

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

how

2012 google penguin



who claims it is dead?

what they claim:

> Seo is poisoning the web!

> > - derek powazek

why they claim it:

hate seeing the

budget move

from design

to marketing

they are deluded: Web designers

why

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".

they practice **seo**:

web designers

bullsh@#t!

Seo

- 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,

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 snake oil!

if you do a

search at Google

for HDTV

manufacturers,

this (the Mahalo)

list has no noise.

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.

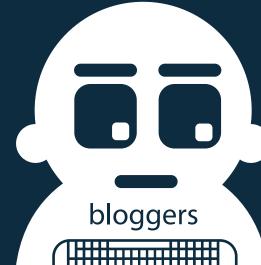
They also game download rankings on apps

stores & then feed those stats to the press.

gave freelance writers a revenue share

deal where they were paid to produce

spam content & point links at it



No SEO! God damn it! No SEO! It's great. No noise. OK? - robert scoble this boring

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.



headline for google - nyt/steve lohr

false advertisers,

telemarketing at dinner time with

Journalists don't want to lose editorial control.

Newspaper ad revenues have fallen over 50% from their peak. due to bloated CMS tools many don't realize that they can create a separate page title from the article heading.

The New York Times bought About.com for \$410 million, largely based on SEO. They bought near the top & had to sell it at a loss.



predictive dialers, unsolicited faxing, email spamming, now SEO - forbes/ken krogue seo is dead.

a lead in to pitch his "core content" idea

For social media gurus,

it is easy to make

Freelance columnist,

Ken Kroque wanted

fluff sales pitches to be published as "core content."

Social is still rather noisy.

Little to no editorial quality filters allow

Forbes sold presell pages, bought SEO links, sold SEO links, uses Narrative Science to auto-generate articles, etc.

Get exposure



social is the future.

SEO shenanigans

for the sake of

money selling the sizzle & selling one's efforts as the next big thing.

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.

on social media sites & perhaps that leads to additional waves of exposure.



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

public relation gurus: Sexy headlines spread & retractions can be more of a footnote.

The mantra of

without the requirement of actual differentiation. As one's views become more absurd & self-serving, one can always delete their blog.

A desire to position one's own PR-led

efforts versus other's SEO efforts

they are largely driven by public relations & creating fake news, like the Wal-Marting Across America fiasco.

As a PR company,



but THIS changes everything!

SEO

was dead,

want to sell a \$1,997 frauduct.

Get rich quick gurus

requires this bit of the story.

Arrogance.

The sales script

which in turn causes desperate newbs to offer fraudulent glowing reviews for brand related searches, seeking an affiliate commission that is often never paid.

They offer high affiliate payouts,



is dead and has been for a while - ken evoy 2005

SEO

marketers want to sell their own system.

White hat seo's

desire to brand others

as "unethical" to sell

Other online

Their affiliate program & they still have a "value exchange" reciprocal link program.



are evil. One should never consider unethical SEO & do inbound marketing. - joel falconer

Spammers

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).

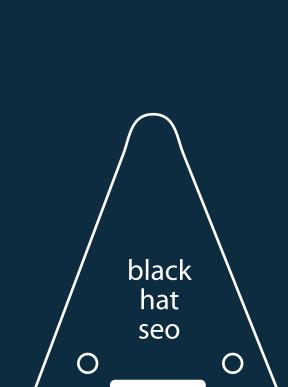
Reality. Though in

addition to that trend

the cleaner of black

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.



Google is displacing the search result set with ads

hat seo's are forced to exist between hackers, Google vertical promotion, Google brand bias & dealing with the occassional painful reset.

& results-oriented rather than deluded.

They tend to be pragmatic

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.



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.



SEOs have bought links to try to promote bogus brain cancer solutions.

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.

Search engineers

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.

I don't think they are deluded & most of them are

Some do frequent interviews & keynote speeches & blog posts to keep on the radar. Also some trade exclusives for coverage with certain publishers.



SEO is a

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.

Many of them bought

By buying fake SEO without learning about SEO they prevented themselves from being able to invest in real SEO.

By buying adwords ads.

scam.

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.