**Name: Furqan-Ur-Rehman**

SEO Assignment

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

**Answer:**

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

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](https://searchengineland.com/guide/google-searching-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.

## How does SEO work?

Search engines such as [Google](https://searchengineland.com/library/google) and [Bing](https://searchengineland.com/library/bing) use bots to crawl pages on the web, going from site to site, collecting information about those pages and putting them in an index. Think of the index like a giant library where a librarian can pull up a book (or a web page) to help you find exactly what you’re looking for at the time.

Next, algorithms analyze pages in the index, taking into account hundreds of ranking factors or signals, to determine the order pages should appear in the search results for a given query. In our library analogy, the librarian has read every single book in the library and can tell you exactly which one will have the answers to your questions.

Our SEO success factors can be considered proxies for aspects of the [user experience](https://searchengineland.com/the-google-page-experience-update-user-experience-to-become-a-google-ranking-factor-335252). It’s how search bots estimate exactly how well a  website or web page can give the searcher what they’re searching for.

Unlike [paid search ads](https://searchengineland.com/guide/what-is-paid-search), you can’t pay search engines to get higher organic search rankings, which means SEO experts have to put in the work. That’s where we come in.

Our Periodic Table of SEO Factors organizes the factors into six main categories and weights each based on its overall importance to SEO. For example, content quality and keyword research are key factors of content optimization, and crawlability and speed are important site architecture factors.

The newly updated SEO Periodic Table also includes a list of Toxins that detract from SEO best practices. These are shortcuts or tricks that may have been sufficient to guarantee a high ranking back in the day when the engines’ methods were much less sophisticated. And, they might even work for a short time now — at least until you’re caught.

We’ve also got a brand new Niches section that deep-dives into the SEO success factors behind three key niches: Local SEO, News/Publishing, and Ecommerce SEO. While our overall SEO Periodic Table will help you with the best practices, knowing the nuances of SEO for each of these Niches can help you succeed in search results for your small business, recipe blog, and/or online store.

The search algorithms are designed to surface relevant, authoritative pages and provide users with an efficient search experience. Optimizing your site and content with these factors in mind can help your pages rank higher in the search results.

**IMPORTANT SEO FACTORS:**

[**https://optinmonster.com/seo-ranking-factors/#seorank3**](https://optinmonster.com/seo-ranking-factors/#seorank3)

1. [**A Secure and Accessible Website**](https://optinmonster.com/seo-ranking-factors/#seorank1)
2. [**Page Speed (Including Mobile Page Speed)**](https://optinmonster.com/seo-ranking-factors/#seorank2)
3. [**Mobile Friendliness**](https://optinmonster.com/seo-ranking-factors/#seorank3)
4. [**Domain Age, URL, and Authority**](https://optinmonster.com/seo-ranking-factors/#seorank4)
5. [**Optimized Content**](https://optinmonster.com/seo-ranking-factors/#seorank5)
6. [**Technical SEO**](https://optinmonster.com/seo-ranking-factors/#seorank6)
7. [**User Experience (RankBrain)**](https://optinmonster.com/seo-ranking-factors/#seorank7)
8. [**Links**](https://optinmonster.com/seo-ranking-factors/#seorank8)
9. [**Social Signals**](https://optinmonster.com/seo-ranking-factors/#seorank9)
10. [**Real Business Information**](https://optinmonster.com/seo-ranking-factors/#seorank10)

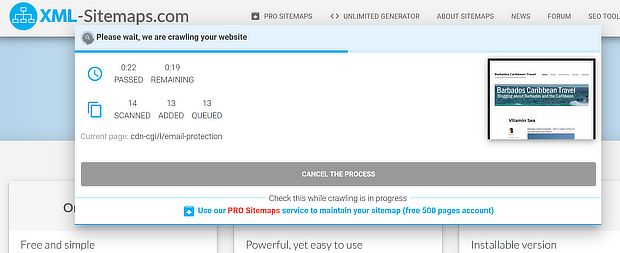
### 1. A Secure and Accessible Website

Unsurprisingly, the first of our SEO ranking factors has to do with having the right kind of URL. Specifically, that’s a URL that Google’s bots can easily reach and crawl.

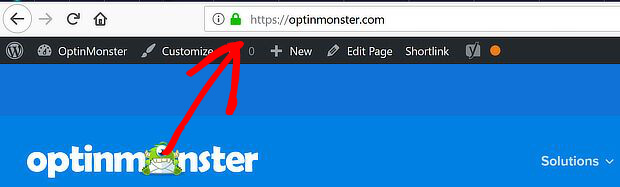
In other words, Google has to be able to visit the URL and look at the page content to understand what that page is about. To help the bots out, you’ll need:

* A website created with [**a well-coded website builder**](https://optinmonster.com/best-website-builders-for-small-business-compared-pros-and-cons/)
* A robots.txt file that tells Google where it can and can’t look for your site information
* A sitemap that lists all your pages

If you’re running a WordPress site, you can set up a sitemap via [**All in One SEO**](https://aioseo.com/). If not, then you can use an online sitemap generator.



HTTPS isn’t a factor in deciding whether or not to index a page, but Google’s own John Mueller has tweeted that it’s a “light-weight ranking factor” and that “having HTTPS is great for users.” We at OptinMonster agree.



