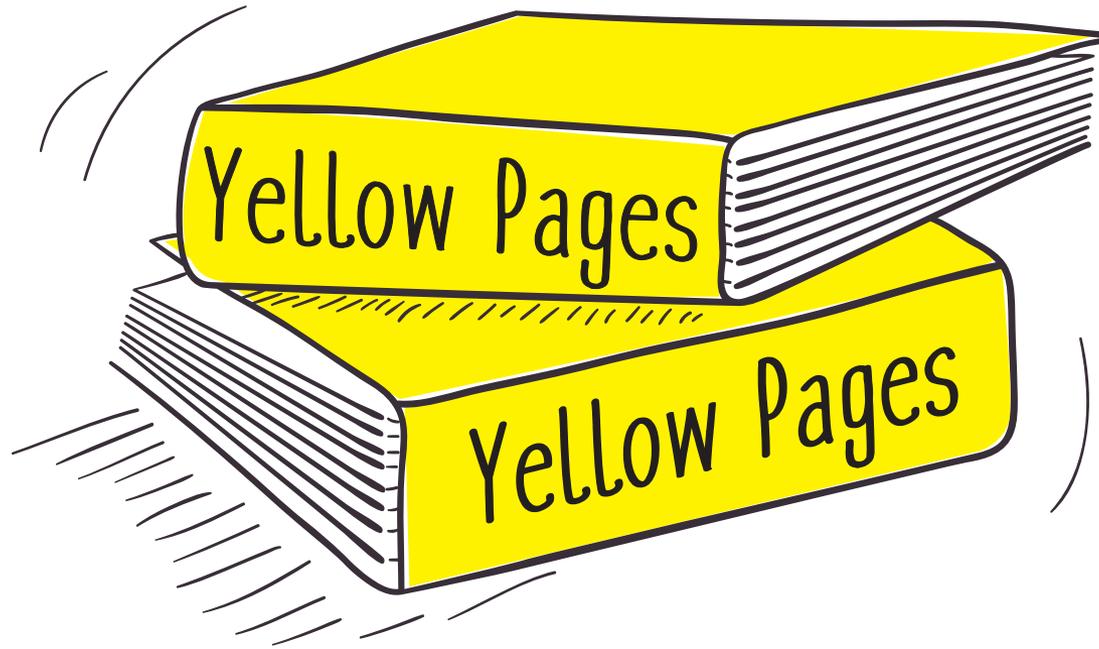# The Future of SEARCH

by Mark Lum | LUM.NET

Do you recognize this?

How did we get from

HERE ⟶ to ⟶ HERE?

To understand search...

+

…we must start by understanding the past.
So, let's start at the beginning — the World Wide Web.

1991

Tim Berners-Lee introduced the World Wide Web,
an Internet, that was not simply a way to share files but was a
"web" of information that anyone on the Internet could retrieve.

A group of students and
researchers at the University of
Illinois developed a "web"
browser called Mosaic
that later became Netscape.

