Web SEO Services.in
Analyze.. Strategise.. Implement..

# SEO Training

By -Shashank Gupta
CEO & Founder

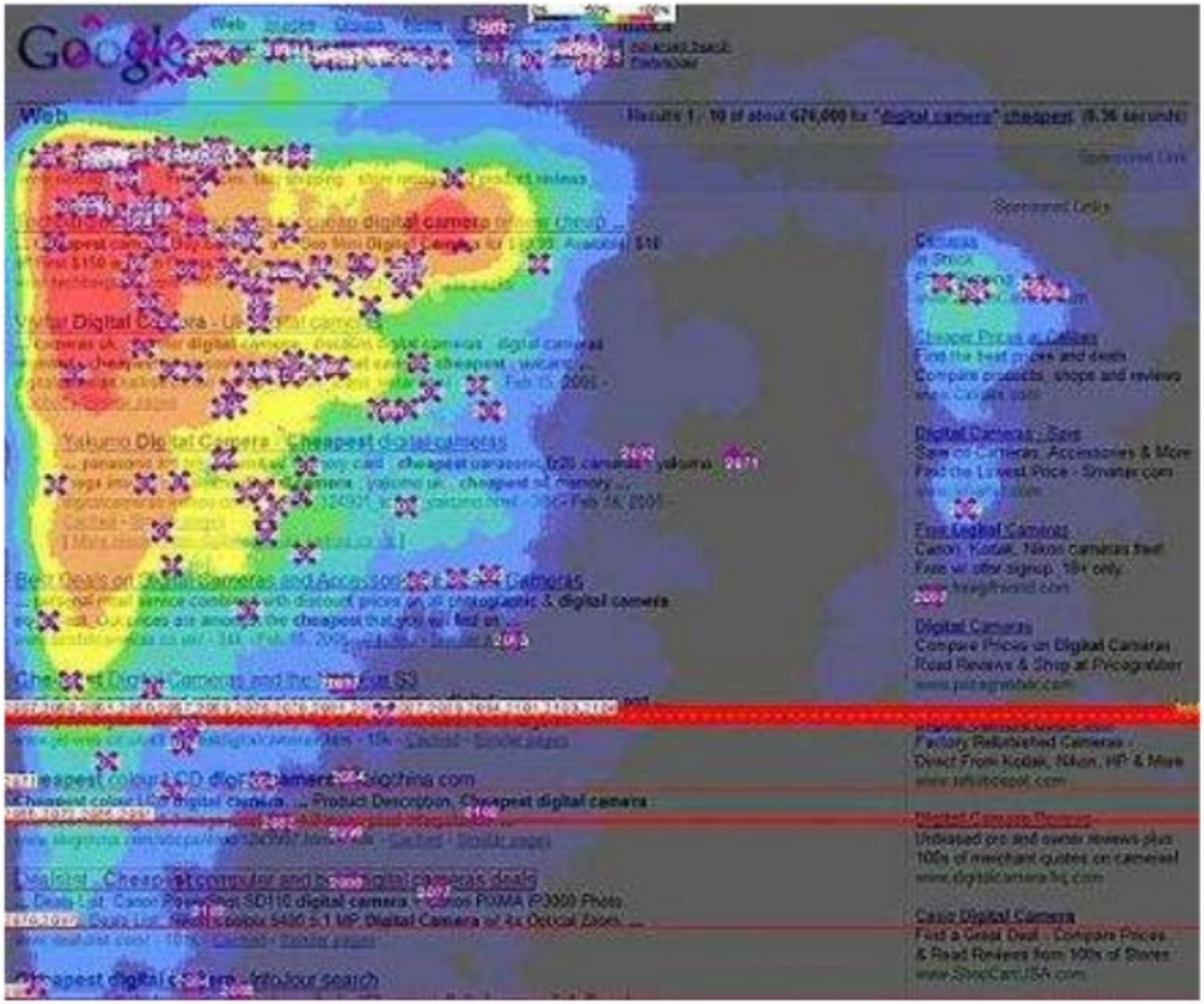
Web SEO Services.in
Analyze.. Strategise.. Implement..

Web SEO Services.in
Analyze.. Strategise.. Implement..

