



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT. (AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
Nr.Amrapali Railway crossing
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645



Lt. Shree Chimanbhai Shukla

BCA SEM 5 - SEO

Shree H.N.Shukla College Campus,
Street No. 2, Vaishali Nagar,
Nr. Amrapali Railway Crossing,
Raiya Road, Rajkot.
Ph. (0281)2440478, 2472590



Shree H.N.Shukla College Campus,
Street No. 3, Vaishali Nagar,
Nr. Amrapali Railway Crossing,
Raiya Road, Rajkot.
Ph. (0281)2471645

Website: www.hnsgroupofcolleges.org Email: hnsinfo@hnshukla.com



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Ph No. 0281- 2471645

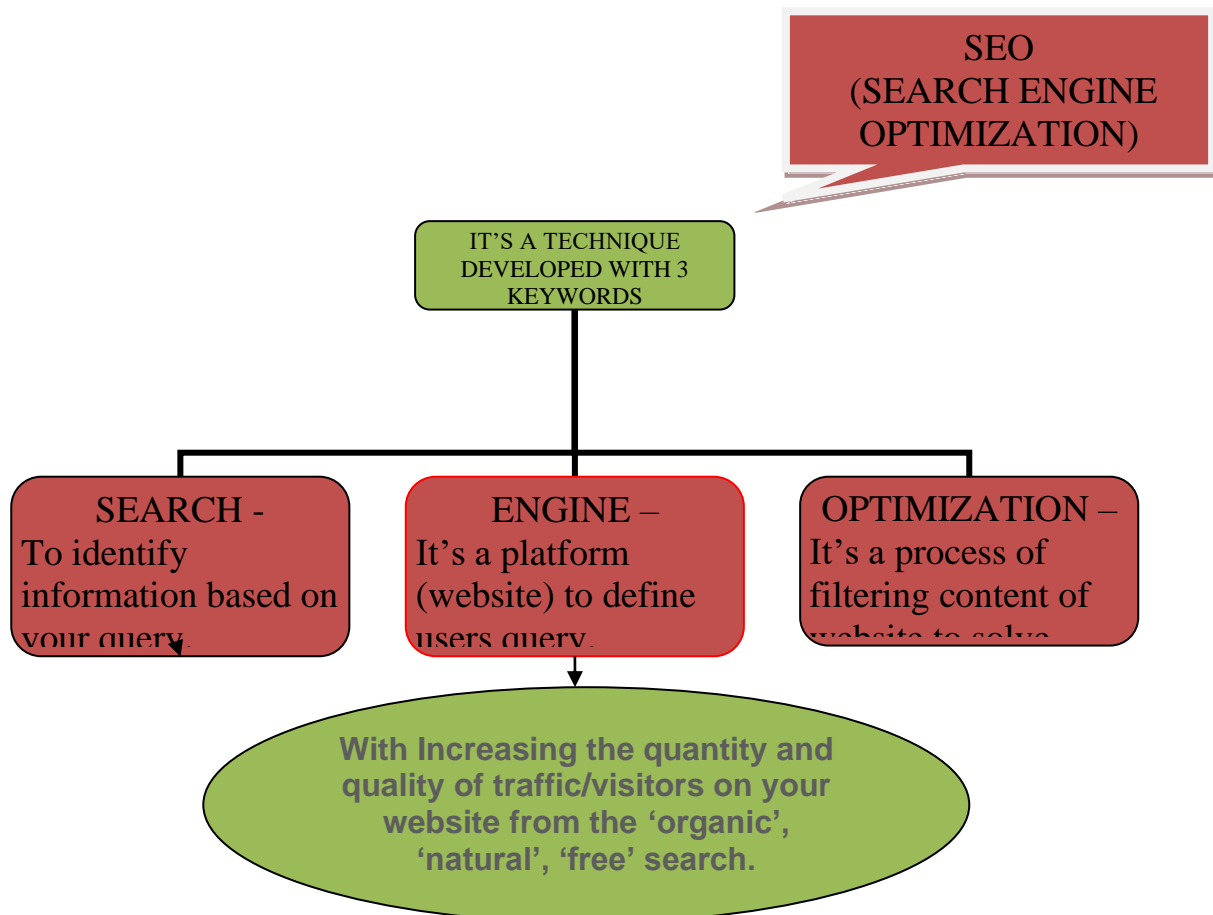
UNIT 1:-

SEARCH: REFLECTING CONSCIOUSNESS AND CONNECTING COMMERCE & SEARCH ENGINE BASICS

1. What is SEO? Explain mission or requirements of search engines.

Definition of SEO:

Search engine optimization (SEO) refers to techniques that help users to identify proper information with optimization of your website and get rank higher in organic (or “natural”) search results.





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➤ The Mission/Requirements of Search Engines:

- Since web searchers are free to use any of the many available search engines on the Web to find what they are seeking, the burden is on the search engines to develop a **relevant, fast, and fresh search experience**.
- As a result, search engines invest a tremendous amount **of time, energy, and capital** in improving their relevance.
- Search engines generate revenue primarily through **paid advertising**.
- The great majority of this revenue comes from a **pay-per-click (or cost-per-click)** model, in which the advertisers pay only for users who click on their ads.
- Each major search engine employs a team of people who focus solely on finding and eliminating spam from their search results.
- To making of your website more visible to people who are looking for your product or service via search engines.
- The main Goal of Search Engine is to **“satisfies the searcher”**.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	The burden is on the search engines are...	To develop a relevant, fast, and fresh search experience.
2	How Search engines generate revenue?	Through paid advertising
3	PPC/CPC full form...	Pay Per Click /Cost per click
4	Search engines sites are invest in.....	Time, energy and capital
5	The main goal of search engine is....	To satisfy the searcher.

