

SEO Training



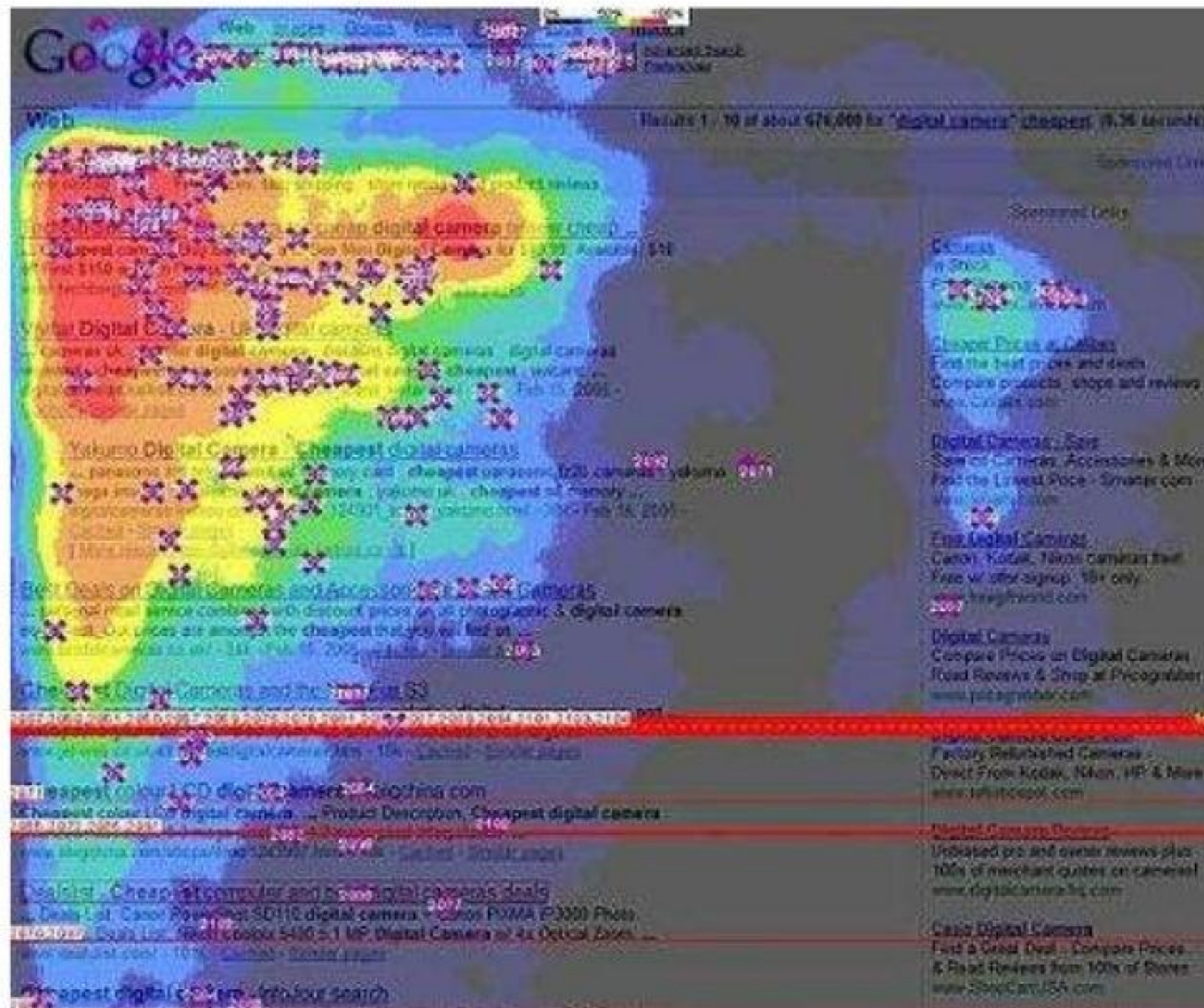
By - **Shashank Gupta**
CEO & Founder