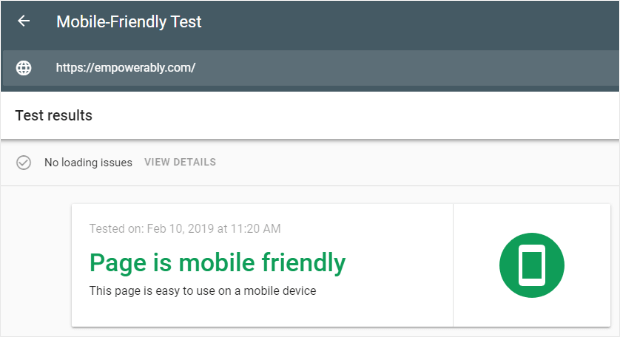
If you haven’t yet [**enabled SSL**](http://www.wpbeginner.com/wp-tutorials/how-to-add-ssl-and-https-in-wordpress/) security on your website, get to it.

### 2. Page Speed (Including Mobile Page Speed)

Page speed has been cited as one of the leading SEO ranking factors for years. Google wants to improve users’ experience of the web, and fast-loading web pages will do that.

Google announced a search engine algorithm update focused on mobile page speed that started to affect sites from July 2018. If your site doesn’t load fast on mobile devices, then it could be penalized.

Use Google’s [**mobile testing tool**](https://search.google.com/test/mobile-friendly) to see how your site stacks up.



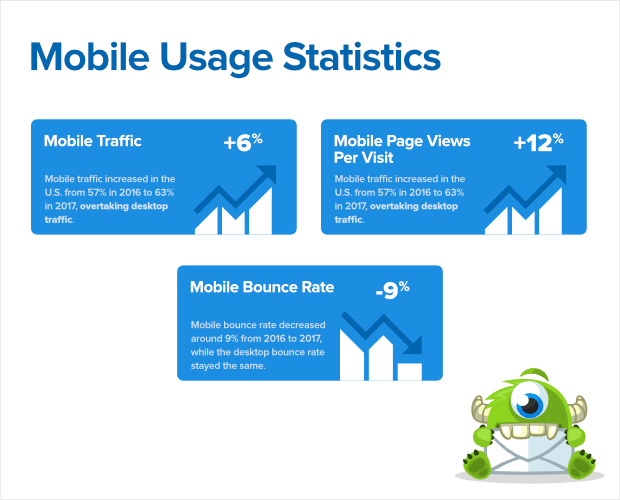
And, if you’re using WordPress, check out these tips for [**speeding up a WordPress site**](http://www.wpbeginner.com/wordpress-performance-speed/) from WPBeginner.

But the best idea is to start using Google Search Console (if you’re not already). This has an entire section dedicated to updating you on your site’s performance, including speed.

For a more in-depth overview, check out this guide on [**how to use Google Search Console**](https://optinmonster.com/google-search-console/) to improve your SEO.

### 3. Mobile Friendliness

While we’re on the subject of mobile, mobile-friendliness is another major SEO ranking factor. More people [**use mobile devices than desktops**](https://optinmonster.com/content-marketing-statistics/) to access the web, and that’s one reason there’ve been changes in how Google ranks search results.



Google’s mobile-first index is now a reality, which means it’s drawing its results from mobile-optimized sites first, rather than sites geared to desktop computers. If your site isn’t [**mobile-optimized**](https://optinmonster.com/mobile-seo/), you risk getting needlessly under-ranked.

Many of the SEO ranking factors we’ll look at in this article will help you lay the foundation for a good search engine ranking, but you also have to look after [**user experience**](https://optinmonster.com/ecommerce-user-experience-best-practices/) when people land on your site.

Things to look at include whether you:

* Have a responsive site that automatically resizes to fit the device
* Use large fonts for easy readability on a small screen
* Include accessible menus, so your site is easy to navigate
* Ensure that essential content isn’t hidden by ads

Get more tips on mobile-friendly design to improve Google search ranking in our guide to improving your [**mobile conversion rate.**](https://optinmonster.com/how-to-increase-your-mobile-conversion-rate/)

If you have the team, the time, and the energy, you may want to [**explore Google AMP**](https://semperplugins.com/google-amp-future-of-mobile-seo/) (accelerated mobile pages). The upside is that your pages load nearly instantly from mobile devices. There have also been rumors that Google ranks sites built with AMP more highly than others.

The downside is that you need to make another version of your site following AMP’s guidelines. Then, you need to maintain everything. As you can imagine, this can be a time-intensive project.

But whether you decide to try Google AMP or not, you still need to be sure that your site is 100% optimized for mobile devices.

1. How Google’s Search Engine Works to rank Website?

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjhkZak0bD6AhVM26QKHTSIBcEQFnoECAQQAw&url=https%3A%2F%2Fmorningscore.io%2Fhow-does-google-rank-websites%2F%23%3A~%3Atext%3DTo%2520rank%2520websites%252C%2520Google%2520uses%2Con%2520a%2520search%2520result%2520page.&usg=AOvVaw34QCk_Z6I40CaDG_Y5-fVv>

## How Does Google Rank Websites?

**To rank websites, Google uses web crawlers that scan and index pages. Every page gets rated according to Google’s opinion of its authority and usefulness to the end-user. Then, using an algorithm with over 210 known factors, Google orders them on a search result page.**

Therefore, appearing higher in the search result pages for a given search query directly means you’re the most relevant and authoritative result for it according to Google.

These search result pages answer specific search queries which are made up from keywords and phrases. Google’s AI is also able to understand the meaning behind each query – and therefore processes them in concepts rather than just individual words. This algorithm works similarly to the way we humans understand and process language – and is therefore called Natural Language Processing (NLP).

