

SEO Training



By -Shashank Gupta
CEO & Founder

Web SED Services.in

Analyze, Strategies, Implement.

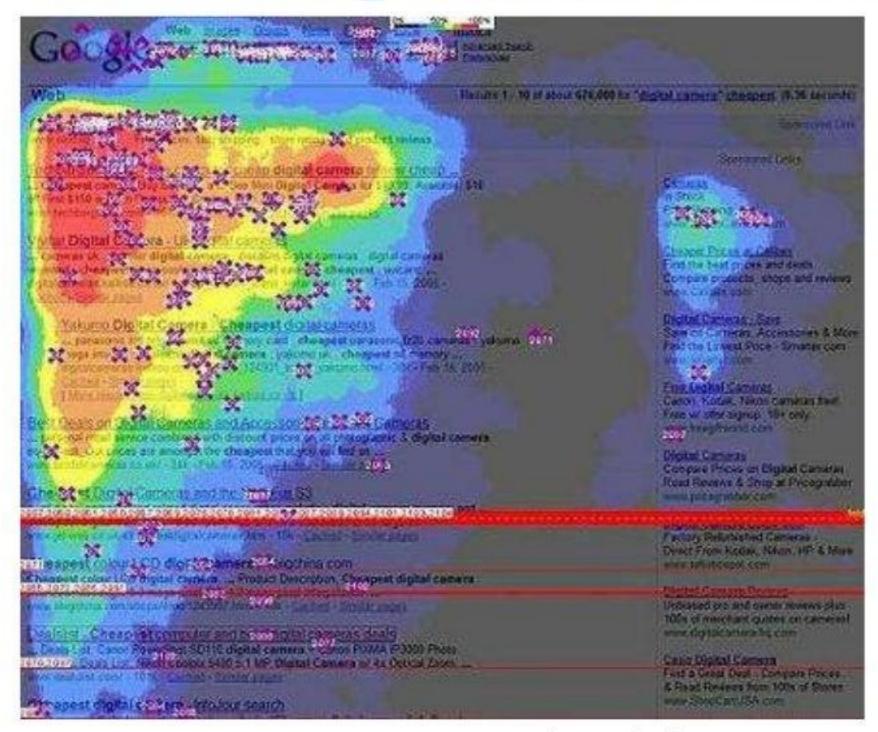


Importance of SEO

- 85%* of all Web site traffic originate from a search engine.
- SEO is 6 times more effective than a banner ad
- SEO Delivers qualified leads
- 55% of online purchases are made on sites found through search engine listings
- Top 30 results receive over 90% of search



Importance of SEO







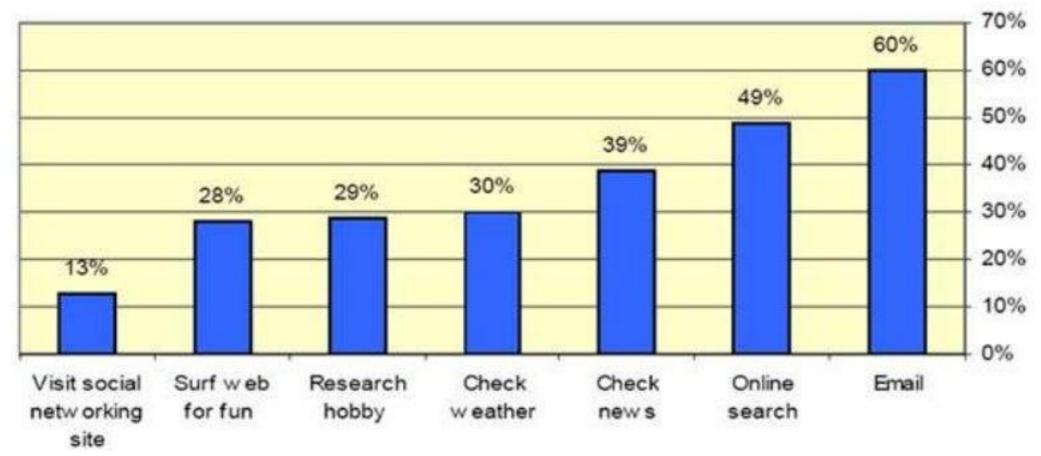
Web Search is Popular

Daily Internet Activities

(% internet users)