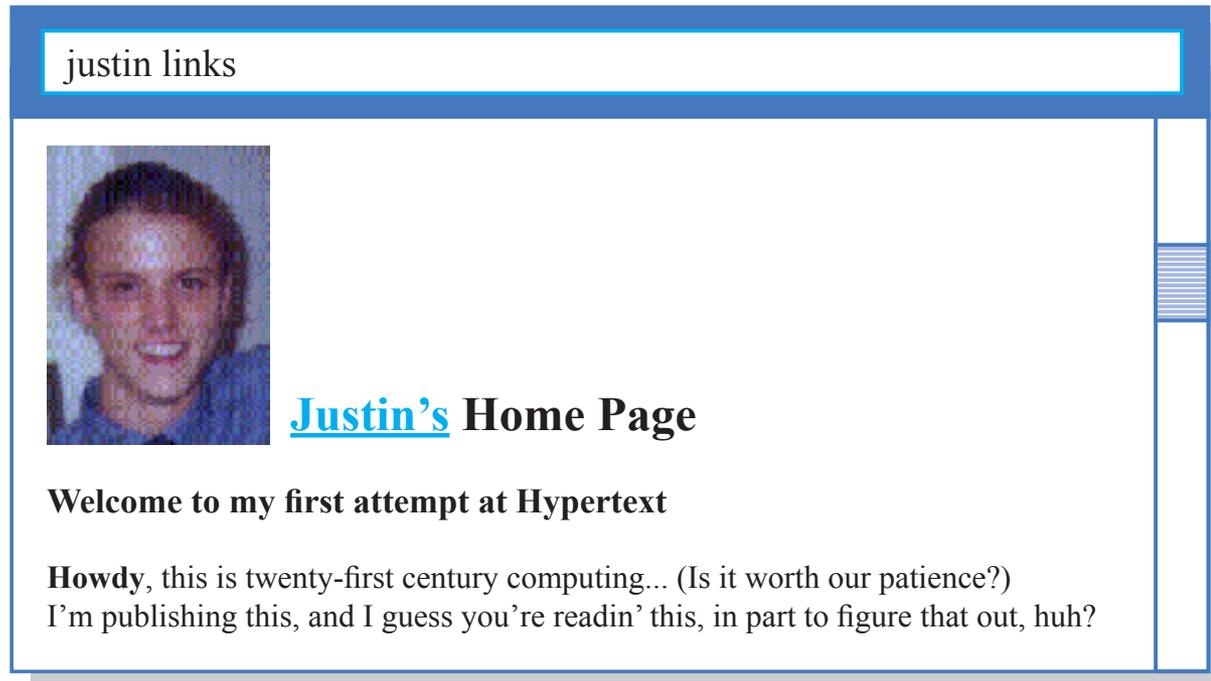Also in 1992, Congress decided that the World Wide Web could be used for commercial purposes.

In 1994, we saw the emergence of directories and primitive search. The World Wide Web began with a few homegrown websites that were virtually anonymous unless you had the cryptic direct URL, which few had. Early Web visitors struggled to go much of anywhere without feeling frustrated at hours lost digging.

1994

DIRECTORIES:

While a student at Swathmore College, Justin Hall started his web-based diary "Justin Links" which became one of the earliest directories on the Web.

justin links

Justin's Home Page

Welcome to my first attempt at Hypertext

Howdy, this is twenty-first century computing... (Is it worth our patience?)
I'm publishing this, and I guess you're readin' this, in part to figure that out, huh?

1994

DIRECTORIES:
David Filo and Jerry Yang, Stanford students, created the Yahoo Directory as a collection of their favorite Web pages. As their number of links grew, they reorganized to become a searchable directory.

yahoo.com

YAHOO!
-NEW-COOL-RANDOM- HEAD LINES YAHOO INFO ADD URL

Yahoo! Deutschland   CLICK HERE TO VISIT THE STARS **LOS ANGELES**   Weekly Picks

[Search] Options

Yellow Pages - People Search - City Maps -- News Headlines - Stock Quotes - Sports Scores

- Arts - - Humanities, Photography, Architecture, ...
- Business and Economy [Xtra!] - - Directory, Investments, Classifieds, ...

1994

PRIMITIVE SEARCH:
Search engines like Excite sorted search results based on keywords found within content and backend optimization.

1994

PRIMITIVE SEARCH:

Brian Pinkerton created the first crawler, named Webcrawler, that indexed entire pages. It was so popular that during the daytime hours, it could not be used.

webcrawler.com

1996

GOOGLE:

Larry Page and Sergey Brin began working on BackRub, a search engine which utilizes backlinks for searching. A website's "authority" or reliability came from how many people linked to that site.

1997

GOOGLE:
Google.com is registered as a domain. The name—a play on the a mathematical term "googol"—reflects Larry and Sergey's mission to organize a seemingly infinite amount of information on the web.

Why is Google so unique?

Search engines like Excite sorted search results based on keywords found within content and backend optimization.