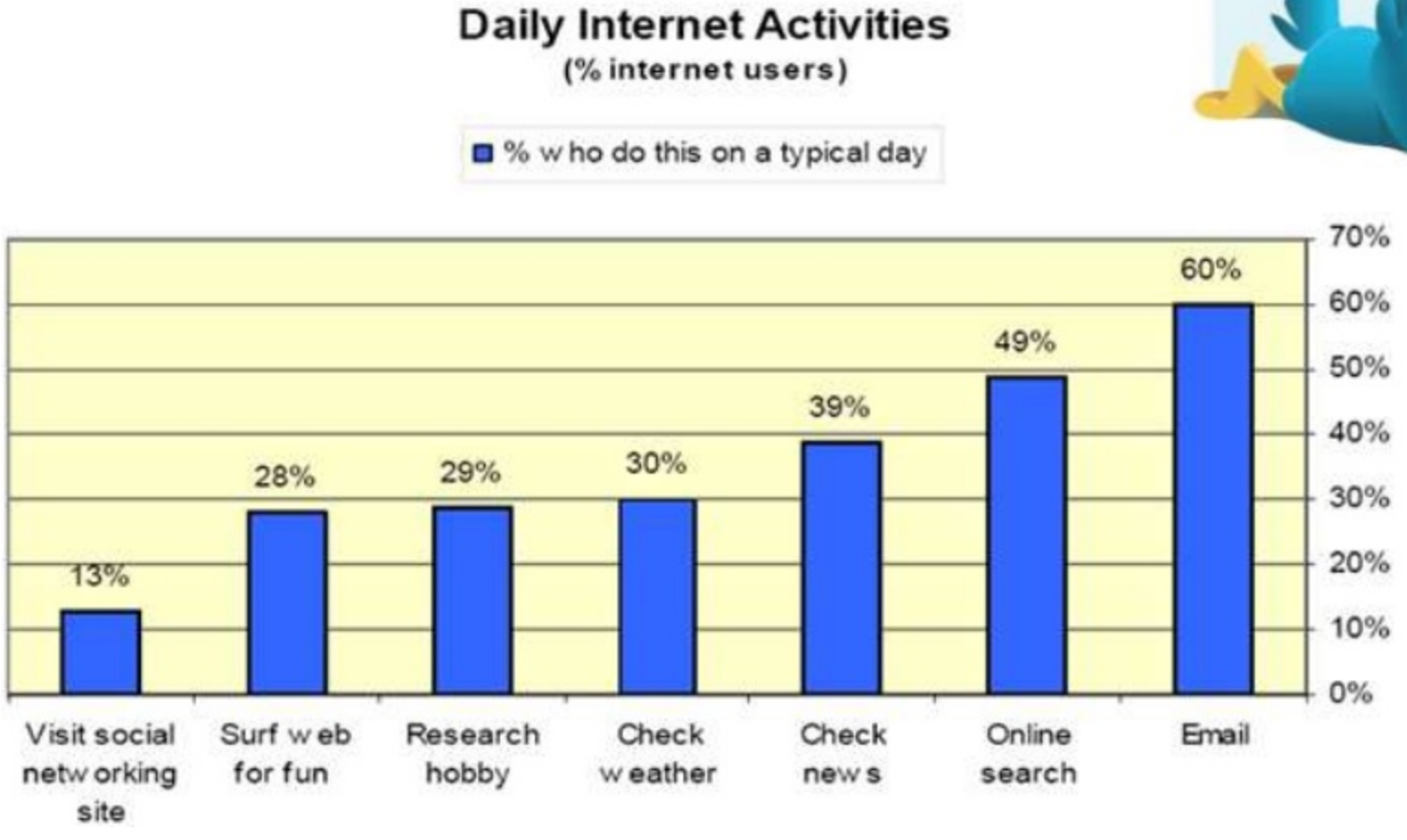
# Importance of SEO

- 85%* of all Web site traffic originate from a search engine.
- SEO is 6 times more effective than a banner ad
- SEO Delivers *qualified* leads
- 55% of online purchases are made on sites found through search engine listings
- Top 30 results receive over 90% of search