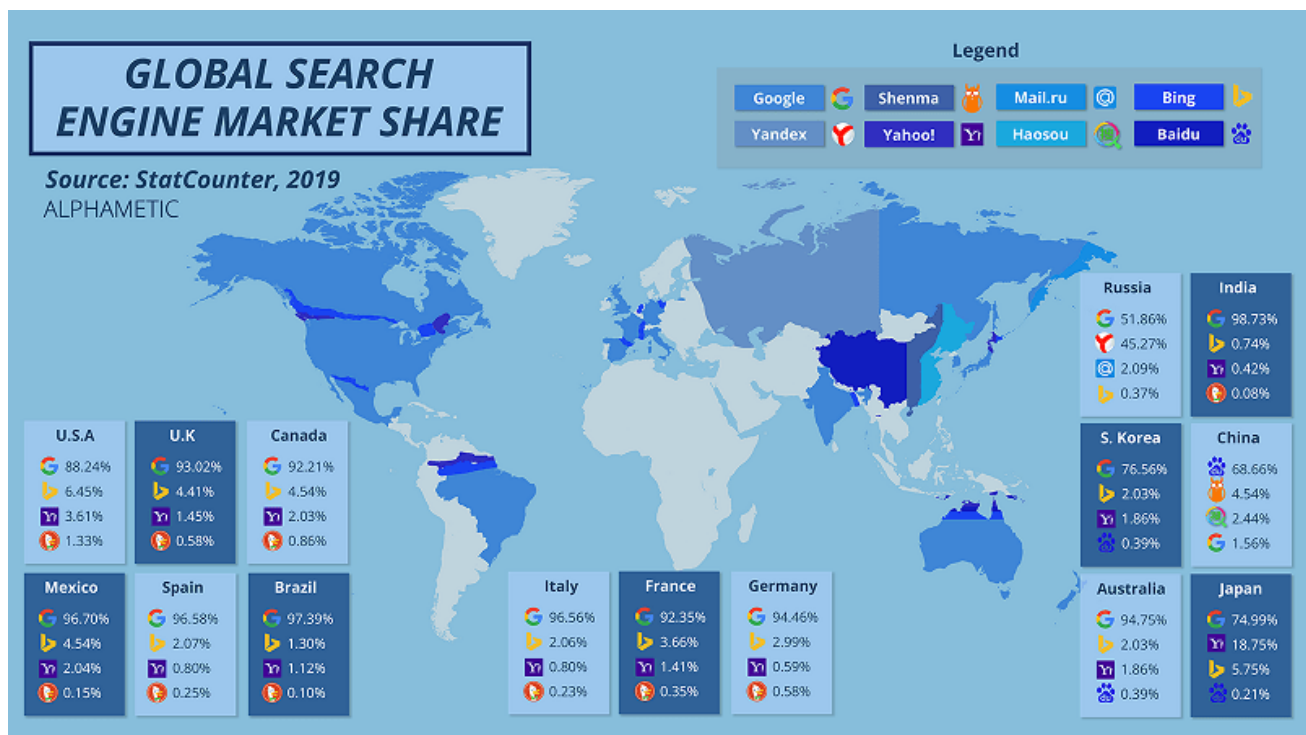


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2. Explain about Market Share of Search Engines.



- As you can see, a lot can change in International SEO in 2 years. It's easy to get overly-focused on Google when there are other search engines that capture market share around the world.
- In this, we'll share the percentage of market penetration of individual search engines across the top 15 GDP countries.

Methodology:

- A list of the 15 nations with the largest nominal GDPs in the world (as of 2020) was compiled. StatCounter was then utilized to calculate the percentage of search engine market penetration within those nations. The resulting percentages were rounded to the nearest tenth and the top 5-6 search engines were reported.
- According to the web analytics service, StatCounter, its tracking code is installed on more than 2 million sites globally. "These sites cover various activities and geographic



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locations. Every month, we record billions of page views to these sites. For each page view, we analyze the browser/operating system/screen resolution used and we establish if the page view is from a mobile device. For our search engine stats, we analyze every page view referred by a search engine...No artificial weightings are used. We remove bot activity and make a small adjustment to our browser stats for prerendering in Google Chrome. Aside from those adjustments, we publish the data as we record it.” – StatCounter FAQ.

- We chose not to utilize **ComScore** for this exercise, which uses a different tracking methodology, relying more on user panels. ComScore data shows higher market shares for Bing/Yahoo! in the US.



Summary of different countries:

- Within the United States Google continues to lead the pack, with a 16% increase since 2010. Bing and Yahoo make up the majority of the resulting percentages with a combined approximate 12% of market share. Although, compared to the other nations on this list, Google has a higher penetration in 9 other countries. In China, Google makes up a measly 1.5% of market share with search engine Baidu taking the lion’s share at 70%. In fact, Google places 4th after Shenma, Haosou and Sogou. Yahoo! Continues to demonstrate a strong presence in Japan.



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- If Eastern Europe is a strong market for your brand, make sure to pay attention to Yandex, which is the search engine market leader in Russia, although Google has a 45% search market share as the 2nd highest. Nonetheless, with over 92% market share, Google dominates the search engine landscape in most of the top GDP nations in the world, including India, Germany, Mexico, Spain, Brazil, Italy and Australia.
- When you're thinking globally, Google is a great start. But, depending on your market, you might find that you need to pivot your SEO efforts into a different search engine altogether, such as Bing, Baidu, or Yandex, to capture the largest amount of traffic. Use the data below as a reference when determining your next global SEO strategy.

1. United States

Google: 88.24%

Bing: 6.45%

Yahoo!: 3.61%

DuckDuckGo: 1.33%

MSN: 0.06%

Other: 0.13%

2. China

Baidu: 68.66%

Shenma: 4.54%

Haosou: 2.44%

Sogou: 21.10%

Google: 1.56%

Other: 1.55%

3. Japan

Google: 74.99%

Yahoo!: 18.76%

Bing: 5.75%

Baidu: 0.21%

DuckDuckGo: 0.14%

Yandex: 0.04%



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4. Germany

Google: 94.46%

Bing: 2.99%

Ecosia: 0.66%

Yahoo!: 0.59%

DuckDuckGo: 0.58%

T-Online: 0.25%

5. United Kingdom

Google: 93.02%

Bing: 4.41%

Yahoo!: 1.45%

DuckDuckGo: 0.58%

Ecosia: 0.35%

Yandex: 0.03%

6. France

Google: 92.35%

Bing: 3.66%

Yahoo!: 1.41%

Ecosia: 1.15%

DuckDuckGo: 0.35%

Qwant: 0.84%

7. India

Google: 98.75%

Bing: 0.74%

Yahoo!: 0.42%

DuckDuckGo: 0.08%

Yandex: 0.01%



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8. Italy

Google: 98.73%

Bing: 0.74%

Yahoo!: 0.42%

DuckDuckGo: 0.08%

Yandex Ru: 0.01%

Ecosia: 0.01%

9. Brazil

Google: 97.39%

Bing: 1.3%

Yahoo!: 1.12%

DuckDuckGo: 0.10%

Ecosia: 0.04%

Yandex: 0.02%

10. Canada

Google: 92.21%

Bing: 4.54%

Yahoo!: 2.03%

DuckDuckGo: 0.86%

Ecosia: 0.13%

MSN: 0.08%

11. South Korea

Google: 76.56%

Never: 17.51%

Bing: 2.03%

Yahoo!: 1.86%

Other: 1.13%

Baidu: 0.39%



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12. Russia

Google: 51.68%
Yandex: 45.27%
Mail.ru: 2.09%
Bing: 0.37%
Yahoo!: 0.24%
DuckDuckGo: 0.22%

