



9/29/2022

SEARCH ENGINE OPTIMIZATIO (SEO)

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QUESTION : 1

What is SEO? And explain the 3 factor that leads to success or failure in SEO.

SEARCH ENGINE OPTIMIZATION:

SEO stands for “search engine optimization.” In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other [search engines](#). The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.



FUNDAMENTALS:

Many factors impact your SEO success, including

Technical:

This includes anything that affects the performance of, visibility of, or how search engines access your site. This includes indexing and crawling, schema, page speed, site structure, URL structure, and much more.

ON-PAGE:

This is your content – both what is visible to users on your webpages (text, images, video, or audio), as well as elements that are only visible to search engines (HTML tags, structured data).

OFF-PAGE:

This is anything that's not on your site. Ultimately, off-page factors are about growing and demonstrating your website's [authority, relevance, and trust](#) and building an audience. Think link building, social media marketing, PPC marketing, reviews, and user-generated content.

REFERENCE:

<https://searchengineland.com/guide/what-is-seo>

← FOR SEO →

<https://www.searchenginejournal.com/seo-guide/seo-success-factors/> ← FOR FUNDAMENTALS →

QUESTION : 2

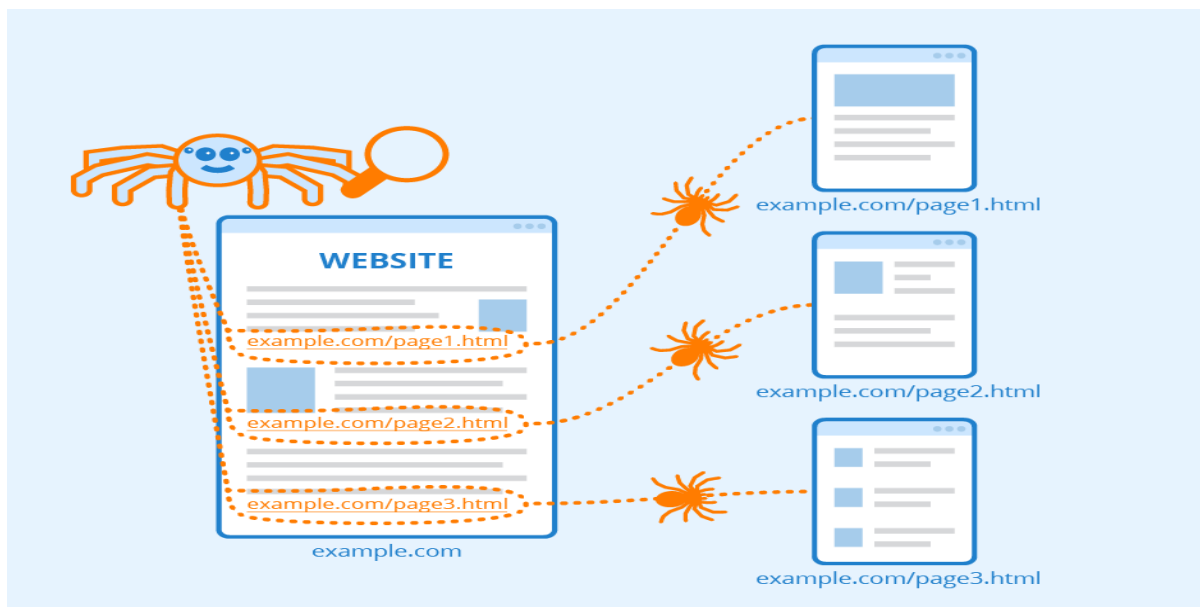
How Google's Search Engine Works to rank Website?

