

# “Search Engine Optimization (SEO)”

Understanding How to Optimize Websites for Better Visibility

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## MoreTech Global :- Märsta, Stockholm, Sweden

- MoreTech Global is a Sweden-based IT company with operations in Nepal and Its Nepal Office is situated in 0 KM, Pokhara
- The company offers services like:-
  - Web Development:- Making websites
  - Mobile App Development:- Creating mobile apps
  - Search Engine Optimization (SEO):- Improving website ranking on Google
  - Digital Marketing:- Promoting businesses online
  - Cloud Solutions:- Storing and Accessing data or software on the Internet instead of using our computer's hard drive.

# Search Engine Optimization(SEO)

**Search Engine Optimization(SEO)** is the process of optimizing a website or web content to improve its visibility in organic (non-paid) search engine results primarily on search engines like Google, Bing, and Yahoo.

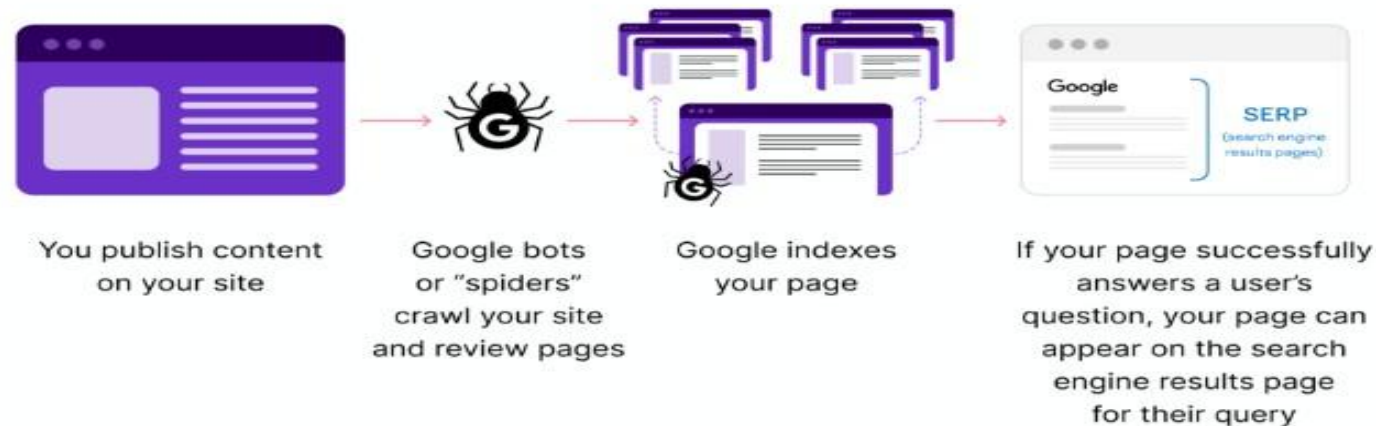


# Importance Of SEO

1. **Increases Visibility:** Appearing on the first page of Google means more people find your website.
2. **Builds Trust & Credibility:** People trust Google. When our site ranks high, users see it as more reliable.
3. **Drives Free (Organic) Traffic:** Unlike paid ads, SEO brings long-term traffic without paying for each visitor.
4. **Supports Long-Term Growth:** Once we rank well, SEO can generate continuous traffic and leads for months or even years.

# How Search Engines Work?

1. **Crawling:** Search engines use **bots** to scan the internet. **Bots** (also known as **web crawlers** or **spiders**) are automated software programs used by search engines to browse the internet and gather information about web pages. These bots visit web pages, follow links, and discover new or updated content.
2. **Indexing:** After crawling, the search engine **stores information** about each page in a massive database called the **index**. It includes page content, keywords, images, links, and more. Think of it as a huge digital library.
3. **Ranking:** When a user types a query, the search engine **retrieves the most relevant results** from the index. These results are ranked based on complex algorithms considering: Keyword relevance, Page speed, Content quality etc.



# Search results

Search results are the list of web pages, images, videos, or other content that a search engine (like Google) shows when you type in a query or keyword.

Example: If we search "**best pizza near me**", Google will show: A list of nearby pizza places, Maps, Websites, Reviews

Types:

1. Organic Results
2. Paid Results
3. Local Results (Google Maps Pack): Shown for location-based searches (like “restaurants near me”)
4. Image/Video Results: Visual content shown based on the query.

## Organic Results VS Paid Results

Organic Results	Paid Results
These are the <b>natural</b> (unpaid) Results.	These are <b>advertisements</b> that appear at the top bottom of search engine results- business pays a fee each time when someone clicks ads.
Not Marked with labels like “Ad” or “Sponsored.”	Marked with labels like “Ad” or “Sponsored.”
Results are based on SEO techniques like keywords, content quality, and website structure.	Businesses pay to display their links for certain keywords.
Takes time- weeks/months to rank high organically, depending on competition.	Instant visible as ads appear as soon as campaign starts.
Once ranked well, Organic traffic continues for long term.	Visibility stops as soon as we stop paying for ads.
Example: A blog post ranking on page 1 for “how to lose weight naturally.”	Example: A company pays Google Ads to appear first when someone searches “best running shoes.”

## Types of SEO

A. On-Page SEO:-Optimizing the content and structure **on our website**.

It includes:-

1. Keyword usage:-Keywords are the words or phrases that users type into search engines to find information. keywords can be name, address and phone number. There should be appropriate use of keywords in Titled, Headings and Body Text.
2. Meta titles and Meta Descriptions:- Both page title and Meta description are HTML tags. Meta Title (Title Tag) Appears as the headline in search results. Should include the main keyword and Ideal length of **50–60 characters**. Meta Description appears **below the title** in search results. It is a short summary that tells users what the page offers and should be ideal length of **150–160 characters**.
3. Internal Linking:- Internal linking refers to linking one page of your website to another page within the **same website**. It helps both users and search engines navigate our site.
4. URL Structure:- URL structure should be short, descriptive, Keyword friendly, Lower case and uses Hyphens(-) to separate words.