But to say that’s the end of the story is unfair. As we established, there are over 210 known factors that influence your rankings.

Now, we know and understand many of those factors that determine your ranking positions in Google. However, some of them are still a mystery. This is because some of the ranking factors are also created and adjusted by Google’s Artificial Intelligence algorithms itself.

Understanding how Google thinks might seem like an impossible task. But worry not, as there are some clear and certain things you can do to improve your search rankings.

Google does many things to support webmasters and guide them in ranking higher. One of those things are, for example, the regular talks with their representative John Mueller who often explains concepts on how to understand the algorithm and rank higher. In fact, [Google goes as far as running a blog](https://webmasters.googleblog.com/)where they share news on the latest algorithmic updates.

## Does Google Ever Change How It Ranks Websites?

**Yes, Google regularly changes how it ranks websites. These are called algorithmic updates and occur daily. Most of the time, they are minor updates but sometimes Google releases a bigger update to the algorithm.**

**How do search engines work?**

Search engines work through three primary functions:

1. **Crawling:** Scour the Internet for content, looking over the code/content for each URL they find.
2. **Indexing:**Store and organize the content found during the crawling process. Once a page is in the index, it’s in the running to be displayed as a result to relevant queries.
3. **Ranking:**Provide the pieces of content that will best answer a searcher's query, which means that results are ordered by most relevant to least relevant.

### What is search engine crawling?

[Crawling](https://support.google.com/webmasters/answer/6065802) is the discovery process in which search engines send out a team of robots (known as crawlers or spiders) to find new and updated content. Content can vary — it could be a webpage, an image, a video, a PDF, etc. — but regardless of the format, content is discovered by links.

### What's that word mean?

Having trouble with any of the definitions in this section? Our SEO glossary has chapter-specific definitions to help you stay up-to-speed.

[See Chapter 2 definitions](https://moz.com/beginners-guide-to-seo/seo-glossary#chapter2)

Googlebot starts out by fetching a few web pages, and then follows the links on those webpages to find new URLs. By hopping along this path of links, the crawler is able to find new content and add it to their index called [Caffeine](https://googleblog.blogspot.com/2010/06/our-new-search-index-caffeine.html) — a massive database of discovered URLs — to later be retrieved when a searcher is seeking information that the content on that URL is a good match for.

### What is a search engine index?

Search engines process and store information they find in an index, a huge database of all the content they’ve discovered and deem good enough to serve up to searchers.

### Search engine ranking

When someone performs a search, search engines scour their index for highly relevant content and then orders that content in the hopes of solving the searcher's query. This ordering of search results by relevance is known as ranking. In general, you can assume that the higher a website is ranked, the more relevant the search engine believes that site is to the query.

It’s possible to block search engine crawlers from part or all of your site, or instruct search engines to avoid storing certain pages in their index. While there can be reasons for doing this, if you want your content found by searchers, you have to first make sure it’s accessible to crawlers and is indexable. Otherwise, it’s as good as invisible.

By the end of this chapter, you’ll have the context you need to work with the search engine, rather than against it!

### In SEO, not all search engines are equal

Many beginners wonder about the relative importance of particular search engines. Most people know that Google has the largest market share, but how important it is to optimize for Bing, Yahoo, and others? The truth is that despite the existence of [more than 30 major web search engines](https://en.wikipedia.org/wiki/Web_search_engine), the SEO community really only pays attention to Google. **Why?**The short answer is that Google is where the vast majority of people search the web. If we include Google Images, Google Maps, and YouTube (a Google property), [more than 90%](https://moz.com/blog/state-of-searcher-behavior-revealed) of web searches happen on Google — that's nearly 20 times Bing and Yahoo combined

1. Describe and Illustrate Organic and Paid SEO?

## What is Organic SEO?

Organic SEO results appear in the search results below the paid ads.

Consumers tend to trust organic results over paid advertising. They know the only way to win the top spots on the first page is through the quality of content.

Ranking is not a simple formula. [Google’s search bots track 200 signals, each with up to 50 variations](https://searchengineland.com/bing-10000-ranking-signals-google-55473). So, if your page ranks for a while but most customers who click don’t stay on your page -Google will replace your listing.

For this reason, quality and consistency are paramount in organic SEO. Regularly publishing content that engages your customers is fundamental to your long-term success.

SEO includes hundreds of tactics. They fit it into three categories: on-page SEO, technical SEO, and off-page SEO.

### On-Page SEO

On-page SEO includes all the keyword optimization you do on your web pages and blog posts. By including target keyword phrases in headlines, meta descriptions, and body text, search engines can categorize and rank your page.

On-page SEO makes quality [website content crucial](https://contentwriters.com/account-management). A gorgeous website with only images will not have the same impact on search engines.

### Technical SEO

Technical SEO refers to the backend and foundational strategies that make your website function well and look great on any device. It includes things like how mobile-friendly your website is as well as: site speed, site architecture, and security.

Technical SEO leads to higher search rankings by improving both user and search crawler experience.

### Off-Page SEO

Off-page SEO builds a network of connections throughout the web. It is key to building a business’ online reputation. Showing up in multiple places across the web establishes your company as reliable and reputable with search engines.

Anyone who publishes a link to your website is building your off-page SEO. A link from an external site that leads to your website is a backlink.

