**Assignment 6**

**Web Marketing**

**Search engine optimization (SEO)**

Search engine optimization (SEO) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. SEO refers to the improvement of unpaid results and excludes direct traffic and the purchase of paid placement.

**How SEO works-** 1. Know the On-Site Search Engine Optimization Elements

           2. Learn Off-Site Search Engine Optimization

           3.Content is Important for both- Site Visitors & Search Engines

           4. Learn How Google SEO Works via Google+

           5. Monitor your Search Engine Optimization Campaigns

**Importance of SEO - 1.**SEO is Good for Business Visibility and Branding.

2.SEO Provides Your Business Credibility.

3.SEO Brings Your Business Traffic.

4.SEO Has One of the Best ROI in Advertising.

5. SEO Gives You Unmatched Insight Into Your Customers.

**Basic SEO guidelines -** 1.Crawl accessibility so engines can read your website.

2.Compelling content that answers the searcher’s query.

3.Keyword optimized to attract searchers & engines.

4.Great user experience including a fast load speed and compelling UX.

5.Share-worthy content that earns links, citations, and amplification.

**How does search engines work - There are differences in the ways various search engines work, but they all perform three basic tasks:**

1.They search the Internet -- or select pieces of the Internet -- based on important words.

2.They keep an index of the words they find, and where they find them.

3.They allow users to look for words or combinations of words found in that index.

**THE META ROBOTS TAGS**

The robots meta tag in the above example instructs most search engines not to show the page in search results. The value of the name attribute (robots) specifies that the directive applies to all crawlers.

**Why meta robots important - 1.**Thin pages with little or no value for the user;

* 2.Pages in the staging environment;
* 3.Admin and thank-you pages;
* 4.Internal search results;
* 5.PPC landing pages;
* 6.Pages about upcoming promotions, contests or product launches;
* 7.Duplicate content

**What are the values and attributes of a meta robot tag-** Robots meta tags consist of two attributes: *name* and *content*.

**Name -** The *name* attribute specifies which crawlers should follow these instructions. This value is also known as a user-agent (UA) because crawlers need to be identified with their UA to request a page. Your UA reflects the browser you’re using, but Google’s user-agents are, for example, Googlebot or Googlebot-image.

**Content** - The *content* attribute provides instructions on how to crawl and index information on the page. If there is no robots meta tag available, crawlers interpret it as index and follow. That gives them permission to show the page in search results and crawl all links on the page.

**How to set up the meta robot tag -** Robots meta tags belong into the <head>  section of a page. It’s pretty straightforward if you edit the code using HTML editors such as Notepad++ or Brackets.

**THE Keywords**

Keywords are ideas and topics that define what your content is about. In terms of [SEO](https://www.bing.com/search?q=SEO+In+Greece&filters=sid%3a4cbca31d-108a-7dc5-eaf2-88bf7a66cfcf&form=ENTLNK), they're the words and phrases that [searchers](https://www.bing.com/search?q=The+Searchers&filters=sid%3a9ceba3fa-16e4-6297-c199-940b96753714&form=ENTLNK) enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. down to simple words and phrases, those are your primary keywords.

**USING KEYWORDS -**

**The using keyword has three major uses:**

* The using statement defines a scope at the end of which an object will be disposed.
* The using directive creates an alias for a namespace or imports types defined in other namespaces.
* The using static directive imports the members of a single class.

**CHOOSING KEYWORDS -**

1. Consider The Article.
2. Brainstorm Your Keywords.
3. Do Your Keyword Research.
4. Review The Results.
5. Resist The Temptation of Big Numbers.
6. Choose The Long Tail.
7. Double Up If You Can.
8. Write The Headline.
9. Weave It In.
10. Use Secondary Phrases.

**KEYBOARD ABUSE -** Keyword abuse or Keyword stuffing is a SEO spam technique used to obtain unethical advantages from the search engine results. Usage of keywords and meta tags throughout the content of the website tends to provide an unfair push to the website from the search engines. This has been considered as an offense and is subjected to be banned permanently or temporarily for the devious act.

**keywords page optimization best practice -** When linking to another page on the same site from within content, select good anchor text (keywords) to use in the actual link and do this often. For example: “We offer a wide range of web design services ,” rather than “ Click here for our services.”