, sold SEO links, uses Narrative Science to auto-generate articles, etc.
social media gurus	seo is dead. social is the future. SEO shenanigans for the sake of SEO has to stop. If you're going to play in our sandbox, follow the community's (unwritten) rules. Google Instant makes SEO irrelevant - steve rubel	For social media gurus, it is easy to make money selling the sizzle & selling one's efforts as the next big thing.	Social is still rather noisy. Social platforms rise & fall. As the networks gain leverage they become more closed off and charge you to reach the audience you already paid to build.	Get exposure on social media sites & perhaps that leads to additional waves of exposure.
public relations gurus	SEO was dead, but THIS changes everything!	The mantra of public relation gurus: Sexy headlines spread & retractions can be more of a footnote.	A desire to position one's own PR-led efforts versus other's SEO efforts without the requirement of actual differentiation. As one's views become more absurd & self-serving, one can always delete their blog.	As a PR company, they are largely driven by public relations & creating fake news, like the Wal-Marting Across America fiasco.
get rich quick gurus	SEO is dead and has been for a while - ken evoy 2005	Other online marketers want to sell their own system.	Arrogance.	Their affiliate program & they still have a "value exchange" reciprocal link program.
white hat seo	Spammers are evil. One should never consider unethical SEO & do inbound marketing. - joel falconer	White hat seo's desire to brand others as "unethical" to sell themselves as being better & attempt to differentiate from the market by creating a new lexicon (since they often lack the skill needed to rank for the keywords that matter).	Many "white hat" SEOs are ignorant about actual SEO & are largely PR hacks using a combination of fear and the "ethics" angle to sell to ignorant newbies. Joel Falconer went so far as grouping black hat SEO with child porn in a The Next Web article he wrote.	Fostering a cult-like evangelism in the mind of desperate newbs.
black hat seo	Google is displacing the search result set with ads	Reality. Though in addition to that trend the cleaner of black hat seo's are forced to exist between hackers, Google vertical promotion, Google brand bias & dealing with the occasional painful reset.	They tend to be pragmatic & results-oriented rather than deluded.	There is a broad spectrum here... from real shady stuff right on through to pretty vanilla stuff that was considered white hat until too many people did it & then search engines whacked it.
adwords gurus	The ability to spend money on ads is proof that it is more likely to be a legitimate business	Adwords gurus sell ppc ad management services & like seeing the organic results displaced with more search ads.	Many folks in PPC were at one point in SEO but found it too hard. PPC was much easier to sell at scale: just open wallet.	Many of them write wite papers, sponsor webinars & sponsor conferences. There are very few PPC consulting companies that have a solid SEO strategy.
search engineers	SEO's have bought links to try to promote bogus brain cancer solutions.	Search engineers fight many battles over again & do see some really bad stuff over and over again. In some cases light grey gets tossed out with the black.	I don't think they are deluded & most of them are totally upstanding in my estimation. The problem is biz dev at the search engines simply ignore them & certain issues become political. Years ago Microsoft promoted reciprocal link software. both search engines still sell ads for SEO practices that will get one banned. Google bought links in Japan & to promote their Chrome web browser. Google also sold ads promoting illegal steroids.	Some do frequent interviews & keynote speeches & blog posts to keep on the radar. Also some trade exclusives for coverage with certain publishers.
people who bought crappy seo services	SEO is a scam.	Many of them bought SEO from a salesman on a cold call. Others saw SEO packages of no value from their web host (or in AdWords ads) and framed their perception of price based on those.	By buying fake SEO without learning about SEO they prevented themselves from being able to invest in real SEO.	By buying adwords ads.

## Why SEO Will Never Die:

- Search engines like to use the open angle to give publishers incentive to mark up their content so that the search engines can extract and displace larger chunks of the value chain.
- Historically supporting piracy in private has been valuable for search companies when negotiating content licensing deals with media companies.
- If people realize that they were looking at nothing but ads on a search engine they would do their queries elsewhere.
- If there are organic results the search engine can cast blame outwardly when something breaks.