GOOGLE'S SEARCH ENGINE:

Google search follows its algorithm and goes through the information available on its platform. Thus, Google search engine's algorithm helps to provide the best possible results related to a user's search. Google follows three basic steps to generate results from web pages:

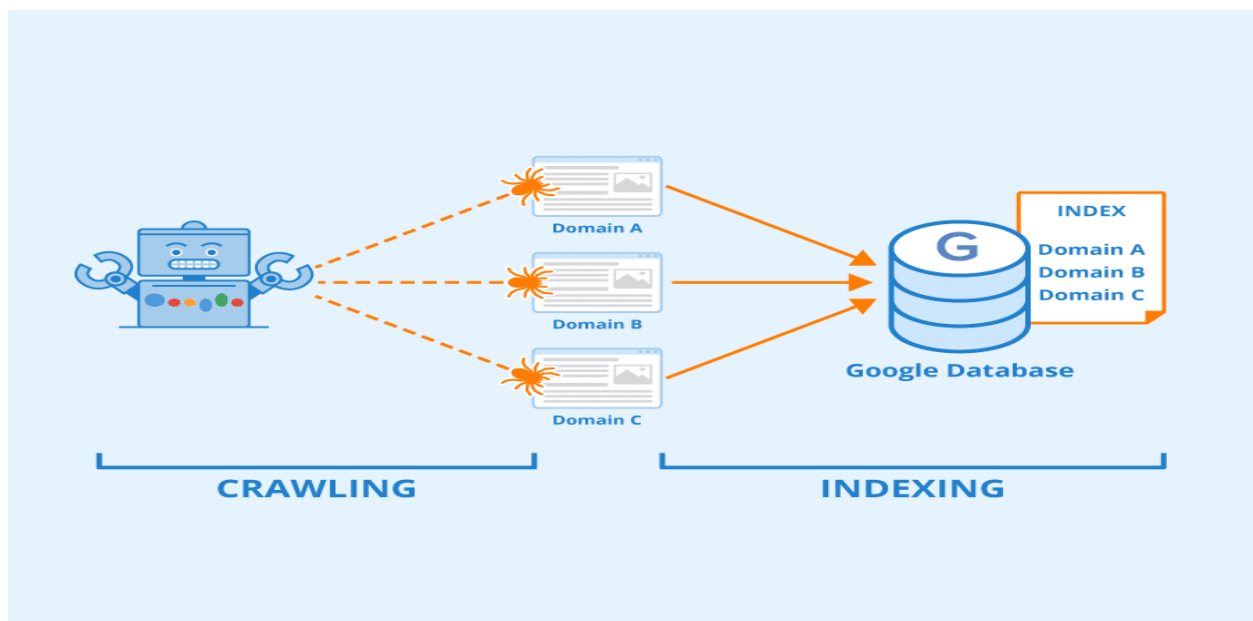
CRAWLING:

When one types something in the search bar in the first place, it finds what pages exist on the web. As there is no central registry of the webpages on the internet, therefore it constantly adds them to its list. Some pages are known by the Google which are already crawled.



INDEXING:

