Search Engine Optimization (SEO)

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- Search engine optimization (SEO) is the process of improving the ranking (visibility) of a website in search engines. The higher (or more frequently) a website is displayed in a search engine list (like Google), the more visitors it is expected to receive.

- 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. Promoting a site to increase the number of links, is another SEO tactic.

Why is SEO important?

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

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

- **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.

Basic principles in the working of a Search Engine

Following are majority steps involved in the working of a search engine:

- **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 the 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, it is nothing more than simply displaying them in the browser.

Search engines such as Google and Yahoo! often update their relevancy algorithm dozens of times per month. When you see changes in your rankings, it is due to an algorithmic shift or something else beyond your control. Although the basic principle of operation of all search engines is the same, the minor differences between their relevancy algorithms lead to major changes in the relevancy of results.

On-Page and Off-Page SEO

Effective SEO strategies are generally split into two groups: **on-page SEO** and **off-page SEO**.

On-Page SEO – It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page, etc.

Off-Page SEO - It includes link building, increasing link popularity by submitting open directories, search engines, link exchange, etc.

On-Page SEO

Focuses on factors on your own website

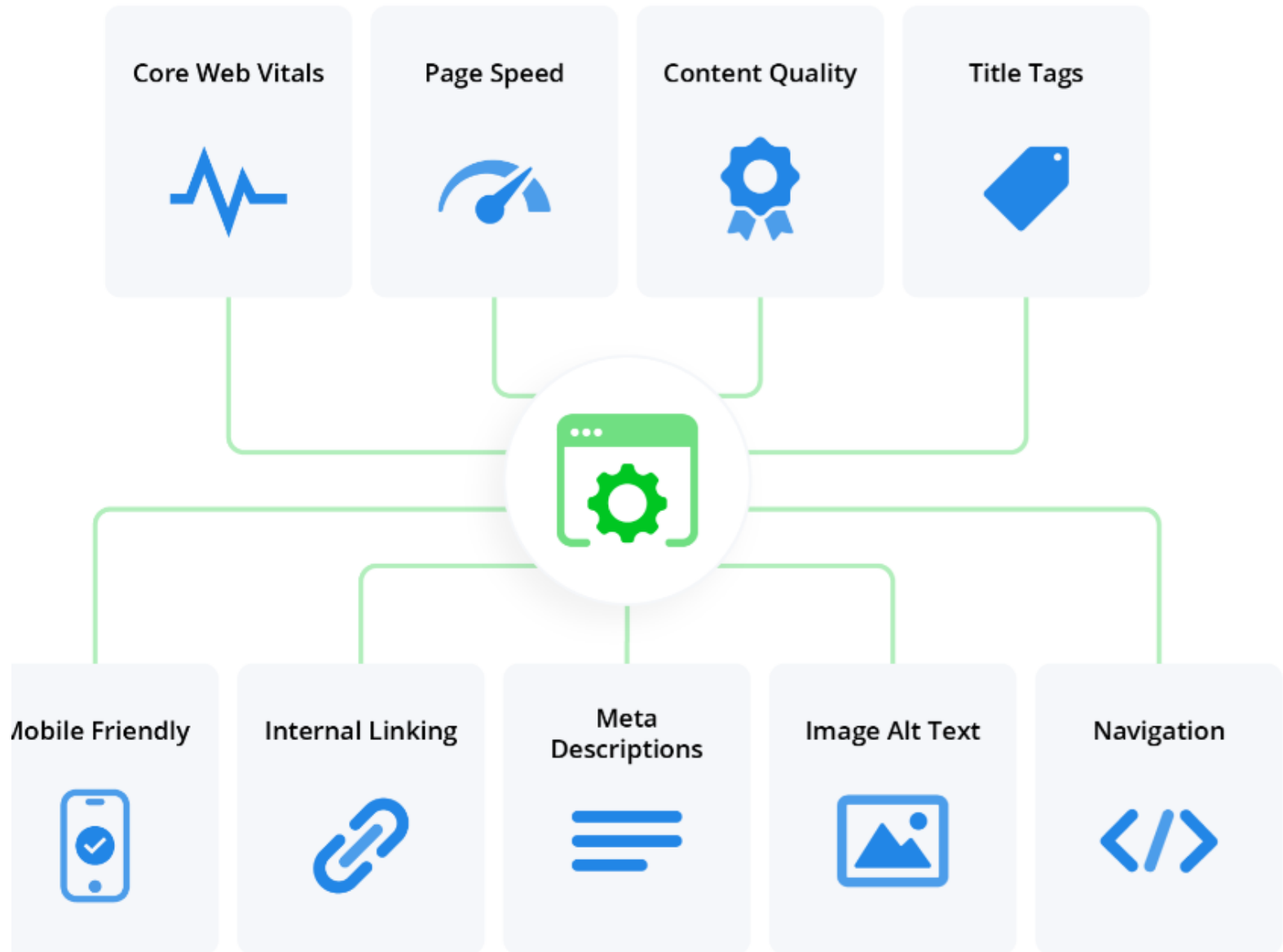Tells us what a page is about and how easy it is to use