% who do this on a typical day

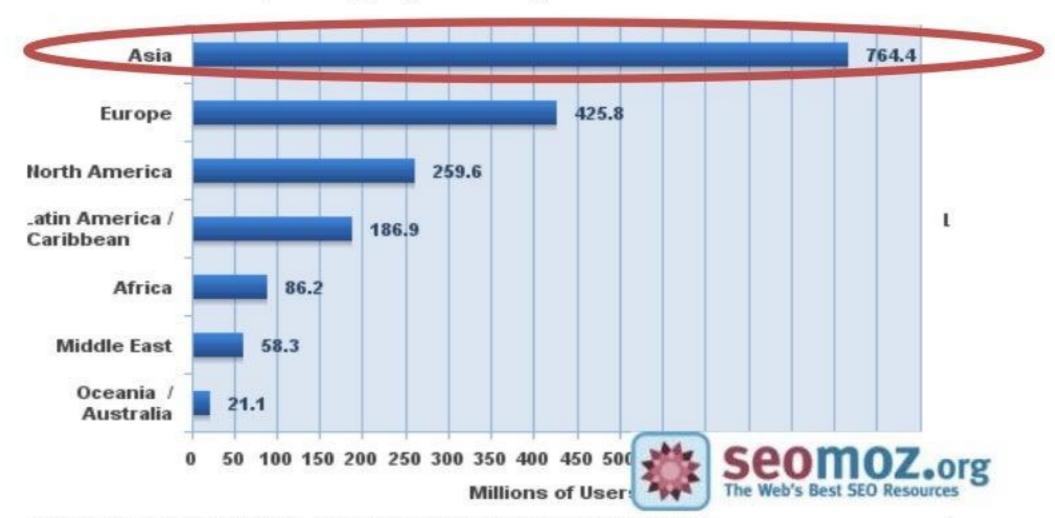






In Dec 2009, an Est. 1.8 Billion people used the Internet

Internet Users in the World by Geographic Regions - 2009



Source: Internet World Stats - www.internetworldstats.com/stats.htm Estimated Internet users are 1,802,330,457 for December 31, 2009 Dopyright © 2010, Miniwatts Marketing Group





Global Browser Market share







Internet vs. Search Use

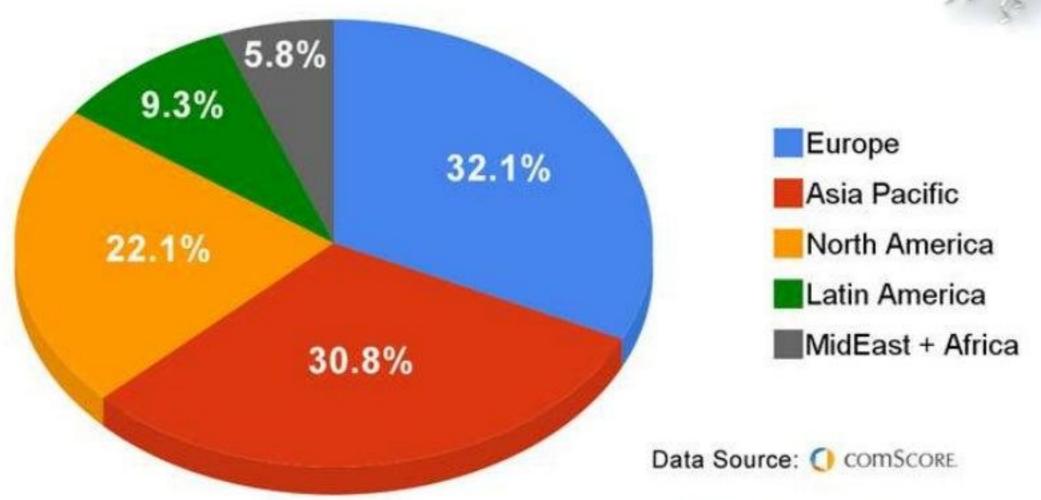
- On a typical day, how many Internet users also use search engines?
 - In 2002, 33% used search engines

- In 2009, 58% used search engines
- Search is growing faster than other Total World: Age 15+, Home and Work Locations excluding traffic from public computers such as Internet cafes or access from mobile phones or PDAs. Source: comScore qSearch 2.0.