Backlinks include links from blogs, local listings, news sites, and directory profiles. In terms of search engine rank, the most valuable backlinks are relevant to your content and published by reputable sites.

## When to Use Organic SEO

Do it now, and do it later.

What business does not want a steady stream of informed and interested buyers all coming from blogs they paid for months ago?

Organic SEO is not a short-term solution, but if you rank it can produce long-term and cost-effective results.

For that reason, marketing experts recommend starting to build your organic SEO as soon as possible. However, do not rely on it to produce immediate results.

Organic SEO is valuable because if your website ranks, your business can reap benefits for a long time:

* Seventy percent of marketers say [SEO has the biggest impact on lead generation](https://databox.com/seo-vs-ppc).
* [Forty-nine percent of consumers](https://www.hubspot.com/marketing-statistics) use Google to discover or locate a new product.
* Inbound leads like SEO [cost 61 percent less and have a 13 percent higher close rate](https://www.business2community.com/brandviews/shelley-media-arts/70-seo-statistics-prove-power-search-01946881#:~:text=SEO%20leads%20have%20a%2014.6,first%20page%20of%20search%20results.&text=cold%2Dcalling%2C%20direct%20mail%2C,only%20click%20on%20organic%20listings.) than outbound leads.
* [Sixty percent of clicks go to the top five organic SEO results](https://www.seoclarity.net/mobile-desktop-ctr-study-11302/). They drop off significantly with each number down the list.

[Increasing organic traffic](https://contentwriters.com/blog/top-seo-trends-you-have-to-know-for-2020/) and earning top rankings takes steady effort and commitment. However, it’s well worth it.

## What is paid search?

<https://www.searchenginewatch.com/2018/06/01/a-beginners-guide-to-paid-search/>

Paid search is a form of digital marketing where [search engines](https://www.searchenginewatch.com/2018/05/21/no-need-for-google-12-alternative-search-engines-in-2018/)such as [Google](https://www.searchenginewatch.com/2019/06/10/online-reviews-powerful-seo-weapons/) and Bing allow advertisers to show ads on their search engine results pages (SERPs).

Paid search works on a pay-per-click model, meaning you do exactly that – until someone clicks on your ad, you don’t pay. This makes it a measurable and controllable marketing channel compared with more traditional forms of advertising.

Ad formats include text ads, which are shown at the top or bottom of the organic search results, or shopping ads shown above the search results.

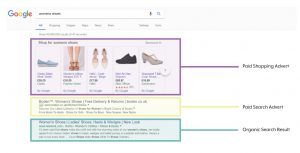
A quick note on the organic search results: if your website appears here, you will not pay for a click to your website and you cannot pay to appear in the listings either.

## What can paid search do for you?

Every second, tens of thousands of people are searching on Google for products, services and solutions.

This presents an incredible opportunity for you to promote your business to a relevant and engaged audience that is actively looking to research or purchase products or services.

Some other forms of advertising, such as banner ads, are known as ‘interruption marketing’, meaning that the person who sees the ad may not actually be in the market to buy something at this stage. Where paid search has the edge, is that by typing something into a search engine we know that the user has the [intent](https://www.searchenginewatch.com/2018/12/11/related-keywords-tools-discover-optimize/) to research or purchase.

[](https://www.searchenginewatch.com/wp-content/uploads/sites/25/2018/05/paid-search-results.jpg)

1. Why do companies and individual ecommerce business need SEO?

<https://www.searchenginejournal.com/why-seo-is-important-for-business/248101/#close>

# 15 Reasons Why Your Business Absolutely Needs SEO

Brands need SEO first, as it is the most viable and cost-effective way to both understand and reach customers in key moments that matter.

This year, the need for [SEO](https://www.searchenginejournal.com/seo-guide/) rose to an all-time high. As consumers shifted en masse to online, even the most traditional business realized that they need to accelerate the shift to digital.

SEO is the most viable and cost-effective way to both understand and reach customers in key moments that matter.

Many brands and businesses know (or think they know) that they need SEO for their digital properties, and the benefits they will get from the SEO work being implemented on their behalf.

SEO will certainly improve a website’s overall search ability and visibility, but what other real value does it offer?

Why is [SEO growing](https://www.searchenginejournal.com/seo-covid-19-3-areas-of-enterprise-to-focus-on-right-now/361664/) in importance the way it is?

These 15 reasons should offer some clarity, regardless of the industry or business size, as to why businesses need SEO to take their brand to the next level.

## 1. Organic Search is Most Often the Primary Source of Website Traffic

[Organic search](https://www.searchenginejournal.com/seos-are-in-high-demand-according-to-linkedins-data/) is a massive part of most businesses’ website performance and a critical component of the buyer funnel and ultimately getting users to complete a conversion or engagement.

As marketers know, Google owns a [significantly larger portion of the search market](https://gs.statcounter.com/search-engine-market-share) than competitors like Yahoo, Bing, Baidu, Yandex, DuckDuckGo, and many, many others.

That’s not to say that all [search engines](https://www.searchenginejournal.com/seo-guide/meet-search-engines/) don’t contribute to a brand’s visibility – they do. It’s just that Google owns a considerable portion of the overall search market.

Nevertheless, it’s a clear-cut leader, and thus its guidelines are important to follow.

But the remaining part of the market owned by other engines is valuable to brands, too. This is especially true for brands in niche verticals where [voice, visual and vertical search](https://www.searchenginejournal.com/enterprise-seo/visual-voice-vertical/) engines play an essential role.

