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VIMAL TORMAL PODDAR BCA COLLEGE



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INTRODUCTION:



Whenever you enter a query in a search engine and hit 'enter' you get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query. If you have ever wondered why some of these websites rank better than the others then you must know that it is because of a powerful web marketing technique called **Search Engine Optimization (SEO)**.

SEO is a technique which helps search engines find and rank your site higher than the millions of other sites in response to a search query. SEO thus helps you get traffic from search engines.

This SEO tutorial covers all the necessary information you need to know about Search Engine Optimization - what is it, how does it work and differences in the ranking criteria of major search engines.

WHY WE USE SEO

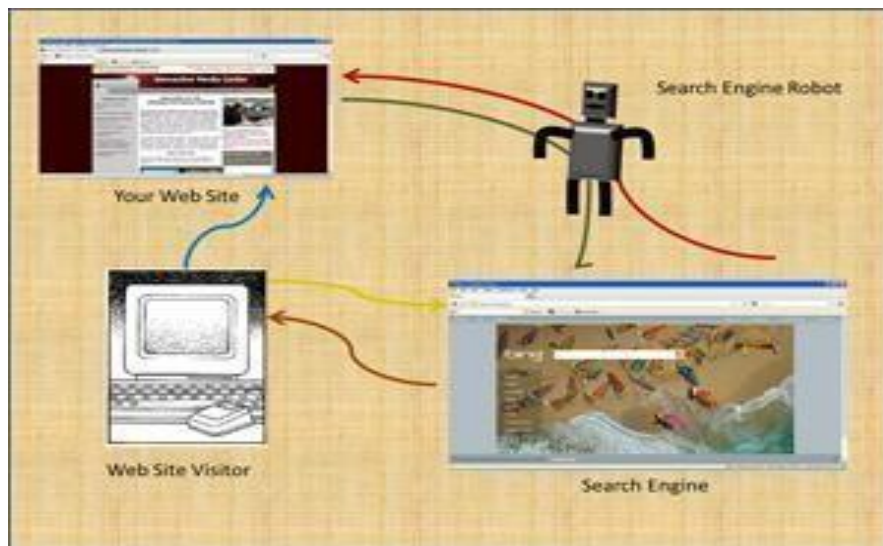
Brand Awareness: A high ranking in search engine results pages (SERPs) means more visibility for your website and brand. When people see your website listed at the top of search results, even if they don't click on it immediately, they become familiar with your company and its offerings. This increased visibility contributes to brand recognition and awareness, which is essential for building trust and credibility with potential customers.

Targeted Traffic: SEO helps bring relevant and targeted traffic to your website. When users search for specific keywords or phrases related to your products or services, appearing prominently in the search results ensures that those users are more likely to click through to your website. These users are often actively looking for what you offer, making them more likely to convert into customers or leads.

Competitive Advantage: In today's competitive online landscape, staying ahead of your competitors is crucial. Ranking higher than your competitors in organic search results not only increases your visibility but also positions your company as a leader in your industry or niche. When potential customers see your website listed above your competitors', it can boost the perceived credibility and authority of your brand, ultimately leading to more conversions and sales.

➤ How it Works

- Search engines, such as Google, Yahoo!, and Bing, scour the World Wide Web. Their automated "robots" (also called "spiders") move from page to page and site to site by following links. Along the way they read the code for the pages they visit. The information from the page code is incorporated into the search engine's vast knowledge base.



- When a visitor to a search engine enters a term or phrase into the search box the term or phrase is compared to the information in the engine's knowledge base. The results that are returned (called "organic results") are listed in order of how well they match the term or phrase that was used to initiate the search.
- The comparison is accomplished by algorithms. The specifics of the algorithms are closely guarded secrets of the search engines. Apparently, the algorithms vary from search engine to search engine. However, the techniques that we discuss here are applicable to all the engines.

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Best iPad 2 cases?: Apple Support Communities
<https://discussions.apple.com/thread/2812050?start=15&tstart=0>
 3 days ago – Re: **Best iPad 2 cases?** Apr 26, 2011 7:56 AM (in response to AC360). I love the combination of the Smart Cover and this Timbuk 2 case ...