Global Share of Searches

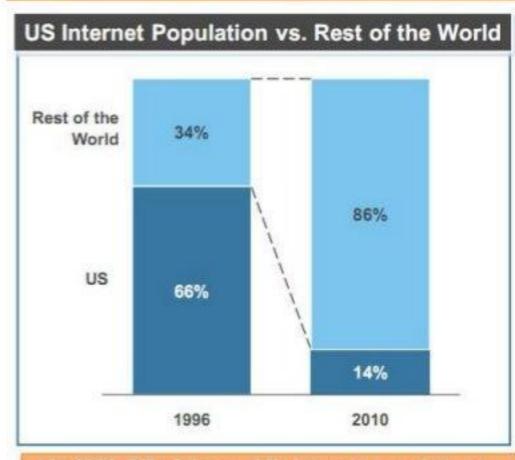


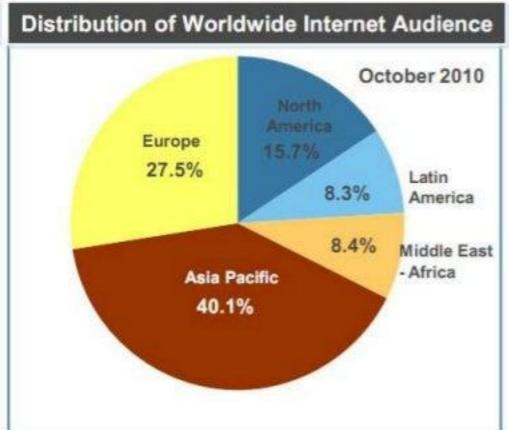






Global Search Trends





- In 1996, 2/3 of the world's Internet population was in the US, yet today Asia Pacific is the largest region.
- Many emerging regions are likely to bypass old modes, skipping dial-up to go straight to broadband, making multimedia, video, and collaborative content immediately accessible.
- Early adoption of mobile web in addition to PC web will likely be popular in many of these highgrowth areas.





Searches By Query Length

Words	Percentage of Searches
1	25.32%
2	24.96%
3	19.80%
4	13.17%
5	7.53%
6	4.04%
7	2.15%
8	1.19%



No of keywords Used in Search

Percentage of U.S. cli	cks by number of ke	ywords	g.	ą.
Subject	February 2008	January 2009	February 2009	Year-over-year %
One word	21.04%	20.29%	20.48%	-3%
Two words	24.73%	23.65%	23.47%	-5%
Three words	21.84%	21.92%	21.68%	-1%
Four words	14.53%	14.89%	14.98%	3%
Five words	8.29%	8.68%	8.72%	5%
Six words	4.38%	4.65%	4.71%	8%
Seven words	2.29%	2.49%	2.51%	10%
Eight or more words	2.90%	3.43%	3.47%	20%

Note: data is based on four-week rolling periods (ending February 28, 2009; January 31, 2009; and March 1, 2008) from the Hitwise sample of 10 million U.S. Internet users.



