





SEO

SEARCH ENGINE OPTIMIZATION



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WHAT IS SEO

- SEO stands for "search engine optimization." It is the process of getting traffic from the free, "organic", "editorial" or "natural" search results on search engines.



NEED OF SEO

- SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be found by the search engine.
- It is common practice for Internet users to not click through pages and pages of search results, so where a site ranks in a search is essential for directing more traffic toward the site. The higher a website naturally ranks in organic results of a search, the greater the chance that that site will be visited by a user.

SEARCH ENGINE IN MARKET

- GOOGLE
- YAHOO
- BING
- ASK
- YANDEX

SEARCH ENGINE MARKET SHARE

- Google: 85.82% (85.38%)
- Yahoo!: 6.58% (6.99%)
- Bing: 6.39% (6.39%)
- AOL: 0.46% (0.46%)
- DuckDuckGo: 0.35% (0.37%)
- other: 0.49% (0.429%)

SEO TOOLS

- [SEM Rush Rocks!](#)
- [Free Firefox Extensions](#)
- [Free Web-based SEO Tools](#)
- [Listing of Additional SEO Tools by Category](#)



OPTIMIZED PAGE

The image is a screenshot of a Google search results page for the query "search engine optimization". The search bar at the top shows the query and the number of results (About 30,800,000 results in 0.16 seconds). The page is divided into two main sections: "Paid" Search, AdWords (top) and Organic Search (bottom). The "Paid" section contains several advertisements for SEO services, including "Search Optimization (SEO)", "Search Optimization \$325M", "Website Optimization", "Top Rated SEO Firm", and "Mesa SEO Company". The "Organic" section contains search results from Wikipedia, Webmaster Tools Help, and other websites. The text "Paid" Search, AdWords is overlaid in large yellow letters on the top section, and "Organic Search" is overlaid in large yellow letters on the bottom section.

Google search engine optimization
About 30,800,000 results (0.16 seconds) [Advanced search](#)

Paid" Search, AdWords

Search Optimization Ads
500+ Clients, 2.7 Billion in Rev. 2500% Avg. Increase in Leads/Sales
[seop.com/SEO-Management](#)

Search Optimization (SEO) Ads
Boost Traffic By 2000%! Learn More
Free Search Optimization Analysis
[ebrandz.com](#)

Search Optimization \$325M Ads
Want Top Website Rank? Professional
Certified Co. Free Initial Report!
[ebrandz.com](#) is rated ★★★★★
[ebrandz.com](#)

Website Optimization Ads
Page One Position. \$199 Per Year
Not Pay Per Click. No Max Keywords
[www.sitesolutions.com](#)

Top Rated SEO Firm Ads
1 (877) 707 7538
Expert Search Engine Optimization
Request Your Free Evaluation Today!
[fathomseo.com/Free-WIA](#)

Mesa SEO Company Ads
Is Your Site Climbing in Search?
Search Engine Optimization Experts
[crexendo.com/Mesa-SEO](#)

Got Search Optimization? Ads

Search engine optimization - Wikipedia, the free encyclopedia Organic Search
Search engine optimization (SEO) is the process of improving the visibility of a website or a
web page in search engines via the "natural" or un-paid ...
SEO - Search engine optimization methods - SEO Copywriting - Backlink
[en.wikipedia.org/wiki/Search_engine_optimization](#) - Cached - Similar

Search Engine Optimization (SEO) - Webmaster Tools Help Organic Search
Oct 9, 2010 ... SEO is an acronym for "search engine optimization" or "search engine
optimizer." Deciding to hire an SEO is a big decision that can ...
[www.google.com/support/webmasters/bin/answer.py?hl...](#) - Cached - Similar

Search Engine Optimization - Web.com Search Agency Organic Search
Web.com Search Agency is a leading search engine marketing company. We offer
search engine optimization and SEO link building, PPC management, ...
[www.submitawebsite.com/](#) - Cached - Similar

News for search engine optimization Organic Search
[Optimize Your Website for Search Engines](#)

SEO TECHNIQUES

- Audit Your Site Framework
- Data Research Via End User Value
- Create More Optimized Landing Pages
- Make Your Site Responsive and Mobile-Friendly
- Double Your Infographic Power
- Implement Latent Semantic Indexing
- Spy and Target Competitor's Live Keywords
- Google Analytics

SEO STRATEGY

- DEFINE YOUR TARGET AUDIENCE AND THEIR INTERESTS
- START CREATING RECOMMENDATIONS IN YOUTUBE
- Categorized Keyword Research
- Define Competitors
- Prioritize and Summarize
- Must-have SEO Recommendations



SERP

- A Search Engine Results Page (SERP) is the page displayed by a search engine in response to a query by a searcher, The main component of the SERP is the listing of results that are returned by the search engine in response to a keyword query, although the page may also contain other results such as advertisements



ADVANTAGES OF SEO

- Brand Awareness
- Increased site usability
- Cost effectiveness
- Return of Investment
- Increased traffic

DISADVANTAGES OF SEO

- Getting noticed by more than your target audience
- Over Success
- Black Hats and White Hats
- COSTLY

SEO RANKING FACTORS



CONCLUSION

- Search engine optimization is a hard and tedious job, it can take a large amount of your time, there are too many pieces of the puzzle that you need to piece together.
- I once read "Promoting a site that writers on the web are unlikely to link to is as deadly as creating a fantastic website no one will see." I think the writer said it all in this simple sentence. There is no use in making the best website in your niche when you are not promoting it.

Thank
you!

