Search Engine Optimization

# What is Search Engine Optimization

Search Engine Optimization is the process of improving the visibility of a website on organic ("natural" or un-paid) search engine result pages (SERPs), by incorporating search engine friendly elements into a website.

Search engine optimization is broken down into two basic areas: on-page, and off-page optimization.

Why does my website need SEO?

The majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo!. Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users. This is true whether your site provides content, services, products, information, or just about anything else.

Search engines are unique in that they provide targeted traffic—people looking for what you offer.Search engines are the roadways that make this happen. If search engines cannot find your site, or add your content to their databases, you miss out on incredible opportunities to drive traffic to your site.
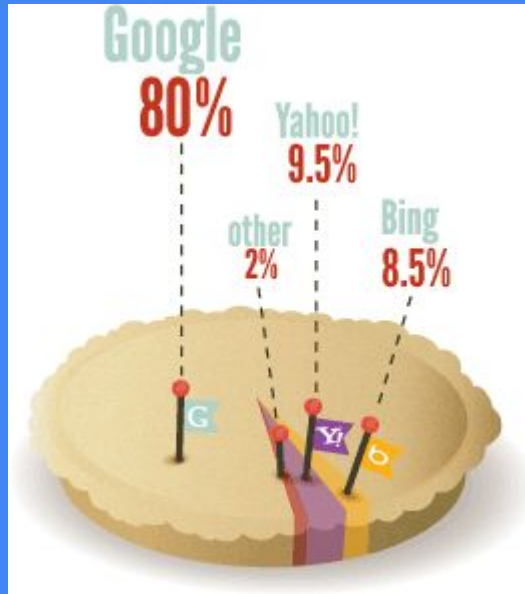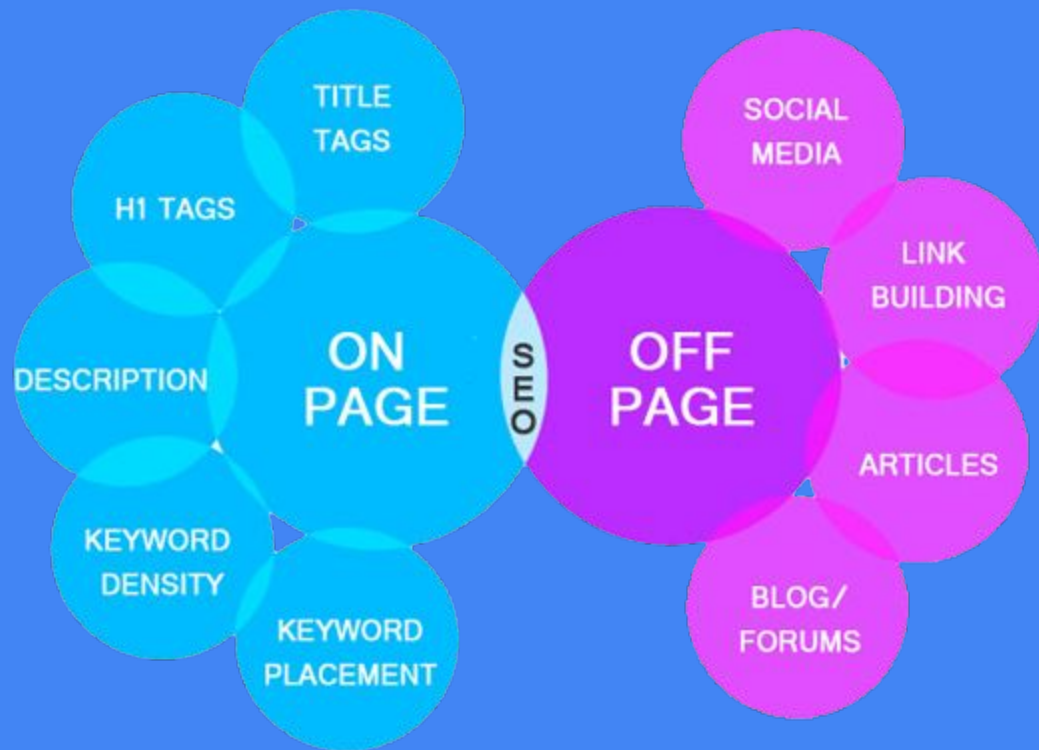
On Page Optimization

➢ Onpage optimization refers to all measures that can be taken directly within the website in order to improve its position in the search rankings.