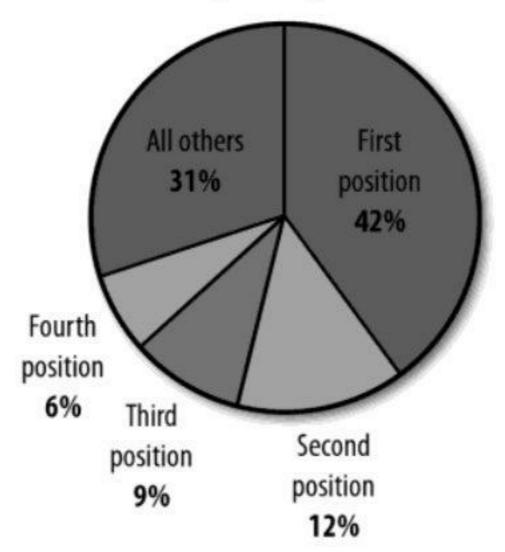
Searches by Category

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%	



Click through rate by Search engine result page







Visibility on Google

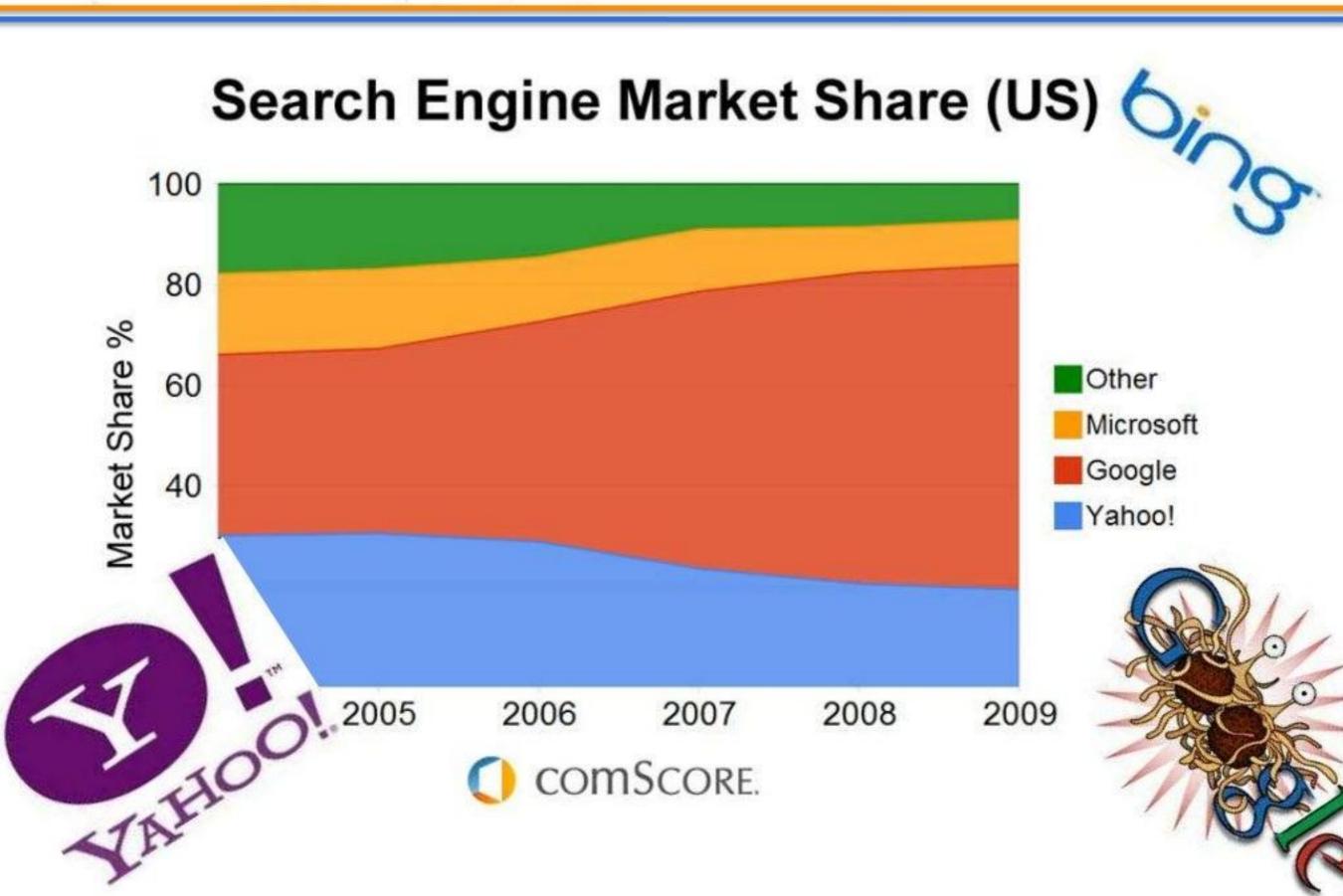
TABLE 1-6. Visibility of natural search results

Rank	Visibility	
1	100%	
2	100%	
3	100%	
4	85%	
5	60%	
6	50%	
7	50%	
8	30%	
9	30%	
10	20%	

TABLE 1-7. Visibility of paid search results

Rank	Visibility
1	50%
2	40%
3	30%
4	20%
5	10%
6	10%
7	10%
8	10%







WHAT IS SEO?