Google, being the [most visited website in the world](https://www.statista.com/statistics/1201880/most-visited-websites-worldwide/) (and specifically in the United States), also happens to be the most popular email provider globally with [more than 1 billion](https://www.statista.com/statistics/432390/active-gmail-users/) users.

YouTube is the second biggest search engine and [over 2 billion](https://www.searchenginejournal.com/seo-guide/meet-search-engines/) people access it at least once a month.

We know that a clear majority of the world with access to the internet is visiting Google at least once a day to get information.

Being highly visible as a trusted resource by Google and other search engines will always work in a brand’s favor. Quality SEO and a [high-quality website](https://www.searchenginejournal.com/evaluate-website-quality/233555/) take brands there.

## 2. SEO Builds Trust & Credibility

The goal of any experienced SEO is to establish a strong foundation for a beautiful website with a clean, effective user experience that is easily discoverable in search, thanks to the trust and credibility of the brand and its digital properties.

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ADVERTISEMENT

Many elements go into establishing authority regarding search engines like Google.

In addition to the factors mentioned above, authority is accrued over time as a result of aspects like:

* [Natural links](https://www.searchenginejournal.com/link-building-guide/natural-link/).
* [Positive user behavior.](https://www.searchenginejournal.com/seo-ux-accessibility-in-search-results/395357/)
* [Machine-learning signals.](https://www.searchenginejournal.com/machine-learning-seo/208415/)
* [Optimized on-page elements and content](https://www.searchenginejournal.com/on-page-seo/essential-factors/).

But establishing that authority will do more for a brand than most, if not all, other digital optimizations.

The problem is, it’s impossible to build trust and credibility overnight – just like in real life. Authority is earned and built over time.

Following Google’s [E-A-T](https://www.searchenginejournal.com/how-to-improve-your-websites-e-a-t/374212/) guidelines is critical to ensure successful results.

Establishing a brand as an authority takes patience, effort, and commitment and relies on offering a valuable, quality product or service that allows customers to trust a brand.

## 3. SEO is the Best Way to Understand the Voice of the Consumer

From understanding macro market shifts to understanding consumer intent in granular detail, SEO tells us what customers want and need.

SEO data and formats – spoken or word – gives us clear signals of intent and user behavior.

It does this in many ways:

* [Search query data.](https://www.searchenginejournal.com/keyword-data-accuracy-study/372492/)
* [SERP analysis.](https://www.searchenginejournal.com/complete-guide-google-analytics/263087/)
* [Analytics data and AI insights.](https://www.searchenginejournal.com/seo-machine-learning-joining-forces/372662/)

## 4. Good SEO Also Means a Better User Experience

User experience has become every marketer’s number one priority. Everyone wants better organic rankings and maximum visibility. However, few realize that optimal [user experience](https://www.searchenginejournal.com/seo-guide/where-seo-and-user-experience-ux-collide/) is a big part of getting there.

Google has learned how to interpret a good or unfavorable user experience, and a positive user experience has become a pivotal element to a website’s success.

[Google’s Page Experience Update](https://www.searchenginejournal.com/google-algorithm-updates-for-user-experience-timeline/395070/) is something that marketers in all industries will need to adhere to and is part of their longstanding focus on the customer experience.

Customers know what they want. If they can’t find it, there’s going to be a problem. And performance will suffer.

A clear example of building a solid user experience is how Google has become more and more of an answer engine offering the sought-after data directly on the SERPs (search engine results pages).

The intention is to offer users the information they are looking for in fewer clicks, quickly and easily.

Quality SEO incorporates a positive user experience, leveraging it to work in a brand’s favor.

## 5. Local SEO Means Increased Engagement, Traffic & Conversions

With the rise and growing domination of mobile traffic, [local search](https://www.searchenginejournal.com/category/local-search/) has become a fundamental part of small- and medium-sized businesses’ success.

[Local SEO](https://www.searchenginejournal.com/local-seo-value/) aims at optimizing your [digital properties for a specific vicinity](https://www.thinkwithgoogle.com/intl/en-apac/future-of-marketing/digital-transformation/covid-trends-1-year/), so people can find you quickly and easily, putting them one step closer to a transaction.

Local optimizations focus on specific neighborhoods, towns, cities, regions, and even states to establish a viable medium for a brand’s messaging on a local level.

SEO pros do this by optimizing the brand’s website and its content, including local citations and [backlinks](https://www.searchenginejournal.com/local-seo/local-link-building/), as well as regional listings relevant to the location and business sector a brand belongs to.

To promote engagement locally, SEO pros should optimize a brand’s Knowledge Graph panel, its [Google My Business listing](https://www.searchenginejournal.com/local-seo/optimize-google-my-business/), and its social media profiles as a start.

There should also be a strong emphasis on user reviews on Google, as well as other [reviews sites](https://www.searchenginejournal.com/local-seo/local-business-reviews/) like Yelp, Home Advisor, and Angie’s List (among others), depending on the industry.

I recommend following the local SEO tips on SEJ [here.](https://www.searchenginejournal.com/complete-local-seo-checklist/196227/)

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## 6. SEO Impacts the Buying Cycle

Research is becoming a critical element of SEO, and the importance of [real-time research](https://www.searchenginejournal.com/real-time-seo/308353/) is growing.

Using SEO tactics to relay your messaging for good deals, ground-breaking products and services, and the importance and dependability of what you offer customers will be a game-changer.