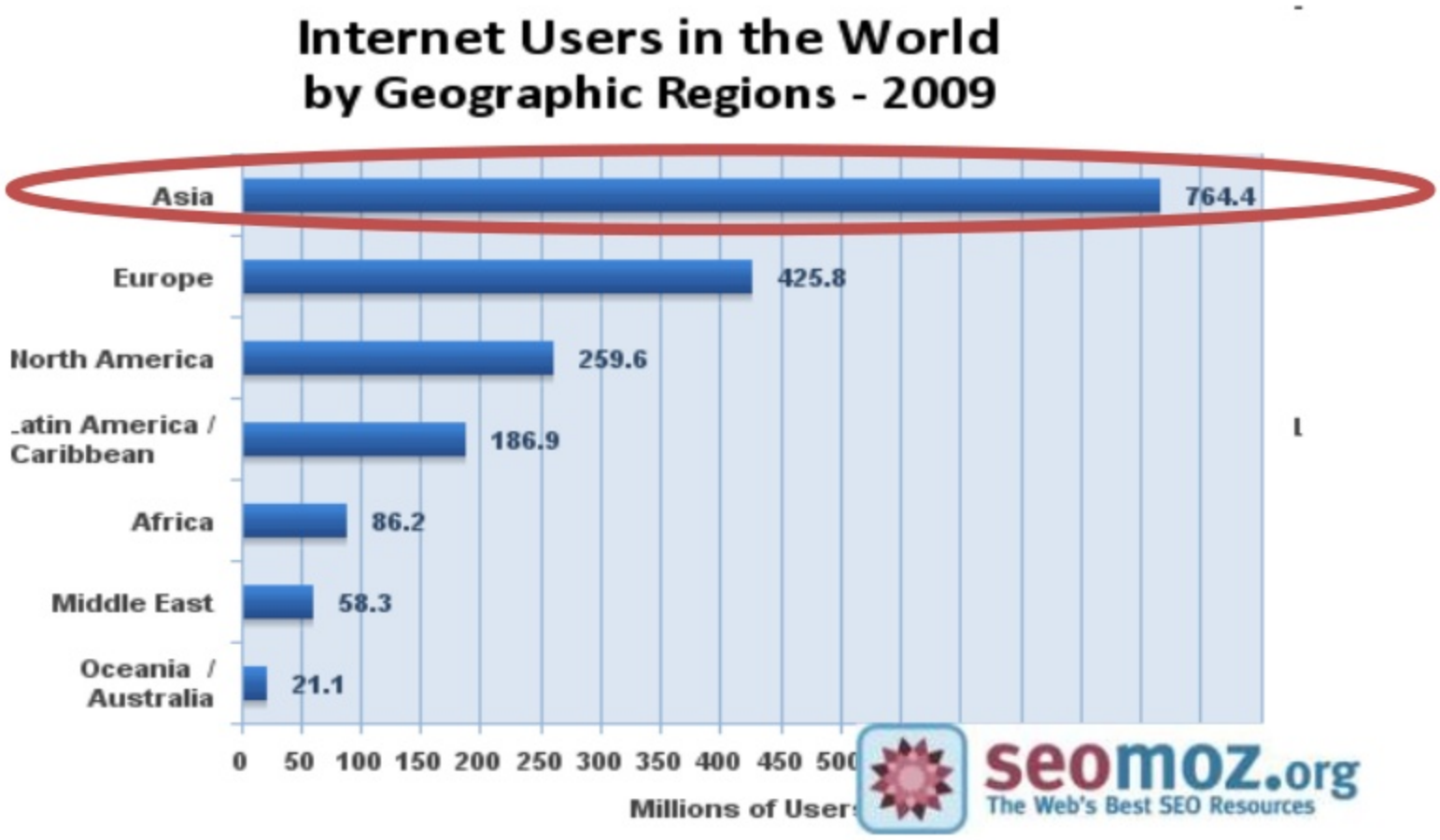
# Importance of SEO



# Web Search is Popular

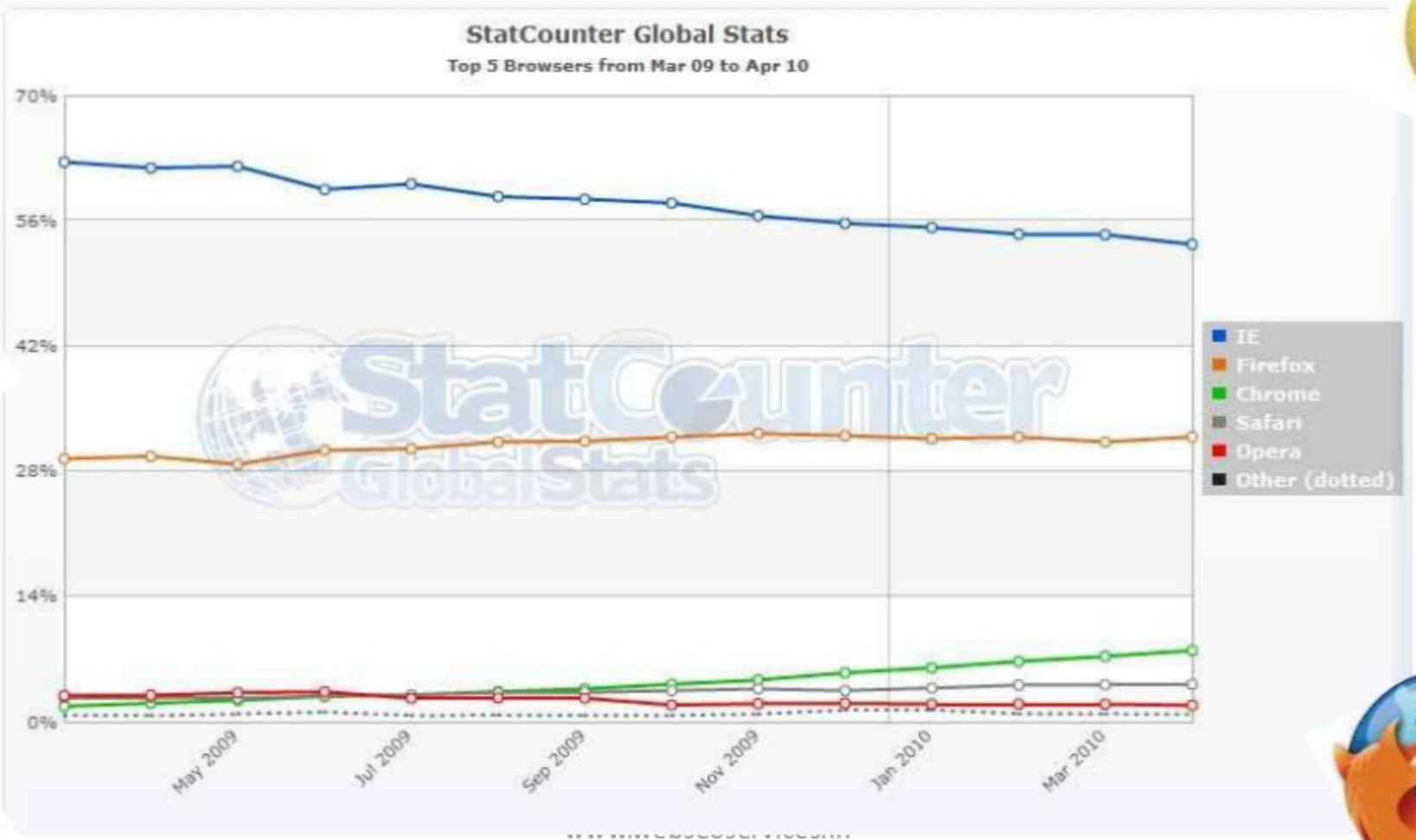


# In Dec 2009, an Est. 1.8 Billion people used the Internet




Source: Internet World Stats - www.internetworldstats.com/stats.htm
Estimated Internet users are 1,802,330,457 for December 31, 2009
Copyright © 2010, Miniwatts Marketing Group