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 traffic**



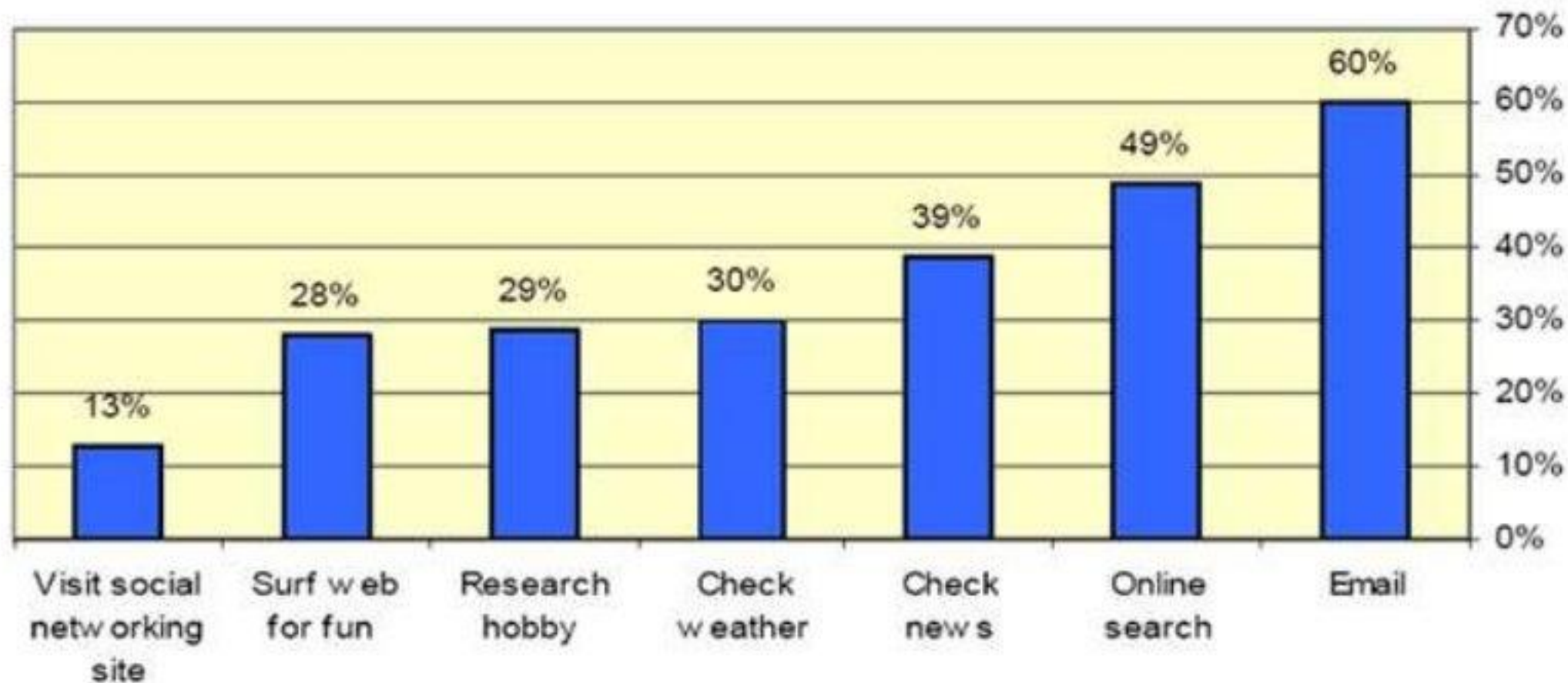
Importance of SEO



