**SEO ASSIGNMENT**

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

SEO is stand for search engine optimization. The Process of enhancing or advancing the performance of a website in search engines like google or Bing is called SEO. There are two types which define SEO one is On-Page and other one is Off-Page. In On-Page the SEO is done in pages of any website on other hand Off-Page refers to the links added to other sites which is hard to execute.

There are some factors that leads to success or failure in SEO, some of them are:

**Foundation:**

The SEO success mostly and firstly depends on how the content is presented in any website. We cam simply state that high quality content helps SEO to success.

For example, using sections in website pages or using unique information.

**Keywords:**

Keywords are import part of SEO, using relevant keyword helps website to improve SEO.

For example, pizza website should use pizza related keywords to improve SEO of site.

**Content Presentation:**

Using appropriate tags in website is a successful method of improving SEO, By using all the tags will make website content visible to relevant searches.

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

Web crawlers technique is used by google to rank any website. Basically, web crawlers scan the pages of any website and rate them as per google user requirement knowledge and authorities as. Google uses an algorithm with over 210 known factors which google orders them on a search result page.

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

**Organic SEO** uses simple strategies to boost any site page, Organic SEO boost by blog posting, Web pages posting or Videos appear on Search result.

**Paid SEO** post website content on relevant searches on priority. Content does not matter in paid SEO. Any kind of content will appear on top on basis of paid SEO.

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

Almost all ecommerce websites have same structure as well as products. It does not matter what you are selling on that structure the most showed products have higher growth. SEO helps ecommerce sector to make their products top searched. Ecommerce totally depends on Priorities the product which is shown by search engine again and again gets familiar to consumer so, the consumer will always buy the acquiring product.

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

**Keywords:**

Search Engines shows the site to the viewer which have a premium and quality keyword relevant to searches.

**Similarities:**

Search Engines also shows the similar content site to the viewer. It depends on viewer search results.

**Viewer** **Requirements**:

The most important thing is requirements of user search engine will always show you the required content which is currently required by viewer.

**Content Presentation:**

Presentation plays important role in searches because the more the contact is beautify and arranged the search engine will place site on top.

**Resemblances:**

Search Engines shows resembled site to viewer depend on viewers past history like a shoe lover viewer will always seeking to shoe sites or content so the search engine will show resemble websites.

**Describe and Discuss - Keywords, Keyword Phases and why are they important and how do they impact SEO and web content?**

Keywords are the word which are explaining content of any site. This is what on which website is about. Search queries are those queries which is helping search engine to find relevant information to what user typed So, If any site contains bad or irrelevant keywords will never appear on searches because if site is boiled with unnecessary keywords the search engine will make the website less boosted as the percentage of relevant keyword is lower than the irrelevant ones.