

Online Marketing Consultant Kyle Campbell Releases Blog Post

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Kyle Campbell, an SEO expert, and entrepreneur offers a recent post describing a brief history of SEO. He is knowledgeable on the topic and available to speak at gatherings.

Entrepreneur and SEO marketing authority Kyle Campbell is pleased to announce that release of a recent blog post on the topic of search engine optimization and its history. Kyle balances the presumptions and the facts about the current status and the future of SEO. There are increasing numbers of self-proclaimed SEO experts setting up businesses throughout the United States and globally as well. The blog answers the questions of obsolescence and optimization with sensible and functional statements.

In the early years of Google, around 2000, Yahoo had a larger market share. Manipulation of the keywords was the key to succeeding at getting a page ranked on the Search Engine Results Pages. Keyword specialists used technical manipulation such as stuffing meta tags, changing basic HTML code and stuffing the page with multiple keyword phrases brought higher rankings on the SERP.

According to Kyle Campbell, it was relatively easy to set up a website with exact match domains and dominate a longtail phrase. The number of domains exploded and the number of large sites with real, authentic and natural authority dwindled.

Google's algorithm evolved significantly over the years and the rankings relied less on manipulation of SEO. Instead, backlinks became more and more important, resulting in Google once again applying checks to weed out pure spam locations.

Campbell says modern day SEO places additional importance on manual reviews of top sites to ensure that the best practices are followed. Experts work to keep rankings stable over the test of time. Blatant spam is being detected through algorithm changes and manual reviewers are increasingly checking actual results, looking for questionable practices.

SEO experts today must be educated in on-page techniques as well as on proper backlinking, Campbell notes. Link building techniques should be actively pursued. Links for quality directories can help to boost rankings so long as they avoid bad directory sites. Modern algorithms detect bad sites by checking incoming links for a positive link profile.

For more information about SEO, visit Kyle Campbell's Twitter feed.

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