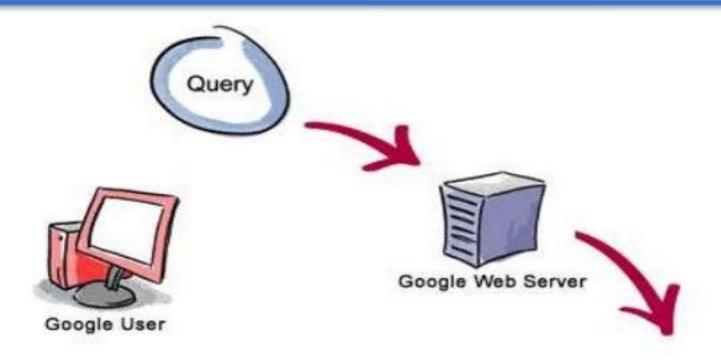
SEO is the act of modifying a website to increase its ranking in organic (vs paid), crawler-based listings of search en



Working of a organic search listing

- A spider or crawler which is a component of a SE gathers listings by automatically "crawling" the web
- The spider follows links to web pages, makes copies of the pages and stores them in the SE's index
- Based on this data, the SE then indexe the pages and ranks the websites
- Major SEs that index pages using

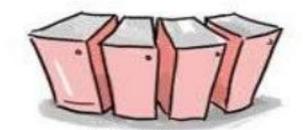




- The search results are returned to the user in a fraction of a second.
- The web server sends the query to the index servers. The content inside the index servers is similar to the index in the back of a book - it tells which pages contain the words that match the query.



2.The query travels to the doc servers, which actually retrieve the stored documents. Snippets are generated to describe each search result.



Index Servers









Millions of Products from Thousands

of Stores All in One Place

cuisine conz - home

New Zealand based magazine offering recipes with accompanying chotographs, a "how to" section, a wine resource channel with tastings and recommendations.

www.culsine.co.nz/ - 41k - 25 Feb 2007 - Channel with tastings and recommendations.

Culsine - Wikipedia, the free a

Religious food laws can also exercise Americas are based on the cuisines on wikipedia.org/wki//Cuisine - 50k -

Cooling Magazine — Cuisine

The website for Cuisino at home Mahow to subscribe, and information on www.cuisinemag.com/ - 28k - Cache

Cuisine-Women - Indiatimes

Indian regional cuisines and festival o cocktails and ask-the-expert section women indiatimes converticle(str-18-

cuisine.co.nz - home

New Zealand based magazine offering recipes will section, a wine resource channel with tastings a wSearch' Engine Opt

Cuisine - Wikipedia, the free encycloper

Religious food laws can also exercise a strong in Americas are based on the cuisines of the coun en wikipedia.org/wiki/Cuisine - 50k - Cached - S

Cooking Magazine — Cuisine at home

Shopping Web Images Video Local more v Search cuisine keyword Neb Images Video Local Shopping more YAHOO! SEARCH Smeth Ariswers Search Services | Advanced Search Preference Search Results 1 - 10 of about 78,900,000 for existing - 0.08 sec. (About this pay Also try, lean culsine, french cuisine, filipino cuisine, chinese cuisine More... SPONSOR RESILES French Cuisine

1. Cuisine

Information about food, wine, donks, and to

Category: Now Zealand > 6 www.cuisine.co.nz • 42k •

Cuisine - Wikipedia, 5
 A cuisine (from French ou cuisine, Herbs and Spices Ouck Links, Overnew - Cuisin wikipedia org/erki/Cuisi

3. Cuisine Cuisine

Features the diversity of in Category, Ironan Face and www.culsine.culsine.com

WWW.Webseoservices.
4. Easy Indian Cooking, Indian Cuisine And Cuton

1. Cuisine

Information about food, wine, drinks, and travel.

Search Engine Optimization

Cuisine - Wikipedia, the free encyclopedia

A cuisine (from French cuisine, meaning "cooking; culinary art; kitchen;" itself... Vegeti cuisine. Herbs and Spices. Sauces - Soups - Desserts. Cheese ... Quick Links: Overview - Cuisines of the Americas - Cuisines of Canada en wikipedia.org/wiki/Cuisine - 50k - Cached - More from this site

3. Cuisine Cuisine

Features the diversity of India's food and culture.

Category: Indian Food and Drink