

What is SEO?

SEO stands for **search engine optimization**. It's a set of processes aimed at improving your website's visibility in search engines (such as Google). All with the goal of getting more organic traffic.

Essentially, SEO is about fulfilling users' search needs by creating relevant, high-quality content and providing the best possible user experience.

What is search engine?

Search Engine refers to a huge database of internet resources such as web pages, newsgroups, programs, images etc.

- Google
- Microsoft Bing
- Baidu - China
- Yandex – Russia

SEO Meaning

WHAT

A set of processes aimed at improving the website's rankings in search engines

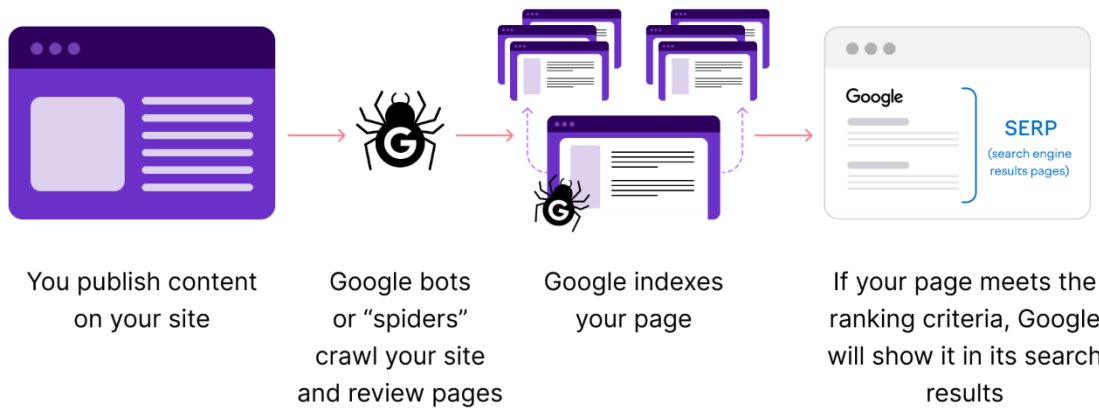
WHY

To get more organic search traffic to your website

HOW

By fulfilling users' search needs (in terms of relevance, content quality, and user experience)

How Search Engines Work



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Crawling: Google uses "bots," or computer programs, to crawl the web and look for new or updated pages. In order for Google to find a page, the page should have at least one link pointed to it.

Indexing: Next, Google analyzes each page and tries to make sense of what the page is about. Then, it stores this information in the Google Index—a huge database of webpages.

Serving results: When a user enters a query, Google determines which pages are the best, in terms of both quality and relevance, and ranks them in the SERP.

SEO Practice

- on-page
- off-page
- Technical

Why is SEO Important?

The higher you rank; the more people will visit your page. Search engine optimization plays a key role in improving your ranking positions.

SEO vs. PPC

Paid results: You have to pay to be here, through pay-per-click (PPC) advertising

Organic results: You must “earn” your rankings here, through SEO

Google Algorithm:

1. Panda

Date: February 24, 2011

Hazards: Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.

2. Penguin

Date: April 24, 2012

Hazards: Spammy or irrelevant links; links with over-optimized anchor text.

3. Hummingbird

Date: August 22, 2013

Hazards: Keyword stuffing; low-quality content.

4. Mobile

Date: April 21, 2015

Hazards: Lack of a mobile version of the page; poor mobile usability.

5. RankBrain

Date: October 26, 2015

Hazards: Lack of query-specific relevance; shallow content; poor UX.

6. Medic

Date: May 4, 2018

Hazards: Lack of authority on YMYL websites; weak E-A-T signals.

7. Bert

Date: October 22, 2019

Hazards: Poorly written content; lack of focus; lack of context.

Google Updates: <https://developers.google.com/search/updates/ranking>

White Hat vs. Black Hat vs. Gray Hat SEO

White hat SEO means **following the “rules”**. Simply, you use only ethical tactics and follow search engine guidelines.

Black hat SEO means using **risky practices**. You use tactics that can (and, let's be honest, do) work. Until they don't. These range from using tactics that go against guidelines from search engines to more dangerous activities.

Gray Hat SEO: It's a mixture of **white hat** and **black hat** techniques.

ThanksWeb