

# Digital Marketing

SEO Define

SEO STAND FOR SEACH ENGINE OPTIMISATION IT IS PROCESS TO OPTIMISE YOUR WEBSITE UNDER ORGANIC RESULT

There are **three main types of SEO (Search Engine Optimization)**, each targeting different aspects of improving your website's visibility on search engines like Google:

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## 1. On-Page SEO

**Definition:** Optimizing individual web pages to rank higher and earn more relevant traffic.

**Key Elements:**

- **Keyword optimization** (titles, headings, content)
  - **Meta tags** (title tag, meta description)
  - **URL structure**
  - **Internal linking**
  - **Image optimization** (alt tags, file names)
  - **Content quality** (original, valuable, keyword-focused)
  - **Mobile-friendliness**
  - **Page loading speed**
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## 2. Off-Page SEO

**Definition:** Activities outside your website that impact your rankings.

**Key Elements:**

- **Backlinks** (quality and quantity of other sites linking to you)
- **Social media sharing**
- **Brand mentions**
- **Influencer outreach**

- **Guest posting**
  - **Online reputation management**
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### **3. Technical SEO**

**Definition:** Improving the backend structure and foundation of a website.

**Key Elements:**

- **Website speed optimization**
  - **Mobile responsiveness**
  - **Secure connection (HTTPS)**
  - **Crawlability and indexability**
  - **XML sitemaps**
  - **Fixing broken links or errors**
  - **Structured data (Schema markup)**
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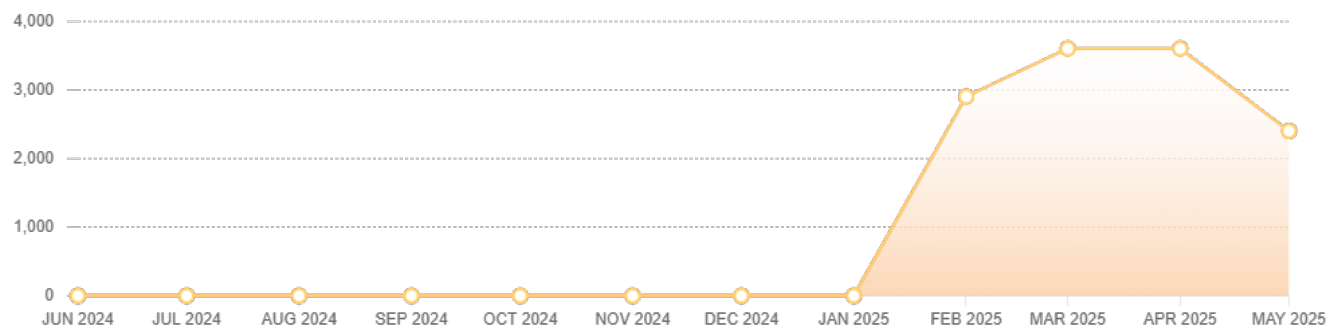
### **Bonus Categories (Optional/Advanced):**

- **Local SEO:** For local businesses to appear in "near me" searches and Google Maps.
- **E-commerce SEO:** SEO strategies specifically for online stores.
- **Voice Search SEO:** Optimizing content for voice queries using natural language.

Would you like a table or infographic summary of these types?

1 SEO Key Words

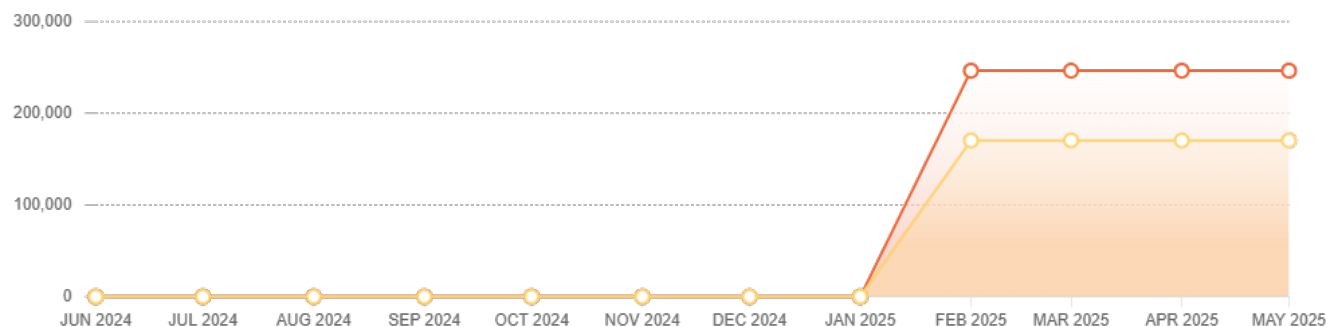
Cyber Security



Search Volume

2400 Average

SEO USA



SEO Difficulty

Seach volume High

240,000

## what is Key Word

**A keyword is a word or phrase that people type into Google or other search engines when they are looking for something.**

### **Why Keywords Matter:**

- Help **search engines understand** your page.
- Help your website show up **in search results**.
- Attract the **right visitors** to your site.

## 1. Short-Tail Keywords

**Definition:** 1-2 word phrases; broad and general.

**Example:** chocolate, shoes, marketing

**Pros:** High search volume

**Cons:** High competition, not very specific

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### ◆ 2. Long-Tail Keywords

**Definition:** 3 or more words; more specific and targeted.

**Example:** best dark chocolate in India, cheap running shoes for men

**Pros:** Lower competition, higher conversion

**Cons:** Lower search volume

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### ◆ 3. Exact Match Keywords

**Definition:** Keywords that match the exact search query.

**Example:** If the search is buy red sneakers, and your keyword is exactly buy red sneakers

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### ◆ 4. LSI Keywords (Latent Semantic Indexing)

**Definition:** Keywords that are *related in meaning* to the main keyword.

**Example:** For apple, LSI could be: iPhone, MacBook, fruit (depends on the context)

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## ◆ 5. Branded Keywords

**Definition:** Keywords that include a **brand name**.

**Example:** Nike shoes, Samsung Galaxy S25

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## ◆ 6. Non-Branded Keywords

**Definition:** Keywords without any brand name.

**Example:** smartphones under 20000, best laptops for students

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## ◆ 7. Navigational Keywords

**Definition:** People use them to find a specific website or brand.

**Example:** Facebook login, Zara official site

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## ◆ 8. Informational Keywords

**Definition:** People use them to look for information.

**Example:** how to bake a cake, what is SEO

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## ◆ 9. Transactional Keywords

**Definition:** Used when people are ready to buy something.

**Example:** buy running shoes online, order pizza near me

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## ◆ 10. Commercial Investigation Keywords

**Definition:** Used by users comparing or researching before buying.

**Example:** best phone under 30000, Nike vs Adidas shoes