➢ Examples of on-page optimization include actual HTML code, meta tags, keyword placement and keyword density.

Off Page Optimization

➢ Off-page optimization refers to factors that have an effect on your Web site or Web page listing in natural search results. These factors are off-site in that they are not controlled by you or the coding on your page.

➢ Examples of off-page optimization include things such as link popularity and page Rank.

How Search Engine Works

Search engines perform several activities in order to deliver search results.

Crawling - Process of fetching all the web pages linked to a website. This task is performed by a software called a crawler or a spider (or Googlebot, in case of Google).

Indexing - Process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.

Processing - When a search request comes, the search engine processes it, i.e., it compares the search string in the search request with the indexed pages in the database.

Calculating Relevancy - It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.

Retrieving Results - The last step in search engine activities is retrieving the best matched results. Basically is nothing more than simply displaying them in the browser
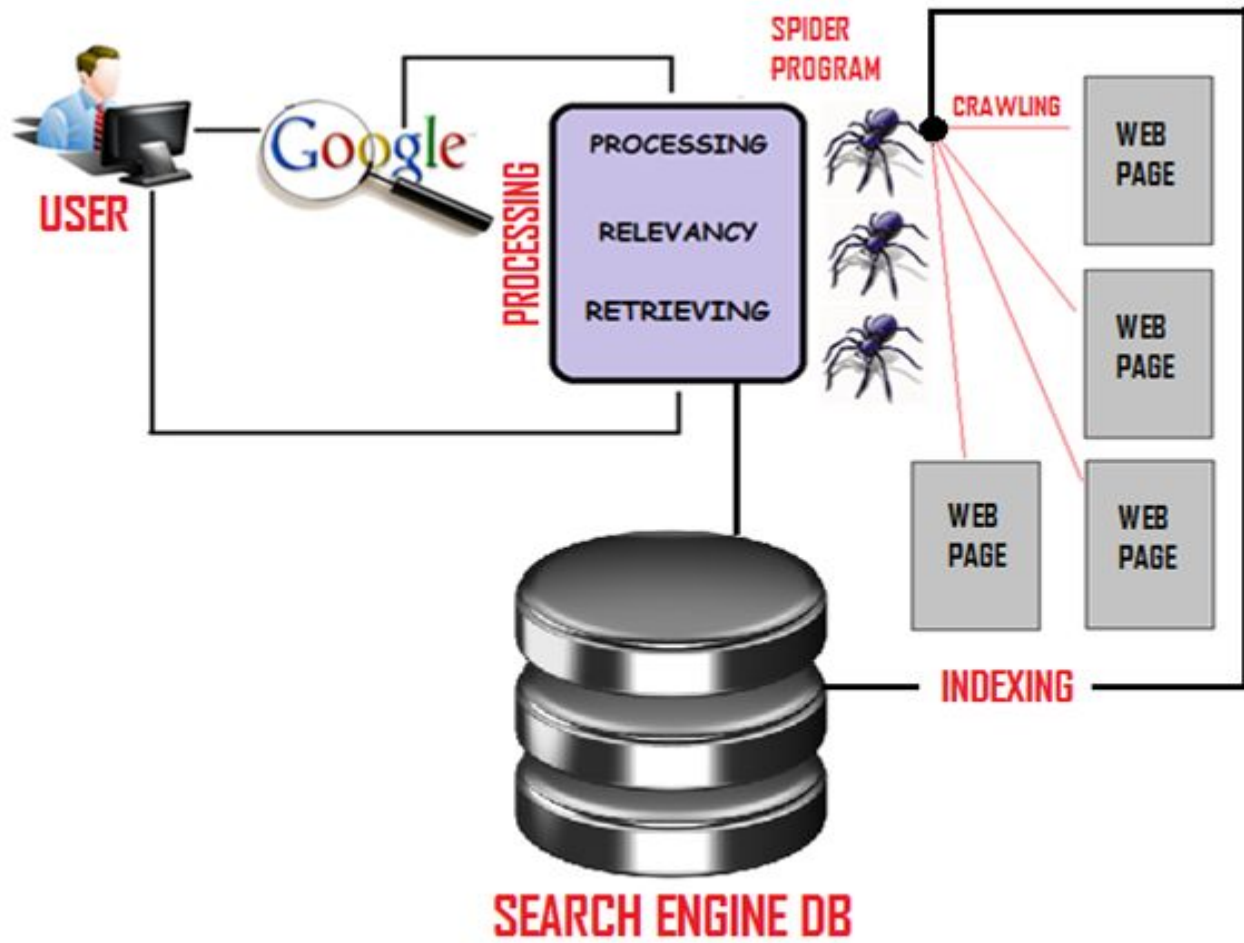
Terms we have to know

