

SEARCH ENGINE OPTIMIZATION



by Divesh Mangal





- WHAT IS SEO
- NEED OF SEO
- SEARCH ENGINE IN MARKET
- SEARCH ENGINE MARKET SHARE
- SEO TOOLS
- SEO TECHNIQUES AND STRATEGY
- SERP
- ADVANTAGES AND DISADVANTEGES
- CONCLUSION

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.

RANKING

Search

Engine

Optimization

(SEO)

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 highera 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

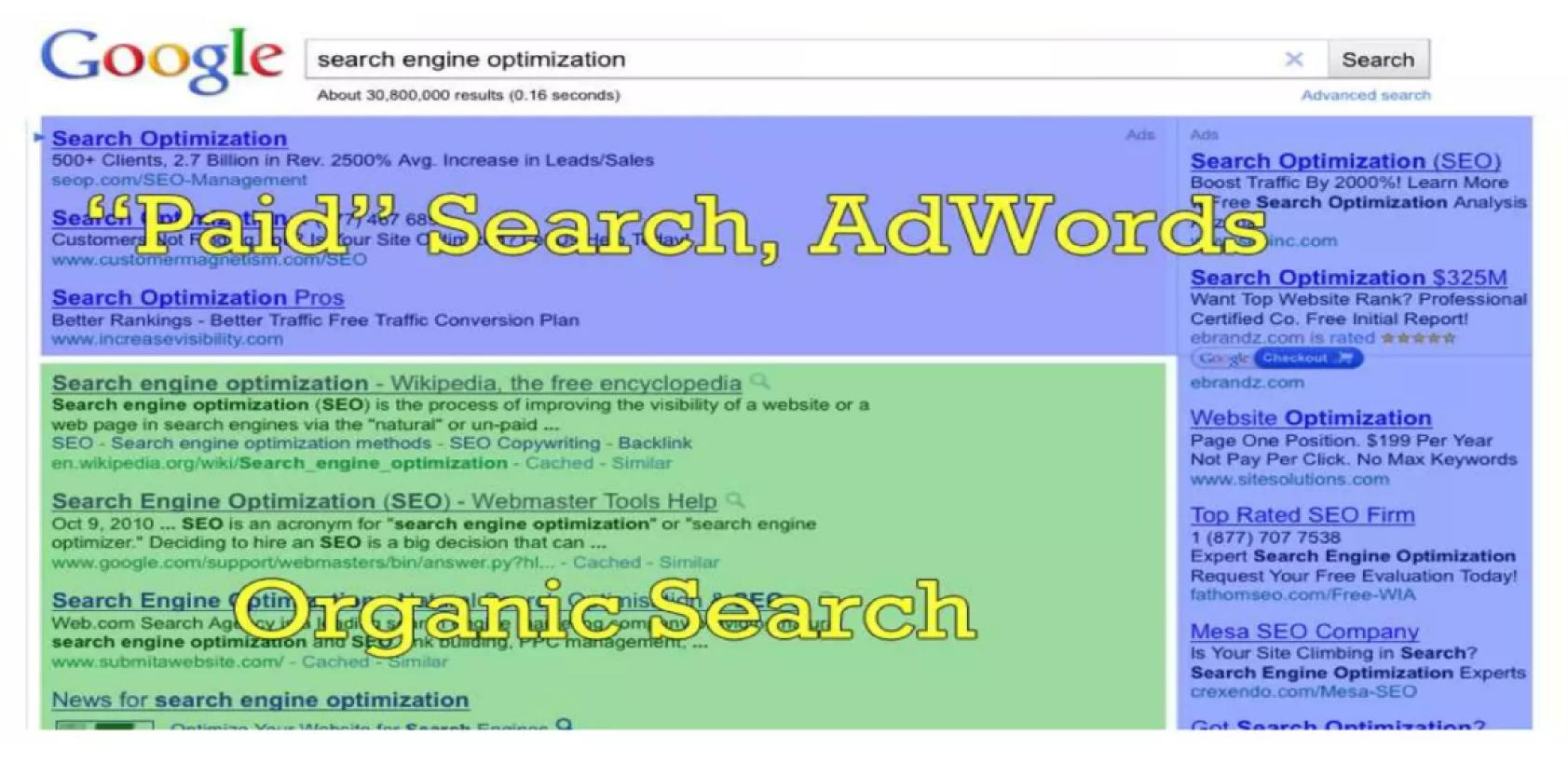
- Google: 85.82% (85.38%)
- Yahool: 6.58% (6.99%)
- Bing:6.39% (6.39%)
- AOL: 0.46% (0.46%)
- DuckDuckGo: 0.35% (0.37%)
- other: 0.49% (0.429%)

SEO TOOLS

- SEM Rush Rocks!
- Free Firefox Extentions
- Free Web-based SEO Tools
- <u>Listing of Additional SEO Tools by</u>
 <u>Category</u>



OPTIMIZED PAGE



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

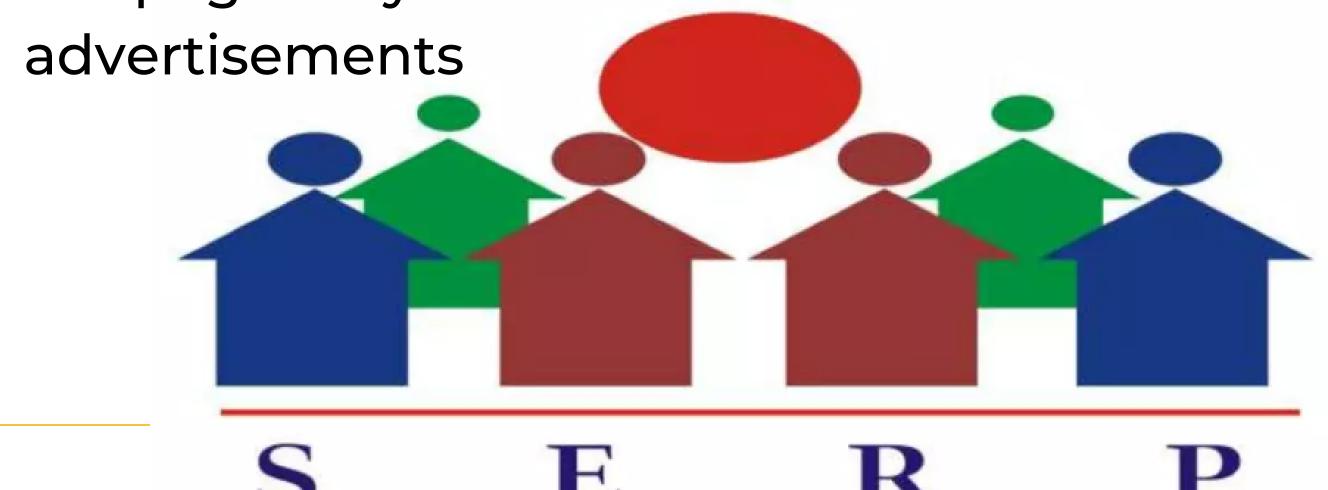
SEO STRATEGY

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



SERP

• A <u>Search Engine Results Page</u> (SERP) is the page displayed by a search engine in response to a query by a searcher, The main component of the SERP 1s 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



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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.

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