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 Shop **iPad Cases** at NORDSTROM. Free Shipping & Returns. Every Day

Online Sale On iPad Cases
www.mobazone.com

- The closer the Web site matches the search term, as determined by the algorithm, the higher it will appear in the list of organic results. The goal of search engine optimization is to help the Web site and its pages rank as high as possible in these organic results.
- It is important to remember that search engines sell advertising on their sites. Which ads appear on the results page are also determined by sophisticated algorithms, and are based on the comparisons with the search terms. Your organic result placement will compete with these ads. The better your search engine optimization, the better your placement in the overall results.

➤ Architecture of SEO



➤ Types of SEO



➤ ON PAGE SEO

On-page SEO refers to the optimization strategies and techniques implemented directly on a website to improve its visibility and ranking in search engine results pages (SERPs). These optimizations focus on factors that you can control within your website itself. Here are some key elements of on-page SEO:

1. **High-Quality Content:** Content is king in SEO. Creating high-quality, relevant, and valuable content that satisfies user intent is essential. Content should be well-written, informative, and engaging, incorporating relevant keywords naturally.
2. **Keyword Optimization:** Conduct keyword research to identify relevant keywords and phrases that your target audience is searching for. Incorporate these keywords strategically into your content, including in titles, headings, meta descriptions, and throughout the body text. However, avoid keyword stuffing, as it can negatively impact user experience and result in penalties from search engines.
3. **Title Tags:** Title tags are HTML elements that define the title of a web page. They appear as clickable headlines in search engine results. Optimize title tags by including relevant keywords and ensuring they accurately describe the content of the page. Keep title tags concise (typically 50-60 characters) to ensure they display properly in SERPs.
4. **Meta Descriptions:** Meta descriptions provide a brief summary of a web page's content and appear below the title tag in search results. While meta descriptions do not directly influence rankings, they can affect click-through rates. Write compelling meta descriptions that accurately describe the page's content and entice users to click.
5. **Headers (H1, H2, etc.):** Use header tags (e.g., H1, H2, H3) to structure your content logically and make it easier for both users and search engines to understand. Include relevant keywords in header tags to signal the topic and hierarchy of your content.
6. **URL Structure:** Create SEO-friendly URLs that are descriptive, concise, and include relevant keywords. Avoid using long, cryptic URLs with unnecessary parameters. A clear and concise URL structure improves user experience and makes it easier for search engines to crawl and understand your website's content.

7. Image Optimization: Optimize images by using descriptive filenames and alt attributes that include relevant keywords. This not only improves accessibility for visually impaired users but also provides additional context to search engines, helping them understand the content of the images.

8. Internal Linking: Link relevant pages within your website to each other using descriptive anchor text. Internal linking helps distribute link equity, improve navigation, and establish a hierarchy of importance among your pages.

9. Page Speed and Mobile-Friendliness: Ensure your website loads quickly and is optimized for mobile devices. Page speed and mobile-friendliness are important ranking factors, as they contribute to a positive user experience. Use tools like Google PageSpeed Insights and Mobile-Friendly Test to identify and address any issues.


10. Schema Markup: Implement schema markup to provide search engines with additional context about your content, such as reviews, ratings, events, products, and more. Schema markup can enhance the visibility of your website in search results and increase the likelihood of rich snippets appearing.

