**SEO**

1. Overview 2.Method 3.Website Domain 4.File names 5.Design and layout 6.keywords 7.Metetags 8.Title and anchor 9.Content 10.Verifying a website 11. Hiring an expert 12.Link building 13. Mobile seo 14.To-do list.

1.OVERVIEW

SEO stands for **S**earch **E**ngine **O**ptimization. SEO is all about optimizing a website for search engines. SEO is a technique for:

 designing and developing a website to rank well in search engine results.

 improving the volume and quality of traffic to a website from search engines.

 marketing by understanding how search algorithms work, and what human visitors might search.

SEO is a subset of search engine marketing. SEO is also referred as SEO copyrighting, because most of the techniques that are used to promote sites in search engines, deal with text.

**What is SEO Copywriting?**

SEO copywriting is the technique of writing viewable text on a web page in such a way that it reads well for the surfer, and also targets specific search terms. Its purpose is to rank highly in the search engines for the targeted search terms.

Along with viewable text, SEO copywriting usually optimizes other on-page elements for the targeted search terms. These include the Title, Description, Keywords tags, headings, and alternative text.

**What is Search Engine Rank?**

When you search any keyword using a search engine, it displays thousands of results found in its database. A page ranking is measured by the position of web pages displayed in the search engine results. If a search engine is putting your web page on the first position, then your web page rank will be number 1 and it will be assumed as the page with the highest rank.

SEO is the process of designing and developing a website to attain a high rank in search engine results.

**What is On-Page and Off-Page SEO?**

Conceptually, there are two ways of optimization:

 **On-Page SEO** – It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page, etc.

 **Off-Page SEO** - It includes link building, increasing link popularity by submitting open directories, search engines, link exchange, etc.

2.METHODS

**SEO techniques are classified into two broad categories:**

1.**White Hat SEO 2.** **Black Hat SEO.**

**White Hat SEO**

An SEO tactic is considered as White Hat if it has the following features:

 It conforms to the search engine's guidelines.

 It does not involve in any deception.

 It ensures that the content a search engine indexes, and subsequently ranks, is the same content a user will see.

 It ensures that a web page content should have been created for the users and not just for the search engines.

 It ensures good quality of the web pages.

 It ensures availability of useful content on the web pages.

**Black Hat or Spamdexing**

An SEO tactic is considered as Black Hat or Spamdexing if it has the following features:

 Attempting ranking improvements that are disapproved by the search engines and/or involve deception.

 Redirecting users from a page that is built for search engines to one that is more human friendly.

 Redirecting users to a page that was different from the page the search engine ranked.

 Serving one version of a page to search engine spiders/bots and another version to human visitors. This is called **Cloaking** SEO tactic

Using hidden or invisible text or with the page background color, using a tiny font size or hiding them within the HTML code such as "no frame" sections.

**3.**WEBSITE DOMAIN

When you start thinking of doing a business through internet, the first thing that you think about is your website domain name. Before you choose a domain name, you should consider the following:

 Who would be your target audience?

 What you intend to sell to them. Is it a tangible item or just text content?

 What will make your business idea unique or different from everything else that is already available in the market?

Keep two to three words in your domain name that will be easy to memorize. Some of the most notable websites do a great job of branding by creating their own word. Few examples are eBay, Yahoo!, Expedia, Slashdot, Fark, Wikipedia, Google, etc.

You should be able to say it over the telephone once, and the other person should know how to spell it, and they should be able to guess what you sell.

**Guru Mantra**

Finally, you should be able to answer the following questions:

 Why do you want to build your website?

 Why should people buy off your site and not from other sites?

 What makes you different from others?

 Who are your target audience and what do you intend to sell?

 List 5 to 10 websites that you think are amazing. Now think why they are amazing.

Create 5 different domain names. Make at least 1 of them funny. Tell them to half a dozen people and see which ones are the most memorable. You will get more honest feedback if the people do not know you well.

 Buy your domain name that is catchy, memorable, and relevant to your business.