## B. Off-Page SEO

Actions taken **outside our website** to improve rankings.

It includes:-

1. **Link Building (Backlinks):-** Backlinks (also known as inbound links or incoming links) are links from **other websites** that point to a page on **our website**. The more high-authority sites linking to us, the better our credibility. Search engines see backlinks as votes of confidence.
2. **Social Media Marketing:-** Promoting content via platforms like Facebook, Instagram, LinkedIn etc.
3. **Guest Blogging:-** Writing articles for other blogs with links back to our website.
4. **Influencer Outreach:-** Collaborating with industry influencers to share our content.
5. **Forum & Community Engagement:-** It means joining online groups or communities (like Quora, Reddit, or Facebook groups) to talk with people, answer questions, and share helpful information.

## C. Technical SEO

- Technical SEO means improving the backend and structure of our website so that search engines can easily crawl, index, and understand our content.
- It Includes:-
  1. Website Speed:- Fast loading websites improve user experience and SEO rankings.
  2. Mobile-Friendliness:- Our site should look good and work well on phones and tablets.
  3. Secure HTTPS Connection:- HTTPS stands for HyperText Transfer Protocol Secure. It's the secure version of HTTP, which means all **data** sent between **our website** and the **user's browser** is **encrypted and protected**.
  4. Robots.txt:- Robots.txt tells them which pages not to index.
  5. Structured Data:- Structured Data is a special type of code added to our website that helps Google and other search engines understand your content better. It can be reviews, FAQs.

## Example of Structured Data:-

Without structured data:

Pizza Palace - Best Pizza in Town

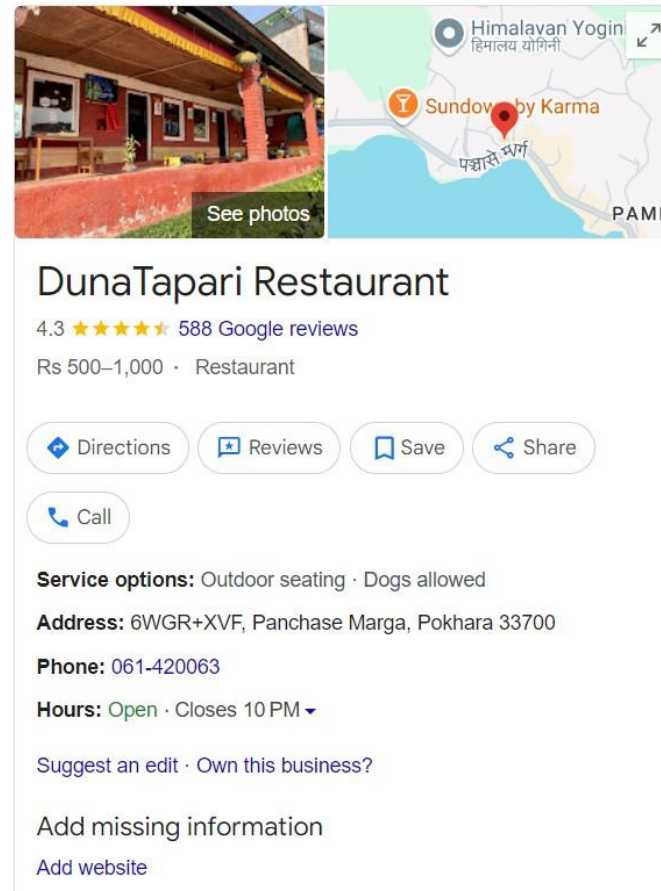
With structured data:

★ 4.5 rating | \$\$ | Opens at 11:00 AM | Order Now

## D. Local SEO

- Local SEO means optimizing our website so it appears in location based search results like when someone searches for “restaurant near me.”
- It includes:-
  1. Google Business Profile Setup:- Create and verify your business on Google Business Profile which helps our business appear on Google Maps and local search.
  2. Local Keywords:- Use location based keywords like “best school in Pokhara” on our website and content.
  3. NAP Consistency:- Our **Name, Address, and Phone number (NAP)** must be the same everywhere (website, directories, social media).
  4. Customer Reviews:- Encourage happy customers to leave reviews on Google and other platforms because more positive reviews help our ranking and trust.

## Example of Local SEO:-



## SEO Tools

- SEO tools help you **analyze, monitor, and improve** our website's visibility in search engines. They show how your site is performing and where you can improve.
- Common SEO Tools:-
  1. Google Search Console(free):- Track search performance, fix indexing issues, submit sitemaps.
  2. SEMrush(Paid (limited free) ):- Keyword research, competitor analysis
  3. AnswerThePublic(free):- Shows what people are **searching and asking** online.

### **Example:**

Search "digital marketing" → Get results like:

*What is digital marketing?*

*Why is digital marketing important?*

*Digital marketing vs traditional marketing*

4. SEOptimizer (Free (basic audits) / Paid (detailed reports & fixes)):- Analyzes our website and provides an SEO score. Checks for missing meta tags, headings, image alt text, etc.

# SEO Best Practices

## 1) Focus on User Intent:-

- Understand what users are really searching for

## 2) Quality Over Quantity:-

- Write **helpful and valuable** content, not just a lot of content

## 3) Avoid Keyword Stuffing:-

- Use keywords **naturally** in a content, Don't overuse them.

## 4) Regular Updates & SEO Audits:-

- Keeping content **fresh and updated**

Thank You