Google's ranking algorithms improved and simplified how data is indexed and delivered, giving emphasis to other sites linking to your content.

It created a more level playing field for brands and content producers to **earn** rankings, shifting the balance of power from companies to consumers.

1999

GOOGLE:

Google outgrows its garage office and moves to new digs at 165 University Avenue in Palo Alto with just 8 employees. They receive funding from investors, which transforms them from fledgling startup into *THE* up-and-coming tech company.

Google
Start-up Shack

The Age of Google

1999: Google got funding from Sequoia Capital as well as from a few other investors.

1999: AOL selects Google as a search partner.

2000: Yahoo selects Google as a search partner.

2000: Google launches Google Toolbar.

2000: Google relaunches AdWords to sell ads on CPM basis.

2002: AOL uses Google to deliver search related ads.

2003: Google launches Adsense, selling targeted ads on other websites.

2005: Google Maps goes live. Just two months later, Google adds satellite views and directions to the product.
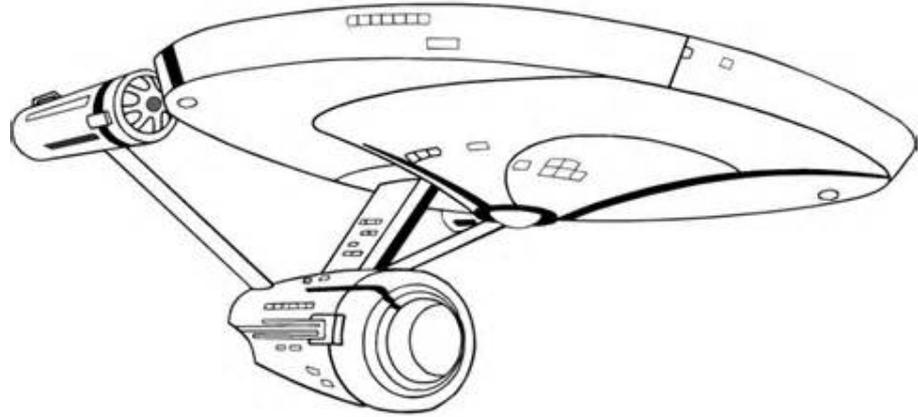
2005: Google Mobile Web Search is released, specially formulated for viewing search results on mobile phones.

2006: Google releases Google Trends, a way to visualize the popularity of searches over time.

2007: AdSense for Mobile is introduced, giving sites optimized for mobile browsers the ability to host the same ads as standard websites.
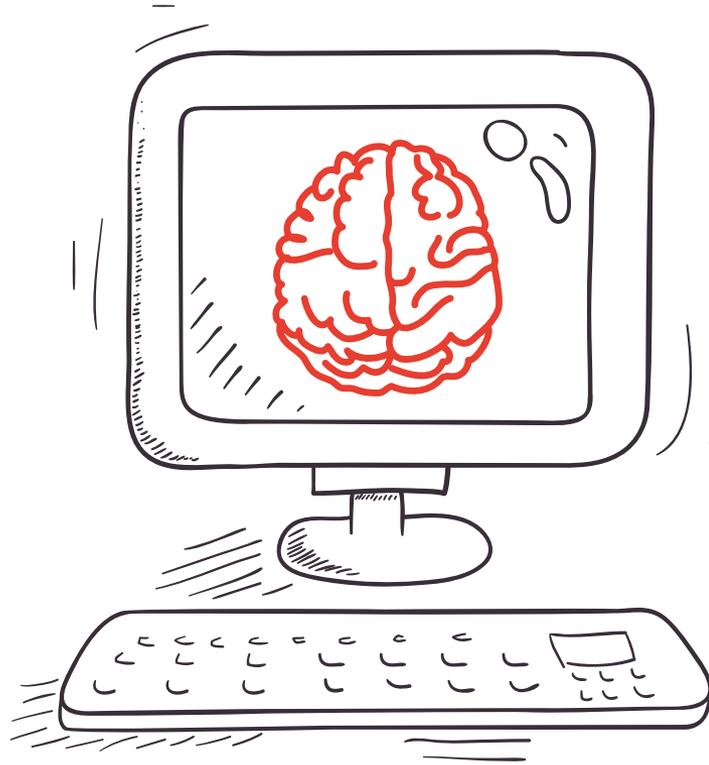
What's next?

