**SEO ASSIGNMENT**

1. **What is SEO? And explain the 3 factor that leads to success or failure in SEO?**

**Answer:** Search engine optimization (SEO) is the practice of orienting your website to rank higher on a search engine results page (SERP) so that you receive more traffic. The aim is typically to rank on the first page of Google results for search terms that mean the most to your target audience.

**The 3 Steps to Any Successful SEO Campaign**

1) Get to Know Your Buyers and Their Search Habits.

2) Optimize Your Website and Add New Content.

3) Maximize Conversions From Website Visitors.

Reasons Your SEO Strategy Is Failing

1) Your Website User Experience (UX) Is Poor

2) You’re too Keyword Focused

3) You’re Building the Wrong Links

Source link

(https://www.singlegrain.com/blog-posts/search-engine-optimization/12-reasons-your-seo-strategy-is-failing/)

1. **How Google’s Search Engine Works to rank Website?**

Answer: Let’s take a look at the general procedures on which each search engine algorithm is built, and then break down four top platforms to see how they do it.

**Search engine process flow**



To be effective, search engines need to understand exactly what kind of information is available and present it to users logically. The way they accomplish this is through three fundamental actions: crawling, indexing, and ranking.

Through these actions, they discover newly published content, store the information on their servers, and organize it for your consumption.

Source link

(https://www.spyfu.com/blog/how-do-search-engines-work/)

1. **Describe and Illustrate Organic and Paid SEO?**

**Answer:**

**Organic SEO:**

Organic search engine optimization (organic SEO) refers to the methods used to obtain a high placement (or ranking) on a search engine results page in unpaid, algorithm-driven results on a given search engine.

**Paid SEO:**

Paid search is a form of digital marketing where search engines such as Google and Bing allow advertisers to show ads on their search engine results pages (SERPs). Paid search works on a pay-per-click model, meaning you do exactly that – until someone clicks on your ad, you don't pay.

The difference between [organic search](https://www.webfx.com/seo/glossary/what-is-organic-search/) vs. paid search is simple: it’s the cost. While organic search focuses on unpaid rankings in search results, paid search focuses on paid rankings. With organic search, companies use SEO to optimize their site’s visibility or [rankings in search results](https://www.webfx.com/blog/search-engine-optimization/serp-analysis/). In comparison, paid search allows users to pay for a prominent spot in search results.

**Source link**

(https://www.webfx.com/seo/learn/organic-search-vs-paid-search/)

1. **Why do companies and individual ecommerce business need SEO?**

**Answer:** It doesn’t matter if your companies or Individual, you need SEO to maximize your e-commerce website’s profitability.

SEO is a critical necessity for e-commerce websites. Your products need to rank higher than your competitors, and they need to display the right way so potential customers can find the products they need in the SERPs and choose your site to click on.

Search engine optimization delivers results that are targeted, SEO doesn’t have a shelf life of weeks or months. No one “pulls the plug” on SEO. With paid advertising, the minute you stop paying, the traffic drops. SEO just keeps going and going, working night and day.

The long-term effects of a solid SEO program are clear. Unlike most forms of marketing, where you start with a clean slate every year, SEO builds upon itself to grow stronger over time. You can layer upon what you did last year and keep growing, until you own your niche and dominate your market.

In some cases, you can even take a break or focus on other things for a few weeks or months and return to find your SEO just as effective as before (or close to it). If you run short of cash, you could pause your other ads and still be visible to your audience through organic search results.

(https://searchengineland.com/)

**5. What are Search Engines looking for? List and describe seven (5) of them – such as**

**“Quality “of Content?**

**Answer:** Every search engine uses different complex mathematical formulas to generate search results. The results for a specific query are then displayed on the SERP. Search engine algorithms take the key elements of a web page, including the page title, content and keyword density, and come up with a ranking for where to place the results on the pages. Each search engine’s algorithm is unique, so a top ranking on Yahoo! does not guarantee a prominent ranking on Google, and vice versa. To make things more complicated, the algorithms used by search engines are not only closely guarded secrets, they are also constantly undergoing modification and revision. This means that the criteria to best optimize a site with must be surmised through observation, as well as trial and error — and not just once, but continuously.

**Google**

With[over 86%](https://gs.statcounter.com/search-engine-market-share/desktop/worldwide) of the search market share, one hardly needs to introduce readers to Google. However, it clearly needs to head up any list of search engines.

**Bing**

In my view, the Bing [image search](https://www.searchenginejournal.com/best-image-search-engines/299963/) GUI is superior to its rival’s and much more intuitive.

Bing carries that same clean user experience to video, making it the go-to source for video search without a YouTube bias.

## **Yandex**

Yandex is an [overall easy-to-use search engine](https://yandex.com/). As an added bonus, it offers a suite of some pretty [cool tools](https://tech.yandex.com/).

## **CC Search**

[CC Search](https://search.creativecommons.org/) should be your first stop on the hunt for nearly any type of copyright-free content.

This search engine is perfect if you need music for a video, an image for a blog post, or anything else without worrying about an angry artist coming after you for ripping off their work.

## **Swiss cows**

Swiss cows is a unique option on this list, billing itself as an engine. They also pride themselves in respecting users’ privacy, never collecting, storing or tracking data.

## **Gibiru**

“[Gibiru](http://gibiru.com/" \t "_blank) is the preferred Search Engine for Patriots.”

They claim their search results are sourced from a modified Google algorithm, so users are able to query the information they seek without worrying about Google’s tracking activities.

## **Source Code**

(https://www.searchenginejournal.com/alternative-search-engines/271409/)

**6. Describe and Discuss - Keywords, Keyword Phases and why are they important and how**

**Do they impact SEO and web content?**

**Answer:** Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.

**Keywords are important** because they are the linchpin between what people are searching for and the content you are providing to fill that need. Your goal in ranking on search engines is to drive organic traffic to your site from the search engine result pages (SERPs), and the keywords you choose to target (meaning, among other things, the ones you choose to include in your content) will determine what kind of traffic you get. If you own a golf shop, for example, you might want to rank for "new clubs" — but if you're not careful, you might end up attracting traffic that's interested in finding a new place to dance after dark.

Keywords are as much about your audience as they are about your content, because you might describe what you offer in a slightly different way than some people ask for it. To create content that ranks well organically *and* drives visitors to your site, you need to understand the needs of those visitors — the language they use and the type of content they seek. You can do this by talking to your customers, frequenting forums and community groups, and doing your own [keyword research](https://moz.com/learn/seo/what-is-keyword-research) with a tool like [Keyword Explorer](https://moz.com/explorer).

**The impact of keywords in SEO is in part due to their importance outside of it.**

Forget about keywords, rankings, traffic, or even your website for a minute.

If you knew your customers’ true feelings, how would you operate your business differently? How influential would those insights be to your marketing strategy?

When in a focus group, taking a survey, or responding to something on Twitter, we all tend to let our answers be impacted by how others may perceive them.

**Source Link**

(https://www.searchenginejournal.com/seo-guide/why-keywords-important-seo/)