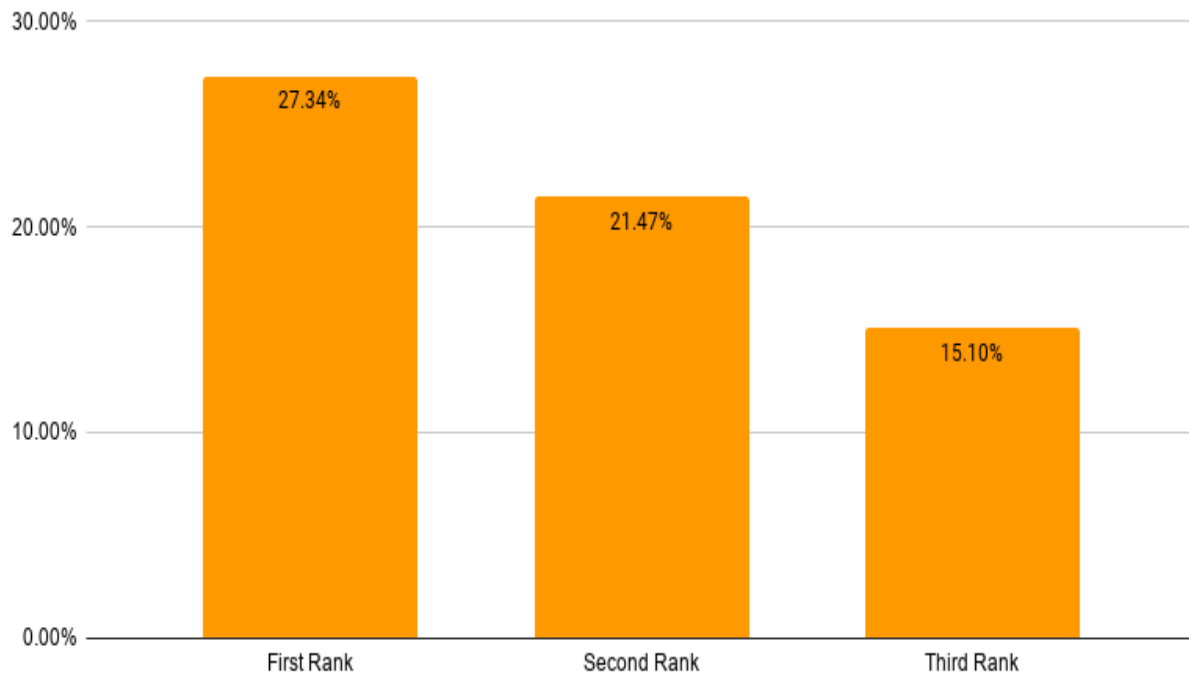
After a page is discovered, Google understands the data of the page. Google analyses the content such as the videos, images, the catalogs, etc. embedded on the webpage. This process is called Indexing. This information is then stored in the Google index, a huge data base stored in computers.



RANKING:

When the user searches something, the Google then scans through the indexed pages to give the best result. It gives attention to factors like language, location, device, etc. With the same search query restaurant near me, search results for a user in India will be different from the

person located in the USA. This is how the results are varied. It ranks pages programmatically.



This is how the Google works to give the search results after going through simple, yet complex process.

REFERENCE:

<https://www.indiatoday.in/information/story/-how-google-search-works-in-3-steps-1664546-2020-04-08>

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QUESTION : 3

Describe and Illustrate Organic and Paid SEO?

ORGANIC SEARCH:

Organic Search results are the unpaid sections in the search engine results page that are determined based on the content's relevance to the keyword query rather than because of Search Engine Marketing. A website can take advantage of organic search by presenting the website to Google to be filed and afterward making website pages that depend on specific keywords that the site is focusing on. A website's organic rank does not cost any amount every month. The main expense is the time and exertion to get to that ranking.

PAID SEARCH:

Paid searches are advertisements. Search engines will show ads close to organic search results. This is the primary way search engines make a profit. Advertisements are almost consistently shown at the very top of a search result, or in a left/right sidebar. Paid search works on a pay-per-click model. Paid search is a kind of contextual advertising where site owners pay a charge to have their site shown in top search engine results page placement.

ORGANIC VS PAID:

S.NO	Parameters	Organic Search	Paid Search
1.	Search Results	Organic Search results appear in the middle of the page.	Paid Search results appear at the top of the web page.
2.	Clicks	Organic Search gets less clicks.	Paid search gets more clicks.
3.	Ranking	Organic Search is a long process to get rank in one of the top positions.	By paying big amount, site can be ranked on top quickly.
4.	Traffic	Traffic is better than other forms.	Traffic is not better than other forms.
5.	Conversion	Conversion is not as good as Paid search traffic.	Highly optimized keywords generate more conversions.
6.	Effect	It is long lasting.	Traffic will stop if paying per click is stopped.

FACTS:

- Organic Search is 5.66 times better than Paid Search.
- 1 out of 10 blog posts are intensifying, which means their organic search traffic increases with time.
- Maximum search questions are 4 words or longer.
- Paid Click-Through Rate has seen a minute increase in performance from 2015 (3.38%) to 2018 (3.82%). (Source- Jump Shot Clickstream Data)

CONCLUSION:

Both the methods have its own uniqueness or advantages but it is widely believed that Organic Search is more effective than Paid search in the long run. Paid Search which is extremely costly can be beneficial only for a small period of time.