Web Search is Popular

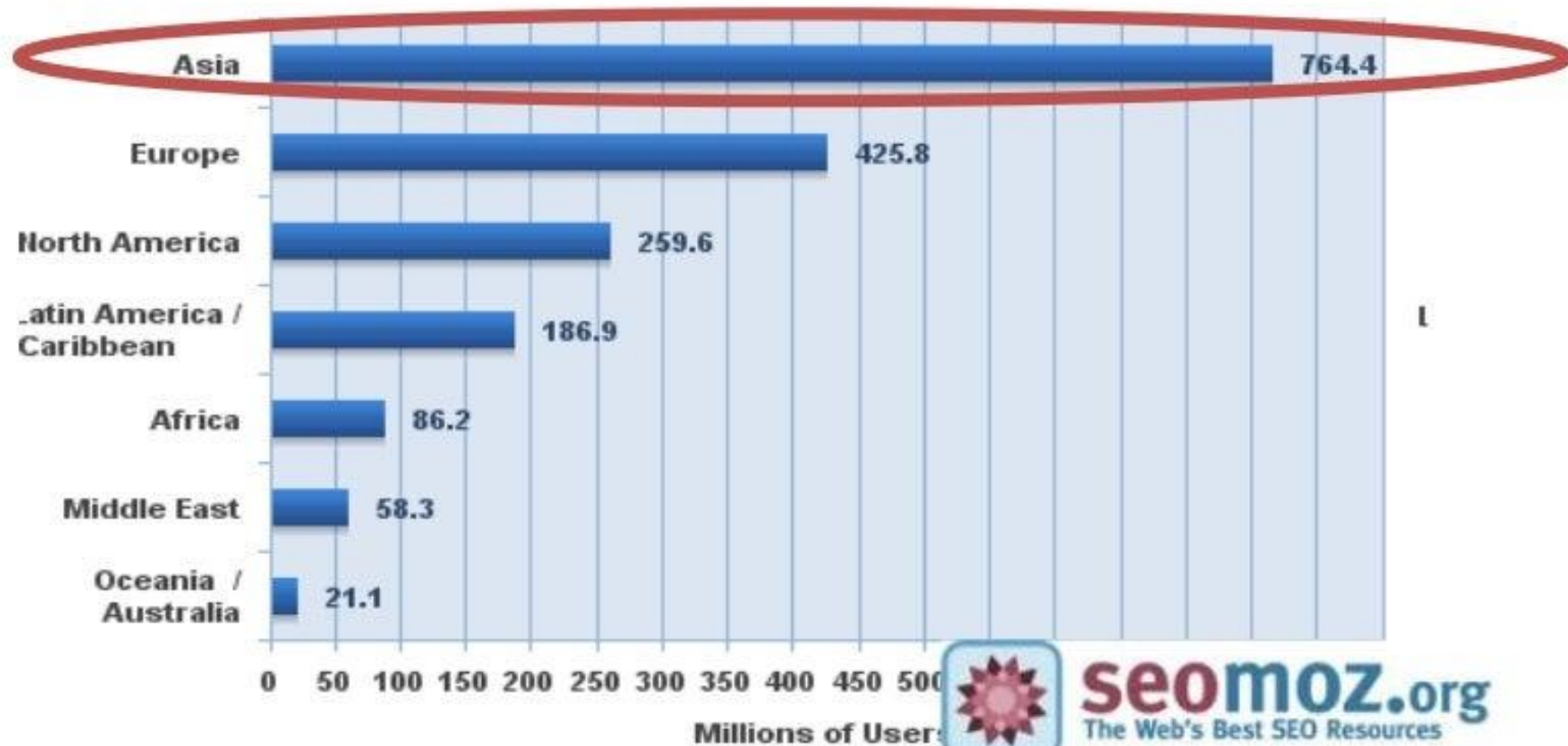
Daily Internet Activities (% internet users)

