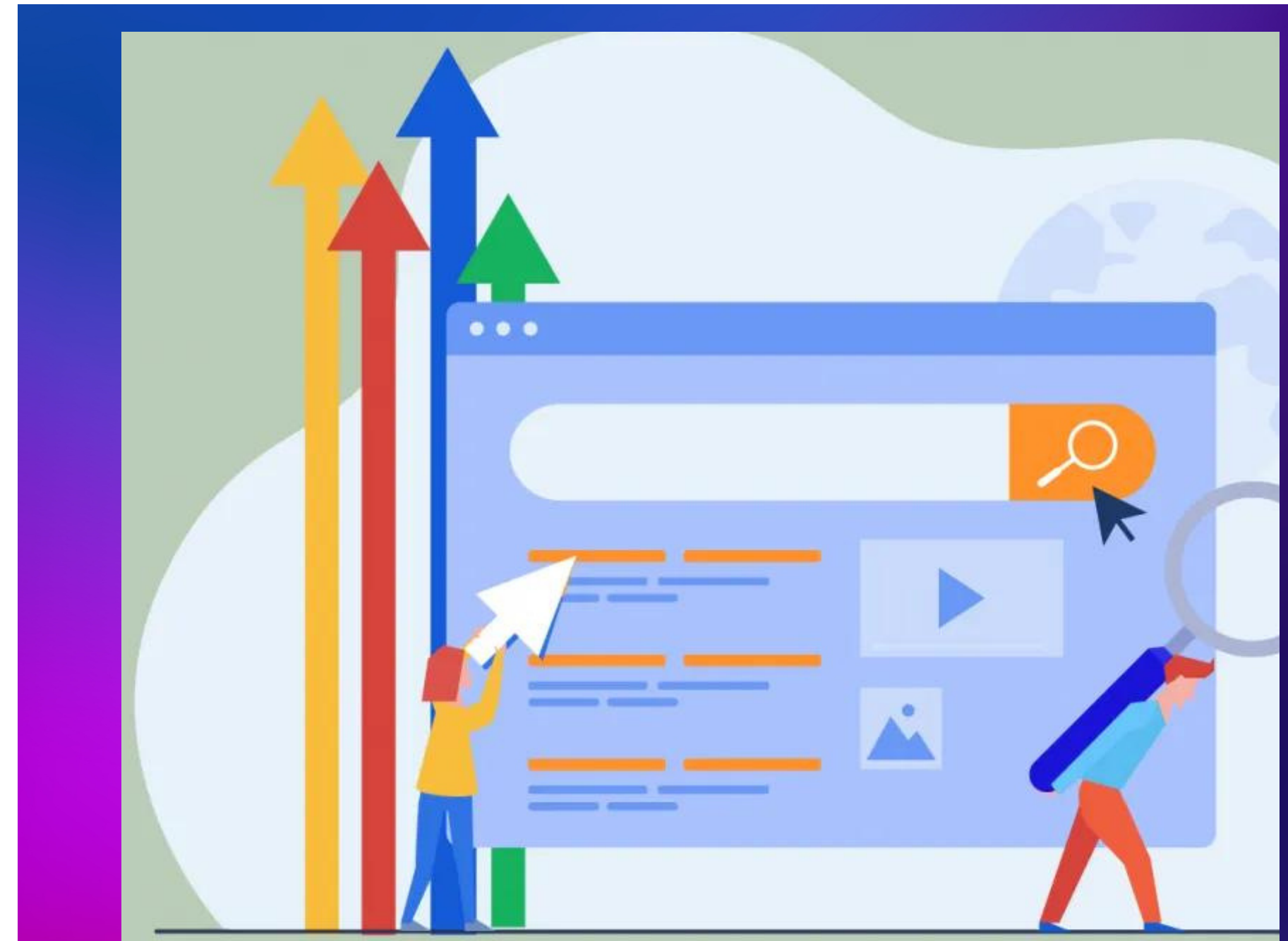


SEO

What is SEO ?