REFERENCE:

<https://www.geeksforgeeks.org/difference-between-organic-search-and-paid-search/>

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QUESTION : 4

Why do companies and individual ecommerce business need SEO?

NEED OF SEO:

It doesn't matter if your company is big or small, a bootstrapped startup or a Fortune 500 firm — you need SEO to maximize your e-commerce website's profitability.

Reason #1: SEO Is Critical For Helping Customers Find You:

Having an e-commerce website without SEO is leaving cash on the table — and plenty of it.

But don't take my word for it. Log on to your analytics tool. Look at where most of your traffic, conversions and sales come from. I'm positive that, in most cases, organic search will rank as one of your top sources of revenue. For many businesses, Google drives the lion's share of profit-producing traffic. (And if it doesn't for yours, then you're making some big mistakes somewhere.)

The way technology has evolved over the years has transformed the way consumers purchase products. Search is now an integral part of the decision-making process, with [89 percent of consumers using search engines to inform their purchase decisions](#).

Thus, ignoring SEO means you're taking the risk of not being visible during your customers' buying journey. When you aren't visible on search results, fewer customers know about you, you sell less, and your growth slows down. At the same time, your competitors will increase sales and profits — and you're letting them grow stronger.

Look at it from another perspective. Your potential for growth is tremendous. Too often, I find clients satisfied with average rankings on Google's organic search results. They don't understand that they could expand sales and revenue massively by improving further.

If your revenue were to drop by 50 percent, alarm bells would go off instantly — yet that doesn't happen when you miss a chance to grow by 50 percent. That opportunity is just waiting there for you to grab with a superior SEO strategy.

Reason #2: SEO Is A Cost-Effective Way To Grow Your Bottom Line:

My more successful clients allocate most of their time and resources to activities that are essential for meeting their goals — and cut down on areas with lesser potential or impact. When the fundamentals of your sales and marketing strategy involve correct analysis of your situation, market and competition, and your plan is tailored to your resources and strengths, your efforts will be more cost-effective.

In highly competitive industries and niches, paying for website traffic can run to many dollars per click. Or maybe you're forced to buy costly banner ads. With effective SEO, you are less dependent on this traffic.

Of course, you can still buy ads. But if finances are tight, SEO can be a lifesaver that keeps sales and profit flowing.

Unlike paid search traffic, the traffic from organic search is “free” — no cost per click, no cost per conversion, no cost per impression. No wonder SEO has always been so popular. You can attract quality traffic in large volumes without paying for it directly. (Of course, there are costs associated with hiring and retaining an SEO professional, though this is true for any online marketing discipline.)

Successful e-commerce companies have prioritized SEO efforts to optimize their websites for Google (and other search engines). I’ve seen small Norwegian local e-commerce websites dominate niches with stiff competition from leading international brands. Remarkably, they do this even with relatively small budgets and limited resources. Some have done it just by following simple SEO best practices.

These successful companies have a unique mindset. Their approach, preparation and planning is different. They integrate SEO with an overall marketing strategy, tying it in with activities like content marketing and social media marketing, guided by an experienced SEO consultant.

Integrating SEO with other marketing activities has a twofold benefit: it increases the effectiveness of these marketing activities while also improving your organic search visibility. This saves you time and money and brings down your cost per conversion. You’ll achieve more by spending less.

Reason #3: SEO's Effects Are Long-Lasting, Making It A Great Investment:

Search engine optimization delivers results that are targeted, cost-effective and measurable — and long-lasting.

SEO doesn't have a shelf life of weeks or months. No one "pulls the plug" on SEO. With paid advertising, the minute you stop paying, the traffic drops. SEO just keeps going and going, working night and day.