■ % w ho do this on a typical day



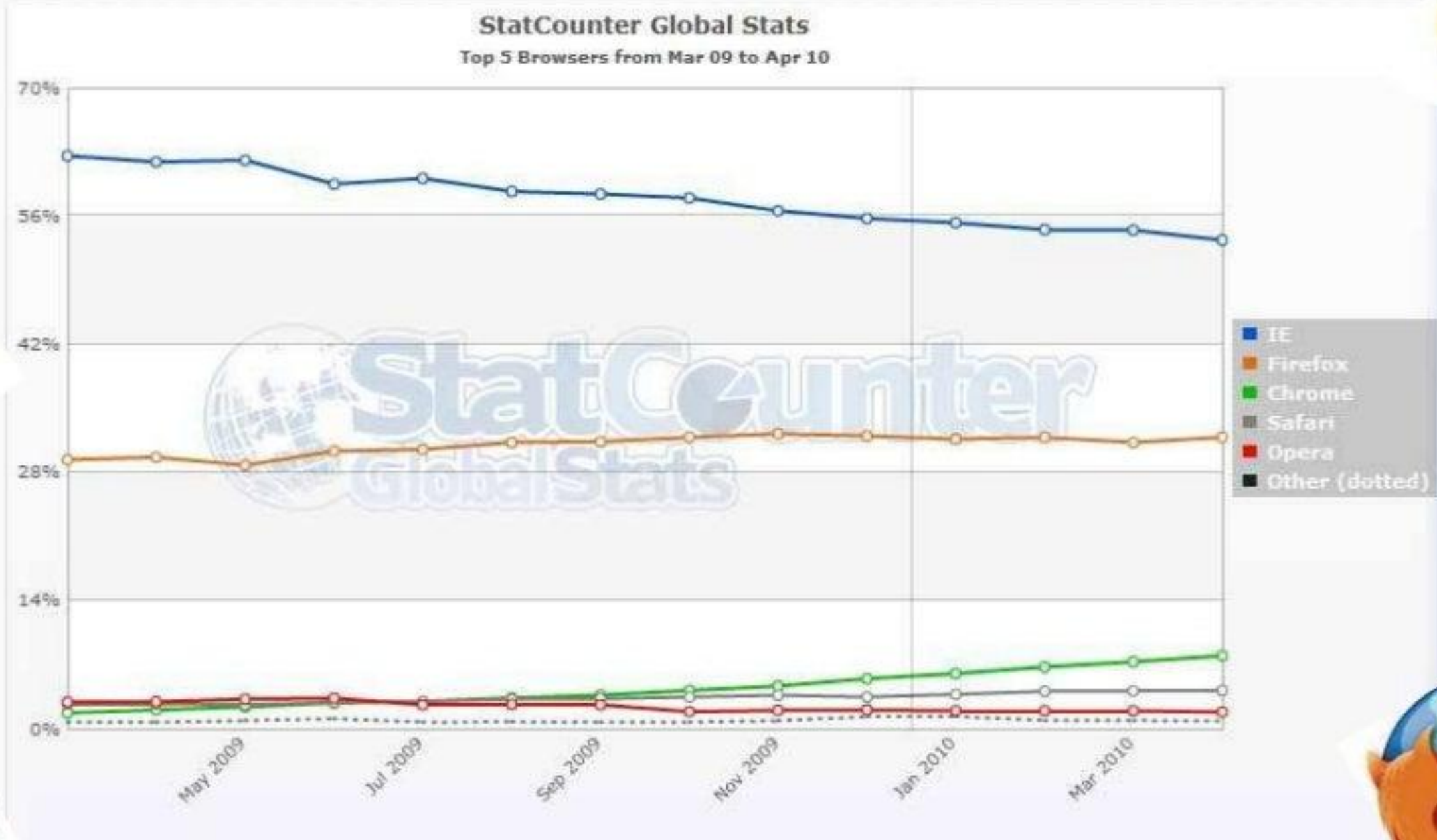
In Dec 2009, an Est. 1.8 Billion people used the Internet

