Introduction to SEO

What is SEO?

SEO (Search Engine Optimization) is all about **optimizing the organic, non-paid section of Google's search results** to naturally attract more visitors to your website.

Why it matters

Over **60% of web traffic** comes from search engines, making SEO a **critical part of any website strategy**.

Google Ranking Factors

Google uses **200+ factors** to rank pages. Don't get overwhelmed — focus on the **top three**:

1. **Relevance**

   o How well your content **matches what users are searching for**.

2. **Authority (Trustworthiness)**

   o Measured mainly by **backlinks** — how many other websites link to yours.

   o Not all backlinks are equal: a link from a **trusted site** is worth more than many from low-quality sites.

3. **Usefulness**

   o Google distinguishes between **quality** and **usefulness**.

   o Example: A page written by a top scientist may be high-quality, but if it's **full of jargon and hard to understand**, it will rank lower than a **simpler, well-organized page** that is easy for most users to follow.

Introduction to SEO

What is SEO?

SEO

Organic Results

60% of web traffic comes from **SEARCH ENGINES**

Key Google Ranking Factors

▶ Focus on the Top 3 ◀

✓ 1. Relevance
Matches the user's search intent

2. Authority
Earned via Quality Backlinks

3. Usefulness
Content that's easy to understand

Quality vs. Usefulness

⚗ Complex Scientific Article
- ✓ High Quality
- ✓ Hard to Understand

❯ Simple, Clear Guide
- ✓ Easy to Read
- ✓ Well Organized

Create content that is **Relevant, Authoritative & Helpful!**