The long-term effects of a solid SEO program are clear. Unlike most forms of marketing, where you start with a clean slate every year, SEO builds upon itself to grow stronger over time. You can layer upon what you did last year and keep growing, until you own your niche and dominate your market.

In some cases, you can even take a break or focus on other things for a few weeks or months and return to find your SEO just as effective as before (or close to it). Unlike paid advertising, the stream of customers and sales won't stop the moment you put the brakes on. If you run short of cash, you could pause your other ads and still be visible to your audience through organic search results.

REFERENCE:

<https://searchengineland.com/3-simple-reasons-e-commerce-websites-need-seo-233291>

← FOR ALL →

QUESTION : 5

What are Search Engines looking for? List and describe seven (5) of them – such as “Quality” of Content?

SEO USE:

A search engine is a software program that helps people find the information they are looking for **online using keywords or phrases**. Search engines are able to return results quickly—even with millions of websites online—by scanning the Internet continuously and indexing every page they find. Here’s a look at seven of the top search engines (that’s right, there’s more than one), a brief exploration of the ins-and-outs of each, and some links to some of the best articles on how to market to and monetize them.

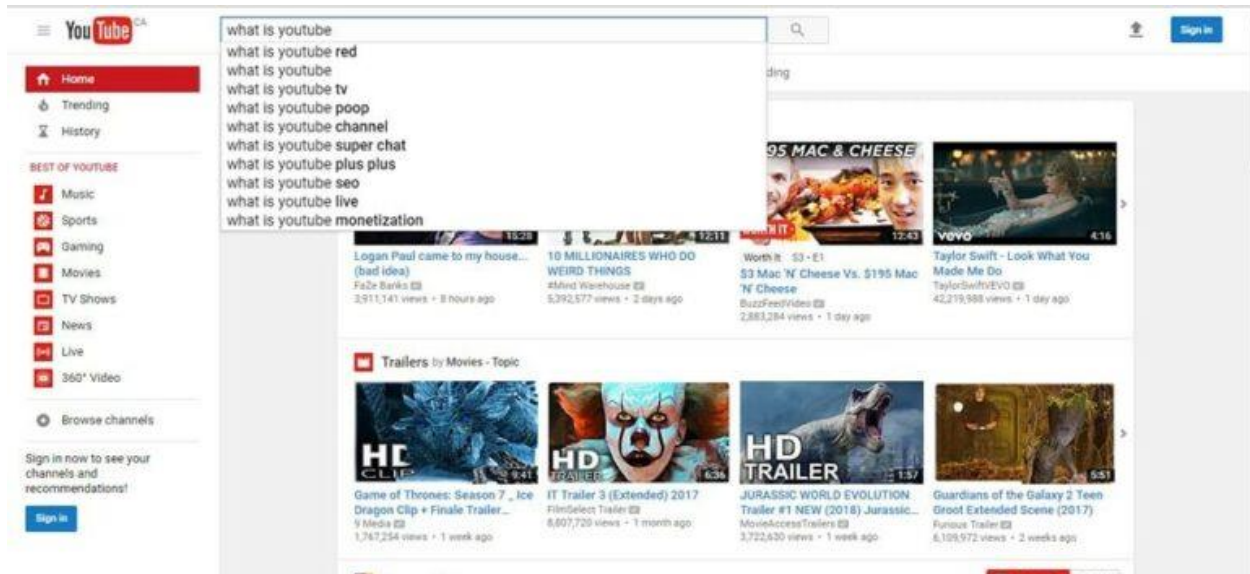
GOOGLE:

With over 86% of the search market share, one hardly needs to introduce readers to Google. However, it clearly needs to head up any list of search engines.



