

The background features a white space with several decorative elements: a large teal ring in the top left, a large yellow ring in the bottom right, and various solid and dashed circles in teal, lime green, orange, and pink. A dashed grey line curves across the page.

The ~~Future~~ Now of

Search

what has arrived in
2015/2016 and

what is nearly here

Rob Edlin

A decorative graphic featuring a large, light blue dashed circle that frames the central text. Various colored circles and rings are scattered around the page: a large teal ring in the top left, a smaller teal circle next to it, a lime green circle in the top right, a green circle with a dashed outline below it, a pink circle in the middle right, an orange circle below that, a yellow ring in the bottom right, a green circle with a white center in the bottom left, a lime green circle with a dashed outline above it, and a small orange circle below that.

Intro & Overview



What I said last year.. The “Future” (V3)

Infinitely Scalable

Distributed/not centralised

True potential of “cloud” realised

Many smaller “niche” providers

Use of AI

Use of established open source software

Cheap

Context & Circumstance

Mobile first!

Sensitive and Emotional

Aware

True connection with physical world

Evolutionary

Social

Listens, Learns and Predicts

Will Thrive by...

Social word of mouth

Speed & ease of use

Results

Disruptive

Constant Innovation

Fair pricing

Blend of Organic & Paid



What will be available very soon?

Signals in voice patterns (e.g. fear, excitement)

Location beacons - **Now

Health and wellbeing - **Now

Household environmental conditions - **Now

Family and friend relationships and interactions
- **Now

Live imagery - **Now

Physical Beacons - **Now

Intelligent privacy

Intelligent user age for same device

Intelligent security

Direction of travel - **Now

Human-human interactions

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The absolute bare minimum
standard with NO exceptions

HTTPS

Mobile Amazing First

Google Tag Manager

Structured Data

Google Brand or Location Listing

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SEO Basics

Structure

Structured Data

Accelerated Mobile Pages

Facebook Instant Articles

Content

Off-Page

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Search Advertising Basics

Brand
Category
Product/Service
Remarketing
Shopping

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AdWords

ETAs

Device Bid Adjustments

RLSA & RLSA Shopping

Dynamic Display Remarketing

Cross Device Tracking

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Analytics

Online Tracking
Offline Tracking
Optimize
Data Studio
New Interface

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Google Tag Manager

New Tags
New Workflow/Workspace

New Stuff from Google

Pixel & Pixel XL

VR

AI

Assistant

Google Duo & Allo

Google Home

Google Daydream View

Chromecast, Chromecast Ultra &
Chromecast Audio



Q&A

Ask me an interesting question!

Thank You



Search for “Rob Edlin”
...or ask your assistant