



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

Welcome 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), 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), and a frequent speaker at Search Engine Strategies (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.



SEO Research Labs

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SEO Training, Consulting, & Keyword Research Outsourcing

Are You Missing Out On Search Engine Marketing Profits? Let's face it... all search engine traffic is not equal. If you are spending too much time and money for too little gain, there's a good chance that the quality of traffic, not just the quantity, is to blame.

Hi, I'm Dan Thies. Although I'm best known as the "keyword guru," I've been practicing, studying and teaching advanced search engine marketing strategy and tactics for several years. I've also written two popular books on search engine marketing, *SEO Fast Start* and the *Search Engine Marketing Kit*.

If you're ready for some real professional help, let's talk. We can get your search engine marketing on the right track with our **keyword research services, consulting, training, and private coaching**. We offer a range of solutions for consultants, site designers, website owners, and in-house marketing professionals.

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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.

- 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?

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