13. Spain

Google: 96.58%
Bing: 2.07%
Yahoo!: 0.80%
DuckDuckGo: 0.25%
Ecosia: 0.22%
Yandex: 0.03%

14. Australia

Google: 94.75%
Bing: 3.45%
Yahoo!: 0.78%
Baidu: 0.06%
DuckDuckGo: 0.63%
Ecosia: 0.21%

15. Mexico

Google: 96.70%
Bing: 2.04%
Yahoo!: 0.88%
DuckDuckGo: 0.15%
MSN: 0.05%
Ecosia: 0.14%



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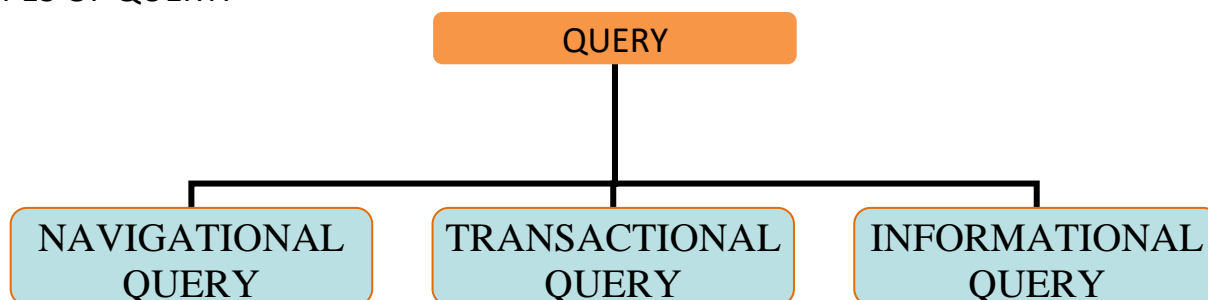
*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Dominant Search engine is in the world.	Google
2	Market share is based on	GDP
3	In China, Popular search engine is	Baidu
4	In India which search engine is popular	Google
5	In Russia, Popular search engine is	Yandex

3. Explain about Human Goals of Searching in detail.

- The basic goal of a human searcher is **to obtain information relevant to a query.**
- However, searcher inquiries can take many different forms.
- One of the most important elements to building an online marketing strategy for a website around SEO and search rankings is developing a thorough understanding of the psychology of your target audience.
- Most search processes comprise the following steps:
- Experience the need for an answer, solution, or piece of information.

TYPES OF QUERY:



For example,



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- 1) The user may be looking for a website (navigational query).
- 2) To buy something (transactional query).
- 3) To learn something (informational query).

- Formulate that need in a string of words and phrases (the query). Most people formulate their queries in one to three words. Table 1-1 gives a more detailed look at the percentages of searches per query length.
- Execute the query, check the results, see whether you got what you wanted, and if not, and try a refined query.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	The basic goal of human searcher is...	To obtain information relevant to a query.
2	Search engine companies must know abt.	Target audience.
3	Total numbers of query is ...	3
4	If you want to purchase online watch then you must type....	Transactional query

4. Explain about Determining Searcher Intent:

A Challenge for both Marketers and Search Engines:-

- **Good marketers are empathetic.** Smart SEO practitioners and the search engines have a common goal of providing searchers with results that are relevant to their queries.
- Therefore, a crucial element to building an online marketing strategy around SEO and search rankings understands your audience.
- Once you grasp how your target market searches for your service, product, or resource, you can more effectively reach and keep those users.
- Search engine marketers need to be aware that search engines are tools—resources driven by intent.



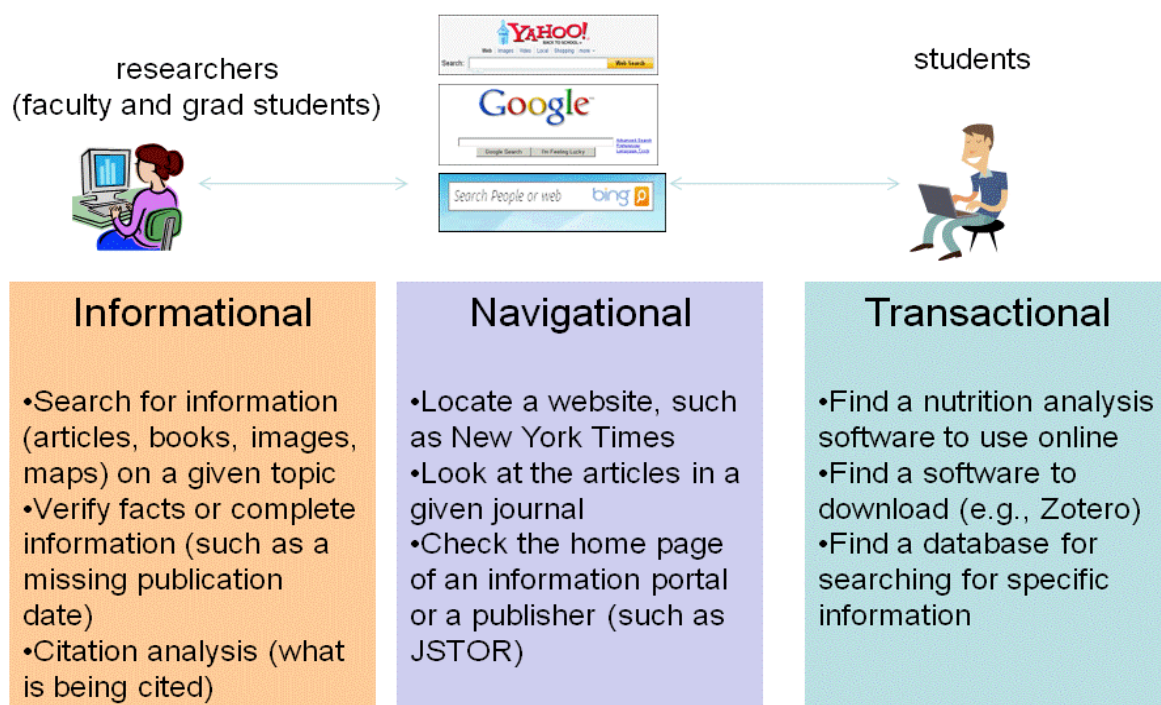
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Search Intent



- Above figure summarizes our findings from the interviews.
- Navigational searches involve searching for information by a given data point (such as the name of an author or a publication)
- Informational searches (such as locating a publisher's home page) are more broadly focused.
- Transactional searches support accomplishing tasks such as connecting to a database for statistical analysis.