➢ **Backlink**: Also called inlink or simply link, it is an hyperlink on another website pointing back to your own website. Backlinks are important for SEO because they affect directly the PageRank of any webpage, influencing its search rankings.

➢ **Google Pagerank**:PageRank is a link analysis algorithm used by Google to help determine the relative importance of a website.Every website is given a Google PageRank score between 0 and 10 on an exponential scale.Since Google wants to return page one results that are high quality, relevant, and trustworthy, it may return web pages with better PageRank scores higher up in the SERPs, although PageRank is only one of many ranking factors taken into consideration

➢ **Inbound Link** - A link from one site into another. A link from another site will improve your SEO, especially if that site has a high PageRank.

➢ **Internal Link** - A link from one page to another on the same website, such as from your homepage to your products page.

➢ **Spider** - A computer program that browses the internet and collects information about websites.

➢ **Bounce Rate:** Bounce rate is an analytical term that refers to someone who visits just one page of a website, and then leaves. Bounce rate does not pay attention to how long they were on that page — it could be seconds or hours — but if they only looked at one page before leaving, it's considered a bounce

➢ **Sandbox**: Google basically has a separate index, the sandbox, where it places all newly discovered websites. When websites are on the sandbox, they won't appear in the search results for normal search queries. Once Google verifies that the website is legitimate, it will move it out of the sandbox and into the main index.

➢ **Keyword Density**: To find the keyword density of any particular page you just need to divide the number of times that keyword is used by the total number of words in the page. Keyword density used to be an important SEO factor, as the early algorithms placed a heavy emphasis on it.

➢ **SERP:**SERP (Search Engine Result page) is the placement of the website or web-pages which is returned by the search engine after a search query or attribute.

➢ **"Do Follow" Link** :When Google bots are crawling a website they look for external links point to other websites. If this links is "do follow" then search engines will follows the link and so link juice gets passed. For eg:

 Etechdiary

➢ **"No Follow" Link** :If a search engine finds a "no follow" backlink it will just ignore the link and will not get deeper into crawling and no link juice is passed. Fo eg:

 Etechdiary

➢ **Above the Fold (ATF)**: Refers to an organic search engine result that is high enough that a user can see it without having to scroll down.

➢ **Robot.txt** :The robots exclusion protocol (REP), or robots.txt is a text file webmasters create to instruct robots (typically search engine robots) how to crawl and index pages on their website

What is the difference between 301 and 302 redirects in SEO?

Redirection is the process of forwarding one URL to a different URL. There are three main kinds of redirects: 301, 302, and meta refresh.

What is a 301 redirect?

A 301, or permanently moved, is a redirect that carries and distributes in an absolute manner. You should use a 301 to signify to the crawlers that your content has moved permanently – as in forever.

When should I use a 301 redirect?

An example of when to use the 301 redirect would be if you have changed domains or if you launched your site in a new CMS and your URL structure has changed. Creating 301 redirects for your old content to point to the new content will tell the search engines that you have moved from A to B for good. This will allow search engines to direct ranking and value signals to the new URL because they understand this location to be the new, permanent home for that content.

What is a 302 redirect?

A 302 status code means Found, or more commonly referred to as "temporarily moved." This redirect doesn't carry or pass the link value to the new location. What it does do is get the user to an appropriate location for you so that you aren't showing them a broken link, a 404 page not found, or an error page.

When should I use a 302 redirect?

You might ask, "If it doesn't distribute SEO value then why would I use it?" A good example of when to do a 302 redirect would be in an e-commerce setting. Let's say you have a product that you no longer have for sale– maybe the product is seasonal, out of stock, or is something that you might sell again. In this case, you might want to use a 302 redirect to send the user to the category page. If the product outage is going to be for any real length of time it might not make sense to send the user to a page that they cannot order from, so you redirect them to the category page allowing them to look at similar items. And with that 302 you are telling the search engine crawlers that your content is just offline temporarily and they should keep the value of that page intact and not pass it to another URL.

