THE EVOLUTION OF THE SERP
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For more information head to connective3.com/services/seo
NEXT 10 MINS OF YOUR LIFE!

- WHAT IS A SERP?
- HISTORY OF THE SERP
- THE SERP TODAY
- HOW THIS HAS IMPACTED SEO
- THE FUTURE OF THE SERP
WHAT IS A SERP?
WHAT IS A SERP?

THE PAGE THAT A SEARCH ENGINE RETURNS AFTER A USER SUBMITS A QUERY.
SERPS CONTAIN BOTH ORGANIC & NON-ORGANIC LISTINGS

SERP results could include:

- Web listings
- Paid listings
- Knowledge panels
- People Also Ask & SERP features
- Images & videos
THE HISTORY OF THE SERP
SERP results consisted of:
GOOGLE 1998

SERP results consisted of:

- Organic web listings
BIG CHANGES
1998 - 2004

Google introduced:
- Local listings
- Paid ads
- Page rank
WHAT THIS MEANT FOR SEO

- AdSense monetisation opportunity
- Businesses began optimising for local SEO
- SEO’s optimising for page rank
Probably the worst UI in SERP history:

- Ads, ads & more ads
- Vertical listings
- Google suggest & instant preview
- Universal search
SEO began transitioning towards the practices we know today.

- Google Analytics & Google Webmaster Tools
- XML sitemaps
- Algorithm updates
More features added to keep users on Google:

- Enhanced SERP features
- Social media & news
- Local snap packs
- Image & videos above the fold
- Mobile infinite scroll
SEO IMPACT OF 2010-2020?

• Optimising for SERP features
• Mobile optimisation
• Panda & Penguin updates
TODAY’S SERP LANDSCAPE

- Organic listings below the fold
- #1 is achieving ~26% CTR vs 2020
- Keywords displaying SERP features growing YoY
- Number of unique features up 33% YoY
- Zero-click searches increasing
- Mobile continuous scroll
HOW HAS THE EVOLUTION OF THE SERP IMPACTED SEO?

- Decreased average CTR
- Local dominance
- Optimisation of SERP features
- Video content
- Ads & product feeds
THE FUTURE OF THE SERP

- More zero-click queries
- Local listings will play a larger role
- Virtual reality (VR) & augmented reality (AR) in Google searches
- More images, videos & user-generated content