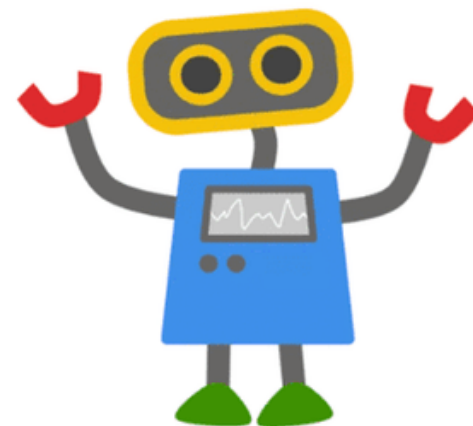
SEO means Search Engine Optimization and is a set of techniques used to achieve good positioning in search engines generating organic traffic.



How does the Google search engine work



Googlebot

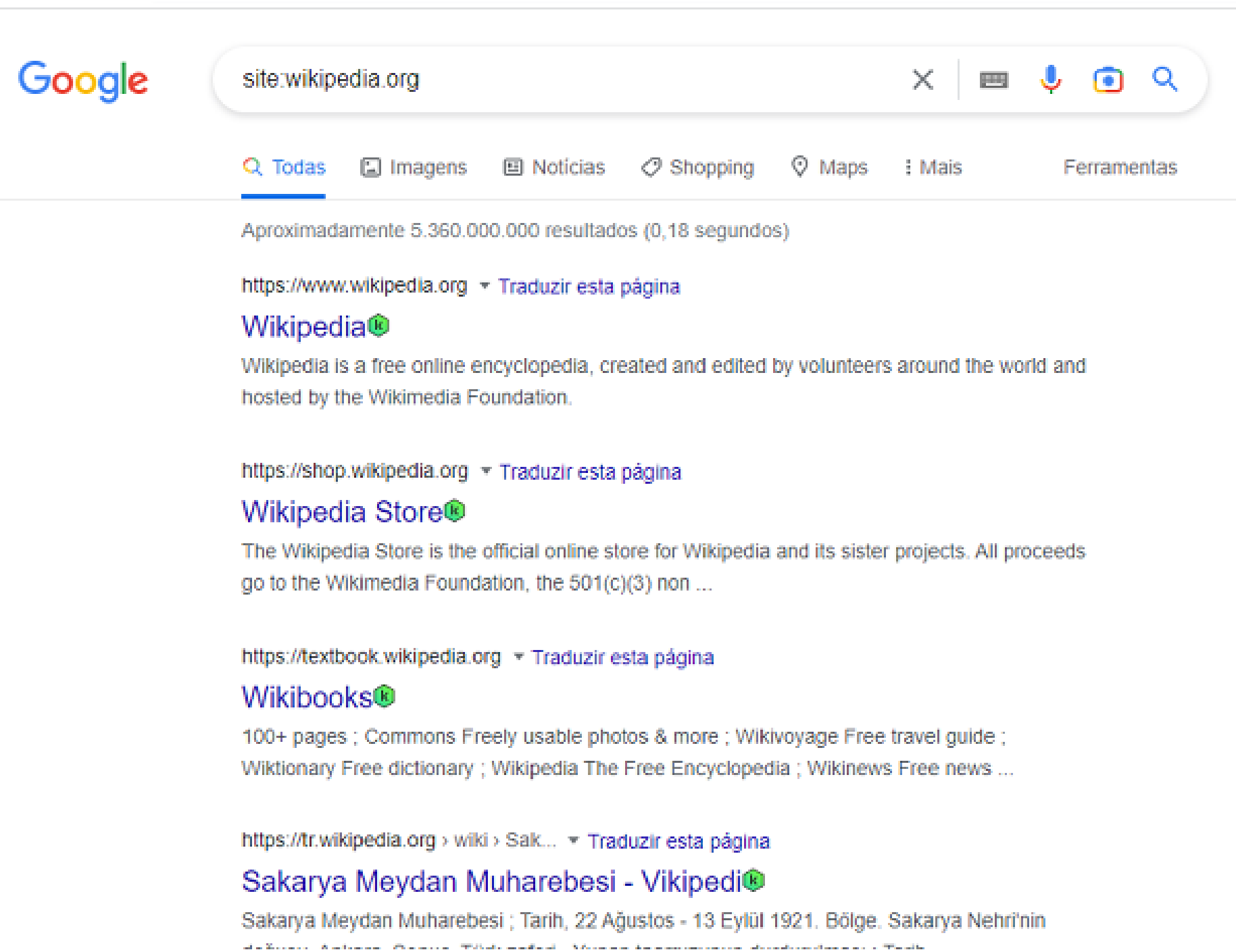


The google robots or crawlers crawl the web pages, index, and rank on the company's servers