➤ Different types of queries, their categories, characteristics, and processes.

- **Navigational Queries:** Navigational searches are performed with the intent of surfing directly to a specific website. In some cases, the user may not know the exact URL.



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- **Informational Queries**

Informational searches involve a huge range of queries—for example, local weather, maps and directions, details on the latest Hollywood awards ceremony, or just checking how long that trip to Mars really takes.

Informational searches are primarily non-transaction-oriented



- **Transactional Queries**

Transactional searches don't necessarily involve a credit card or wire transfer. Signing up for a free trial account at CooksIllustrated.com , creating a Gmail account, paying a parking ticket or finding the best local Mexican restaurant for dinner tonight are all transactional queries.



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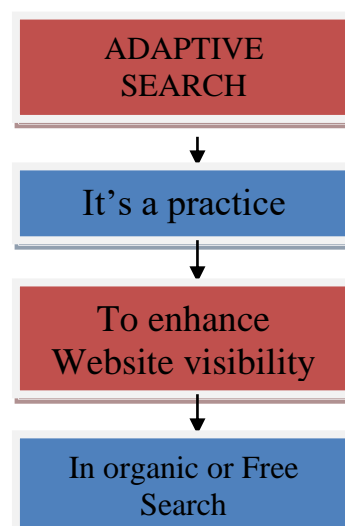
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- Note: more than 80% of searches are informational in nature, and only about 10% of searches are navigational or transactional.
- The researchers went further and developed an algorithm to automatically classify searches by query type. When they tested the algorithm, they found that it was able to correctly classify queries 74% of the time.

➤ Adaptive Search:-

Defination: Adaptive Search Engine Optimization (SEO) refers to practices that enhance your website's visibility in “organic” web searches.





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- The search engines also look at sequences of search queries to determine intent.
- This was confirmed in Eric Enge's interview with Jack Menzel, Product Management Director for Google Search.
- Keeping track of users' previous search queries and taking them into account when determining which results to return for a new query—known as adaptive search.
- Adaptive search is intended to help the search engines get a better sense of a user's intent.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Good Search engine marketers are...	Empathetic
2	Mostly which type of query accessed by users/searchers ...	Informational
3	To check local weather which query applied by the searcher....	Informational
4	To creating Gmail account which query applied by the user....	Transactional
5	Adaptive search enhances ...	Website Visibility in free search.

5. Explain How People Search in search engines.

- Search engines invest significant resources into understanding how people use search, enabling them to produce better (i.e., faster, fresher, and more relevant) search engine results.
- For website publishers, the information regarding how people use search can be used to help improve the usability of a site as well as search engine compatibility.



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- Data from comScore provides some great insight into what people actually search for when they perform a search. Table shows a breakdown of many of the major categories that people's Internet searches fall into, based on comScore data for October 2019.
- Table : **Searches by market segment**

Parent category name	Percent of total searches
Directories/Resources	16.60%
Retail	11.86%
Entertainment	11.54%
Services	6.63%
Education	4.59%
Conversational Media	4.04%
Government	3.87%
Health	3.38%
Games	3.26%
News/Information	3.06%
Hobbies/Lifestyle	3.05%
Business/Finance	2.94%
Travel	2.21%
Community	1.94%
Regional/Local	1.87%
Sports	1.78%
Technology	1.73%
Automotive	1.67%
Real Estate	1.43%
Career Services and Development	1.12%
Telecommunications	0.78%
Auctions	0.57%
Portals	0.56%
ISP	0.38%
Gambling	0.27%
Business to Business	0.25%



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- This shows that people search across a very wide number of categories. Search engines are used to find information in nearly every portion of our lives. In addition, user interactions with search engines can be a multistep process.

1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Search engines investing significant resources for....	To understand how the people search
2	Search engines provide which types of results....	Faster, fresher, and more relevant results
3	Which site is useful to find best SEO related analytical data...	Comscore

6. How Search Engines Drive Commerce on the Web?

- People make use of search engines for a wide variety of purposes, with some of the **most popular being to research, locate, and buy products.**
- Ecommerce sales reported by the US Census Bureau were a healthy \$47.5 billion
- It is important to note that search and offline behavior have a heavy degree of interaction, with search playing a growing role in driving offline sales.
- A Google study from 2011 showed that each \$1 of online ad spend drives anywhere from \$4 to \$15 in offline sales
- According to a March 2010 report from Forrester Research, over \$155 billion worth of consumer goods were purchased online in the US in 2009. While that seems like a big number, the influence on offline sales was far greater.
- **Local search and mobile search are an increasingly important component of SEO.**
- The concept of SEO is straightforward - optimizing your website to deliver better information to search engines to ensure your content is indexed correctly and displayed among the top search results.



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- But, with rules changing so often, putting it into practice can be challenging. Although you might consider SEO a daunting task, rest assured that its importance outweighs the efforts needed to implement relevant strategies.
- To start you off on your endeavors, we bring you some fascinating SEO statistics. We tried to keep things simple and ensure that by the end of it, you have a solid understanding of the most critical aspects of search engine optimization and how to make the most out of it.

🌐 General Stats & Facts:-

1. SEO Industry is poised to reach \$80 billion.
2. If done right, SEO can drive a 14.6% conversion rate.
3. 93% of online experiences begin with a search engine.
4. 75% of users don't even scroll past the first page of the SERPs.
5. 50% of search queries consist of at least 4 words.
6. 21% of users access more than one of the search results.
7. Search engines drive 10 times more traffic to shopping sites than social media.

🌐 Google Search Engine Stats:-

8. Google holds 74.75% of the search engine market share.
9. Over 5.5 billion searches are performed on Google every day.
10. On average, Google receives over 63,000 search queries every second.
11. Sites that make the first page on Google have an average of 1,890 meta words.
12. You're 53% more likely to show up on the first page of Google if you have a video on your homepage.
13. Fascinating Google page statistics: 44% of website referral traffic goes through Google.
14. Up to 20% of Google queries are searched for the first time.
15. Organic Google results with 3-4 words in the title drive higher CTR.
16. Search queries of the “___ to avoid” format have increased by 150%.

🌐 Mobile SEO Stats:-

17. In 2020, there will be 221 million mobile phone search users in the US.
18. 60% of Google searches are done via mobile devices.
19. Mobile-optimized sites are more trusted by 51% of consumers.
20. 27% of the global online population is using voice search on mobile.