Factors Effecting On Page

- ➢ Keyword in title tag:
- ➢ Keyword in description tag
- ➢ Content Uniqueness:
- ➢ Content Freshness
- ➢ Site speed
- ➢ Keyword in H1 Tag
- ➢ Using Keywords in the Page copy:
- ➢ Length of the content:
- ➢ Duplicate content::
- ➢ Image Optimization
- ➢ Content Update:
- ➢ Keyword in URL
- ➢ Sitemap
- ➢ Mobile Optimized site:
- ➢ Internal links

Keyword in Title tag:

Best Practices for Creating Titles :

Here are some best practices you should follow for creating titles on pages:

- Each page should have a unique title.
- If practical, try to include your Primary Keyword Phrase in every title of every page.
- Begin the title of your home page with your Primary Keyword Phrase, followed by your best Secondary Keyword Phrases.
- Use more specific variations to your Primary Keyword Phrase on your specific product, service, or content pages.
- If you must include your company name, put it at the end of the title.
- Use the best form, plural or singular, for your keywords based on what WordTracker says is searched on more often.
- Do not overdo it – do not repeat your keywords more than 2 to 3 times in the title

Keyword in description tag:

Keyword in H1 Tag:

5 Step Process Of Keyword Research — h1 tag

Keyword research is one of the most important and difficult research to your content marketing career. Good SEO campaign need starts with proper **keyword identification and categorization.**

Here is these steps that help you guide to keyword research.

Step 1– Do Keyword Research With A Brainstorm List — h2 tag

Create a long list of keywords that are relevant to your business which are indicate your content, products and services as a result the searcher may be found and interested in what you offer. Now build your primary keyword list using your sense, competitors insight, keyword research tools, internal search data, analytics data. Just think about your audience what would they searched for your products, services and information in the search queries?

```
<h1 class="entry-title">Title Tag Optimization</h1>
    <div class="entry-content">
<p>The title tag of a page is the most important part to <a
href="http://www.firmsitesolutions.com/business-website-optimization-
guide/">optimize</a>, just ahead of the <a
href="http://www.firmsitesolutions.com/url-structure-seo/">page's URL</a>.  If
you're not exactly sure what a title tag is, it's the page title that appears
at the top of your browser window when you're on any given webpage.  It's also
the title that is often used when a page is shared via social media or
republished elsewhere.  For these reasons, it's extremely important to both SEO
and user experience.  If you want to optimize your page titles for both search
engine purposes and usability, the following recommendations will set you in
the right direction.</p>
<h2>Title Tag Length Should be Limited</h2>
<p>We see sites all the time that have extremely long page titles.  This should
be avoided for a couple of reasons.  First, only the first 65-75 characters of
a page title are shown in search results.  After that, you see a "&#8230;"
where the title keeps going.  Second, if you have an extremely long page title,
there's a good chance that it's due to keyword stuffing within the title tag,
which will ultimately be harmful in terms of both SEO and user experience.  The
only time in which it may be advisable to create a long title tag is when you
have a very long keyword phrase that you must include for ranking purposes.<br
/>
```

Meta Description Tag Tips

Important tips for good Meta description tags:

- Use keywords in your meta description tag.
- Try not to repeat the words overly often, but try to use multiple syntaxes of your keywords.
- There should not be more than 150 characters in a description metatag of a single web page.
- Use a different meta description tag for each page, as each page is different and stands a better chance of being found if you place a good title and description on it.

Meta Keywords Tags Tips

- Use synonyms.
- Use unique keywords.
- No need to repeat any given phrase.
- You can repeat a word any number of time, as long as each time it is part of a different phrase

Using Keywords in the Page copy:

Stuffing your page with keywords was a surefire way to increase its rankings for a particular keyword.

Length of the content:

These days searchers want to be educated and won't satisfy with basic information
And it's a common sense that the longer your content is, the greater the chance that you can cover more aspects of your topic.

Duplicate content:

Having similar content across various pages of your site can actually hurt your rankings. Avoid duplicating content and write original copy for each page.