➤ **Off Page SEO:**


Off-page SEO refers to optimization efforts that occur outside of your website and involve activities aimed at improving its authority, relevance, and reputation on the web. Here are some off-page SEO techniques, including citations, social profiles, brand links, and backlinking:

1. **Backlink Building:** Backlinks are links from other websites pointing to your site. They are a crucial factor in search engine algorithms, as they indicate the credibility, authority, and popularity of your website. Focus on acquiring high-quality backlinks from reputable and relevant websites in your industry. Strategies for building backlinks include guest blogging, content outreach, broken link building, and participating in industry forums or communities.
2. **Citations:** Citations are online mentions of your business name, address, and phone number (NAP) on external websites, directories, and local listings. They are particularly important for local SEO and can help improve your website's visibility in local search results. Ensure consistency and accuracy of your NAP information across all citations to avoid confusion and improve trustworthiness.
3. **Social Profiles:** Establish and optimize profiles on popular social media platforms such as Facebook, Twitter, LinkedIn, Instagram, and Pinterest. Complete your profiles with accurate business information, including your website URL, contact details, and a brief description of your products or services. Engage with your audience, share valuable content, and actively participate in relevant discussions to increase visibility and drive traffic to your website.
4. **Brand Mentions and Links:** Monitor online mentions of your brand name, products, or services using tools like Google Alerts or social media monitoring tools. Encourage positive reviews, testimonials, and endorsements from satisfied customers. Seek opportunities to earn brand mentions and natural links from authoritative sources through PR efforts, influencer partnerships, and sponsorship opportunities.

5. Content Marketing: Create high-quality, valuable, and shareable content that naturally attracts backlinks and social shares. Publish informative blog posts, articles, guides, infographics, videos, and other types of content that address the needs, interests, and pain points of your target audience. Promote your content through social media, email marketing, and influencer outreach to reach a wider audience and attract natural backlinks.

 Ideas worth spreading

WATCHDISCOVERATTENDPARTICIPATEABOUTMEMBERSHIP (highlighted)SIGNIN



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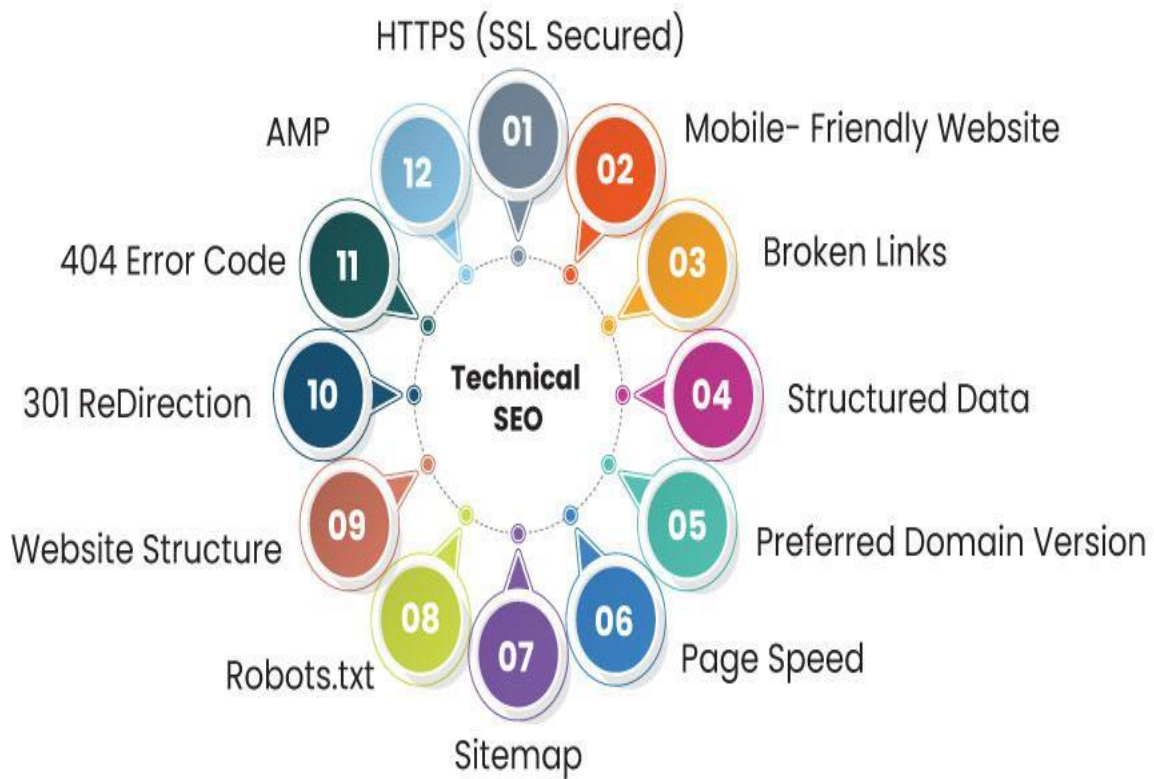
Bio