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- 21.By 2021, mobile is predicted to dominate online sales, driving 54% in sales.
- 22.69% of Smartphone users are more likely to buy from companies whose sites answer their questions easily.
- 23.The ideal load time on mobile devices is 5 seconds or less.
- 24.57% of consumers said they wouldn't recommend a business with a poorly designed mobile website.

Local SEO Statistics:-

- 25.1 in 3 Smartphone searches is made before the store visit.
- 26.Based on local SEO statistics 2018, 82% of Smartphone shoppers conduct “near me” searches.
- 27.50% of “near me” Google searches performed via mobile result in a store visit.
- 28.Most important mobile website features are a “list of products”.
- 29.88% of consumers will interact with a local business within 24 hours of searching for it on a mobile device.

SEO Statistics & Content Marketing:-

- 30.Content marketing gets three times more leads than paid search advertising.
- 31.Content creation is the most effective SEO tactic in 2019.
- 32.72% of marketers consider relevancy the most critical factor for improving SEO.

1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Peoples make use of search engines for...	Research, Buy products and location searching.
2	Use of mobile search increase or decrease.	Continuously Increase



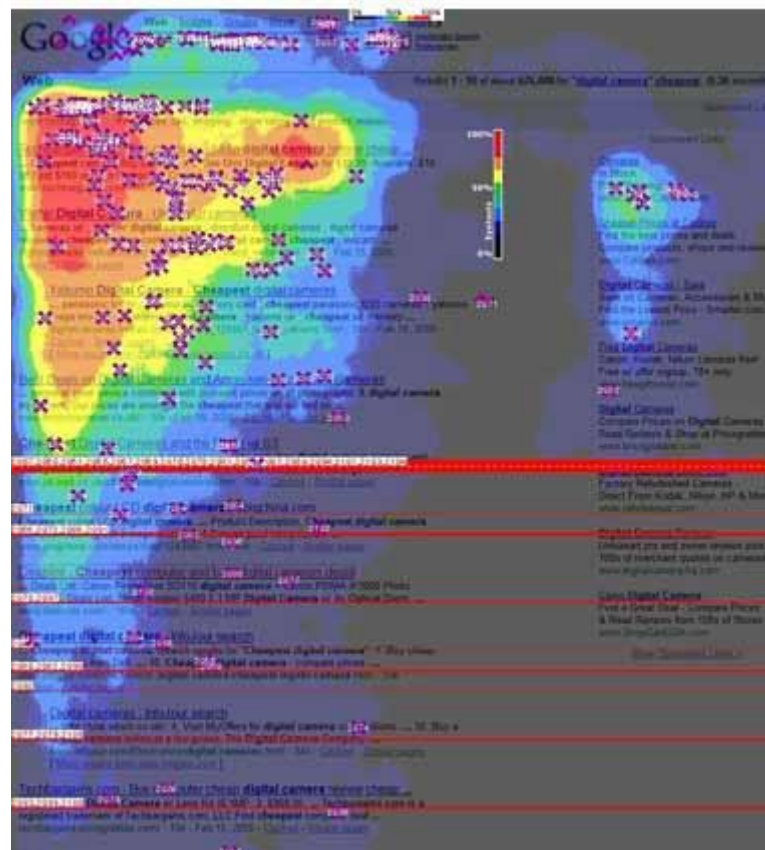
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7. What is Eye Tracking? How Users Scan Results Pages?

- Research firms Enquiro, Eyetoools, and Didit conducted **heat-map testing** with search engine users (<http://www.enquiro.com/research/eyetrackingreport.asp>) that produced fascinating results about what users see and focus on when engaged in search activity. Figure depicts a heat map showing a test performed on Google. The graphic indicates that users spent the most amount of time focusing their eyes in the top-left area where shading is the darkest.



- Published in November 2006, this particular study perfectly illustrates how little attention is paid to results lower on the page versus those higher up, and how users' eyes are drawn



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT. (AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
Nr.Amrapali Railway crossing
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645

to bold keywords, titles, and descriptions in the natural (“organic”) results versus the paid search listings, which receive comparatively little attention.

- This research study also showed that different physical positioning of on-screen search results resulted in different user eye-tracking patterns.
- **When viewing a standard Google results page, users tended to create an “F-shaped” pattern** with their eye movements, focusing first and longest on the upper-left corner of the screen, then moving down vertically through the first two or three results, across the page to the first paid page result, down another few vertical results, and then across again to the second paid result.
- The other search engines followed suit within a few months, and the industry now refers to this general concept as Blended Search.
- **Blended Search, however, creates more of a chunking effect, where the chunks are around the various rich media objects, such as images or video.** Understandably, users focus on the image first. Then they look at the text beside it to see whether it corresponds to the image or video Figure shows what the eye-tracking pattern on a Blended Search page looks like.





SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinagar,
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Rajkot – 360001.
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Ph No. 0281- 2471645

- Users' eyes then tend to move in shorter paths to the side, with the image rather than the upper-left-corner text as their anchor. Note, however, that this is the case only when the image is placed above the fold, so that the user can see it without having to scroll down on the page. Images below the fold do not influence initial search behavior until the searcher scrolls down.
- This study is a vivid reminder of how important search engine results pages (SERPs) really are. And as **the eye-tracking research demonstrates, "rich" or "personalized" search**, as it evolves, will alter users' search patterns even more: there will be more items on the page for them to focus on, and more ways for them to remember and access the search listings. Search marketers need to be prepared for this as well.

1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Eye tracking process creates which alphabet shape pattern	F shaped pattern
2	For Videos and Images eye tracking which search is useful.	Blended search
3	Eye Tracking is useful for	To find users mindset and its interested area in serp page
4	Eye tracking use which testing method	Heat map testing method

8. Explain Click Tracking and How Users Click on Results, Natural versus Paid.

- Click tracking is an analytics feature that measures and reports where people click or tap on websites, apps, and emails.
- SEO is part of the broader topic of **Search Engine Marketing (SEM)**, a term used to describe all marketing strategies for search. SEM entails both organic and paid search.



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(AFFILIATED TO SAURASHTRA UNIVERSITY)

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Google SEO

Web News Images Videos Books More Search tools

About 209,000,000 results (0.34 seconds)

The Top SEO Company - seop.com
Ad www.seop.com/ (877) 963-3401
Sustainable SEO W/Proven History, 1700% Avg Increase,Traffic/Business

Guaranteed Page One SEO - \$399.95 Per Month
Ad www.sitesolutions.com/ (877) 855-2003
2 Million Users Unlimited Keywords, Organic Not PPC

Full Service SEO Company - NerdyMind.com
Ad www.nerdymind.com/ (970) 449-6868
From keywords to implementation our in-house SEO nerds are ready.