# Global Browser Market share

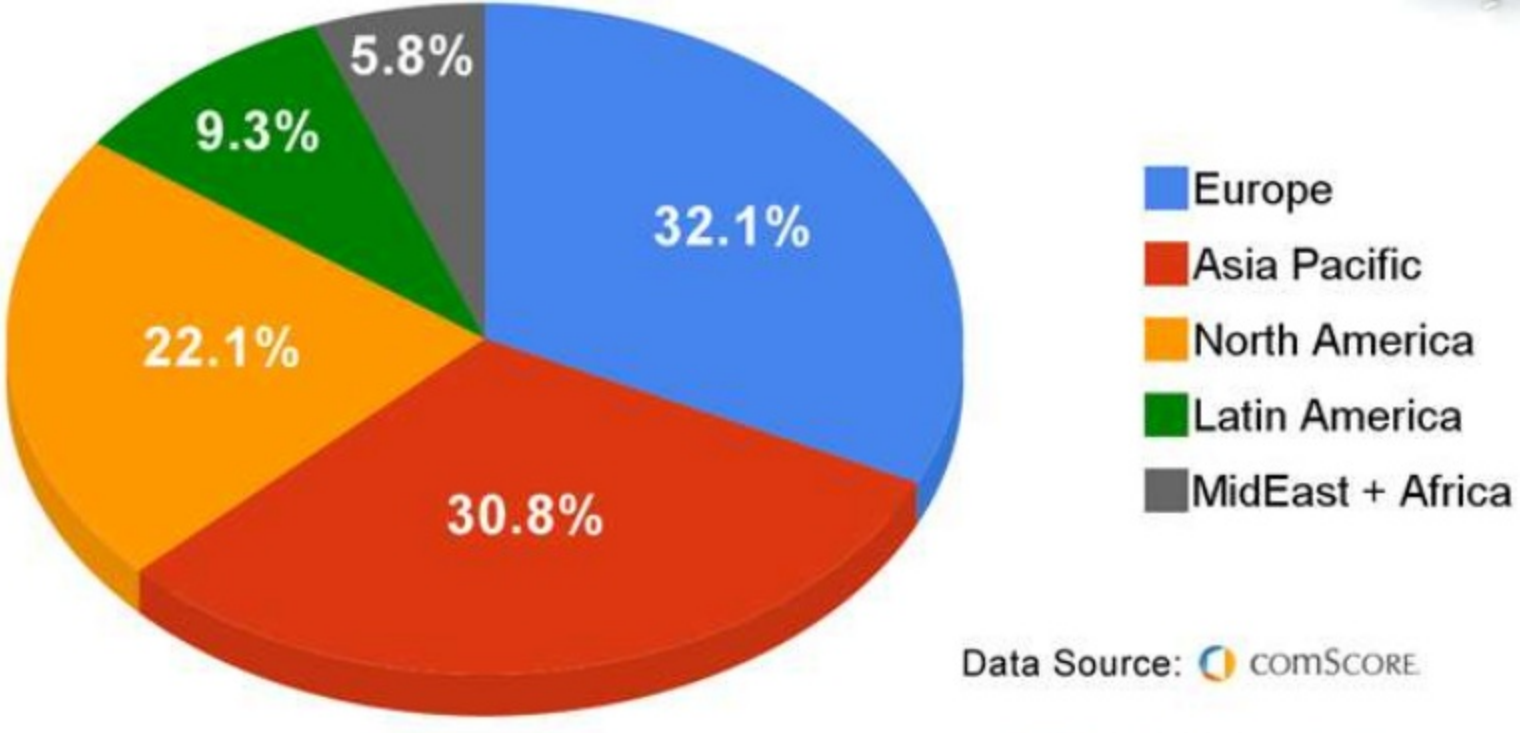


# Internet vs. Search Use

- **On a typical day, how many Internet users also use search engines?**
  - **In 2002, 33% used search engines**
  - **In 2009, 58% used search engines**
  - **Search is growing faster than other**

Total World: Age 15+, Home and Work Locations excluding traffic from public computers such as Internet cafes or access from mobile phones or PDAs. Source: comScore qSearch 2.0.

# Global Share of Searches

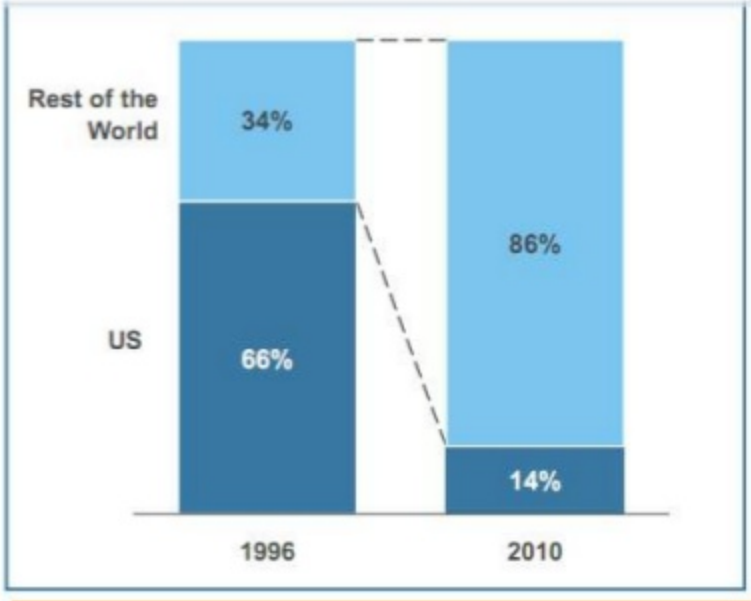



Data Source: comScore

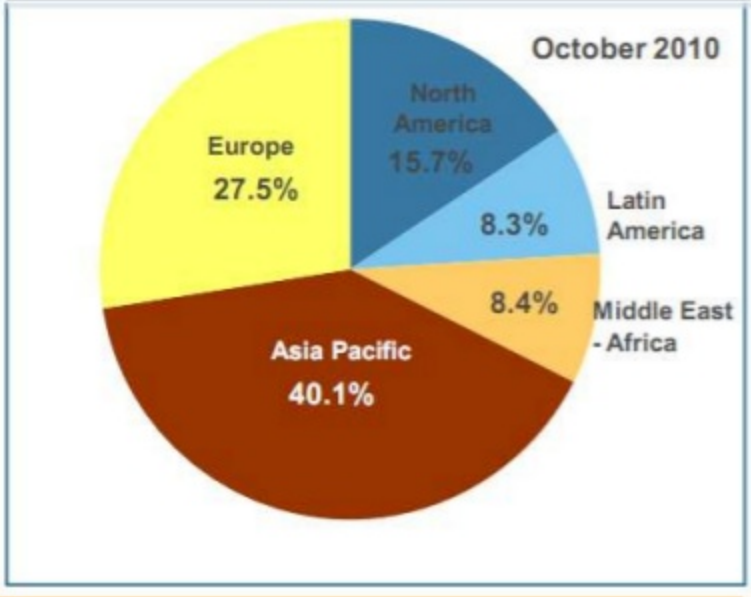
seomoz.org
The Web's Best SEO Resources

# Global Search Trends

## US Internet Population vs. Rest of the World




## Distribution of Worldwide Internet Audience




- In 1996, 2/3 of the world's Internet population was in the US, yet today Asia Pacific is the largest region.
- Many emerging regions are likely to bypass old modes, skipping dial-up to go straight to broadband, making multimedia, video, and collaborative content immediately accessible.
- Early adoption of mobile web in addition to PC web will likely be popular in many of these high-growth areas.

comScore

©comScore, Inc. Proprietary and Confidential. 

