

SEO

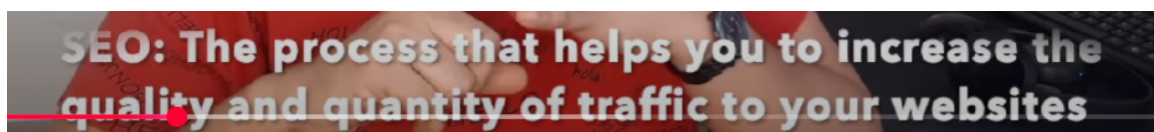
Try the layout

🌐 **Affiliate Program - BoldSign**

<https://boldsign.com/affiliate-program/>

esignature page

boldsign page



Quality means only the targeted audience needs to visit my website

we will warm lead - the leads which are search you instead you targeting them because you are searching it free leads with high quality

google will always look for relevancy popularity

Google ranking is based on the crawling

- crawling bots that identifies what are the website in the web
- indexing the bot marks it in the server for further use
- actual ranking - collected websites are ordered based on the relevancy and the popularity

To get best rank the process are on page seo:

ON PAGE SEO

Doing everything on the page is called the on page seo

OFF Page SEO

Doing everything that are not on the page is called the off page seo

Google Algorithm :

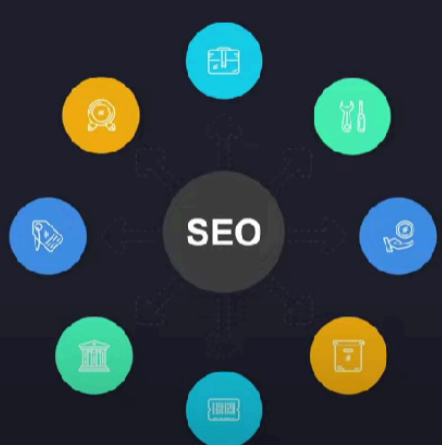
the process used in ranking the webpage it is collection of algorithms

There are 5 key important factors apart from the hundreds that google considers while rankings websites in SERPs

1. Meaning of your query - What is the meaning behind the query, What is the searcher expecting as answers? Does your website has answers? or do you just repeat the question a hundred times?
2. Relevance of webpages - How relevant is your webpage to the query? is exact keyword match necessary?
3. Quality of content - How do You define quality? What is EAT? How to establish authority?
4. Usability of webpages - Browser compatibility, Mobile responsiveness and loading speed. Does you website comply?
5. Context and settings - Consider context, Past searches, location and search settings of the users

What is seo

Search Engine Optimization



What is SEO ?

- ❖ SEO stands for Search Engine Optimization.
- ❖ It is a process to optimize your website content to get “natural,” or “organic,” results for the users' search query.
- ❖ It is a set of methods for increasing ranking position on search engines.
- ❖ SEO helps websites to get organic traffic.

Search engines perform several activities in order to deliver search results.

- ✓ Crawling
- ✓ Indexing
- ✓ Processing
- ✓ Calculating Relevancy
- ✓ Retrieving Results





- 1.White hat SEO
- 2.Black hat SEO
- 3.Grey hat SEO
- 4.Negative SEO