Search engine optimization - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Search_engine_optimization Wikipedia
Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search ...
Search engine marketing - SEO (disambiguation) - Google Webmaster Tools

What Is SEO / Search Engine Optimization? - Search Engine...
searchengineland.com/guide/what-is-seo
Get started learning all about SEO from the industry's most trusted source, Search Engine Land. Review basics of search engine optimization, ranking factors ...

PPC Ads

SEO Results

- With paid search, you can pay to list your website on a search engine so that your website shows up when someone types in a specific keyword or phrase.
- Organic and paid listings both appear on the search engine, but they are displayed in different locations on the page.
- So, why is it important for your business' website to be listed on search engines? On Google alone, there are over 694,000 searches conducted every second. Every second that your website is not indexed on Google, you are potentially missing out on hundreds, if not thousands of opportunities for someone to visit your website, read your content, and potentially buy your product or service.
- In addition, the first 10 results received 89.71% of all click-through traffic; the next 10 results (normally listed on the second page of results) received 4.37%, the third page



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
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Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinanagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645

2.42%, and the fifth page 1.07%. All other pages of results received less than 1% of total search traffic clicks.

- When it comes to search, deciding whether to dedicate resources to organic search efforts (SEO) or paid search efforts (**PPC- Pay per clicks**) is not easy. The right answer depends on a variety of factors including audience behavior, available budget, and your organization's marketing goals.

To help, we've put together some key things to consider when implementing the right SEO/PPC balance for your organization. But first, let's review the major difference between paid and organic search.

PAID SEARCH	FREE SEARCH
Businesses pay Google and marketers to be at the top of search results	Businesses pay SEO professionals to be at the top of search results.
Quite costly search	Free search
Display on the top of the SERP.	Display after Paid search options

1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	SERP always first display which search...	PAID search.
2	PPC used in ...	PAID search.
3	PPC full form...	Pay per click.
4	Free search also known as ...	Organic or natural search.
5	Full form of SEM is...	Search engine marketing.



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
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Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinanagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645

CH-3 Determining Your SEO Objectives and Defining Your Site's Audience

INTRODUCTION OF SEO PLANNING:-

- ✓ SEO, once a highly specialized task relegated to the back rooms of a website Development team is now a mainstream marketing activity. This dramatic rise can be Attributed to three emerging trends:
- ✓ Search engines drive dramatic quantities of focused,
 1. Comprising people intent on accomplishing their search
 2. Traffic
 3. Purchasing goals.
- ✓ Businesses can earn significant revenues by leveraging the quality and relevance of This traffic for direct sales, customer acquisition, and branding/awareness campaigns.
- ✓ Visibility in search engines creates an implied endorsement effect, where searchers Associate quality, relevance, and trustworthiness with sites that rank highly for their Queries.
- ✓ Dramatic growth in the interaction between offline and online marketing necessitates Investment by organizations of all kinds in a successful search strategy.
- ✓ Consumers are increasingly turning to the Web before making purchases in verticals Such as real estate, autos, furniture, and technology.
- ✓ Organizations cannot afford to ignore their customers' needs as expressed through Searches conducted on the major search engines.
- ✓ As with any other marketing function, it is important to set specific goals and Objectives—if a goal is not measurable, it is not useful.
- ✓ Setting up such objectives is the only way you can determine whether you are getting Your money's worth from your SEO effort.



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
Nr.Amrapali Railway crossing
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinanagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645

- ✓ Although **SEO** can be viewed as a project, the best investment, in our opinion, is to Treat it as more of a process—one that is iterative, ongoing, and requires steady Commitment from the stakeholders of an organization.

Q.1 Explain Strategic Goals of SEO Practitioners.3M/5M

List of Strategic Goals of SEO Practitioners:-

1. **Visibility (Branding)**
2. **Website Traffic**
3. **High ROI (ROI = RETURN ON INVESTMENT)**
4. **Understanding Search Engine Traffic and Visitor Intent**

1. Visibility (Branding) :

- ✓ Most consumers assume that top placement in the search engines is like a stamp of approval on a business.
- ✓ Surely a company could not rank highly in the search results if it were not one of the best in its field, right?
- ✓ However, the fact is that many consumers, and even business searchers, interpret high Search rankings as an implicit endorsement.
- ✓ Therefore, for critical brand terms, the SEO practitioner should work toward Improving the search engine rankings for the website he is working on.
- ✓ However, if you sell solar panels, you will want to rank well for the search term solar panels. When users see you ranking highly on that search term, they will assume your site is best for purchasing solar panels.

2. Website Traffic:



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

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- ✓ Long gone are the days of a “build it and they will come” paradigm on the Web.
- ✓ Today’s environment is highly competitive, and you need great SEO to ensure Targeted, high-quality traffic to your site.
- ✓ The SEO practitioner fills the different, more critical role of bringing new prospects to your website from an audience of people who would not otherwise have been interested in or perhaps aware of, the business at all.
- ✓ Experienced SEO practitioners know that users search for products, services, and Information using an extraordinarily wide variety of search queries and query types.
- ✓ An SEO professional performs keyword research to determine which search queries People actually use. For example, when searching for a set of golf clubs, some users May type in left handed golf clubs as a search query.
- ✓ Knowing that, the SEO process works on a site architecture strategy and a link-Building strategy to help the site’s pages achieve Competitive search engine Rankings for these types of terms.

3. High ROI (ROI = RETURN ON INVESTMENT):-

- ✓ Improving visibility and driving traffic are nice, but the most important Objective is to achieve the goals of your organization.
- ✓ For most organizations, that means generating sales, leads, or advertising Revenue. For others, it may mean the promotion of a particular message.
- ✓ An important component of SEO is to deliver not just traffic, but relevant traffic That has the possibility of converting visitors into the customers.
- ✓ The great thing about SEO is that it can result in dramatically improved Website ROI.
- ✓ Whether you are selling products and services, advertising and looking for



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

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Nr.Amrapali Railway crossing
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Rajkot – 360001.
Ph No. 0281- 2440478

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Nr. Amrapali Railway crossing,
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Ph No. 0281- 2471645

Branding value, or trying to promote a specific viewpoint to the world, a well-Designed SEO strategy can result in a **very high return on investment** when **Contrasted with other methods of marketing.**

- ✓ For many organizations, **SEO brings a higher ROI** when **compared to TV, print, And radio campaigns.** Traditional media is not in danger of being replaced by SEO, but **SEO can provide some high-margin returns that complement and Enhance the use of offline media.**
- ✓ The ever-changing, dynamic nature of the **search marketing industry requires Constant diligence (EFFORTS).**
- ✓ SEO professionals must **maintain a research process for analyzing how the Search landscape is changing,** because search engines **strive to continuously Evolve to improve their services and monetization.**
- ✓ It **Provides advertisers with the continuous opportunity, either Independently or through outside consulting, to achieve top rankings for Competitive target searches for their businesses.**
- ✓ Organizations should take **many factors** into account when **pursuing an SEO Strategy, including:**
 - What the organization is trying to promote
 - Target market
 - Brand
 - Website structure
 - Current site content
 - Ease with which the content and site structure can be modified
 - Any immediately available content
 - Available resources for developing new content
 - Competitive landscape
 - And so on...