Source: comScore World Metrix, October 2010

www.webseoservices.in

# Searches By Query Length

| Words | Percentage of Searches |
|---|---|
| 1 | 25.32% |
| 2 | 24.96% |
| 3 | 19.80% |
| 4 | 13.17% |
| 5 | 7.53% |
| 6 | 4.04% |
| 7 | 2.15% |
| 8 | 1.19% |

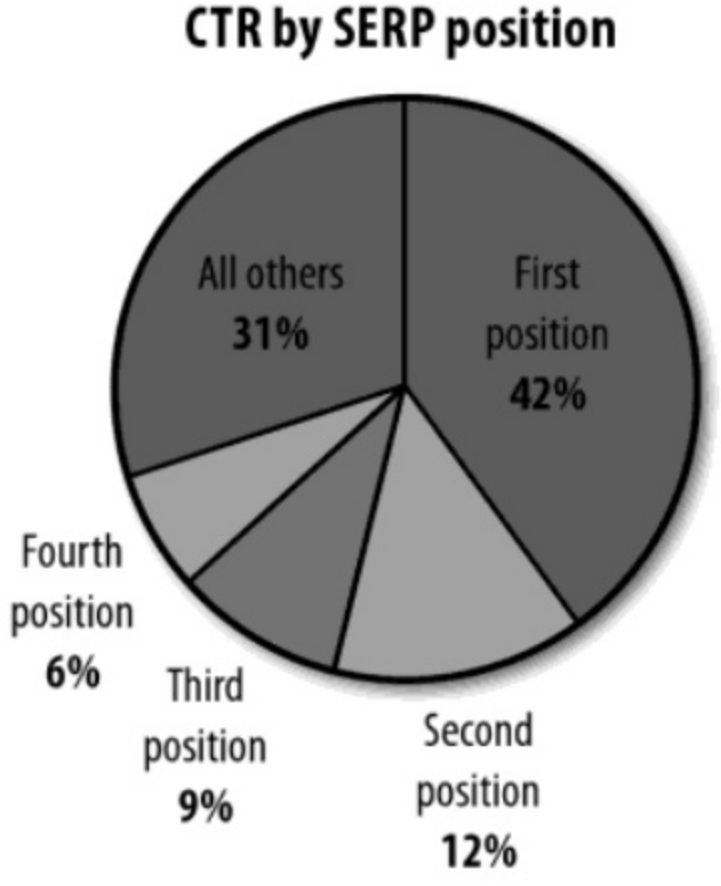
# No of keywords Used in Search

| Percentage of U.S. clicks by number of keywords | | | | |
|---|---|---|---|---|
| Subject | February 2008 | January 2009 | February 2009 | Year-over-year % change |
| One word | 21.04% | 20.29% | 20.48% | –3% |
| Two words | 24.73% | 23.65% | 23.47% | –5% |
| Three words | 21.84% | 21.92% | 21.68% | –1% |
| Four words | 14.53% | 14.89% | 14.98% | 3% |
| Five words | 8.29% | 8.68% | 8.72% | 5% |
| Six words | 4.38% | 4.65% | 4.71% | 8% |
| Seven words | 2.29% | 2.49% | 2.51% | 10% |
| Eight or more words | 2.90% | 3.43% | 3.47% | 20% |
| *Note: data is based on four-week rolling periods (ending February 28, 2009; January 31, 2009; and March 1, 2008) from the Hitwise sample of 10 million U.S. Internet users.* | | | | |

# Searches by Category

| Parent category name | Percent of total searches |
|---|---|
| Directories/Resources | 16.60% |
| Retail | 11.86% |
| Entertainment | 11.54% |
| Services | 6.63% |
| Education | 4.59% |
| Conversational Media | 4.04% |
| Government | 3.87% |
| Health | 3.38% |
| Games | 3.26% |
| News/Information | 3.06% |
| Hobbies/Lifestyle | 3.05% |
| Business/Finance | 2.94% |
| Travel | 2.21% |