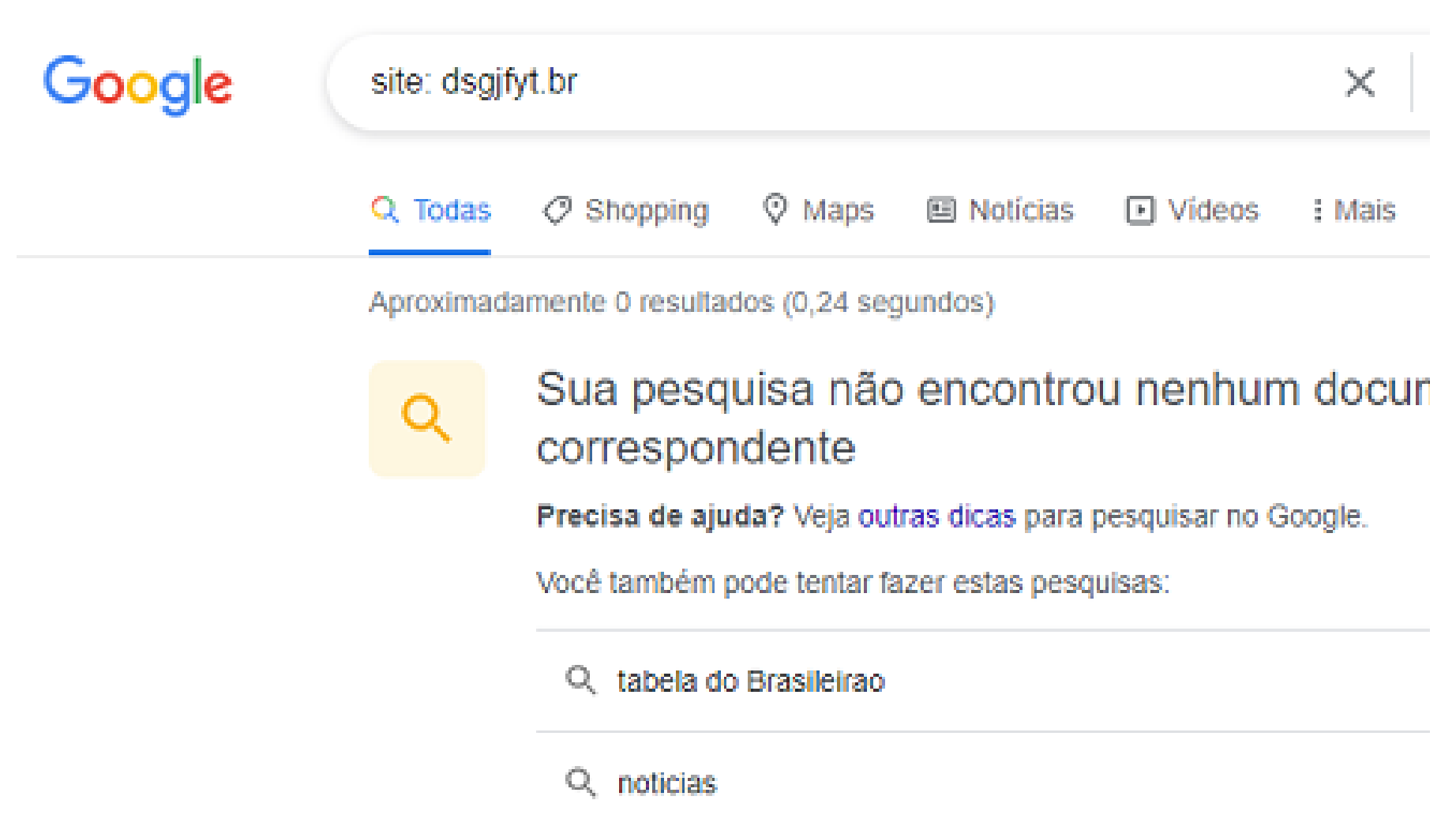
How to know if site is indexing in google

Do a **site:** and enter the name of the site you want to know. If you see results, it's in the index.

