**Search Engine Optimization (SEO)**

The process of ranking of various websites in the search result of a search engine conducted in a natural and unbiased way is called SEO. The search results purely depend on the popularity (number of visits) of the webpage which is earned in an organic way and real footfall of customers.

SEO is a very powerful entity for a webpage as it contributes majorly in directing the traffic from the search engines to the page. Higher the rank of your website, more visitors it will encounter in a span of time.

It is, in fact, the best and most efficient method of expanding your company's reach on a global platform absolutely for **FREE*.***

There are several factors which influence the ranking of a webpage in the search results of an engine. For example, take Google, one of the most popular search engines. The set of search results on google varies from time to time

*“So what makes Google determine how results are to be ranked every time?”*

The answer to the above question lies right in the complex searching algorithm of Google. Google makes use of several parameters to determine the ranking of a particular website.

Some of the important factors are:

1. Google looks for high quality and relevant information.
2. Keywords used related to a topic should be prominent.
3. Google sees how frequently people engage with your site, the time they spend, or else the just ignore and scroll.
4. More popular domain name is ranked higher.
5. Links in your sites matter a lot and are a signal to google for a good resource package. Your site’s value will increase when other webpages will contain the link to your webpage in some form. Google also observes the backlinks on your website. The number of reputed webpages linked will draw attention to your website.
6. Google traces your site’s loading speed and compatibility with other devices such as mobiles.

*Web Crawlers or Spiders*

The main tool used by any search engine like Google is its web crawler or the application of which comes under the domain of machine learning. The spider finds the pages containing content matching the keywords and jump to other pages the links of which are provided. This process of jumping and inspecting continues till it is able to find all the pages relating to that keyword, and stores all them temporarily. Finally, it returns a highly optimized ranked list of results containing the most relevant content. The ranking is decided on the basis of the overall score earned based on several parameters as described above.