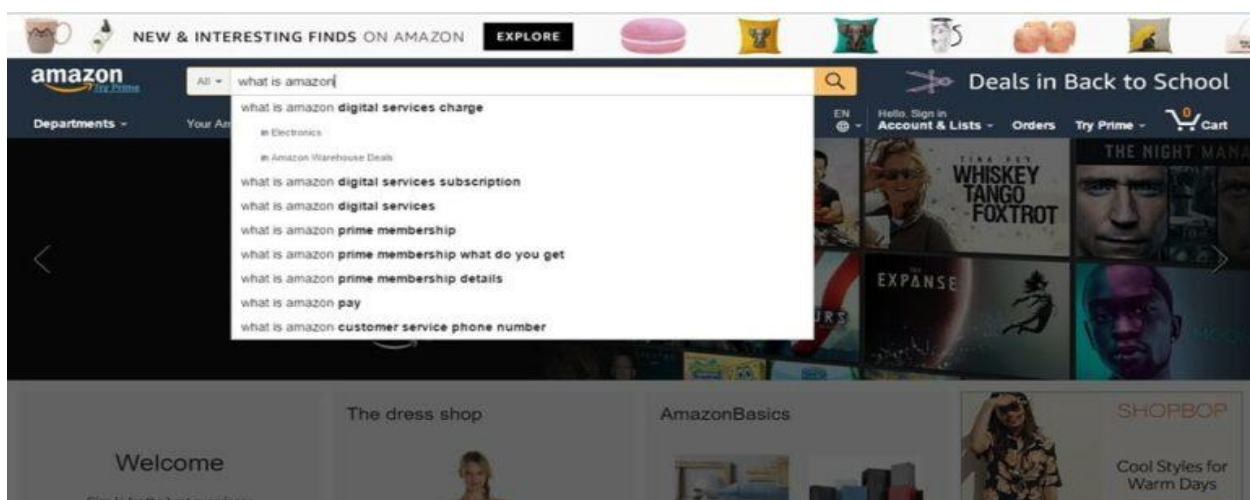
YOUTUBE:

YouTube was founded in 2005 by veterans of PayPal and was purchased just over a year later by none other than Google, giving it control over the top two search engines on this list.



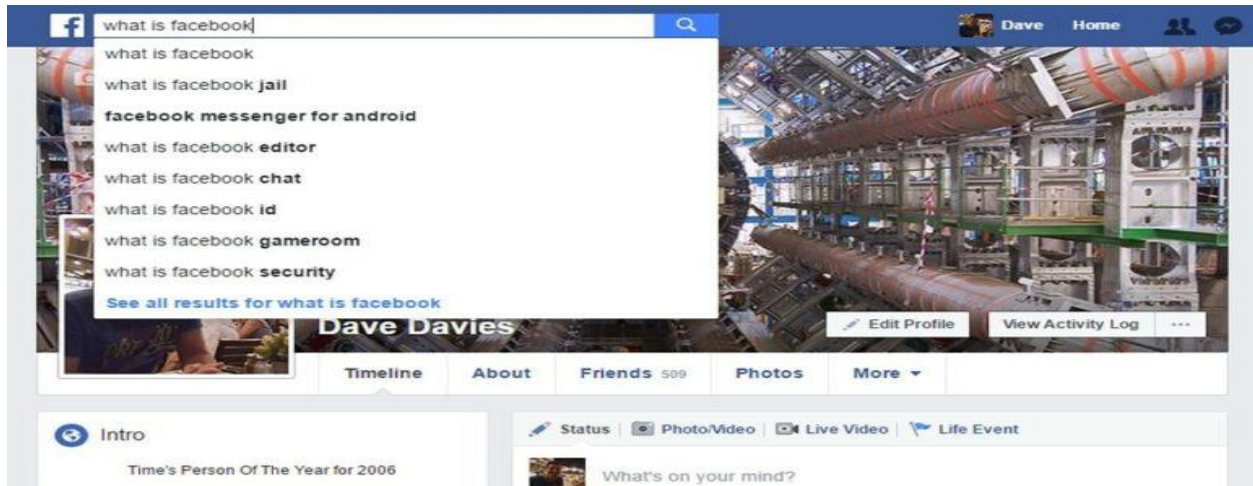
AMAZON:

Amazon was launched in 1995 and, thus, is considered as one of the first large companies to sell goods online.



