

A Decade in Search ? 2008

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2008, eh? Well, something must have happened during it, since iCrossing kept paying me. ::surreptitiously consults Google Timeline::

Insofar as a **BIG THEME** can be detected, (besides the ongoing Yahoo! soap opera), it would be **wirelessness**. Google began the year by bidding heavily in the US wireless spectrum auction, not to win but to bust the cash threshold that forced open-access rules on to the winner. By freakish coincidence, the **Android mobile OS** was being demoed by May and launched on the shiny G1 in September.

Google also released this awesome comic strip drawn by the Infinite Canvas guy. It was about **a browser** or something? I forget.

Meanwhile in the trenches:

As is traditional, around April we all hallucinated an **algorithm update**, triggering weeks of the usual Beaker-like shrilling in SEO fora around the world. As is also traditional, Matt Cutts denied all knowledge of it, despite inadvertently dubbing it **Dewey**. The industry also freaked out over a couple of waves of visible **PageRank penalisation** ? apparently aimed in the direction of link sellers. But no, wait ? Page Rank doesn't mean anything anymore! Phew.

Also, in no particular order:

Googlebot began crawling through certain HTML forms to discover content not conventionally linked to.

Google brought in **10-box results for local blended search**, replacing the previous 3-box ? because I know *I* just can't get enough locksmiths in my morning SERP.

Long-tail freaks celebrated as the **average number of keywords per search went from 3 to 4**.

Redirects and vanity URLs became invalid as AdWords display URLs from April, causing PPC teams to become grouchy and overly attached to certain coffee mugs.

Cuil demonstrated that a dorky misspelled name is necessary but insufficient for online success.