GANPAT UNIVERSITY
U. V. PATEL COLLEGE OF ENGINEERING

2CEIT78PE5
SEO (SEARCH ENGINE OPTIMIZATION)

UNIT 1

BASIC OF SEO

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Course Contents

- What is domain?

- Portal/Search engine

- What is SEO?

- How Search Engine works?

- Types of SEO techniques

Unit 1: Basic of SEO

Before discussing contents:

- Why we need to learn SEO?

- How we implement SEO?

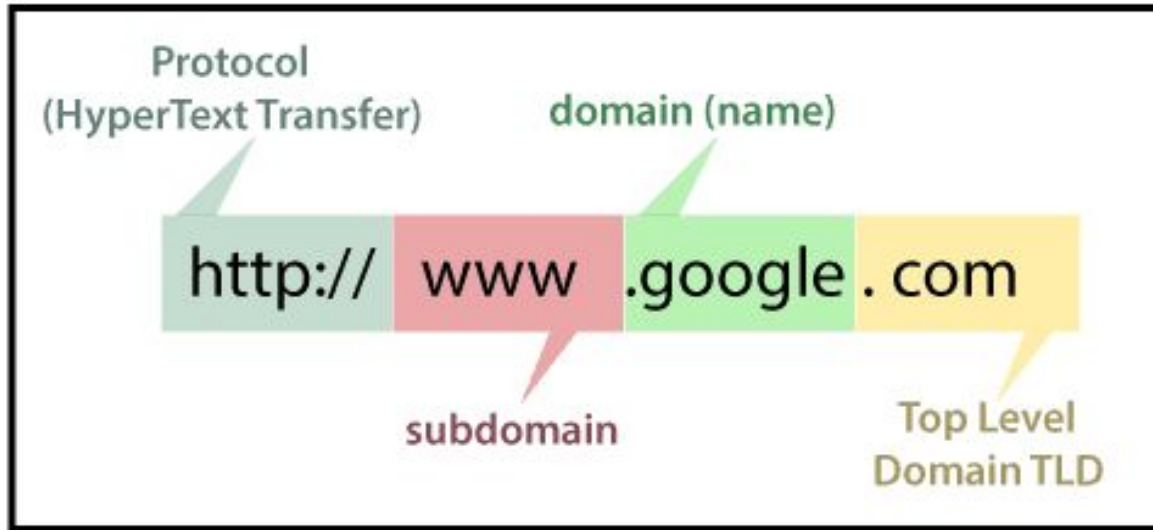- How search engine works

- Organic search Vs Paid search

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☐ ## What is domain?

Now, as you understand the difference between websites and domains, let's dig a bit deeper. Just as this image suggests, most URLs contain a protocol, subdomain, domain name, and top-level domain.

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- A subdomain is a prefix added to your original domain. Your URL doesn't have to include subdomains, but they are commonly used to ease navigation. Here are some examples of subdomains:

play.google.com

developers.facebook.com

help.netflix.com

en.wikiedia.org

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- A website domain name is a part of a URL that identifies its belonging to a particular domain. Here are some examples of domain names:

google.com

twitter.com

craigslist.org

reddit.com

Domain name suggestion tool: https://leandomainsearch.com/

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- **Portal/Search engine**

a web portal is a web-based platform that provides employees, customers and suppliers with a single access point to information. A web portal can be used to provide the user with personalised information such as employee training, safety manuals or a customer profile. A web portal can also be used to enhance the collaboration of information and improve the way employees, customers and suppliers interact with your business.

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An online business portal can replicate the look and feel of your business and provide you with greater control over your day-to-day processes. Regardless of time or user location, a web portal can be accessed quickly and easily on a desktop or mobile device such as a smartphone or tablet.

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- Examples of portals, particularly those that use a login experience, abound in most industries:

Patient Portals

Government Portals

Intranets/Extranets/Workplace Portals

Knowledge Management Portals

Student Portals

Vendor Portals

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- **What is search engine?**

A search engine is a service that allows Internet users to search for content via the World Wide Web (WWW). A user enters keywords or key phrases into a search engine and receives a list of Web content results in the form of websites, images, videos or other online data that semantically match with the search query.

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Some search engine example:

Google

**Bing**

Yandex

Yahoo

Baidu

YouTube

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- ## **What is SEO?**

Search engine optimization (SEO) is the practice of getting targeted traffic to a website from a search engine's organic rankings. Common tasks associated with SEO include creating high-quality content, optimizing content around specific keywords, and building backlinks.

SEO is all about improving a site's rankings in the organic (non-paid) section of the search results.