Off-Page SEO

Focuses on references to your site on other websites

Tells us how trusted and popular a page is

On-Page SEO

Core Web Vitals

Page Speed

Content Quality

Title Tags

Mobile Friendly

Internal Linking

Meta Descriptions

Image Alt Text

Navigation

Factors that can impact on-page SEO include:

Core Web Vitals: One of the newest Google on-page ranking factors, Core Web Vitals are a set of real-world metrics that quantify a website's user experience. They measure important dimensions such as visual stability (Cumulative Layout Shift), interactivity (First Input Delay) and load time (Largest Contentful Paint).

Page speed: Page speed (also known as load time) is an important part of on-page SEO - Google tends to rank faster pages higher than slower ones, and optimizing page speed can also help get more of your pages into Google's search index.

Mobile friendliness: In short, mobile friendliness is a measure of how well a site performs when someone tries to visit and use the site with a mobile device.

Title tags: Title tags, also called "page titles", are HTML tags that (as you probably guessed) define the title of the page and describe what the content on the page will be about.

Meta descriptions: Meta descriptions are, like title tags, HTML tags that help describe what the page is about. While Google does use descriptions when deciding if a page is relevant to a query, their main SEO function is to encourage people to click through to your site from search results.

Content quality: When it comes to on-page SEO, content is king. Search engines have a lot of different ways to evaluate content quality.

HTML headers: HTML headers are HTML tags that specify headlines and subheads within a webpage's content. They help your website's visitors better read and understand your content. For on-page SEO, these tags help search engines better understand what the content on a page is about and how it relates to a person's search query.

Image alt text: Image "alt text" refers to an attribute within an image's HTML tag that contains a text description of the image. Alt text is used by assistive technologies such as screen readers as well as browsers as a backup when an image fails to load on a page.

Internal linking: Linking to other pages on your site from within your own content is useful as it helps visitors find related content with extra background or context.

Navigation: In the context of on-page SEO, "navigation" is about making sure all users can access and consume the content on a web page. Google cares a lot about what sort of page it's recommending to searchers and they want anything they recommend to be accessible to everyone, regardless of disability or browser.

Off-page SEO is the collection of strategies, tactics and efforts you undertake to promote your content on third-party sites across the web. This part of SEO focuses on getting your site, company and/or brand discussed on another website.

You've most likely heard of off-page SEO before in the context of building links to your website. It's true that backlinks are very important, and we'll go over them a bit below, but there's much more to off-page SEO than just links.