Image Optimization:

It's not only text that can be optimized on a page but other media too

Content Update:

Google algorithm prefers freshly updated content.

Outbound Links:

Linking to authoritative pages sends trust signals to the search engine. Think of it this way, the only reason why you would send a user to another site is if you wanted them to learn more of the subject. This can be a huge trust factor for Google

Internal links: Interlinking pages on your site can pass their strength between them.

Keyword in URL:Including keyword in the URL slug (that's the bit that appears after the ".com/"part of the URL) is said to send another relevancy signal to Google.

Mobile Optimized site:Only a year ago, 46% of searchers used mobile exclusively to research. I believe this number increased exponentially in the last 12 months. It would be no surprise then that having a mobile optimised site would affect rankings in some way.

Factors Affecting Off Page

➢ No.of linking domains
➢ The no of linking pages
➢ Link Relevancy:
➢ Contextual link:
➢ Quality of Links
➢ Social Networking Sites:
➢ Blogging
➢ Photo Sharing
➢ Video Sharing:

BLACK HAT SEO

Questionable & Negative Techniques
to fool or trick
Search Engines
with temporary results

WHITE HAT SEO

"Organic SEO"
for
Reputation Management

+ Improves Website Performance
+ Website & Server Setup
+ Imroves Link Popularity

Black Hat

White Hat

SEO

SEO

www.AllBlogThings.com

SEO techniques are classified into two broad categories:

White Hat Seo:

➢ In search engine optimization (SEO) terminology, white hat SEO refers to the usage of optimization strategies, techniques and tactics that focus on a human audience opposed to search engines and completely follows search engine rules and policies.
➢ For example, a website that is optimized for search engines, yet focuses on relevancy and organic ranking is considered to be optimized using White Hat SEO practices. Some examples of White Hat SEO techniques include using keywords and keyword analysis, backlinking, link building to improve link popularity, and writing content for human readers.

Black Hat Seo

➢ In search engine optimization (SEO) terminology, black hat SEO refers to the use of aggressive SEO strategies, techniques and tactics that focus only on search engines and not a human audience, and usually does not obey search engines guidelines.
➢ Some examples of black hat SEO techniques include keyword stuffing, invisible text, doorway pages, adding unrelated keywords to the page content or page swapping (changing the webpage entirely after it has been ranked by search engines).

SEO An SEO tactic is considered as White Hat if it has the following features:

- It conforms to the search engine's guidelines.
- It does not involve in any deception.
- It ensures that the content a search engine indexes, and subsequently ranks, is the same content a user will see.
- It ensures that a web page content should have been created for the users and not just for the search engines.
- It ensures good quality of the web pages. It ensures availability of useful content on the web pages.

Always follow a White Hat SEO tactic and do not try to fool your site visitors. Be honest and you will definitely get something more

An SEO tactic is considered as Black Hat or Spamdexing if it has the following features:

- Attempting ranking improvements that are disapproved by the search engines and/or involve deception.
- Redirecting users to a page that was different from the page the search engine ranked.
- Serving one version of a page to search engine spiders/bots and another version to human visitors. This is called Cloaking SEO tactic
- Repeating keywords in the metatags, and using keywords that are unrelated to the website content. This is called Meta tag stuffing
- Mirror websites by hosting multiple websites – all with conceptually similar content but using different URLs.

Always stay away from any of the above Black Hat tactics to improve the rank of your site. Search engines are smart enough to identify all the above properties of your site and ultimately you are not going to get anything

White Hat Seo tactics

- **Keyword Research:** Before making the website or writing the article, we must do a proper research on keyword and phrases for which we want to appear our web site on result page of Search Engine (SERP). Means proper research for both long and short trail keywords relevant to our content. After doing the proper research write the article.

- **Quality Content:** Follow the keyword research and try to write a quality article. Try to follow these things during writing an article
  - Valuable Content: Your content of the website must be valuable for the viewers. Otherwise your website got wrong impression and you will not get the returning visitors.
  - Keyword Placement: Put your keyword and phrases effectively on the article. Means on natural way so that it will be reader friendly
  - Images And Video: Use image and videos relevant to your article so that it will be good to view and your page will be look attractive
  - Meta Information: Use meta tag for website, article and placed images to get better result in SERP

- **Relevant Links:** Link building is one of the required part in SEO. Try to get proper backlinks for your article from another website by posting guest post, sharing data on different social media etc. Don't try any black hat method to get backlinks otherwise it will go to black hat technique. Also create inbound links in between your web pages.