Internet Users in the World by Geographic Regions - 2009





Global Browser Market share



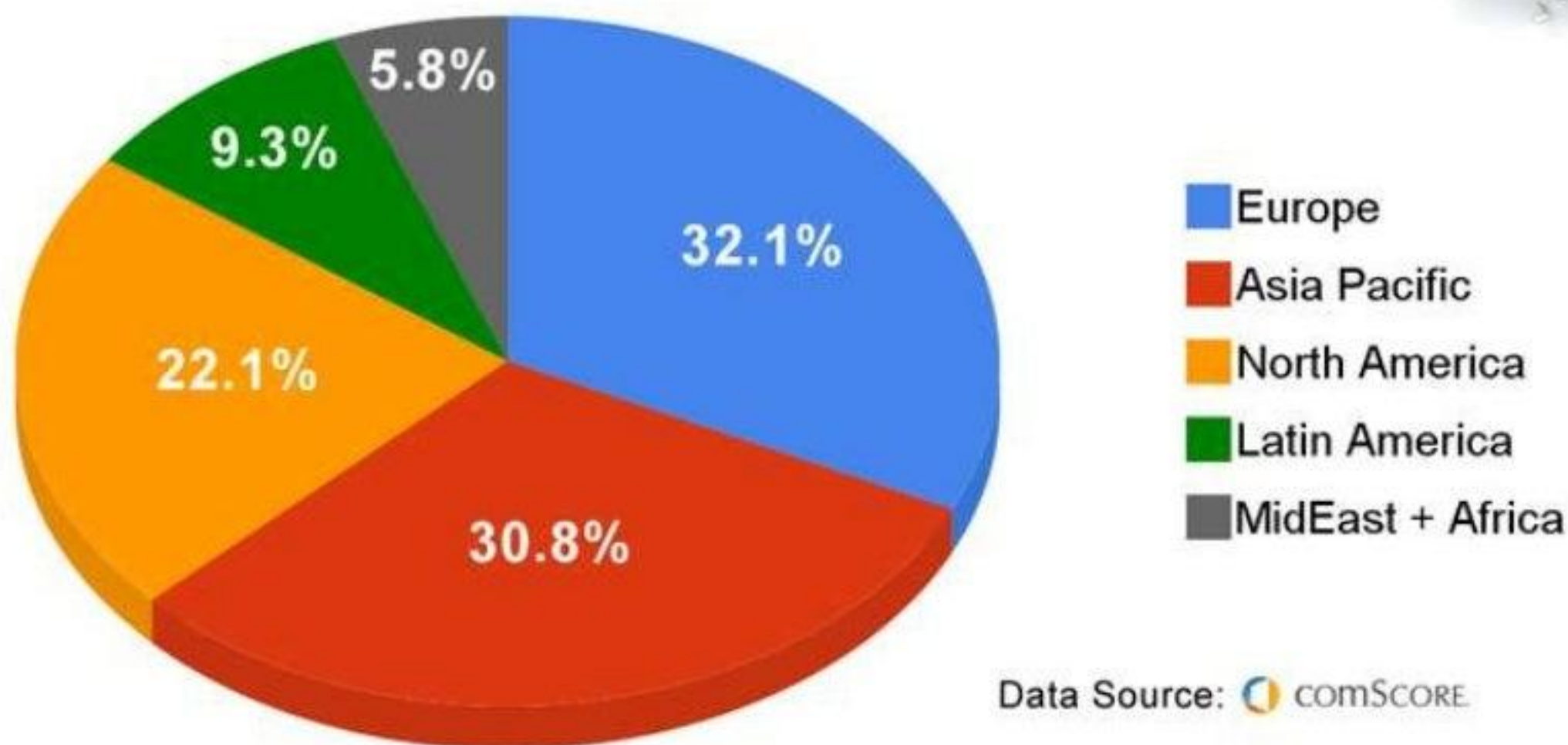
Internet vs. Search Use

- **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 activities on the web quickly**