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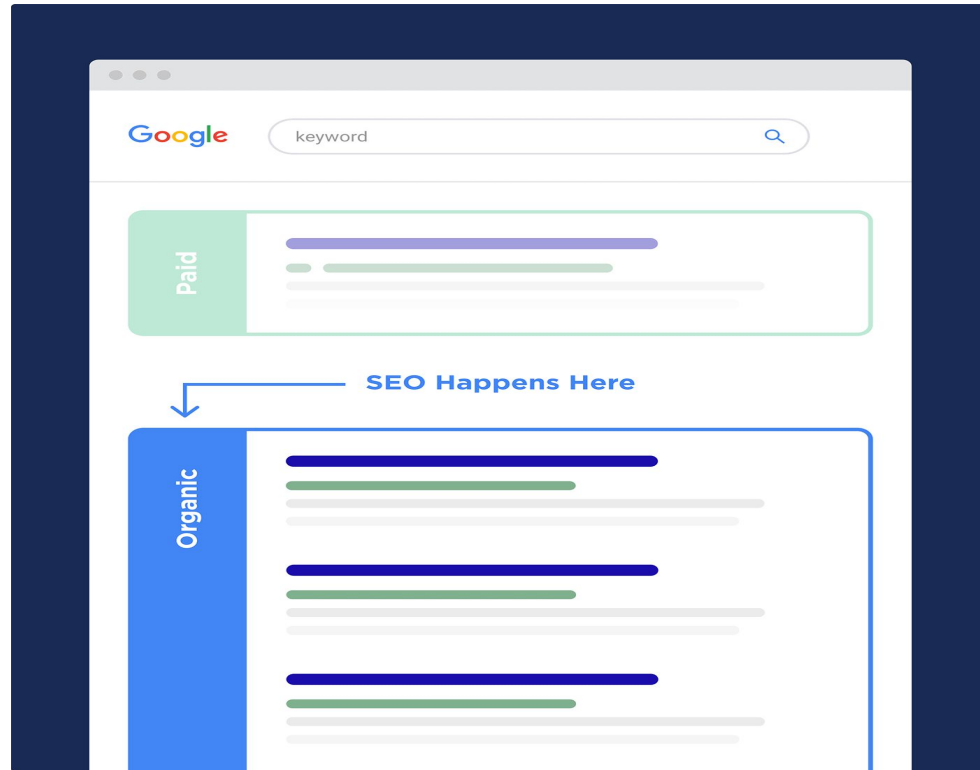
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The main benefit of ranking for a specific keyword is that you can get "free" traffic to your site, month after month.

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□ **How search engine works?**

Now it's time to learn how search engines like Google actually work.

When you search for something in Google (or any other search engine), an algorithm works in real-time to bring you what that search engine considers the "best" result.

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Specifically, Google scans its index of "hundreds of billions" of pages in order to find a set of results that will best answer your search.

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Relevancy

If you search for "chocolate chip cookie recipes", you don't want to see web pages about truck tires.

That's why Google looks first-and-foremost for pages that are **closely-related to your**

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- ## Search Engines Match Pages to Query Intent

Once the search engine understands what kind of result you want to see, it needs to find matching pages. A series of factors help the search engine decide which pages are best, including:

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- Title/content relevance
- Types of content
- Content quality
- Site quality and freshness
- Page popularity
- Language of query

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People also ask

Which wireless earphone is best in India?   ⌄

Which wireless earphone is best under 1000?   ⌄

How do I choose earphones?   ⌄

Which is better neckband or earphones?   ⌄

Which neckband is best?   ⌄

Which type of earphone is best?   ⌄

Which is better earphones or earbuds?   ⌄

Feedback

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- White Hat SEO? Black Hat SEO?

White hat SEO techniques are heroes — tactics that work within search engines' terms of service to improve a site's search engine results page (SERP) rankings.

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Understanding what's what when it comes to [SEO best practices](#) is essential to maintain the integrity of your website, online rankings, and visibility.

Here are some of the top White Hat SEO tactics you can use to "play by the rules" to boost your website's presence:

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1. Quality content
2. Content-relevant keywords
3. Keyword-rich page titles and metadata
4. Lean code/well-structured markup language
5. Authoritative inbound links
6. Simple website navigation
7. Fast page loading times

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1. Quality content written for the benefit of the reader, not the search engine crawler, is the most crucial element of modern day SEO. It is the best way to be rewarded by search engines and how they rank your site or blog. Always remember that quality content is king!

2. Content-relevant keywords based on disciplined research around page content is mandatory. Also, pay attention to [keyword usage]. Stick to one primary keyword and 2 or 3 secondary/supporting keywords.

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3. Keyword-rich page titles and metadata are also mandatory. It's easy to overlook or underestimate these areas, but optimization is low-hanging fruit for most sites.

4. Lean code and semantically structured markup language, including the use of keyword-rich heading elements on your pages, aid search engines in finding what they're looking for when crawling your site.

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5. Authoritative inbound links that are gained organically versus paid links have become one of the most important elements in your SEO efforts. Attaining [authoritative inbound links](#) takes time and dedication, but the tremendous impact on how you rank in SERPs and increased overall site traffic make it well worth the effort.

