What is Changing SEO?

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The concept of search engine optimization was hit hard by the changes Google introduced in the form of Panda and Penguin. However, Google update is not the only factor that is changing the way we SEO. There are lot many other things too at work. Therefore, itâ€™s better to know what is changing SEO before getting up against such impediments. So, here are the factors that are changing SEO for better or worse and are needed to be kept in mind by a best seo company India.

End of PageRank and Link Trade

Last decade saw websites indulging in link buying to make their presence felt and the same paid rich dividends for the websites. But the practice worked against the web users who are in search of original content and other solutions. The era of link trade and PageRank has ended and this means SEO experts have to do a lot more to make their presence felt. Google has put into use number of quality raters to fill the gap and the same is going to decide the future of the websites.

Changing Dimensions

Google is not the only one who is slaving hard to bring a change. Its smaller competitors like Blekko, Ixquick and DuckDuckGo are also paving the way to a better web. Be it getting rid of content farms, introduction of SSL search or referral blocking, such players are introducing changes that are forcing best seo experts to consider their strategy. A wider implementation is done by Google itself. Therefore, if a website design company wants to prosper, it has to take into consideration the changes being introduced.

Simplifying Web

Google wants to leave no stone unturned in simplifying web for its users. Thanks to Google, one can know about the content a page has without even opening a link. It is quite clear that the search behemoth doesnâ€™t want its users to leave its pages and it is being hailed as a well thought strategy. This puts great pressure on websites to keep such high standards that make the visitor click on the link. Though this may go on for a while, the future may see websites revolt on a function that can crucially hamper the traffic to their pages.

Potential in Social Media

Role of SEO in social media was being hailed as a necessary evil but if trend is to be looked at, the evil may not be necessary for a long time. It is being suggested that market of social networking has reached its saturation level and there is little scope for a new comer to get established. Another independent study points to the fact that by 2020, Facebook may lose its sheen to an unrecoverable level. Moreover, even Google+ has not generated the expected buzz. So, in a scenario where social media, the hailed nuke of SEO, is being suggested to have a tumultuous future, where does SEO fall?

The above points have kick started a change in the future of SEO. Therefore, a web company with operations in SEO has to adapt with the changes for survival. And let me tell you, only the best seo company will be able to sail in the altered troubled waters. Rest is bound to sink, and that is for sure.

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