It will also undoubtedly positively impact the buying cycle when done right.

Brands must be visible in the places people need them for a worthy connection to be made. Local SEO enhances that visibility and lets potential customers find the answers and the businesses providing those answers.

## 7. SEO is Constantly Improving and Best Practices are Always Being Updated

It’s great to have SEO tactics implemented on a brand’s website and across its digital properties. Still, if it’s a short-term engagement (budget constraints, etc.) and the site isn’t re-evaluated consistently over time, it will reach a threshold where it can no longer improve because of other hindrances.

The way the search world evolves (basically at the discretion of Google) requires constant monitoring for changes to stay ahead of the competition and, hopefully, on Page 1.

Being proactive and monitoring for significant algorithm changes is always going to benefit the brands doing so.

We know Google makes thousands of [algorithm changes](https://www.searchenginejournal.com/google-algorithm-history/) a year. Fall too far behind, and it will be tough to come back.

SEO pros help to ensure that is avoided.

## 8. Understanding SEO Helps You Understand the Environment of the Web

With the always-changing environment that is the World Wide Web, it can be a challenge to stay on top of the changes as they take place.

But [staying on top of SEO](https://www.searchenginejournal.com/seo-guide/best-seo-resources/) includes being in the loop for the major changes taking place for search.

Knowing the environment of the web, including tactics being used by other local, comparable businesses and competitors, will always be beneficial for those brands.

## 9. SEO is Relatively Cheap and Very Cost-Effective

Sure, it costs money. But all the best things do, right?

SEO is relatively inexpensive in the grand scheme of things, and the payoff will most likely be considerable in terms of a brand’s benefit to the bottom line.

This isn’t a marketing cost; this is an actual business investment.

Exemplary [SEO implementation](https://www.searchenginejournal.com/most-important-parts-of-seo/254225/) will hold water for years to come. And, like most things in life, it will only be better with the more attention (and investment) it gets.

## 10. SEO is PR

SEO helps build long-term equity for your brand. A good ranking and a favorable placement help elevate your brand’s profile.

People search for news and related items, and having a good [SEO and PR](https://www.searchenginejournal.com/pr-seo-ways-get-coverage/246037/) strategy means your brand will be seen.

Having a good user experience on your website means your messages will be heard, and your products or service sell.

SEO is no longer a siloed channel, so integrating with content and PR helps with brand reach and awareness alongside other results.

## 11. It’s a Long-Term Strategy

SEO can (and hopefully does) have a noticeable impact within the first year of action being taken, and many of those actions will have an effect that lasts more than several years.

As the market evolves, yes, it’s best to follow the [trends and changes](https://www.searchenginejournal.com/seo-trends-2022/) closely.

But even a site that hasn’t had a boatload of intense SEO recommendations implemented will improve from basic [SEO best practices](https://www.searchenginejournal.com/on-page-seo/optimize-meta-description/) being employed on an honest website with a decent user experience.

And the more SEO time, effort, and budget committed to it, the better and longer a website stands to be a worthy contender in its market.

## 12. It’s Quantifiable

SEO is quantifiable.

While SEO doesn’t offer the same easy-to-calculate ROI as paid search, you can [measure](https://www.searchenginejournal.com/how-to-turn-seo-into-a-measurable-revenue-generator/) almost anything with proper tracking and analytics.

The big problem is trying to connect the dots on the back end since there is no definitive way to understand the correlation between all actions.

Still, it is worth understanding how specific actions are supposed to affect performance and growth, and hopefully, they do.

Any good SEO will aim at those improvements, so connecting the dots should not be a challenge.

Brands also want to know and understand where they were, where they are, and where they’re going in terms of digital performance, especially for SEO when they have a person/company being paid to execute on its behalf.

There’s no better way to show the success of SEO, either. But, of course, we all know the data never lies.

## 13. SEO Brings New Opportunities to Light

High-quality SEO will always find a means of discovering and leveraging new opportunities for brands not just to be discovered but to shine.

Offering quality SEO to brands means submersing an SEO team in everything that is that brand. It’s the only way to truly market a brand with the passion and understanding that its stakeholders have for it: becoming a stakeholder.

The better a brand is understood, the more opportunities will arise to help it thrive. The same can be said about SEO.

New opportunities with SEO today can come in many ways – from giving content, digital and social opportunities to helping with sales, product, and customer service strategies.

## 14. If You’re Not on Page One, You’re Not Winning the Click – Especially With Zero-Click Results

SEO is becoming a zero-sum game as [zero-click](https://www.searchenginejournal.com/seo-zero-click-searches/286401/) SERP show the answer directly at the top of a Google search result.

The [search intent of the user](https://www.searchenginejournal.com/seo-guide/how-people-search/) is satisfied without having to click any actual search result links.

It’s no secret in the world of SEO that if you’re not on Page 1, you’re likely not killing the organic search game.

A recent study shows that the first three organic search ranking positions result in [over 50%](https://www.searchenginejournal.com/google-first-page-clicks/374516/) of all click-throughs, while up to [30%](https://www.searchenginejournal.com/30-google-search-results-page-1-2-dont-get-clicked-study/213928/#:~:text=A%20new%20study%20from%20Internet,get%20clicked%20on%20at%20all.&text=According%20to%20Internet%20Marketing%20Ninjas,position%20is%20just%20over%2021%25) of all results on Page 1 and 2 don’t get clicked at all.

What’s this mean?