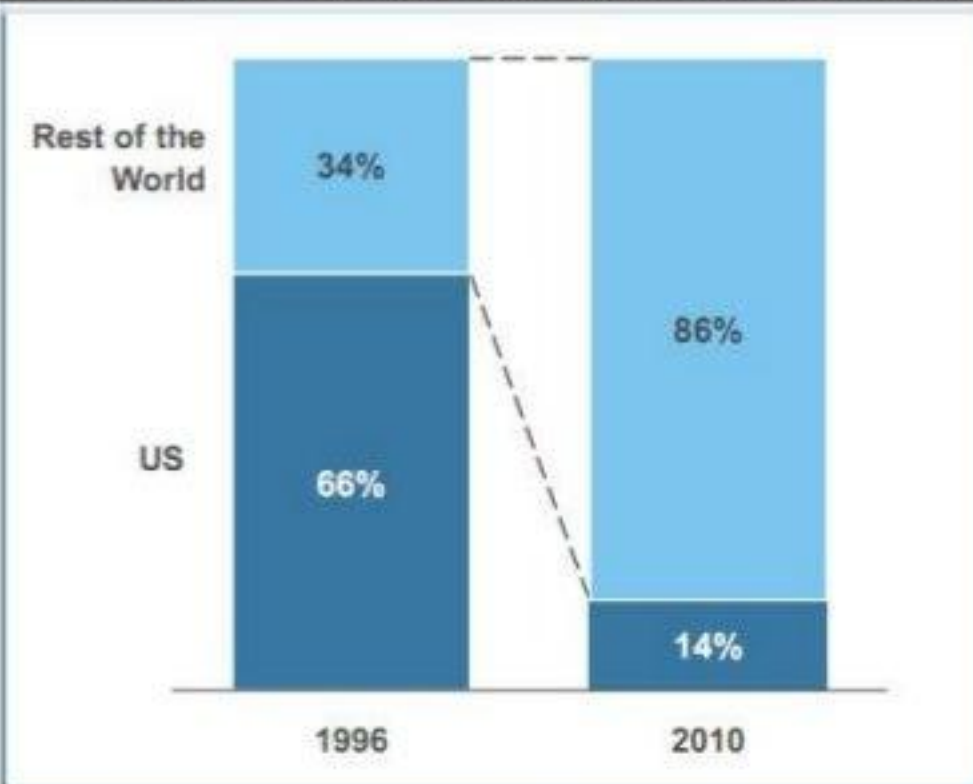
Global Share of Searches



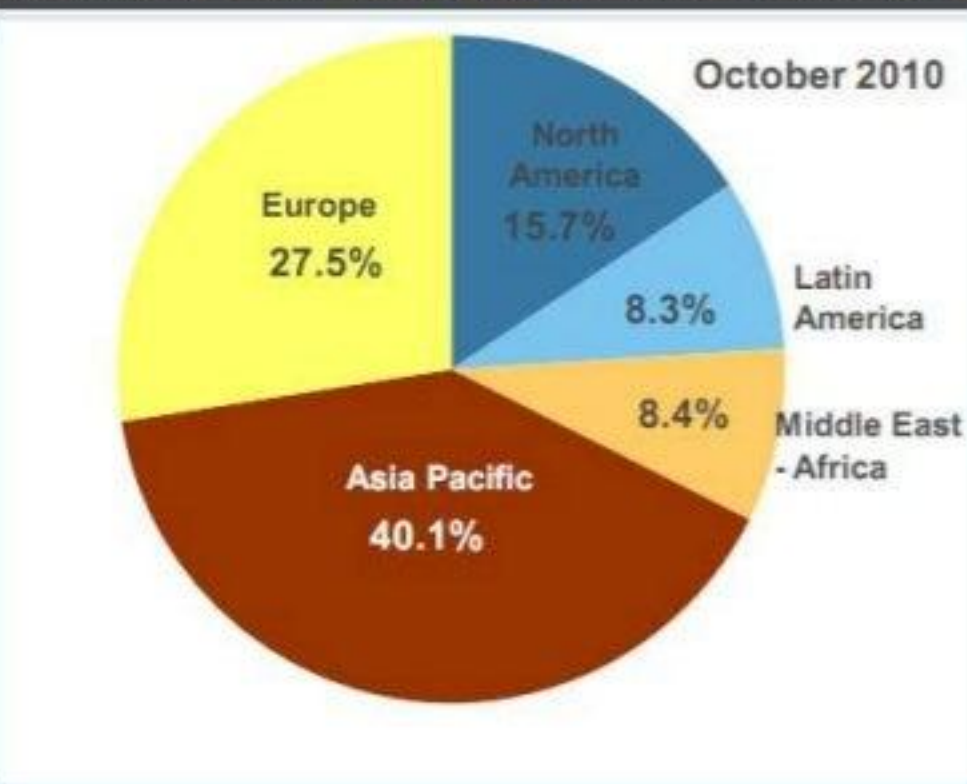
Data Source:  COMSCORE

Global Search Trends

US Internet Population vs. Rest of the World



Distribution of Worldwide Internet Audience



- 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 high-growth 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. clicks by number of keywords

Subject	February 2008	January 2009	February 2009	Year-over-year % change
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%