4. RELEVANT FILENAMES

One of the simplest methods to improve your search engine optimization is to look at the way you name your files.

**File Naming Style**

 The filename should preferably be short and descriptive.

 It is always good to use same keywords in a filename as well as in page title.

 Do not use filenames such as *service.htm* or *job.htm* as they are generic. Use actual service name in your file name such as *computer-repairing.htm,* which is more specific.

 Do not use more than 3–4 words in file names.

 Separate the keywords with hyphens rather than underscores.

 Try to use 2 keywords if possible.

**File Name Example**

Listed below are some filenames which would be ideal from the users’ point of view as well as SEO.

slazenger-brand-balls.html

wimbledon-brand-balls.html

wilson-brand-balls.html

Notice that the keywords are separated by hyphens rather than underscores

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**File Extension**

You should notice that **.html, .htm, .php** and any other extension do NOTHING for your visitors, and they are simply a means of offloading some of the work of configuring your webserver properly onto your visitor’s. In effect, you are asking your site visitors to tell your webserver HOW to produce the page, not which one?

Many web masters think that it is a good idea to use filename without using extension. It may help you, but not a whole lot.

**Keep the following points in mind before naming your files:**

 Keep the web page filename short, simple, descriptive, and relevant to the page content.

 Try to use a maximum of 3-4 keywords in your filename, and these keywords should appear on your web page title as well.

 Separate all keywords with hyphen rather than with underscore.

 Keep your sub-directories name as short as possible.

 Restrict the file size to less than 101K because Google chops almost everything above that.

5. DESIGN AND LAYOUT

The website design and layout gives the first impression about your site. There are sites which are too fancy and regular net surfers just reach those sites and come out even without creating a single click.

**Here are a few guidelines that you should keep in mind while designing a web page.**

 You should have more text content than HTML elements.

 No frames. They are the enemies of search engines, and search engines are enemies of frames.

 No ads if possible. Because most of the ads use JavaScript which is not advised to be used.

 No JavaScript. If you need JavaScript, call it from an external file rather than dumping the code in the HTML file. JavaScript drop-down menus prevent spiders from crawling beyond your homepage. If you use them, be sure to include text links at the bottom of the page.

 Do not put anything in the page topic that does not fit perfectly.

 No unnecessary directories. Keep your files as close to the root as possible.

 No fancy stuff (Flash, Splash, Animated Gifs, Rollovers, etc.) unless absolutely necessary.

6. OPTIMIZED KEYWORDS

A keyword is a term that is used to match with the query a person enters into a search engine to find specific information. Most people enter search phrases that consist of two to five words. Such phrases may be called search phrases, keyword phrases, query phrases, or just keywords. Good keyword phrases are specific and descriptive.

**Keyword Frequency**

This is calculated as how often does a keyword appear in a website title or description. You do not want to go overboard with frequency, however, since on some engines if you repeat a word too many times, you are penalized for "spamming" or keyword stuffing.

In general though, repeat your keyword in the document as many times as you can get away with, and up to 3-7 times in your list of metatags.

**Keyword Proximity**

It refers to the placement of keywords on a web page in relation to each other or, in some cases, in relation to other words with a similar meaning as the queried keyword.

For search engines that grade a keyword match by keyword proximity, the connected phrase ”home loans” will outrank a citation that mentions ”home mortgage loans”, assuming that you are searching only for the phrase "home loans".

**Meta tag Example:**

|  |
| --- |
| **Adding keywords - keyword meta tag example**  Add maximal 20 keywords and seperate them from each other by a comma en a space. |
| <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN"> <html>  <head>   <title>All our wooden furniture is water proof.</title>   <meta name="keywords" content="wood, furniture, garden, garden-table, etc."> <meta name="keywords" content="wood, furniture, garden, garden-table, etc.">   <meta name="description" content="Official dealer of wooden garden furniture.">  <meta name="keywords" content="wood, furniture, garden, garden-table, etc">   <meta name="description" content="Official dealer of wooden garden furniture.">  </head>  <body>    This is a test text  </body> </html> |

**Best Places to Put Keywords**

Here is a list of places where you should try to use your main keywords.