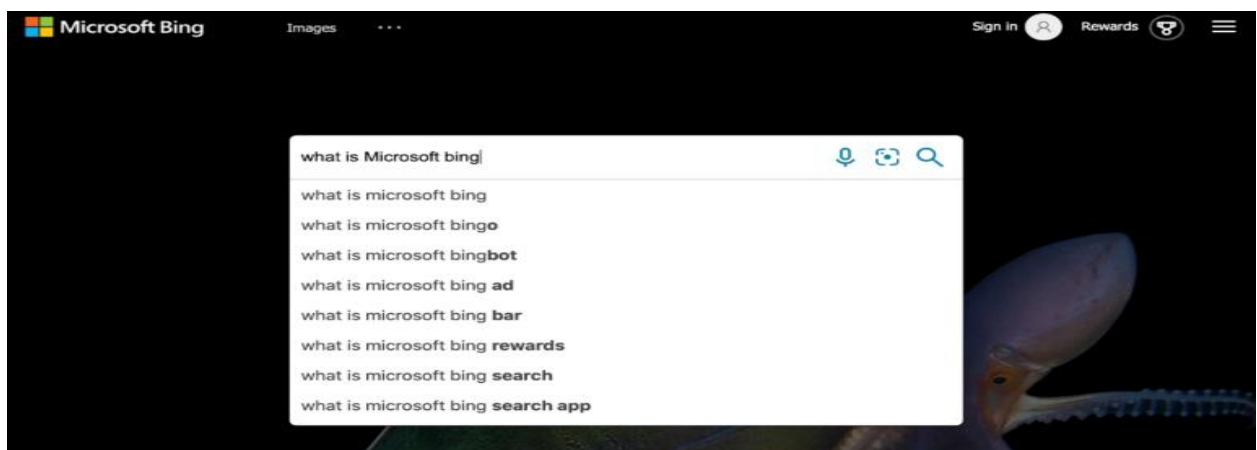
FACEBOOK:

In 2006, [Facebook](#) (as we know it) was born. From 2004 until then, it was accessible only by students, and in 2006, it was opened up to the world.



MICROSOFT BING:

Bing replaced MSN Search as Microsoft's answer to Google in 2009. Launching with just 8.4% of the search market share, they quickly crossed 10 percent, and in a deal, later that year to power Yahoo search rose to [28.1%](#). In 2016, they [added AOL](#) to the sites they provide search results for.



REFERENCE:

<https://www.searchenginejournal.com/seo-guide/meet-search-engines/>

← FOR ALL →

QUESTION : 6

Describe and Discuss - Keywords, Keyword Phases and why are they important and how do they impact SEO and web content?

KEYWORDS:

[SEO keywords](#) range from single words to complex phrases and are used to inform website content to increase relevant organic search traffic.

Your audience uses them when searching for something related to your brand.

When effectively researched and optimized, keywords act as a conduit to connect your target audience with your website.

1. Keywords are (not provided):

If you're brand new to SEO, you may be surprised to know organic keywords were once easily accessible in Google Analytics, Adobe Omniture, or any other analytics platform.

However, things started changing in 2010 when Google began [quietly taking steps to remove keyword data](#). In late 2011 through the following year, a significant amount of organic keyword visibility would be stripped.

2. AI and NLP made keywords obsolete:

Another time the validity of keywords was challenged was when [Google rebuilt its algorithm in 2013](#).

Receiving its name for being fast and precise, Hummingbird helped Google better understand search intent, particularly with complex and conversational searches.

In 2015, Google incorporated the AI-driven ranking factor, [RankBrain](#), into the mix to further improve its query interpretation abilities.

Before, a search for “what pizza places near me deliver?” would send Google off looking for content that matches those terms.

3. Voice search rendered keywords useless:

As voice search grew from being an occasionally-used novelty to a staple in our search behavior, many wondered what that meant for keywords.

REFERENCE:

<https://www.searchenginejournal.com/seo-guide/why-keywords-important-seo/>

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