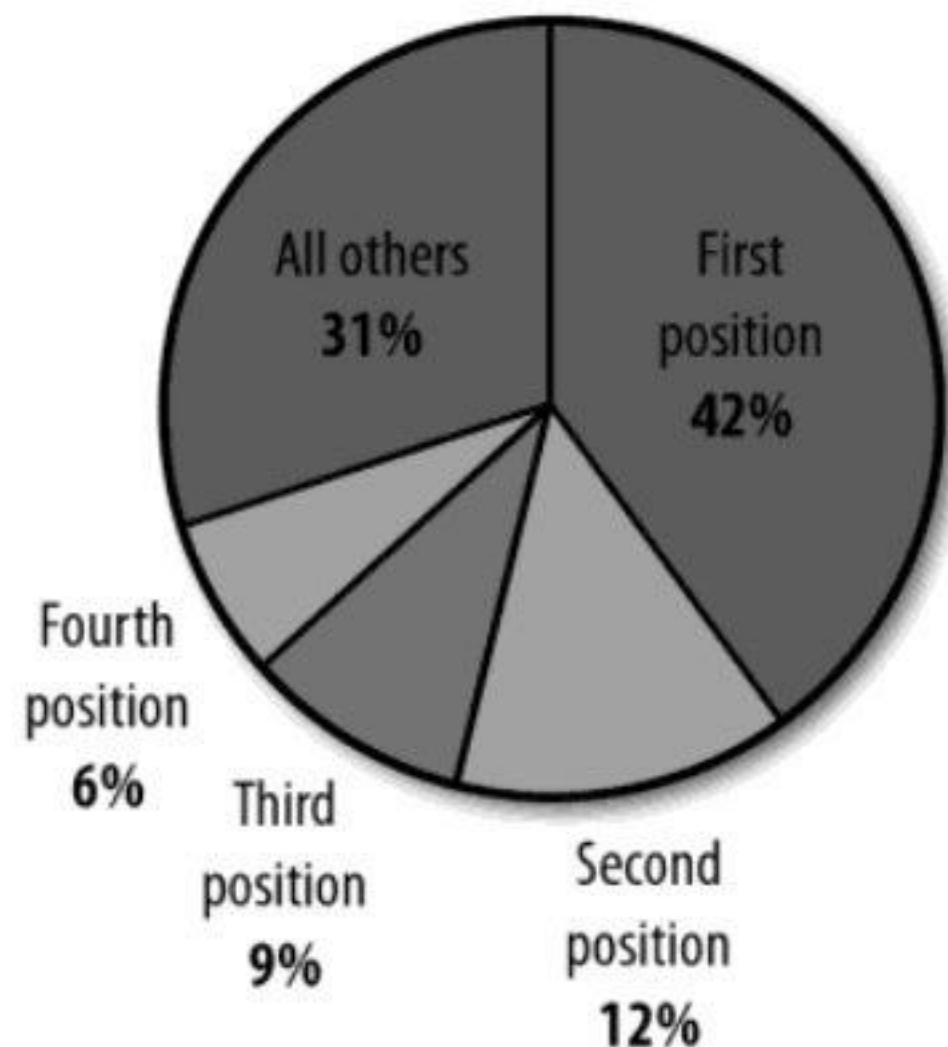
Note: data is based on four-week rolling periods (ending February 28, 2009; January 31, 2009; and March 1, 2008) from the Hitwise sample of 10 million U.S. Internet users.