# Click through rate by Search engine result page



# Visibility on Google

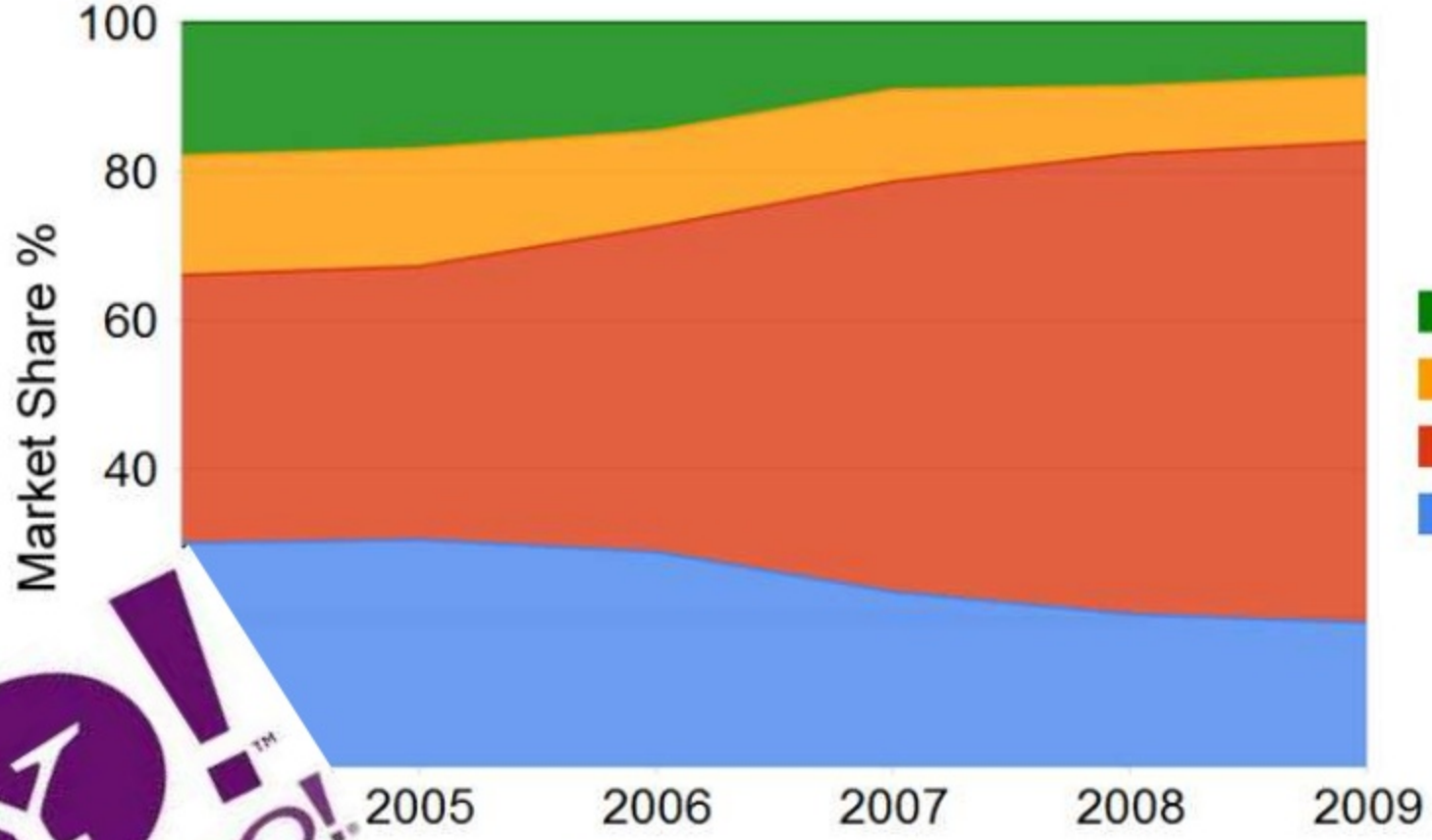
*TABLE 1-6. Visibility of natural search results*

| Rank | Visibility |
|---|---|
| 1 | 100% |
| 2 | 100% |
| 3 | 100% |
| 4 | 85% |
| 5 | 60% |
| 6 | 50% |
| 7 | 50% |
| 8 | 30% |
| 9 | 30% |
| 10 | 20% |

*TABLE 1-7. Visibility of paid search results*

| Rank | Visibility |
|---|---|
| 1 | 50% |
| 2 | 40% |
| 3 | 30% |
| 4 | 20% |
| 5 | 10% |
| 6 | 10% |
| 7 | 10% |
| 8 | 10% |

# Search Engine Market Share (US)




comScore

Web SEO Services.in
Analyze.. Strategise.. Implement..

