**SEO ASSISGMENT**

**Q1: What is SEO? And explain the 3 factor that leads to success or failure in SEO**

**Answer1**

SEO stands for “search engine optimization.” In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other [search engines](https://searchengineland.com/guide/google-searching-search-engines). The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

<https://searchengineland.com/guide/what-is-seo>

**SUCCESS IN SEO:**

* It conforms to the search engine's guidelines.
* It ensures that the content a search engine indexes, and subsequently ranks, is the same content a user will see.
* It ensures good quality of the web pages.

**FAILURE IN SEO:**

* Attempting ranking improvements that are disapproved by the search engines and/or involve deception.
* Redirecting users to a page that was different from the page the search engine ranked.
* Redirecting users from a page that is built for search engines to one that is more human friendly.

**Q2: How Google’s Search Engine Works to rank Website?**

**Answer 2**

The work of the search engine is divided into three stages, i.e. crawling, indexing and retrieval.

**Crawling:**

[Crawling](https://support.google.com/webmasters/answer/6065802) is the discovery process in which search engines send out a team of robots (known as crawlers or spiders) to find new and updated content. Content can vary — it could be a webpage, an image, a video, a PDF, etc. — but regardless of the format, content is discovered by links.

Googlebot starts out by fetching a few web pages, and then follows the links on those webpages to find new URLs. By hopping along this path of links, the crawler is able to find new content and add it to their index called [Caffeine](https://googleblog.blogspot.com/2010/06/our-new-search-index-caffeine.html) — a massive database of discovered URLs — to later be retrieved when a searcher is seeking information that the content on that URL is a good match for.

<https://moz.com/beginners-guide-to-seo/how-search-engines-operate>

**Indexing:**

In this process, the google index plays a major role. After the Googlebot collates and processes the data, it sends the data to the google index which consists of all the words and their Web page location. These words act as keywords for this site. Though the Googlebot can collect information from all content types, it cannot process and classify all content types. Hence, for such types of content, Google use the information received in the key content tags and attributes that are present in the title and alt attributes of the site.

**Retrieval:**

This is the final stage in which the search engine provides the most useful and relevant answers in a particular order. Search engines use algorithms to improve the search results so that only genuine information could reach to the users, e.g. is a popular algorithm used by search engines. It shifts through the pages recorded in the index and shows those webpages on the first page of results that it thinks are the best.

**Q3: Describe and Illustrate Organic and Paid SEO?**

**Answer3**

**Organic SEO:**

Organic search engine marketing is a great way of marketing because it brings traffic for free. It consists of getting the Web site to rank higher in the organic or non-sponsored results using various SEO techniques.

SEO is important because, for many search terms, the top organic search results tend to get most of the traffic and have more implicit trust in the eyes of customers than sponsored results.

Additionally, Google often use organic search result ranking to help decide which businesses to include in the local business results section. Following are some best practices to rank web page high in popular search engines through search engine optimization:

* Create a site map
* Product high quality content
* Maintain keyword density
* Include internal links

**Paid SEO:**

Paid search engine marketing or pay-per-click marketing method that gives the opportunity to buy search engine placement of a Web site by bidding on different keywords or keyword phrases.

In a PPC program, Web site owners pay an amount each time a web viewer chooses the ad listing link and clicks into the Web site. PPC applies to human-based search engines, known as directories. A successful directory campaign depends on the title, description, and the category selection.

The second type of PPC marketing involves bidding of relevant keywords or phrases that appear in the text ads. For example, Google AdWords is a true example of this type of PPC marketing.

The steps involved in an effective PPC campaign are as follows:

* Google Account Setup
* Advances Keyword Research
* Creating PPC Ads
* Bid and Campaign Management
* Monitoring Of Campaigns
* Campaign ROI Analysis

**Q4: Why do companies and individual ecommerce business need SEO?**

**Answer4**

SEO not only **helps increase your eCommerce website's visibility**. It also further generates your business' social media profiles while boosting your page's traffic. Social media and SEO go hand-in-hand.

**Q5: What are Search Engines looking for? List and describe seven (5) of them – such as "Quality" of Content?**

**Answer5**

A web search engine or Internet search engine is a tool in the form of software to **collect particular data through a web search**. In other words, a search engine helps the user search the World Wide Web to receive his/her required data in a systematic way.

**1:** [**Google**](http://www.google.com/)**:**   
Google Search Engine is the best search engine in the world and it is also one of most popular products from Google. Almost 70 percent of the Search Engine market has been acquired by Google. The tech giant is always evolving and looking to improve the search engine algorithm to provide best results to the end-user. Although Google appears to be the biggest search engine, as of 2015 YouTube is now more popular than Google (on desktop computers).

**2:** [**Bing**](http://bing.com/)**:**   
Bing is Microsoft’s answer to Google and it was launched in 2009. Bing is the default search engine in Microsoft’s web browser. At Bing, they are always striving to make it a better search engine but video search along with maps. Bing introduced Places (Google’s equivalent is Google My Business), this is a great platform for business to submit their details to optimize their search results.

**3:** [**Yahoo**](http://yahoo.co.uk/)**:**   
Yahoo & Bing compete more with each other than with Google. A recent report on netmarketshare.com tells us that Yahoo have a market share of 7.68 percent. Although a leader as a free email provider, this is declining significantly though with their recent acknowledgement that User Details & Passwords where hacked last year.

**4:** [**Baidu**](http://baidu.com/)**:**

Baidu is the most used search engine in China and was founded in Jan, 2000 by Chinese Entrepreneur, Eric Xu. This web search is made to deliver results for website, audio files and images. It provides some other services including maps, news, cloud storage and much more. **5:** [**Yandex**](https://www.yandex.com/)**:**   
Launched in 1997, Yandex is most used search engine in Russia. Yandex also has a great presence in Ukraine, Kazakhstan, Belarus and Turkey. It provides services like Yandex Maps, Yandex Music, online translator, Yandex Money and many other services.

<https://www.inspire.scot/blog/2016/11/11/top-12-best-search-engines-in-the-world238>

**Q6: Describe and Discuss - Keywords, Keyword Phases and why are they important and how do they impact SEO and web content?**

**Answer6**

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.

<https://moz.com/learn/seo/what-are-keywords#:~:text=Keywords%20are%20ideas%20and%20topics,%2C%20video%2C%20copy%2C%20etc>**.**