A SEMINAR PRESENTATION
ON

"Search Engine Optimization"

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CONTENTS:

- ❖ INTRODUCTION
- ❖ SEARCH ENGINE OPTIMIZATION PROCESS
- ❖ TYPES OF SEO
- ❖ SEO TECHNIQUES CLASSIFICATION
- ❖ WHITE HAT SEO TECHNIQUES
- ❖ BLACK HAT SEO TECHNIQUES
- ❖ HOW DIFFERENT VARIASION OF SEO OPTIMIZATION EFFECT RANKING
- ❖ IMPORTANCE OF SEO
- ❖ REFERENCE

INTRODUCTION

❖ Search engine optimization is process of improving the quality and quantity of web traffic by increasing visibility(ranking) of a website to users of search engine.

❖ SEO considers how search engines work, what people search for, and which search terms (words) are typed.

❖ Optimizing a website may involve editing the content to increase its relevance to specific keywords.

❖ SEO tactics should be incorporated into the website development and especially into the menus and navigation structure . It may required to change html source code for effective seo.

SEARCH ENGINE OPTIMIZATION PROCESS

TYPES OF SEO

1. **On –page SEO:**Anything that is done inside the website is a part of On-page SEO. It's all about Keyword Optimization, which is a process of using the words that have the maximum credibility when it comes to getting a good ranking on SERP .

2. **Off-page SEO**: Off-page SEO is generally regulated by links. Pages with the similar type of contents are linked together .High linkage->high link popularity->high ranking .There are two types of link external and internal links.

SEO TECHNIQUES CLASSIFICATION

❖ SEO techniques can be classified into two broad categories:

❖ techniques that search engine companies recommend as part of good design is known "white hat". white hat conforms to the search engines' guidelines and involves no deception also ensure content SE rank and index is same as users.

❖ those techniques of which search engines do not approve is known as "black hat". Black hat attempts to improve rankings in ways that are disapproved of by the search engines, or involve deception.

WHITE HAT SEO TECHNIQUES

TECHNIQUE	DESCRIPTION
Guest Blogging	It means writing blogs for another person's site. It helps in getting back links.
Quality Content	Write original and relevant contents. Quality contents attract users to visit a website from now and again.
Rewriting	Modifying metadata to include more relevant information.
Link Baiting	It is the creation of content that impels people to link to your page from another website. The purpose is increasing the number of inbound links to content and in this way improving its performance in search engine results.

BLACK HAT SEO TECHNIQUES

TECHNIQUE	DISCRIPTION
Cloaking	In this strategy content as viewed by users is different from that of search engines.
Keyword Stuffing	It is an unethical SEO method. It means inserting numerous instances of specific keywords into content to try to get better search engine rankings.
Doorway Page	Fake pages that the user will never observe.
Hidden text	Hidden text can't be viewed by users but it is readable by search engines bots.
Comment Spam	Comment posted on a blog for the purpose of creating an Inbound link.

How Different Variations of SEO Optimization Will Affect Your Rankings

	Competitive keywords rankings	Mildly Competitive keywords rankings	Not Competitive keywords rankings	No Rankings
Bad on page + Bad off page				✕
Good on page + Bad off page			✕	
Bad on page + Good off page		✕		
Good on page + Good off page	✕			

IMPORTANCE OF SEO

❖ **To help gain more visitors**: majority users click on only top 4-5 web pages appeared in search results, so it's very important for a website to appear in top results of a search engine.

❖ **Important for social promotion of a website**: if a website appears in top results of a search engine such as Google, Bing, etc. then it gains instant popularity and to some extent trust of a user.

❖ **Improving user experience:** SEO doesn't focus only on improving search results but also on improving the user experience and usability of a website so that a website is more appealing to a user.

❖ **It plays an important role in improving the business of a commercial site:** if two websites are selling the same product, for example both Flipkart and Amazon focus on selling fashion clothing, then the site having better position in search result of a search engine has chances of getting more users as compared to the other.

REFERENCE:

- ❖ https://images.app.goo.gl/MHKtTah9x27fgoTk9
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THANK YOU