

## SEO in ten years: Content is king, PageRank and Spam

The year is 2022. That's 9 years after Mr Cutt's apologized for keyword (not provided). Robot's still haven't destroyed the world and content is still king.

I'm not going to predict if Bing or DuckDuckGo finally took some market share from big G, I'll leave that to the experts. Your job, as a SEO, however will still be much the same. Big brands and local business owners still need help to properly structure their website and drive traffic to their website. Here are my predictions on how SEO will look in ten years.

### Social is king

Content is still king; you produce great content and it gets spread around. Not much by webmasters but by real people (social). Search Engines weigh much more heavily on the opinion (and sharing) by hundreds of individual people instead of on the one webmaster which can easily be manipulated.

### What's your PR?

PageRank is ditched and PersonRank is introduced, a way to see just how much influence a person has. Is this person an expert in this niche? How many (active) people follow this person?

### Spam no longer a problem

This has heavily decreased spam in the SERPS since fake social accounts have little influence in the rankings. Due to the data operating systems and web browsers provide, the search engines can easily monitor click and view data combined with PersonRank it's hard to "fake" great content and cheat the rankings.

### Niche SEO

As search advances some SEO's have specialized onto other search engines. Not your classic search engine but internal website search engines, those got a lot smarter than just displaying results for [exact match]. Getting your pins found for [your keyword] on the Pinterest search function. Or your Tetris Clone found in the Android Market. *There's a SEO for that.*

### More responsibilities

While SEO's still linkbuild, help create great content and fix those canonical issues smaller webmasters also turn to SEO's for help with social, conversion and the like. Bigger brands tend to have their own in-house team or an Internet marketing firm with specialized professionals.

*This is Martijn Oud's entry to SEOChicks "The Next Generation" competition. I'm no fortune cookie but I think my predictions are a safe bet. Want to get in contact? [Martijn@Martijnoud.nl](mailto:Martijn@Martijnoud.nl) or <http://www.martijnoud.nl/>*



*Search engines get smarter, hopefully searcher will too.*