 Keywords in the <title> tag(s).

 Keywords in the <meta name="description">.

 Keywords in the <meta name="keyword">.

 Keywords in <h1> or other headline tags.

 Keywords in the <a href="http://yourcompany.com">keywords</a> link tags.

 Keywords in the body copy.

 Keywords in alt tags.

 Keywords in <!-- insert comments here> comments tags.

 Keywords in the URL or website address.

**Finding Keywords**

There are many different ways to find keywords for your website. Some good keyword ideas are:

 The potential words people would use to find your product or service.

 The problems that your prospective customers may try to solve with your product or service.

 Keyword tags on competitor’s websites.

 Visible page copy on competitor’s websites.

 Related search suggestions on top search engines

Using an online tool such as Google Keyword Tool.

 By analyzing your website carefully and finding out proper keywords. This task can be done by expert SEO copywriters.

 Pay attention to stemming for your keywords - particularly to what the root word is and what Google considers to be a match for that word, when optimizing pages over time.

 You can do brainstorming to identify correct keywords for your site.

**What is Word Stemming?**

Google uses a feature called **word stemming** that allows all forms of the word - singular, plural, verb form as well as similar words to be returned for a given search query.

So if someone types in "house plans", not only the pages that are optimized for that phrase but the pages that contain all variations of that phrase are returned. For example, "house plan", "house planning", "house planner".

7. OPTIMIZED METATAGS

There are two important metatags:

 Meta description tags

 Meta keyword tags

**What Do the Metatags Look Like?**

You can add the following in the head section of the web page:

<meta name="keywords"

content="KEYWORD1 KEYWORD2 KEYPHRASE1 etc.

about 30 to 40 unique words">

<meta name="description"

content="An accurate, keyword-rich description

about 150 characters">

**Meta Description Tag Tips**

Important tips for good Meta description tags:

 Use keywords in your meta description tag.

 Try not to repeat the words overly often, but try to use multiple syntaxes of your keywords.

 There should not be more than 150 characters in a description metatag of a single web page.

Use a different meta description tag for each page, as each page is different and stands a better chance of being found if you place a good title and description on it.

**Meta Keywords Tag Tips**

Please refer to the previous chapter for identifying good keywords. Use the following tips for preparing good meta keywords tags.

 Use synonyms.

 Use unique keywords.

 No need to repeat any given phrase.

 You can repeat a word any number of time, as long as each time it is part of a different phrase.

**Robots Metatag**

The important metatag that you may need sometime is the Robots Metatag which looks like this:

<meta name="robots" content="noindex,nofollow">

Using the above metatag, you can tell a spider or a robot that you do not want some of your pages indexed, or that you do not want your links followed.

8. TITLE OPTIMIZATION

An HTML TITLE tag is put inside the head tag. The page title (not to be confused with the heading for a page) is what is displayed in the title bar of your browser window, and is also what is displayed when you bookmark a page or add it to your browser Favorites

**Here are some considerations while designing the title of a webpage:**

 The title shouldn't consist of more than about 9 words or 60 characters.

 Use keywords at the very beginning of the title.

 Do not include your company name in the title unless your company name is very well known.

**Best Practices for Creating Titles**

Here are some best practices you should follow for creating titles on pages:

 Each page should have a unique title.

 If practical, try to include your Primary Keyword Phrase in every title of every page.

 Begin the title of your home page with your Primary Keyword Phrase, followed by your best Secondary Keyword Phrases.

 Use more specific variations to your Primary Keyword Phrase on your specific product, service, or content pages.

 If you must include your company name, put it at the end of the title.

 Use the best form, plural or singular, for your keywords based on what WordTracker says is searched on more often.

 Do not overdo it – do not repeat your keywords more than 2 to 3 times in the title.

Make sure the <title> tag is the first element in the <head> section of your page - this makes it easier for Google to find the page.