6. Simple website navigation generally boosts where your site places in organic search rankings. It also helps visitors find what they need without getting frustrated, which is a win for potential conversions.

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7. Fast page loading times is a necessity because, like simple navigation or [mobile optimization](#), responsive sites don't frustrate visitors or encourage bounce. From an SEO standpoint, site speed is a search engine ranking signal. Sites that are slow in responding to visitor requests for whatever reason (large images, image carousels, etc.) generally rank lower in SERPs because the user experience is jeopardized. Be mindful of functionality and features and how they impact load times.

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Black Hat SEO Techniques

1. Keyword stuffing
2. Meta keyword stuffing
3. Link farming
4. Content cloaking
5. Publishing bad content

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1. Keyword Stuffing

Keyword stuffing refers to the practice of filling your content with irrelevant keywords in an attempt to manipulate where the page ranks on search results pages. Adding multiple variations of keywords where they add no value creates a bad experience for users. It may also cause your page to rank for irrelevant queries.

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Repeating the same words or phrases so often that it sounds unnatural.

Here's an example of keyword stuffing for a website selling outbound marketing software:

"We are in the business of selling *outbound marketing* software. *Outbound marketing software* is what we sell. If you are thinking of getting *outbound marketing software* get in touch with one of our *outbound marketing software* consultants."

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2. Meta keyword stuffing

unnaturally placing keywords in web page **meta** tags, page titles, or backlink anchor text — is easy enough for a trained monkey to conduct, but does not positively impact your SEO. In fact, it can turn away search engine crawlers.

Repeating the same words or phrases so often that it sounds unnatural, for example:

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We sell custom cigar humidors. Our custom cigar humidors are handmade. If you're thinking of buying a custom cigar humidor, please contact our custom cigar humidor specialists at custom.cigar.humidors@example.com.

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2. Meta Keyword Stuffing

Most Important: length 150 to 160 char

unnaturally placing keywords in web page **meta** tags, page titles, or backlink anchor text — is easy enough for a trained monkey to conduct, but does not positively impact your SEO. In fact, it can turn away search engine crawlers.

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3. **Link farming**

is the process of gathering a whole slew of unrelated website links that are typically hidden from actual site visitors. Being listed on such a page won't get you traffic — in fact, it potentially puts you at risk of having your site flagged.

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 4. **Content cloaking** is a lot like electronic bait and switch. Search engine spiders are shown content that doesn't actually appear in the user's browser. This dual path helps sites rank for irrelevant content, and provides unwitting users with results other than that which they expected. A basic example would be providing HTML to search engines while showing images or Flash files to human users — a classic trick of spammers.

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5. Publishing bad content provides no value to visitors and reflects poorly on you. Scraping or copying content from other sites was once nearly undetectable by search engines, which made it a bit of a rankings boon. Now, Google and other search engines have algorithms in place that not only recognize duplicate content, but instantly down-rank sites for duplication or other low-quality content.

Differences between Black Hat SEO and White Hat SEO:

- **Black Hat SEO**
- Black Hat SEO refers to the use of aggressive SEO tactics and strategies that focus only on search engine not on human audience.

- **White Hat SEO**
- White Hat SEO refers to the use of optimization SEO tactics and strategies that focus more on human audience as opposed to search engine and completely follow search engines rules and policies.

Differences between Black Hat SEO and White Hat SEO:

- It is used by those who are looking for quick financial return on their website.

- It contain stuff and spam keywords into the on-page contents to fool the search engine spiders and improve ranking.

- It improves your search performance on search engine result page(SERP) along maintaining the integrity of the website.

- It contain properly research, craft titles, Meta tags according to webpage, industry, relevance

Differences between Black Hat SEO and White Hat SEO:

- It consists of irrelevant back links.

- It exchange the links for the ranking.

- It is also known as Unethical SEO.

- It is used for short term goals and benefits.

- It get the link because of quality content.

- It consists of natural links.

- It is also known as Ethical SEO.

- It is used for long term goal and benefits.

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Types of Schema

- Article
- Event
- FAQ page
- Job posting
- Website sitelink searchbox

- Local business
- Organization (logo, contact, social profile)
- Product, Review
- Offer
- Recipe
- Video

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□ **Tools you can use for Schema Markup**

Schema markup generator:

https://www.google.com/webmasters/markup-helper/u/0/?

https://technicalseo.com/tools/schema-markup-generator/

https://www.rankranger.com/schema-markup-generator

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□ Schema validator tool

https://validator.schema.org/

Local SEO ranking factor:

https://www.smamarketing.net/hs-fs/hubfs/Localized%20Organic%20Ranking%20Factors.png?width=744&name=Localized%20Organic%20Ranking%20Factors.png