4. Understanding Search Engine Traffic and Visitor Intent:-



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
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Rajkot – 360001.
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3 – Vaishalinanagar,
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Ph No. 0281- 2471645

- ✓ As we discussed earlier, **searchers enter many different types of queries**. These are typically **classified into three major categories**:
 - **Navigational query**
 - **Informational query**
 - **Transactional query**
- ✓ The user types in **buy digital camera**. Although there is no information in the query about which one he/she wants to buy, **the intent still seems quite clear**.
- ✓ The searcher types in **canon powers hot G10**. The chances are **very high** that this **user** is **looking to buy that particular camera**.
- ✓ Part of an **SEO plan** is to understand **how the various relevant types of searches relate to the content and architecture of your website**.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Give the name another of Branding is...	Visibility
2	Total numbers of objectives are....	4
3	Full form Of ROI.	Return on investment
4	Search engine marketing requires	Constant Efforts

Q.2 Explain about developing an SEO Plan Prior to Site Development.5M

- ✓ It is **widely understood** in the **industry** that **search engine optimization** should **early as possible**, to the **entire site development strategy**, from **choosing a content Management system (CMS)** and **planning site architecture to developing on-page content**.
- ✓ **SEO plans** have **many moving parts**, and **SEO decisions** can have a **significant Impact** on **other departments**, such as **development, other marketing groups, and Sales**.



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
Nr.Amrपाली Railway crossing
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinanagar,
Nr. Amrapali Railway crossing,
Raiya Road,
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Ph No. 0281- 2471645

- ✓ Getting that input as soon as possible will bring the best results for a business at the least possible cost.

Business Factors That Affect the SEO Plan:-

Here are some examples of business issues that can impact SEO:

1. Revenue/business model
2. Target customers
3. Competitor strategies
4. Branding goals
5. Budget for content development
6. How your potential customers search for products like yours

1. Revenue/business model:-

- ✓ It makes a difference to the SEO practitioner if the purpose of the site is to sell products, sell advertising, or obtain leads.

2. Target customers:-

- ✓ Who are you trying to reach? This could be an age group, a gender group, or as specific as people looking to buy a house within a 10KM radius of Rajkot, Gujarat.

3. Competitor strategies:-

- ✓ The competitive landscape is another big factor in your SEO plan. Competition may be strongly entrenched in one portion of the market online, and it may make sense to focus on a different segment or you may be the big dog in your market but you have specific competitors you want to fend off.

4. Branding goals:-

There may be terms that it is critical for you to own, you have to perform more Brainstorming to define your products for branding reasons.



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinagar,
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3 – Vaishalinagar,
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Ph No. 0281- 2471645

5. Budget for content development:-

- ✓ An important part of content development in website is ensuring the quality of your content, as well as your capacity to commit to the ongoing development of high-quality on-page site content.
- ✓ To develop quality content you must be decided first your budget and then develop content of your site for optimization like link building process.

6. How your potential customers search for products like yours:-

- ✓ Understanding what customers do when they are searching for products or services like yours is one of the most basic functions of SEO.
- ✓ This involves mapping the actual search queries that your target customers use when they go to a search engine to solve their current problem.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Full Form OF CMS is...	Content Management System
2	Total no. of business factors are....	6
3	Examples Of CMS languages	Word press and joomla
4	Your regular customer of website is also known as....	Potential Customers



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(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
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Q.3 Explain Understanding Your Audience and Finding Your Niche in detail.3M/5M

- ✓ A nontrivial part of an SEO plan is figuring out who you are targeting with your Website. This is not always that easy to determine.
- ✓ Many factors enter into this, including the competition, the particular strengths or Weaknesses of your own company, and more.

1. Mapping Your Products and Services
2. Content Is King
3. Segmenting Your Site's Audience

✚ Mapping Your Products and Services:-

- ✓ Successful SEO requires a thorough understanding of the business itself. What Products, services, and types of information and resources do your organization Have to offer?
- ✓ You will also need to understand the broad market categories that your products fall Into, as each of these categories might relate to sections of your website that you may Want to create.
- ✓ You also should consider business development and the company's expansion strategy At the outset of the SEO planning process. Consider Amazon, which began as a Bookseller but has evolved into a general purpose e-tailer.

✚ Content Is King:-

- ✓ One aspect of determining the desired audience for your website is determining who You want to reach, which requires an understanding of what you have to offer visitors To your site, both now and in the future.
- ✓ You may have a deep library of “how to” content, great videos, a unique photo



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(AFFILIATED TO SAURASHTRA UNIVERSITY)

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Gallery or an awesome tool that people are interested in using.

- ✓ Each of these can be valuable in building a **world-class website** that does well in the Search engines.
- ✓ **The content** you have available to you **will affect your keyword research and site Architecture**, as your site content is the major source of information that search Engine use to determine what your site is about.
- ✓ As we discussed in “**Algorithm-Based Ranking Systems: Crawling, indexing.**”
- ✓ **To establish** itself as a **leader**, **Site must bring something new and unique to the Market**. Perhaps it can offer a solution to a problem that no one else has been able to Solve before, perhaps it focuses on a specific vertical niche and establishes itself as a Leader in that niche—for example, by being the first to release a high-quality video Series on the topic it covers.

✚ Segmenting Your Site’s Audience:-

- ✓ Let’s not forget the audience itself! **It is important for the SEO practitioner to Understand the target audience.**
- ✓ Similar things can happen **with gender**. **For example, women and men may not search For their shoes the same way, search terms are different in gender categories.**
- ✓ Another major criterion to consider **might be location**. **Searchers in Delhi may Want a different version of your product than searchers in Mumbai.**
- ✓ For that matter, because they want different products, they may use different search Terms, **which requires extensive keyword research—yet another critical aspect of the SEO process.**

❖ 1 WORD QUESTION ANSWERS:-



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

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- ✓ SEO projects require forethought and planning to obtain the best results, and SEO needs to be considered during, and incorporated into, all stages of a website development or redevelopment project.
- ✓ For example, the site architecture (including the selection of a content management system, or CMS), the marketing plan (including branding concepts), and much more are affected.
- ✓ In this chapter, we will discuss several aspects of how SEO projects start, including:
 - Putting together an SEO plan
 - Performing a technical SEO audit of a site
 - Setting a baseline for measuring results and progress
- ✓ These are the things you want to do at the very beginning of your SEO efforts for any website.