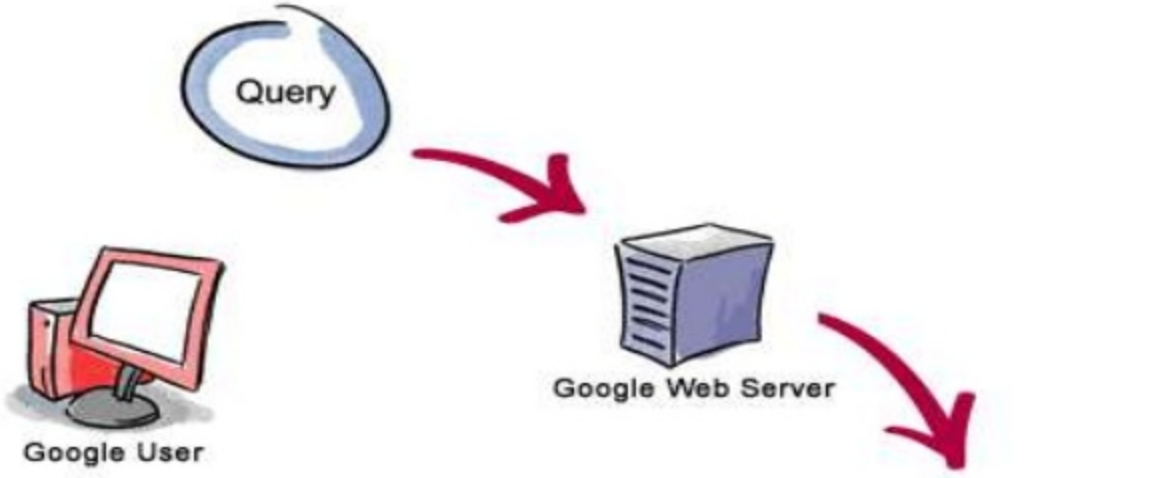
# WHAT IS SEO?

Web SEO Services.in
Analyze.. Strategise.. Implement..

**SEO is the act of modifying a website to increase its ranking in organic (vs paid), crawler-based listings of search engines**

# Working of a organic search listing

- A *spider* or *crawler* which is a component of a SE gathers listings by automatically "crawling" the web
- The spider follows links to web pages, makes copies of the pages and stores them in the SE's index
- Based on this data, the SE then *indexes* the pages and *ranks* the websites
- Major SEs that index pages using




**1.** The web server sends the query to the index servers. The content inside the index servers is similar to the index in the back of a book - it tells which pages contain the words that match the query.

**2.**The query travels to the doc servers, which actually retrieve the stored documents. Snippets are generated to describe each search result.

**3.** The search results are returned to the user in a fraction of a second.

www.webseoservices.in

Web Images Video News Maps more »

cuisine keyword Search Advanced Search Preferences

Google

Web Results 1 - 10 of about 144,000,000 for cuisine [definition]. (0.21 seconds)

cuisine.co.nz - home
New Zealand based magazine offering recipes with accompanying photographs, a "how to" section, a wine resource channel with tastings and recommendations.
www.cuisine.co.nz/ - 41k - 25 Feb 2007

Cuisine - Wikipedia, the free e
Religious food laws can also exercis
Americas are based on the cuisines
en.wikipedia.org/wiki/Cuisine - 50k -

Cooking Magazine — Cuisine
The website for Cuisine at home Ma
how to subscribe, and information on
www.cuisinemag.com/ - 20k - Cach

Cuisine-Women - Indiatimes
Indian regional cuisines and festival
cocktails and ask-the-expert section
women.indiatimes.com/articlelist/10-

cuisine.co.nz - home
New Zealand based magazine offering recipes wi
section, a wine resource channel with tastings a
Search Engine Opt

Cuisine - Wikipedia, the free encyclope
Religious food laws can also exercise a strong i
Americas are based on the cuisines of the coun
en.wikipedia.org/wiki/Cuisine - 50k - Cached - S

Cooking Magazine — Cuisine at home

Web | Images | Video | Local | Shopping | more

cuisine keyword Search

YAHOO! SEARCH

Search Results

Also try: lean cuisine, french cuisine, filipino cuisine, chinese cuisine More...

1. Cuisine
Information about food, wine, drinks, and tra
Category: New Zealand
www.cuisine.co.nz - 42k -

2. Cuisine - Wikipedia, t
A cuisine (from French cu
cuisine. Herbs and Spices
Quick Links: Overview - C
en.wikipedia.org/wiki/Cuisi

3. Cuisine Cuisine
Features the diversity of In
Category: Indian Food and
www.cuisinecuisine.com

4. Easy Indian Cooking, I
Indian Cuisine And Cultur
Cuisine and would like to

SPONSOR RESULTS
French Cuisine
Millions of Products from Thousands of Stores All in One Place

1. Cuisine
Information about food, wine, drinks, and travel.
Categ
www.c
Search Engine Optimization

2. Cuisine - Wikipedia, the free encyclopedia
A cuisine (from French cuisine, meaning "cooking; culinary art; kitchen;" itself ... Vegeta
cuisine. Herbs and Spices. Sauces - Soups - Desserts. Cheese ...
Quick Links: Overview - Cuisines of the Americas - Cuisines of Canada
en.wikipedia.org/wiki/Cuisine - 50k - Cached - More from this site

3. Cuisine Cuisine
Features the diversity of India's food and culture.
Category: Indian Food and Drink

www.webseoservices.in