Off-Page SEO

| Backlinks | Social Media | Mentions | Google My Business |
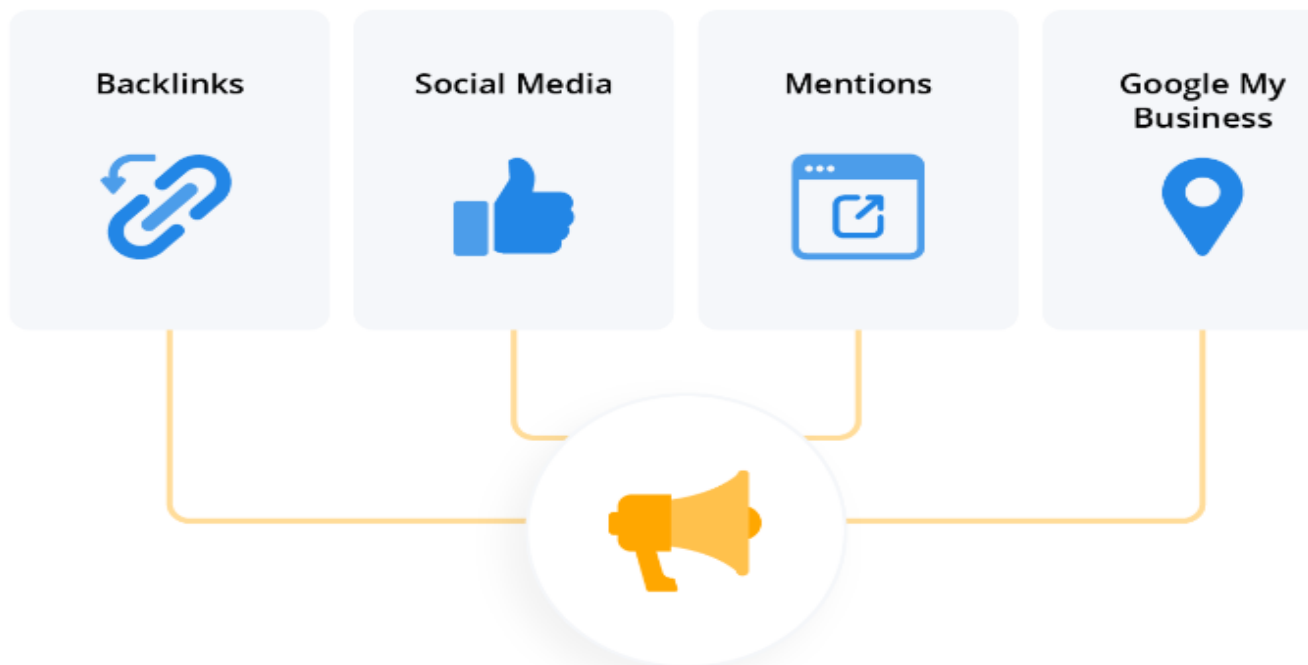
Backlinks: Backlink quality and quantity are still some of the most important factors for off-page SEO. Backlinks are so important that Google has dedicated multiple algorithm updates to fighting link schemes and link spam.

Social media: While a page's ranking isn't directly influenced by how many shares, likes or comments it has, social media is still an important channel to promote your site online. Unlinked mentions:

Unlinked mentions are any time an unaffiliated site mentions your company name or website online without linking back to your site. It's rare, pretty much impossible, for every mention of your site or brand online to include a backlink.

Google My Business: Google My Business (GMB for short) allows businesses to easily and simply provide important information directly to Google. This information includes location and/or service area, business type, contact information and opening hours. GMB is also how Google populates results for the Google local pack and Google Maps searches.

	On-Page SEO	Off-Page SEO
1.	On-page SEO includes providing good content, good keyword selection, putting keywords in correct places, giving an appropriate title for every page, etc.	Off-page SEO includes link building, increasing link popularity, search engine, link exchange etc.
2.	On-page SEO will analyze the complete website.	In off-page SEO we will promote the website.
3.	On-page SEO we will use internal linking.	In off-page SEO we will use direct linking.
4.	On-page SEO is for Content writing.	Off-page SEO is for Article writing.
5.	Techniques that are used in on-page SEO. • Publish high-quality content. • Optimize page titles and meta descriptions. • Optimize page content. • Headings and content formatting. • SEO Images and other multimedia elements. • URL optimization. • Internal links. • External links.	Techniques that are used in off-page SEO. • Influencer Outreach. • Contribute as Guest Author. • Social Media Engagement. • Social Bookmarking Sites. • Forum Submission. • Blog Directory Submission. • Article Submission
6.	According to the MOZ website owners spend about 70% of time on on-page activity	While on off page it only 30% activity
7.	On-page SEO looks at what your site is about.	Off-page SEO looks at how popular your site is.
8.	Factors that impact On-page SEO are as follows- • Internal Linking • Mobile Friendly • Navigation • Content Quality • Meta Descriptions • Image Alt Text • Page Speed	Factors that impact Off-page SEO are as follows- • Social Media • Backlinks • Mentions • Google Business Profile (earlier Google My Business)

Thanking You