Q.1 Explain the Major elements of planning in detail.3M/5M

- ✓ As any experienced SEO consultant will tell you, you should incorporate your SEO strategy into the site planning process long before your site goes live.
- ✓ Your strategy should be well outlined before you make even the most basic technology choices, such as the hosting platform and your CMS.

1. Technology Choices.
2. Market Segmentation.
3. Where You Can Find Great Links.
4. Content Resources.
5. Branding Considerations.
6. Competition.

Technology Choices:-

- ✓ As we already suggested, SEO is a technical process, and as such, it impacts major technology choices.



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

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- ✓ For example, a CMS technology can facilitate or help to develop best SEO strategy.
- ✓ Sometimes in non CMS web platforms do not allow you to access titles and Meta descriptions that vary from one web page to the next, create hundreds (or thousands) of pages of duplicate content, or make page redirection issues.

✚ Market Segmentation:-

- ✓ Another critical factor to understand is the nature of the market in which you are competing. This tells you how competitive the environment is in general, and augmented with additional research.
- ✓ Method you can use to get a very quick read on competitiveness is using a Keyword tool such as the Traffic Estimator tool.

✚ Where You Can Find Great Links:-

- ✓ Getting third parties to link their websites to yours is a critical part of SEO.
- ✓ Without inbound links, there is little to no chance of ranking for competitive terms in search engines such as Google, whose algorithm relies heavily on link measuring and weighting criteria.
- ✓ An early part of the SEO brainstorming process is identifying the great places to get links, as well as the types of content you might want to develop to encourage linking from other quality websites.

✚ Content Resources:-

- ✓ Content is a king.
- ✓ The driver of any heavy-duty link campaign is the quality and volume of your content. If your content is of average quality and covers the same information dozens of other sites have covered, it will not attract many links. If, however, you are putting out quality content, or you have a novel tool that many will want to use, you are more likely to receive external links.



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(AFFILIATED TO SAURASHTRA UNIVERSITY)

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✚ Branding Considerations:-

- ✓ Most companies have branding concerns of its various products.
- ✓ Where the nature of the brand makes a particular SEO strategy pretty compelling. Ultimately, your goal is to detail SEO efforts with branding as seamlessly as possible.

✚ Competition:-

- ✓ The competitor discovers a unique, highly converting set of keywords.
- ✓ The competitor discovers a targeted, high-value link.
- ✓ The competitor saturates a market segment, justifying your focus elsewhere.
- ✓ Weaknesses appear in the competitor's strategy, which provide opportunities For Exploitation.

Conclusion:-

Understanding the strengths and weaknesses of your competition from an SEO perspective is a significant part of your own SEO strategy.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Major elements for optimization are...	Technology Choices. Market Segmentation. Where You Can Find Great Links. ContentResource,Branding Considerations, Competition.
2	From Competitors we discovers...	Unique Keywords and links
3	Which technology is best for developing search engine friendly website?	CMS technology



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3. Webmaster Tools:-

- ✓ To identify and verify different valuable sources of website, web masters tools are helpful.
- ✓ Google and Bing search engines has its own Webmaster Tools to identify different sources of websites.

4. Search Analytics:-

- ✓ Search analytics is a new and emerging category of tools.
- ✓ Search analytics tools specifically monitor how your website interacts with the search engines.
- ✓ Compete (<http://www.compete.com>) offers search-specific analytic tools, as do many smaller vendors.[NOTE: THIS SITE IS SHUTDOWN ON AUGUST 2016.]

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Example of Log file tracking tools is...	Aw stats,weblizer
2	Example of web analytics software is...	Google analytics and yahoo analytics.
3	Popular Web masters tools are	Google and bing web master tool.

Q.6 Explain about Determining Top Seo Competitors in details.3M/5M

- ✓ Understanding the competition should be a key component of planning your SEO strategy.
- ✓ The first step is to understand who your competitors in the search results really are. It can often be small players who give you a run for your money.



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Ph No. 0281- 2440478

3 – Vaishalinanagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645

✓ Now, we discuss **two most important aspects** about **SEO competitors**.

1. Seeking the best.
2. Uncovering their secrets.

1. Seeking the Best:-

- ✓ **Look for competitors** whose **efforts** you would **like to emulate** (or “embrace and extend,” as Bill Gates would put it).
- ✓ Usually a **website that consistently dominates** the **upper half of the first page of search results** in the **search engines** for a **range of important keywords** that are **popular and relevant to your target audience**.
- ✓ **To assess competitors’ competence at SEO, you need to answer the following questions:**
 - Are their websites fully indexed by Google and Yahoo or other search engines?
 - Do their product and category pages have keyword-rich page titles (title tags) that are unique to each page?
 - Do their product and category pages have reasonably high Page Rank scores?
 - Is anchor text across the site, is keyword-rich?
 - Are the websites getting penalized?
 - Are they spamming the search engines with “doorway pages”?
 - According to Google, Doorway pages are typically large sets of poor-quality pages.
 -

2. Uncovering Their Secrets:-

- What keywords are they targeting? You can determine this by looking Meta keywords tag at the html coding of website.
- Who’s linking to their home page?



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(AFFILIATED TO SAURASHTRA UNIVERSITY)

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- If it is a database-driven site, what technology tricks are they using to get search engine spiders such as Googlebot to cope with the site being dynamic?
- You can check to see whether they are using the same server software as you used in your site.
- ✓ To get the **answers of above questions** you are required to access following tools.
 - <https://www.news.netcrafts.com> OR
 - [Compete.com](https://www.compete.com) OR
 - [Alexa.com](https://www.alexa.com).
 - If you have the budget for higher-end competitive intelligence tools, you can use [comScore.com](https://www.comscore.com) or [Hitwise.com](https://www.hitwise.com).
- ✓ The tools are most useful but limited in its accuracy when making relative comparisons between sites in the same market space.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Which site is useful to identify secrets from competitors...?	Compte.com, Alexa.com, News.netcrafts.com
2	Which aspects are needed to verify competitors planning...?	Seeking the best, Uncovering their secrets.
3	Alexa.com provides accurate data about competitor's site.	NO

Q.7 Explain about Historical Progress of Seo in detail.5M

- ✓ Measuring the previous results of SEO changes can be challenging.
- ✓ This **difficulty only increases** the **importance of measuring past seo progress**.