Black Hat Seo Tactics:

Content Automation: Content Automation is a process of creating content of the website in a automatic manner by using a tool or script. It means the content of the website will be automatically generate using a tool and published on the website. It comes under the Black Hat SEO Techniques.

In Content Automation, total article or page is automatically generate. It means you are not putting any effort to give title, heading (h1–h6), tags and the rest of the content.

Doorway pages: Doorway pages are the simple HTML web pages that are created by inserting a few particular keyword or phrases for the purpose of sending website visitors to a different web page. These doorway pages are created in such a way that, they will be visible only to search engine and the search engine spider.

Purpose of creating doorway pages is to trick the search engine and increase the web site ranking for Search Engine Result Page (SERP). Doorway pages are also known as bridge pages, portal pages, jump pages, gateway pages, entry pages and by other names

Cloaking In SEO: Cloaking is a technique used to deliver the content of a Web page to a search engine in such a way that the same will be different for the normal human being. It means the spider of the search engine and other human beings are not viewing the same page of the website.

Sneaky Redirects In SEO: Sneaky Redirects is a redirection technique that is used to redirect a user to different page with the intent to display the content other than that was made available for search engine crawler. It means sneaky redirects send the web visitor to a different URL than the one the user is requested. This is a technique used in Black Hat SEO.

Link Farm In Search Engine Optimization: The process of exchanging reciprocal links with Web sites in order to increase search engine optimization. The idea behind link farming is to increase the number of sites that link to yours because search engines such as Google rank sites according to, among other things, the quality and quantity of sites that link to yours. In theory, the more sites that link to yours, the higher your ranking in the search engine results will be because the more links indicate a higher level of popularity among users of the Internet. However, search engines such as Google consider link farming as a form of spam and have been implementing procedures to banish sites that participate in link farming, so the term *link farming* has garnered negative connotations across the Internet.

Latest updates in Seo

➢ Google Panda & Penguin are the latest updates in SEO.

What is Google Panda?

➢ Google launched Panda in February 2011, mainly as a change in its search results ranking algorithm. The main purpose of the update was just to keep those low quality and low content sites away from the top ranking results and give the actual quality sites their due.

➢ As an obvious result, many websites with huge amount of advertising, or those with low quality content, saw a huge decline in the rankings

What is Penguin?

➢ Another algorithm update from Google that gave SEO experts another blow was Penguin that was launched in April 2012. The idea underlying the update was simple enough- penalize and decrease the rankings of sites that breach Google's Webmaster Guidelines set the by the search engine.

➢ This included lowering the search engine rankings of all those sites that practice black-hat SEO techniques like duplicate content, keyword stuffing and cloaking to name a few.

Factors Panda would look into:

- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?
- Does this article have spelling, stylistic, or factual errors?
- How much quality control is done on content?
- Does this article provide a complete or comprehensive description of the topic?
- Does this article have an excessive amount of ads that distract from or interfere with the main content?
- Would users complain when they see pages from this site?
- For a health related query, would you trust information from this site?
- Is the site a recognized authority on its topic?
- Does the page provide substantial value when compared to other pages in search results?
- Would you be comfortable giving your credit card information to this site?

Factors Penguin would look into:

- Avoid hidden text or hidden links.
- Don't use cloaking or sneaky redirects.
- Don't send automated queries to Google.
- Don't load pages with irrelevant keywords.
- Don't create multiple pages, subdomains, or domains with substantially duplicate content.
- Avoid "doorway" pages created just for search engines, or other "cookie cutter" approaches such as affiliate programs with little or no original content.
- Make pages primarily for users, not for search engines. Don't deceive your users or present different content to search engines than you display to users, which is commonly referred to as "cloaking."
- Don't participate in link schemes designed to increase your site's ranking or PageRank. In particular, avoid links to web spammers or "bad neighborhoods" on the web, as your own ranking may be affected adversely by those links.
- Don't use unauthorized computer programs to submit pages, check rankings, etc. Such programs consume computing resources and violate our Terms of Service. Google does not recommend the use of products such as WebPosition Gold™ that send automatic or programmatic queries to Google.

Thank You

Prepared and Presented by

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