

## SEO Predictions for 2013

### Top 3 Predictions for SEO in 2013

**Prediction 3:** We'll witness much greater flux in the SEO market in 2013.

**Prediction 2:** Facebook's Graph Search will become a direct competitor to Google Search in 2013.

**Prediction 1:** Encrypted search will become an ever greater barrier to measuring SEO effectiveness in 2013.

**Advice 3:** Ensure your SEO agency understands content marketing, usability, social media, online PR, data analysis and website architecture for strategy effectiveness.

**Advice 2:** Where there's competition, there's innovation, so be ready and agile to move and invest in any new social or search products.

**Advice 1:** Retailers should ensure their SEO agency has as full an understanding as possible of how searchers interact with search pages so they can continue to make informed strategy decisions.

**Gavin Smith – Head of SEO**

If you have any questions or would like to know more please email me:

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