Three things:

* Zero-click results win.
* If you’re not on Page 1, you need to be.
* There are still too many instances when a user types a search query and can’t find exactly what it’s looking for.

## 15. SEO is Always Going to Be Here

Consumers will always want products and services online, and brands will always look for the most cost-effective way to do that.

While the role of SEO may change and strategies change, new avenues are constantly opening up through different entry points such as voice, apps, wearables, and the Internet of Things (IoT).

According to Comserve.Inc, next-generation search engines powered by deep neural networks and machine learning are set to explode in market value, from $14.9 billion in 2019 to $55.7 billion in 2025.

New, organic search opportunities will always arise.

## Conclusion

The role of SEO has expanded significantly over the last few years.

In particular, SEO helps consumers when in need, and implementing robust, quality SEO on a brand’s website and digital properties will benefit brands and their marketing efforts.

SEO has its challenges, but [the opportunities](https://www.searchenginejournal.com/enterprise-seo-opportunities/) it brings help future-proof success for any type of business and are critical to a brand’s web presence now and in the future.

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

<https://www.inspire.scot/blog/2016/11/11/top-12-best-search-engines-in-the-world238>

Search Engines are now part of our daily life, whether it be carrying out research for Xmas presents or where is the nearest coffee shop open before 7am or looking for best Steak House in town. People are now becoming more and more dependent on search engines to get the answer for their everyday queries.  
  
At Inspire we monitor our search traffic using a variety of analytics. Most of our queries returned are related to what we do and some are simply bizarre. Those we’re interested in relate to the services of what we do e.g improving search ranking, web design, web development, and many more.   
  
Much as we utilise “all routes to market” we are still heavily dependent on the search engines for our bread & butter traffic.  
  
Recently we did a piece of work for a client looking to reach into the Russian market, they’d spoken to other firms who all shared about what they’d do on Google and how such experts they are. This completely missed the point as Google are not the dominant search engine in Russia, Yandex is!!!  
  
This brought it home to me that perhaps people have assumed that because Google is a dominant Global player that they are also the dominant player in every market.   
  
For that reason we thought it would be worthwhile having a run down on the rest of the World, so let’s look at top 12 search engines in the world.

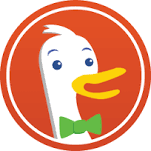
## List of Top 12 Best Search Engines in The World

1. [**Google**](http://www.google.com/)  
   Google Search Engine is the best search engine in the world and it is also one of most popular products from Google. Almost 70 percent of the Search Engine market has been acquired by Google. The tech giant is always evolving and looking to improve the search engine algorithm to provide best results to the end-user. Although Google appears to be the biggest search engine, as of 2015 YouTube is now more popular than Google (on desktop computers).  
   **GIVE IT A GO:**[Google Search App](https://www.amazon.com/search-google-com-Google-Search/dp/B00SZDLGSO/ref=sr_1_1?keywords=google+search&qid=1646667395&sprefix=google+sear%2Caps%2C419&sr=8-1)  
     
   **2.**[**Bing**](http://bing.com/)**[](http://www.bing.com/)**  
   Bing is Microsoft’s answer to Google and it was launched in 2009. Bing is the default search engine in Microsoft’s web browser. At Bing, they are always striving to make it a better search engine but it’s got a long way to go to give Google competition. Microsoft’s search engine provides different services including image, web and video search along with maps. Bing introduced Places (Google’s equivalent is Google My Business), this is a great platform for business to submit their details to optimise their search results.  
   **GIVE IT A GO:**[Bing Search App](https://www.amazon.com/gp/product/B004T54Y2M/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=B004T54Y2M&linkCode=as2&tag=afftim0d-20&linkId=427c60280a7aee14d1e62549c555bb83)  
     
   **3.**[**Yahoo**](http://yahoo.co.uk/)**[](http://yahoo.co.uk/)**  
   Yahoo & Bing compete more with each other than with Google. A recent report on netmarketshare.com tells us that Yahoo have a market share of 7.68 percent. Although a leader as a free email provider, this is declining significantly though with their recent acknowledgement that User Details & Passwords where hacked last year.  
   **GIVE IT A GO:**[Yahoo Search App](https://www.amazon.com/gp/product/B014X5UGPQ/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=B014X5UGPQ&linkCode=as2&tag=afftim0d-20&linkId=afc38fc0f331625179d81a7b859afea0)  
     
   **4.  [Baidu](http://baidu.com/)  [](http://www.baidu.com/)**  
   Baidu is the most used search engine in China and was founded in Jan, 2000 by Chinese Entrepreneur, Eric Xu. This web search is made to deliver results for website, audio files and images. It provides some other services including maps, news, cloud storage and much more.  
   **WATCH THEIR STORY:** [Baidu: The Chinese Google](https://www.amazon.com/gp/product/B077ZCJNM5/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=B077ZCJNM5&linkCode=as2&tag=afftim0d-20&linkId=2469a742390848f218724a13d3b4a4f6" \t "_blank)

**5.**[**AOL**](http://aol.co.uk/)****  
Aol.com is also among the top search engines. These are the guys that used to send out CD’s which you’d load onto your PC to install their browser and modem software. Once the pre-eminent player they now have a market share of 0.59 percent. Verizon Communication bought AOL for $4.4 billion. It was started back in 1983 as Control Video Corporation. It was named America Online in 1991 and in 2009 as AOL Inc. AOL is a global mass media company which is based in New York. The company also provides advertising services as AOL Advertising, AOL mail and AOL Platform.  
  