Example:



Google search results for the query `site:wikipedia.org`. The search bar shows the query and a close button. Below the search bar are navigation links: [Todas](#), [Imagens](#), [Notícias](#), [Shopping](#), [Maps](#), [Mais](#), and [Ferramentas](#). The results show approximately 5,360,000,000 results in 0.18 seconds. The first result is <https://www.wikipedia.org> with a link to [Traduzir esta página](#). The snippet for Wikipedia is: "Wikipedia is a free online encyclopedia, created and edited by volunteers around the world and hosted by the Wikimedia Foundation." The second result is <https://shop.wikipedia.org> with a link to [Traduzir esta página](#). The snippet for Wikipedia Store is: "The Wikipedia Store is the official online store for Wikipedia and its sister projects. All proceeds go to the Wikimedia Foundation, the 501(c)(3) non ...". The third result is <https://textbook.wikipedia.org> with a link to [Traduzir esta página](#). The snippet for Wikibooks is: "100+ pages ; Commons Freely usable photos & more ; Wikivoyage Free travel guide ; Wiktionary Free dictionary ; Wikipedia The Free Encyclopedia ; Wikinews Free news ...". The fourth result is https://tr.wikipedia.org/wiki/Sakarya_Meydan_Muharebesi with a link to [Traduzir esta página](#). The snippet for Sakarya Meydan Muharebesi - Vikipedi is: "Sakarya Meydan Muharebesi ; Tarih, 22 Ağustos - 13 Eylül 1921. Bölge, Sakarya Nehri'nin ...".



Google search results for the query `site:dsgjfyt.br`. The search bar shows the query and a close button. Below the search bar are navigation links: [Todas](#), [Shopping](#), [Maps](#), [Notícias](#), [Vídeos](#), and [Mais](#). The results show approximately 0 results in 0.24 seconds. A message states: "Sua pesquisa não encontrou nenhum documento correspondente". Below this message is a link to [Precisa de ajuda? Veja outras dicas para pesquisar no Google.](#). At the bottom, it says "Você também pode tentar fazer estas pesquisas:" followed by two suggestions: [tabela do Brasileirao](#) and [noticias](#).

But what if the site is not indexed



Normally, you don't need to do anything other than posting the site on the web. But it is possible to request indexing manually by **Google Search Console**, using the **Sitemap** or **URL Inspection** tools

And how to make the page not be indexed ?

The "robots.txt" file tells search engines if they can access and crawl parts of your site. This file, which needs to be named "robots.txt", is placed in the root directory of the site.

```
# brandonsbaseballcards.com/robots.txt
# Tell Google not to crawl any URLs in the shopping cart or images in the icons folder,
# because they won't be useful in Google Search results.
User-agent: googlebot
Disallow: /checkout/
Disallow: /icons/
```

User-agent: specify which robot is the order

Disallow: is responsible for describing which pages, directories or sites should not be included in search results.

And confidential information



In these cases use the noindex tag and appropriate authorization methods, such as requiring a password from the user

```
<!DOCTYPE html>
<html><head>
<meta name="robots" content="noindex">
(...)
</head>
<body> (...) </body>
</html>
```




TIPS TO IMPROVE POSITIONING

Have unique URL for each content

Create accurate and unique page titles using `<title>`

Use the `<meta name="description" content="">`

Optimize your images, using `` or `<picture>` and the alt attribute

Responsive Web Design

Analyze user behavior and site performance in search, through Google Search Console and Google Analytics

Tools



Google Search Console, is a free service for webmasters managed by Google. It allows webmasters to check the indexing status and optimize the visibility of their sites.



Google Analytics

Google Analytics is free software that allows you to analyze the behavior of your users on your website.

Sources:

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

<https://www.robotstxt.org/db.html>

<https://analytics.google.com/analytics/web/provision/#/provision>

<https://search.google.com/search-console/about>

Thank you!

