**SEO – Search Engine Optimization**

* Improving Your Website Rank
* Optimize Your Website content “natural” or “organic”
* User needs to search any queries it’s called search query

**Search Engine Works**

* Crawling - (how many pages, images, linking ->store data server )
* Indexing - (give a position)
* Processing- (Query->solve->index page show)
* Calculating Relevancy - (query-related content in web)
* Retrieving Results – Allotted places

**How SEO works**

SEO -> content, links, page structure

Content -> unique, primary keyword

Page structure -> URL, keywords, title

Links -> backlinks

Page ranking ->100 results, each page

**Google Algorithm**

Search Engine -> search results improve

->algorithm must have

->continuous update

**Google Algorithm updates**

Fred -> repeated content checking low value

->ranking down

Panda ->check duplicate, keyword stuffing

Penguin ->irrelevant links

Humming bird-> keyword stuffing& low quality content

Pirate ->copy right and digital media privacy

Pigeon ->local SEO help (local result)

Mobile Friendly->Boots mobile friendly websites

Core web vitals ->lightweight, adobe deign

Website load, speed, mobile friendly

**SEO Keyword Research**

->short -tail keywords –“custom t shirt”

->Mid-tail keywords – “custom polo t-shirt”

->Long-tail keywords-“custom polo t shirt for men’s”

**Types of targeting keywords**

->Product Keywords –> product Names

->Branded keywords ->Brand name (popular)

->competitor Keywords->same brand name

->geo-targeted keywords-> state, city

**Types of SEO Techniques**

**->**white hat SEO – product based website, service based website

->Black hat SEO – quick website indexing and top position

->grey hat SEO – similar to black, duplicate content

->Negative SEO – competitor website, fake negative reviews

**Keyword research:**

Related to search query

Types of search intent

->Information ->what, who, why

->navigational \_->brand name, product name

->Transactional ->cheap , price, order

->commercial ->best, top, review

->Keyword Search Volume

->competitive/difficulty

->bidding cost

**Seed keyword**

Direct product name and direct service name

**Keyword research tools for SEO:**

**Free tools:**

1. Google keyword planner->tools settings->key planner new keywords->competitor keywords

2. Moz keyword Explorer

3. Keywords everywhere

4. Keyword surfer

5. Keywordtool.io

**SEO optimizer tool:** – In this tool to use optimize the website. It’s help to ranking our website and also know our website errors(SEO optimizer)

**Competitor Analysis:**

* + **Title Tag** (50–60 characters)

Ex : <head>

<title> simplified learning</title>

</head>

* + **Meta description** (**160-165 characters maximum** or 156-160 characters, depending on who you talk to).

Ex : <head>

<metaname=”description” content=”this text will show up in search results”>

</head>

* + **Headings**  - ( between 20 and 70 character)
  + **alt attribute.(image**)->  specifies an alternate text for an image, if the image cannot be displayed.
  + **keyword consistency** - makes it easier for search engine bots to find them on your site, helping it rank higher in search results.

**Canonical Tag Test:**

<link href="https://infygain.com" rel="canonical"/>

**CSS Minification test &javascript minification Test:**

To minify the css and js file in visual studio code. Use extension option then continue to minify the files.

**Backlinks checker:**

<https://ahrefs.com/backlink-checker> free tool to use checking the backlinks in our websites

**Unsafe Cross-Origin Links Test:**

How to pass this test?

* In order to pass this test, you have to update each link identified in this report, by adding a

rel="noopener" or a rel="noreferrer" attribute or both:

* <a href="https://example.com" target="\_blank" rel="noopener noreferrer">

Click here

</a>

* rel="noopener" prevents the new page from being able to access the window.opener property and ensures it runs in a separate process.
* rel="noreferrer" has the same effect but also prevents the Referer header from being sent to the new page.

**Image Caching Test**

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your (.htaccess file:)

<IfModule mod\_expires.c>

ExpiresActive on

ExpiresByType image/jpg "access plus 1 month"

ExpiresByType image/jpeg "access plus 1 month"

ExpiresByType image/gif "access plus 1 month"

ExpiresByType image/png "access plus 1 month"

</IfModule>

**JavaScript Caching Test**

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your .htaccess file:

<IfModule mod\_expires.c>

ExpiresActive on

ExpiresByType text/javascript "access plus 1 month"

ExpiresByType application/javascript "access plus 1 month"

</IfModule>

**CSS Caching Test**

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your .htaccess file:

<IfModule mod\_expires.c>

ExpiresActive on

ExpiresByType text/css "access plus 1 month"

</IfModule>