9. OPTIMIZED ANCHOR

Use descriptive anchor text for all your text links. Most search engines consider anchor text of incoming links when ranking pages. Here is an example of anchor:

<a href="otherpage.htm" title="Anchor Title">Anchor Text</a>

Listed below are some of the important points to note about anchors:

 The *Anchor Title* plays a very important role and is seen by most of the search engines. The anchor title should have appropriate keywords. Anchor title helps the site visitors using a balloon, and displaying written text.

 The *Anchor Text* is another important part, which should be selected very carefully because this text is used not only for search engines but also for navigation purpose. You should try to use the best keywords in your anchor text.

 The *otherpage.htm* is the link to another webpage. This link could be to an external site. Here, you need to ensure that the linked page does exist; otherwise it is called a broken link, which gives a bad impression to search engines as well as to site visitors.

**Another example of an anchor could be as follows:**

**<a href="otherpage.htm" title="Anchor Title">**

**<img src="image.gif" alt="keywords" />**

**</a>**

10. CONTENT IS THE KING

Content basically includes what you see on the site: the text, graphics, and even links to other websites. You should not use excessive graphics because they are not Search Engine Friendly plus heavy graphics normally put the users out when they get downloaded, especially over a slow network.

Thousands of articles, books, and forum entries are available on how to make your website search engine friendly, but ultimately, one rule stands above the rest: *Unique, high-quality, unduplicated content is the king.*

**Unique, High-Quality Content**

When people visit a website for information, they want your unique spin on a topic. How is your material or content unique? Is that uniqueness obvious, and easy to find and to understand? Visitors want unique, high-quality site content. It is not only your homepage content, but also all the linked pages should have useful and easy-to-understand content.

Nowadays, search engines have become very smart and they are able to understand complete grammar and complete phrase. Hence while ranking a page against other, the content available on a page matters.

Sites with duplicated, syndicated, or free content are given red flags by the search engines.

**While writing your webpage content, the following tips may help you in keeping it better than others.**

 The content should be directed for the specified target audience.

 Keyword density is strictly adhered as per search engine guidelines.

 Titles should always be eye-catching, compelling your visitors to read on and want to know what you offer in your website.

Do not use confusing, ambiguous, and complex language. Use small statements to make your content more understandable.

 Keep your webpages short.

 Organize and distribute the content on the webpages.

 Divide your webpage content into short paragraphs.

**Other Advantages of Having Great Content**

It is not only SEO you need to think about. Many factors contribute to make your site popular.

 If your site is having something really unique, then people like to suggest it to their friends.

 Other webmasters like to create a link of your site on their sites.

 Your site visitors start trusting your site and they look forward for the next content update and keep coming again and again.

 Although you are listed out by a search engine, a net surfer will click only that page whose content snippet looks more unique and interesting.

11. VERIFYING A WEBSITE

You design and develop a website but how would you know if you have put all the HTML syntax in a correct way. Most browsers do not complain against your wrong syntax, but *wrong is wrong*.

There are many SEO experts who claim that SEO is not dependent on site HTML/XHTML verification. But we will discuss various reasons why your site should be W3C Compliance.

**Why HTML/XHTML Verification is Required?**

There are various reasons to verify your website before hosting it over the internet.

 Any webpage quality depends on how well you have written your webpage. It should be syntactically correct and should pass all the Quality Gates.

 When any search engine does indexing for your webpage content, it might get confused if the HTML tags are not written properly, and much of the webpage content might not be indexed properly.

 There might be many HTML tags, which you are using in your webpage but then have been depreciated and many of the search engines do not support them.

 Consistency, HTML Code Beauty, Process Compliance are always appreciated by good webmasters.

**What is W3C Compliance?**

W3C is the World Wide Web Consortium and since 1994, the W3C has provided the guidelines by which websites and webpages should be structured and created. Here are the links to validate your web pages:

 Validate HTML/XHTML File against W3C Standard HTML/XHTML Validator.