Read my mind Scottie!

In spring 2016, Google promoted John Giannandrea, an artificial intelligence (AI) expert, to lead its search products. Giannandrea worked on projects like RankBrain, which incorporates machine-learning techniques into Google's search results and a Gmail hack that uses AI to automatically respond to emails.

These types of AI projects will be critical for Google as it tries to search proactively—giving you what you want before you know you want it.
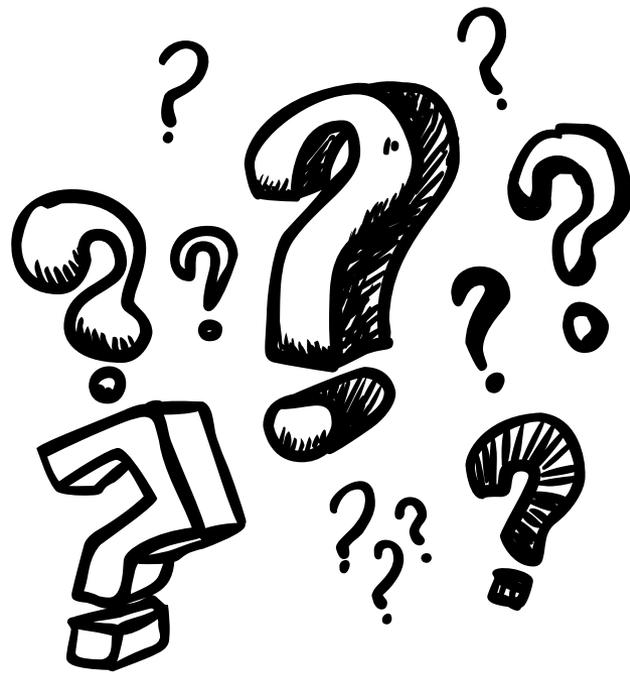
* Giannandrea, like his predecessor Amit Singhal, has an affinity for Star Trek and says the starship Enterprise is a source of inspiration.
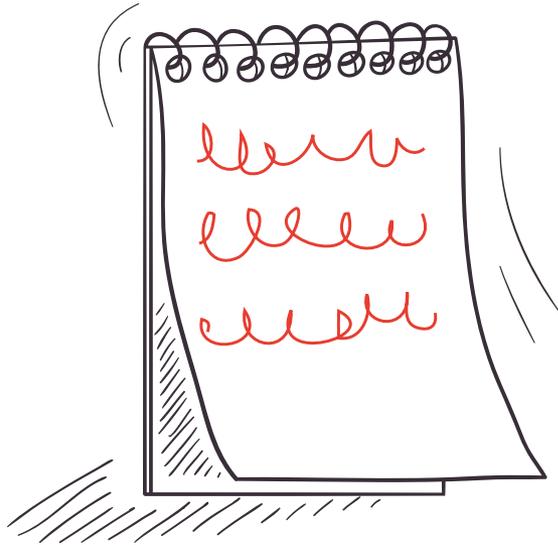
How does this
impact my business?

- 93% of Internet experiences begin on a Search engine.

- Internet leads cost 61% lower than traditional leads.

- 75% of prospects never scroll past the first page of search results.

How do I get on that first page
and start generating
more web leads?

- Optimized website code.

- Add keyword rich content.

- Create and publish content on industry relevant websites that link back to your website. This builds "street cred" with Google.

- Manage increasing leads with a cloud-based CRM.

- Sell.

Want to talk more SEO?

Contact Lum.net for a free SEO audit of your website
and consultation on ideas to start generating more leads.

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