

# Search Engine Optimization (SEO)

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Date: 7.6.2021



# What is search engine optimization?

SEO is the process of increasing the quantity and quality of traffic to your website through organic search engine results.

- It is a Digital Marketing Strategy.

# How SEO Works:

Before going to discuss how SEO works take a look on categorization of SEO tactics. This will help you in understanding how SEO works. SEO tactics is categorise in 2 cups.

1. On- Page SEO: All on page seo strategies happen on your site. On page seo factors are: tittle tag, content, site speed, page URLs, internet linking etc.
2. Off- Page SEO: All off page seo strategies happen off your website. off page seo factors meanwhile, are almost entirely based on links to your site from other sites.

for clear understanding how SEO works lets take a example: suppose we have search what is Restaurant in search engine like Google, Bing etc. we find 2 website A and B. When we click on website A, following content or informations are present.

*Website A: Restaurant is a business that prepares and serves food and drinks to customers. Meals are generally served and eaten on the premises, but many restaurants also offer take-out and food delivery services. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models ranging from inexpensive fast food restaurants and cafeterias, to mid-priced family restaurants, to high-priced luxury establishments.*

Website B: *A restaurant is a place where you can eat a meal and pay for it. In restaurants your food is usually served to you at your table by a waiter or waitress. Definition of cloth: a pliable material made usually by weaving, felting, or knitting natural or synthetic fibers and filaments.*

**As we clearly seen in the above examples that website A is only talking about the restaurant meaning(as what we type in search engine) website B also tells about restaurant but at a same time website B tells about cloth definition. (As we don't want cloth definition we only want about restaurant). So it is clear that website A is better than website B because website A gives us relevant content as we want. That's why website A is placed at top as compared to website B.**

Today, search engines use more than 200 different factors to generate search results, which means a lot of different elements influence your placement in search results. This is only 1 factors as we talked in above examples.

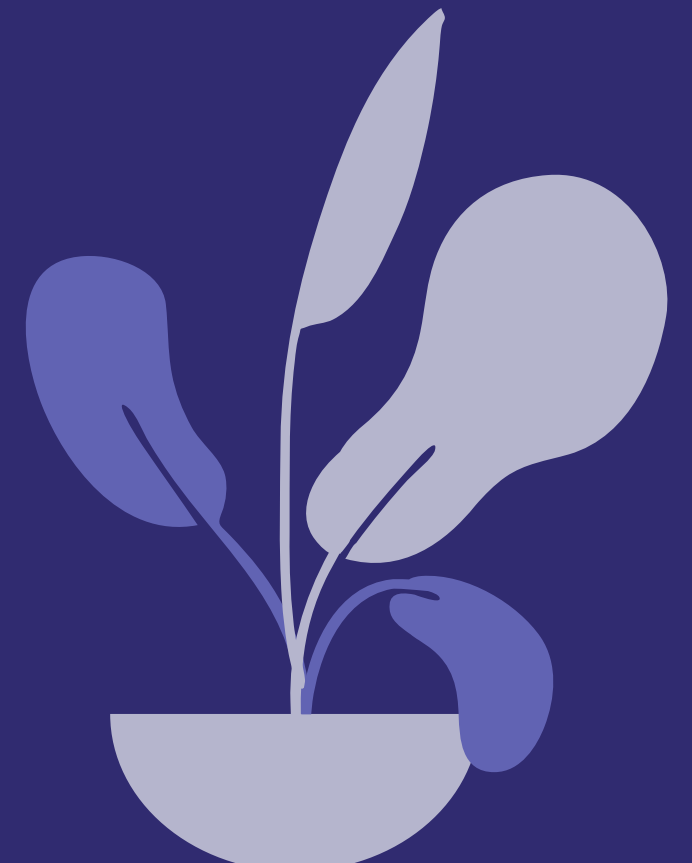
## **A technical explanation how SEO works**

Search engines have spiders — not the creepy kind, but the automated robot kind.

These spiders collect all kinds of information about your website and the pages that make up your site. This allows them to easily determine when to serve a searcher a page on your site. They collect things like page speed, title tags, social signals, internal linking, backlinks, and so on.

With over 200 ranking factors used by Google in their algorithm, there are a lot of things to consider, and actions that can be taken to try to optimize a website. There are both on-page and off-page ranking factors that determine how well your site is optimized, and therefore how well it ranks.

# THANK YOU







# Free Resources

Use these free,  
recolourable icons and  
illustrations in your  
Canva design.

