The most used platform in the world for now is Google (For now)

In google more that 100 billion search queries are put people are asking question to it

So in such cases if you have a website or business or Google or any other search engine any person searched anything related to your business or website related type it then you would not want that your website or your business should be on top by which you get more leads and visits so to do these things you need to bring your business or website on top we do an activity that we called SEO

So SEO is an organic marketing way inside which we optimize our website or bring some changes in it by which it will be ranked in top of google

The SEO is not that easy as you think because you need to make sure that your website should be best in terms of your competitor whether it is content

Whether we talk about off page or technical part

In everything your website should be best in comparison with your competitor then it will rank in first

If you want to learn about SEO and want to prepare for this demanding role

This course is perfect for you

Because in this full course you will learn about complete SEO in

On Page

OffPage

Technical SEO

How you use AI in SEO , Google analytics

FGoogle Search console

And there are many things will make you an SEO expert

**Lesson 1**

In this lesson we will learn about **SEO introduction**

What is SEO?

It is a very basic concept but if you understand these things

Then you can do SEO whether we talk about practical or make people understand what is SEO why you need SEO

This think will be come easy for you

Because ,many times we need to make client understand that we are going to do SEO and what is this What are its importance So before that you need to know it your self

In this lesson we are goin to understand it in simple language that what is SEO

Before we talk about SEO we talk about search engine that we are going to optimize

We go to Google

We are using google for years . Google is search engine we will talk about what is search engine

For now just thing google = search engine There are many but we will talk about google

Whenver we want to search csomething in google

Related to some bussiness like we search interior designing In Bengalore

We want services related to it inside bengalore

Then you can see above many search results

The marked one are the sponsored ads

Then the local business is shown in Google Map utility and here you can see many results

Approximately you can see 18 millions search result and in 0.58 seconds

Now the point is raised that if we search aboutb some business thn we see million of results here

We will not talk about sponsored or paid results

If we talk about aove shown result

Then what special in them that they are shown in first , second and third and in reality we have million results

The point is that when we search anything in search engine then some result are shown in first . second and some in third position some in 100th or some in 1000th number . lakhs number

So the result come in first obviously we will click on it

Ask yourself does it happen that you search something and in the bottom of the page you click on the result there , ging to 2nd page or third page

If it has happened then it might have happened 2 or 3 percent times

SEO is that game

Our target will be that our business should come in top For that we use SEO

So we come again on SEO that what it is

The SEO is made with two word

First is search engine and another is optimization

Here we are not optimizing our search engine then why I this named so

This name come because we are optimizing our website not search engine like you saw now that we did search something we enter a keyword

Let suppose you have website of interior designing and you serve in Bengalore

Would not you want that anybody search this query or enter this keyword in google then you website should be on top that’s why you need to optimize your website

By optimizing we mean managing your website or bring changes or correct things in it in such a way so that whenever someone search something related to our business then it should be on top this thing we call search optimization

We see its definition

It is important to understand it

**SEO is a process**

It is not a technique or on/off button that we on in our website and our website is in top or my website get off it come in bottom no

It is a process like if you have some small child how you make it learn .You first make it learn walking or sleeping you make it learn abcd, forming sentence So to make a child good human being or good citizen it takes a process. Similarly for normal website to become an optimized website that can rank in search engine it takes time, it takes a lot of steps It takes a process So it is a process and it is not one time process it is not like you do it one tiem and your website come in top your competitors are also working then these things keep changing and it is a process if you keep doing it then website will keep ranking top

**Of improving search engine ranking**

So what is this process what we do here is that our webpages ranking in our search engine is improved whenever someone type our business related keyword

Now here there is a word web pages

What is web pages and not website

Now what is website From childhood we have studied website is a combination of web pages Now our whole website is not ranked our web pages are ranked

Some times Home page is ranked sometime about us

Sometime contact us , sometimes internal pages get ranked

So SEO is a process where we improve ranking of our web pages when they need to be ranked when our bussiness related keyword is typed

Lets take old example

Your bussines is of interior designing

Some person is typing best salon in Bengalore

Then would you want that your website should be ranked obviously no that’s why when we will do SEO tehn our main goal will be that when someone type keyword related to your website or business then our website should be shown in top

**Web pages when people search for your business related keywords.**

Keyword is any words that we use to search something whether they are one word or 10 words nothing matters we call it keywords

So our web pages should be ranked when some one searches related to it

For that the process we are doing or optimization we are doing we call it SEO

Now why we do it

**It improves the quantity and quality of organic traffic to your website.**

Obviously by this our website quality or quantity of traffic is increased

We are talking about organic traffic

Paid traffic is when your are running ads and people are coming in your website but here we are talking about organic traffic for that we are not paying anything to google

We are making our website for google so good that people should come in our website so what happens by this is that when your website is ranked top then there will be while lot traffic there you think yourself when you search something in google tehn you go for 2nd ,3rd page No lets say you have a website and your business related keyword it ranked in 2nd page

Then do you think some audience will go there absolutely no but if it is ranking in 1st , 2nd or 3rd then off course you will get the traffic

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