**6.**[**Ask.com**](http://ask.com/)****  
Founded in 1995, Ask.com, previously known as Ask Jeeves. Their key concept was to have search results based on a simple question + answer web format. It is a question & answer community where you can get the answers for your question and it integrates a large amount of archive data to answer your question. Because of this dependency on archived and active user contributions the results will not be as current as those you get in Google, Bing and Yahoo. They’ve tried to counter where their resources don’t have the answer they take help from a third-party search engine. Interestingly they don’t name who this is.



**7.**[**Excite**](http://www.excite.com/)

Excite is not widely known but is one that still gets into the top 10. Excite is an online service portal that provides internet services like email, search engine, news, instant messaging and weather updates. This also provides us with the latest trends, topics and search for phrases such as: [What can President Trump actually do?](http://www.bbc.co.uk/newsbeat/article/37942662/what-will-president-trump-really-be-able-to-do)   
  
[](http://www.duckduckgo.com/)

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

<https://moz.com/learn/seo/what-are-keywords>

# What are Keywords?

## What are keywords?

Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.

As a website owner and content creator, you want the keywords on your page to be relevant to what people are searching for so they have a better chance of finding your content among the results.

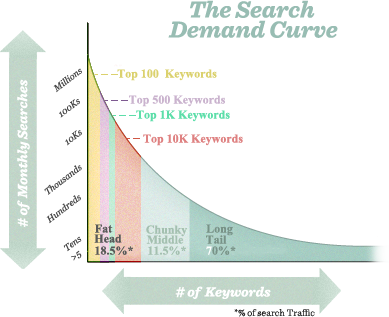
## Why are keywords important?

Keywords are important because they are the linchpin between what people are searching for and the content you are providing to fill that need. Your goal in ranking on search engines is to drive organic traffic to your site from the search engine result pages (SERPs), and the keywords you choose to target (meaning, among other things, the ones you choose to include in your content) will determine what kind of traffic you get. If you own a golf shop, for example, you might want to rank for "new clubs" — but if you're not careful, you might end up attracting traffic that's interested in finding a new place to dance after dark.

Keywords are as much about your audience as they are about your content, because you might describe what you offer in a slightly different way than some people ask for it. To create content that ranks well organically and drives visitors to your site, you need to understand the needs of those visitors — the language they use and the type of content they seek. You can do this by talking to your customers, frequenting forums and community groups, and doing your own [keyword research](https://moz.com/learn/seo/what-is-keyword-research) with a tool like [Keyword Explorer](https://moz.com/explorer).

## What are long-tail keywords?

Keywords can be broad and far-reaching (these are usually called "head keywords"), or they can be a more specific combination of several terms — these are often called "long-tail keywords."



Singular keywords might appear to be your ultimate goal as they often have temptingly high search volume. However, they usually have extremely tough competition. You may want your boutique clothing store to rank for "clothes," but it's going to be tough to rank above Zappos and Nordstrom.

On top of that strong competition, singular keywords can be infuriatingly vague. If someone is searching for "dog," you don't know if they want a list of dog breeds, information about dog food, a place to buy a dog collar, or just a site with cute photos of dogs.

Long-tail keywords usually have more clearly defined intent. For example, "best organic dog food for a puppy," or "inexpensive dog walkers Seattle." You'll also find that long-tail keywords have less competition, with room for a smaller site to break in and make their mark on the SERPs.

[Learn more in our guide to Keyword Research.](https://moz.com/beginners-guide-to-seo/keyword-research)

## Using keywords on your page

It's no good just throwing keywords on your page. Creating compelling content is about providing real value for real people, not just sending hints to our robot friends at Google.

There are some basic keyword usage rules you should follow to get started. Unique keywords should be employed on each page of your site in the areas that bots and humans normally look to reassure them that you have what they're after. This includes both the title tag and the body of your content, which leads to an important point: the pitfalls of clickbait. You may believe you're enticing more clicks by offering tantalizingly vague titles for your content, but by disguising what the page is actually about, you're opting out of some of the power of keywords.

You can also look at working your primary keyword into your [URL](https://moz.com/learn/seo/url), an H1 tag on the page, the [meta description](https://moz.com/learn/seo/meta-description), and [alt attributes](https://moz.com/learn/seo/alt-text) of images on the page; all of these places will help clue search engines in on what your content is really about.

Using your keywords in these areas is the most basic way to target your content to searches. It's not going to immediately shoot you to the top of the results, but it is essential SEO; failing to take these basic steps can keep you from ranking by other means.

## Using keywords to formulate a content strategy

While you can often start with a keyword and create a piece of content around that term, sometimes your content already exists, and you need to figure out how to match it to keywords. To do this, create what's known as a "[content to keyword map](https://moz.com/blog/build-content-keyword-map-for-seo-whiteboard-friday)." Creating this map can help you understand the impact of your existing content and identify weak links or gaps that need filling.

As keywords define each page of your site, you can use them to organize your content and formulate a strategy. The most basic way to do this is to start a spreadsheet (your "content to keyword map") and identify your primary keyword for each article. You can then build your sheet to your own requirements, add keyword search volume, organic traffic, page authority and any other metrics that are important to your business.

Ideally, you want each page on your site to target a unique primary keyword. Generally speaking, your homepage will target a very broad industry term and as you create category pages, product pages, and articles, they will drill down into your niche and target more specific needs.