 Validate CSS File against W3C Standard CSS Validator.

**Rules for W3C Compliance**

The following rules are to be following while developing a webpage:

 Use XHTML declaration statements to start every XHTML page:

<!DOCTYPE html PUBLIC

"-//W3C//DTD XHTML 1.0 Strict//EN" "DTD/xhtml1-strict.dtd">

 Every tag must be closed.

 The head and body tags are now mandatory.

Empty tags get a terminating slash. An empty tag is a tag that doesn't require an end tag. Examples include <br> and <hr>.

<BR> is now <br />.

<HR> is now <hr />.

<IMG SRC="--"> is now <img src="--" />

 All tags must be lower-case. This does not apply to attributes, only tags. For example, both of these formats are acceptable under the XHTML DTD:

<FONT color="#ffffcc"> is invalid

<font color="#ffffcc"> is valid

<font color="#FFFFCC"> is also valid

 All the attribute values should be put within double quotes.

 Tags may not be nested.

<b><i>Text</b></i> This is invalid

<b><i>Text</i></b> This is valid

 The <pre> tag should not contain: img, object, big, small, sub, or sup.

 One <form> tag cannot be inside another <form> tag.

 If your code contains a &, it must be written as **&amp;**.

 Any use of CSS should use all lower-case letters.

12. HIRING AN EXPERT

SEO experts perform the following tasks:

 Code validation and clean up - Ensure that the code is search engine friendly and standards compliant.

 Site Structure - Building a semantic structure/theme and ensure URLs are spider friendly.

 On-Page optimization - Page Title, copywriting, call-to-action, etc.

 Quality link building - Securing one way links from relevant sites.

 Keyword research - Building a list of key phrases relevant to your business.

 Creating Quality Content - Building optimized pages around terms discovered through keyword research.

 Off-Page Optimization – Managing Blogs, Press Releases, Article Submissions.

If you are confident that you have the required skills, then you can take care of all the above activities; otherwise it is worth taking help from SEO Companies or to hire an SEO specialist.

**It is very difficult to choose a correct SEO expert or SEO company. However the following guidelines can help you in this activity:**

 Start searching through your friends and business partners.

 Post your queries in SEO Forums to get feedback from the community.

 Check other sites rank which they already have optimized.

 Do not go for SEO companies doing automated submission.

 Do not go for SEO companies doing Black Hat tricks.

 Do not look for cheap SEO. But take care, high price also does not guarantee high quality.

 Take guarantee if possible for a particular rank and any particular search engine.

13. LINK BUILDING

Link building is the SEO practice of obtaining links from external websites to your own to improve both direct referrals (i.e., people clicking on the links), and search engine ranking. Link building is all about increasing your site link popularity.

**How to Increase Link Popularity?**

There are various ways of increasing your website link popularity. You can follow the tips given below, which are easily doable.

 Submit your site in popular search engines manually. Do not go for automated submission.

 Get your site listed in Open Directory Projects like dmog.org, yahoo.com. Getting listed in these directories gives a boost in link popularity and improve search engine ranking in other search engines.

 Provide high quality content so that anyone would naturally link to your site if you are featuring what they want, and that is not available anywhere else.

 Leverage your personal relations with other webmasters. Put your site link on their sites. One-way links often count for more than reciprocal links.

 Participate in Link Exchange Programs. Find top 20 sites doing the same business and contact them for reciprocal links. Link exchange between unrelated sites might affect the ranking of websites in the search engine.

 If you are subscribed in a forum and the forum does not have any restriction to keep your site link as your signature, then it can help you to increase your site popularity.

 Submit your site to bookmark sites like DIGG and Slashdot. Before submitting, please go through their spam policy.

 Write good articles in blogging sites and give a few references of your links within that article.

 Keep providing good content to your site visitors. Try to keep them busy on your site. If possible create forums, newsletters, blogs, etc.

There are other ways, but you need to spend some dollars to go for such alternatives.

Buy a place on high-rank website where you can put your link.

