**SEO (Search Engine Optimization)**  
  
**SEARCH Engine:**  
A web search engine or Internet search may be a software that is designed to carry out web search (Internet search), which suggests to look the world Wide Web in a systematic way for particular information specified during a web search query. The search results are generally presented in a line of results, often mentioned as search engine results pages (SERPs).

**In Simple Words**  
Search engine is a service that allows Internet users to search for content via the World Wide Web (WWW). A user enters keywords or key phrases into a search engine and receives a list of Web content results in the form of websites, images, videos or other online data. The list of content returned via a search engine to a user is known as a search engine results page (SERP). (Techopedia)  
 **Search Engine Types:**

1. **General**:         Goolge, Bing & Yahoo
2. **Video**:             Youtube & Dailymotion
3. **Image**:            Google photos
4. **Books**:             Book search engine
5. **Document**:      Slideshare
6. **Job**:                  Rozee.pk  & Jobee.pk
7. **Q/A**:                 Quora
8. **Digital directories**

**Famous Search Engines:**

1. Google (top rated) **100billion Search per Month**
2. Bing
3. Quora Q/A
4. Baidu (famos in china)
5. Tinernet Archive: All about websites as a library and to show old version of a website
6. DuckDuckGo: A private search engine

**ALL About Google:**

Google LLC is an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, search engine, cloud computing, software, and hardware. It is considered one of the Big Four technology companies, alongside Amazon, Apple and Facebook. (wikipedia)

**Google Products Categories:**

* Development tools
* Map-related products
* Statistical tools
* Operating Systems
* Desktop Apps
* Mobile apps

**Gooogle web-based products:**

* Search Tools
* Advertizing Services
* Community & Publishing tools

**Common Google Products:**

* Youtube
* Chrome
* Gmail
* Google Maps
* Drive
* Calendar
* News
* Translate
* Photos

**Google Hardware Products:**

* Pixel
* Nexus (smartfone)
* Home (robot)
* wifi
* ChromeBook

**For Technical Users Google Products:**

* Google Ads
* Adsense
* Google My Business
* Google Analytics
* Tag Manager
* Search Console

**Alphabet Company:**

         Alphabet Inc. is an American multinational conglomerate headquartered in Mountain View, California. It was created through a corporate restructuring of Google on October 2, 2015, and became the parent company of Google and several former Google subsidiaries. The two founders of Google assumed executive roles in the new company, with Larry Page serving as CEO and Sergey Brin as president. (wikipedia)

In August 2015, Google announced plans to reorganize its various interests as a conglomerate called Alphabet Inc. Google is Alphabet's leading subsidiary and will continue to be the umbrella company for Alphabet's Internet interests. Sundar Pichai was appointed CEO of Google, replacing Larry Page who became the CEO of Alphabet. (wikipedia)

**Companies under Alphabet Company:**

* Google
* Calico
* Chronicle
* Gv
* Capitalg

**History Of Google:**

* Larry Page & Sergey Brin 1996 Backrup (Google)
* Google means Googol (10^100)
* 1997 First domain registration Google.com
* 1998 registered & launched as search engine in november1998
* 2005 launched Android, Maps, Analytics
* 2006 Youtube
* 2008 goolge chrome
* 2011 google plus
* 109 Billion $ in 2017

**History of Bing**

* A Microsoft product
* 1st verssion is MSN =>Windows Live =>Live
* June 2009 Bing
* 2012 merge with yahoo.com (But accourding to wikipedia, On July 29, 2009, Microsoft and Yahoo! Announced a deal in which Bing would henceforth power Yahoo! Search.)
* Market Share 20.9% in USA

**How Google Search Works?**

1. Crawling & Indexing
2. Search Algorithm
3. Useful Responsive

**On-Page Optimization**

* Information u can control on your website
* Title & Content (image, optimize, language, layout)
* It is one tym done
* 30 % role

**Off-Page Optimization**

* Link building
* It doing continuously
* 70% role

**Technical SEO**  
Technical factors (server, developeer speed SLLcertificate )  
  
**White Hat SEO**  
White hat SEO is the opposite of Black Hat SEO. Generally, white hat SEO refers to any practice that improves your search rankings on a search engine results page (SERP) while maintaining the integrity of your website and staying within the search engines' terms of service.  
  
**Black Hat SEO**  
Black hat SEO is a practice against search engine guidelines, used to get a site ranking higher in search results. These unethical tactics don't solve for the searcher and often end in a penalty from search engines as these type of practices voilate the search Engine's terms of service.  
  
**Grey Hat SEO**  
Grey hat SEO techniques are a combination of Black Hat SEO techniques and white hat SEO techniques. It is basically making use of white hat techniques up to a level where it is just about to become a black hat SEO technique.  
  
**Google Content:**

* Google is Hungry for Content.
* Text (Characters, letterrs)
* Image (icon, Logo, Design)
* Video (audio + Image)
* Audio ( vioce)
* Maps
* Language Translator
* Personal
* Google Assistance

**Google is an Answer Engine**

**Google Search Page Structure**

* Direct Answer Box
* Featured Snippets (Paragraphs)
* Lists Answers
* Table Design
* Rating on Things
* Local Pack (location)
* Knowledge Graph (Wiki)
* Knowledge Panel (Google)
* People May Ask
* Image Pack
* News Box

**Traffic On Website**

* Search (google, yahoo) (organic, paid)
* Social (fb, twitter, insta) (organic, paid)
* Direct (domain)
* Referral (someone refferel you, links on other websites )

**Loyality Loop:**

* Active Evaluation (info gathering, shopping)
* Moment Of Purchase
* Afterpurchase Experience
* Trigger to 2 or Initial Consideration to 1

**PESO**

* **P** Paid Media (paid SM or Paid Search Eng)
* **E** Earn Media (viral or good content, interviews, media)
* **S** Shared Media (fb teitter insta linkedin)
* **O** Owned Media ( domain, content)

**Outbound Marketing**

* Traditional Marketing
* The Marketer simple Tells
* The Marketer rarely interacts with audiance
* The Biggest Budget Wins
* The Marketer interrupts the customer

**Inbound Marketing**

* First you value customer's Need & want then customer will desire to buy your product or not
* Trust Win

**Attract (FAQs)**

* Convert (Email address)
* Close (generate sale)
* Delight (events embassador)
* The marketere Educates
* The Marketer interacts with audiance
* The most valueable content wins
* The Marketer gets permission from customer.

**KeyWords**

Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images,

video, copy, etc. — down to simple words and phrases, those are your primary keywords.

our SEO keywords are the keywords and phrases in your web content that make it possible for people to find your site via search engines. A website that is well optimized for search engines "speaks the same language" as its potential visitor base with keywords for SEO that help connect searchers to your site.

**Types Of KeyWords**  
  
**1. Short Tail Keywords:**

* Contains 1-2 words
* Large Searched but less meaning
* Broad Meaning & Not Specific
* Simple Queries & mostly Browsing only
* Less Money Keywords
* eg: Mobile Phone

**2. Long Tail Keywords:**

* More than 2 words
* Small Searched but more meaning
* Less broad Meaning & Specific

**Keyword Research**

* Specific Queries & wishing to buy
* More Money Keywords
* Goto google trends
* Search for your business different keywords
* Merge them & select Important & filter  Keywords
* Tools: google keywords, google trends, SEMrush

Will be Countinued......!!!