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➤ 3 Technical SEO:

Technical SEO involves optimizing the technical aspects of a website to improve its search engine visibility and ensure it is accessible, indexable, and crawlable by search engine bots. Here are some key components of technical SEO:

1. **Website Speed Optimization:** Page speed is a crucial ranking factor for search engines and impacts user experience. Optimize your website's loading speed by minimizing server response time, leveraging browser caching, compressing images and files, and reducing unnecessary scripts and plugins.
2. **Mobile-Friendliness:** With the increasing use of mobile devices, it's essential to ensure that your website is mobile-friendly and responsive. Use responsive web design techniques to ensure that your site adapts and renders correctly on various screen sizes and devices.
3. **Website Structure and Navigation:** Create a clear and logical website structure with intuitive navigation to help users and search engines understand the hierarchy of your content. Use descriptive URLs, breadcrumbs, and internal linking to facilitate navigation and improve crawlability.
4. **HTTPS Security:** Secure your website with HTTPS encryption to protect user data and enhance trust and security. Google considers HTTPS as a ranking signal, and having a secure connection can improve your site's visibility in search results.



➤ Popular SEO Techniques

◆ Citations

Citations are an online reference to a business that features the business' name, address, and phone number (NAP).

Typically, when an SEO refers to citations, they are talking about a group of individual business listings on various sites.

Most citations take the form of an online business directory, but other types of citations exist.

While the minimum amount of information required for most citations is just a name, address, and phone number, most websites offer many more opportunities to add additional information.

◆ Types of Citations

There are several different types of citation websites out there and many SEOs argue about which are more valuable than others.

However, for local SEO, the SEO community generally agrees that the following Citations are “must-haves.”

- [Google My Business](#)
- Bing Map
- Facebook
- [Yelp](#)

There are hundreds of potential websites to list a business online, but not all of them may be relevant for your business. That's why citation categories exist.

There are many types of citations for many different types of businesses. Attorneys, healthcare, real estate, you name it; a category of exists.

While some citations have a higher domain authority than other, the category relevancy is more important than the domain authority. That's why getting listed in these industry categories is critical.

◆ Brand Links

There is a longstanding idea in the SEO community that Google uses mentions of a website as a form of link.

One version of the idea is that if someone publishes a URL like this, <https://www.example.com> but without making it a link, that Google probably counts it as a link. This is the unlinked URL idea, that a published URL can be used as a link by Google.

The unlinked URL idea subsequently evolved into the idea that if a website mentions another site's brand name, that Google will also count that as a link. This is the “brand mentions” idea.

But there was never any evidence of that until around 2012 when Google published a patent called [Ranking Search Results](#).

The patent was several pages long and buried deep in the middle of it was the mention of an “implied link” being used as a type of link, which was different from an “express link” which is described as a traditional hyperlink.

◆ SOCIAL PROFILE

Social profiles are great assets for building your online presence. They are great for expanding your reach, for customer retention and engagement and for amplifying content. But they can also be great for capturing more search visibility for your brand.

In today's world of negative third-party reviews online, which can rank very high (cough, Yelp) for brand searches, you need as many online assets as possible to push negative content down in the search engine results pages (SERPs).

Don't get me wrong, though — you should do right by customers and provide good service to avoid negative reviews. However, we don't live in a perfect world, and sometimes negative things can appear in the SERPs about your brand.

The ideal scenario is to have your website and social profiles dominate the first page of your branded SERPs. This is great because it's all assets that you own, which will help you control what searchers see and your brand perception.

Google announced recently that they will be [inserting Tweets into Web search](#), so this is another opportunity to layer social into your branded Web searches.