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

CTR by SERP position



Visibility on Google

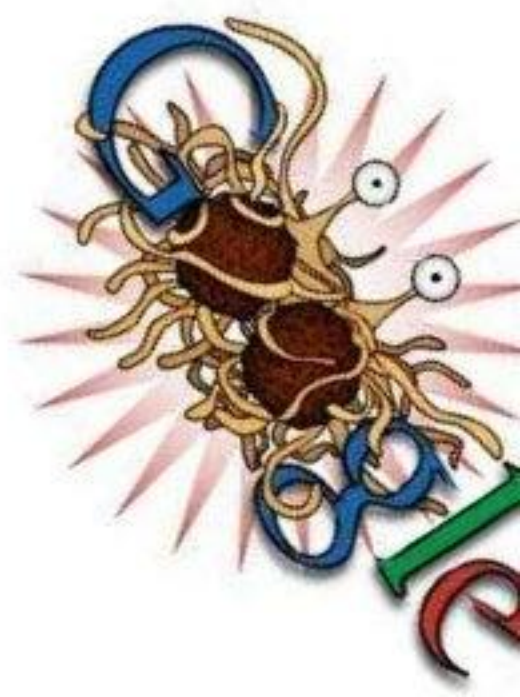
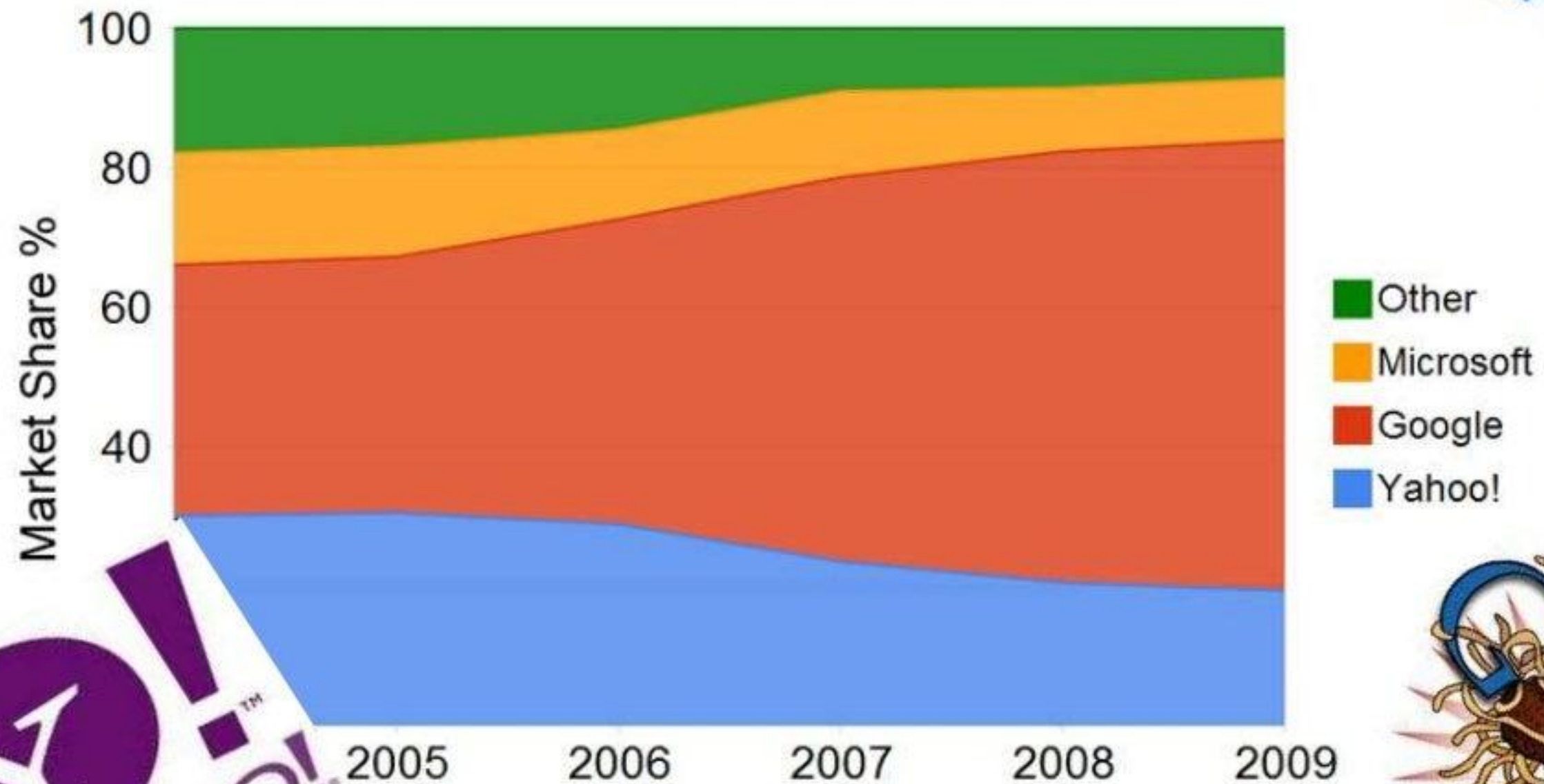
TABLE 1-6. Visibility of natural search results

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%

Search Engine Market Share (US)



WHAT IS SEO?



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



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 *indexes* the pages and *ranks* the websites**
- **Major SEs that index pages using**