 Subscribe for Google's AdWords program to drive traffic towards your site.

 You can go for alternative advertising option to increase the number of hits on your site, which can result in your site link popularity.

14. MOBILE SEO

Millions of users these days access the web using smart phones running on Android, iOS, or Windows. Hence, it has become imperative that websites adapt themselves to this changing environment and make suitable changes in their website design to attract more viewership.

**What is Mobile SEO?**

Mobile Search Engine Optimization is the process of designing a website to make it suitable for viewing on mobile devices of different screen sizes and load times. A website is mobile friendly if it has the following attributes:

 Its contents are easy to read on a mobile device without having to zoom the screen.

 It should be easy to navigate through the site on a small screen.

 Most important of all, it should show up in Google search results.

**Optimize Your Site for Mobile**

If your site is already optimized for search engines, then it should not be too difficult to optimize it for mobile devices. First, let us understand what it takes to go mobile. We can categorize the steps into three broad categories:

1. Select a Mobile Configuration

2. Inform Google and other Search Engines

3. Avoid Common Mistakes

**Select a Mobile Configuration**

There are three different mobile configurations that you can choose from:

1. Responsive Web Design

2. Dynamic Serving

3. Separate URLs

15.MISCELLANEOUS TECHNIQUES

**To-Don't List**

 Don't keep hidden text on your webpages.

 Don't create alternate image spamming by putting wrong keywords.

 Don't use metatags stuffing.

 Don't use frames and flash on your site.

 Don't exchange your links with black listed sites.

 Don't try to fool your site visitors by using misspelled keyword.

 Don't send spam emails to thousands of email IDs.

 Don't use too much graphics on your site.

 Don't create too many doorway pages.

 Don't try to create duplicate content of pages.

 Don't submit your website many times in a single search engine.

 Don't use sub-directory depth more than 1-2.

 Don't create too many dynamic pages. Try to convert them into static pages.

 Don't bloat your pages with code.

 Don't nest your pages.

**To-Do List**

There are various other tips which can help you to optimize your website for many search engines.

 Create logs of pages and each page should however contain a minimum of about 200 visible words of text to maximize relevance with Google.

 Create a Sitemap, Help, FAQ, About Us, Link to Us, Copyright, Disclaimer, Privacy Policy pages on mandatory basis.

Create a homepage link to each and every webpage and provide easy navigation through all the pages.

 Pay attention to your dynamic page URLs. Google can crawl and index dynamic pages as long as you don't have more than 2 parameters in the URL.

 Check your complete site for broken links. Broken links will reduce your other pages rank as well.

Filter

Table.html

<input type="text" id="myInput" onkeyup="myFunction()" placeholder="Search for names..">  
  
<table id="myTable">  
  <tr class="header">  
    <th style="width:60%;">Name</th>  
    <th style="width:40%;">Country</th>  
  </tr>  
  <tr>  
    <td>Alfreds Futterkiste</td>  
    <td>Germany</td>  
  </tr>  
  <tr>  
    <td>Berglunds snabbkop</td>  
    <td>Sweden</td>  
  </tr>  <tr>    <td>Island Trading</td>  
    <td>UK</td>  
  </tr>  
  <tr>  
    <td>Koniglich Essen</td>  
    <td>Germany</td>  
  </tr>  
</table>

//javascript

<script>  
function myFunction() {  
  // Declare variables   
  var input, filter, table, tr, td, i;  
  input = document.getElementById("myInput");  
  filter = input.value.toUpperCase();  
  table = document.getElementById("myTable");  
  tr = table.getElementsByTagName("tr");  
  // Loop through all table rows, and hide those who don't match the search query  
  for (i = 0; i < tr.length; i++) {  
    td = tr[i].getElementsByTagName("td")[0];  
    if (td) {  
      if (td.innerHTML.toUpperCase().indexOf(filter) > -1) {  
        tr[i].style.display = "";  
      } else {  
        tr[i].style.display = "none";  
      }  
    }   
  }  
}  
</script>