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# SEO

# Module : 01 Introduction to SEO

- What is SEO? Definition and importance
  - How search engines work.
  - Difference between organic and paid search.
- SEO Terminologies
  - o Keywords, SERPs, backlinks, meta tags, anchor text, etc.
- Understanding Search Engine Algorithms, Brief on algorithms like Google's PageRank, Panda, Penguin, and others.
  - o Emphasis on E-A-T (Expertise, Authoritativeness, Trustworthiness)

- **SEO** stands for “search engine optimization”, and it's the process of improving a website's visibility in search results. [1]
- **SEO** is the process of improving a website so that it ranks higher in search engine results, *like Google*. [2]
- *By optimizing various elements of a website* such as its **content , structure and links**
- SEO helps increase the visibility of the site, making it easier for people to find when they search for relevant topics or keywords.
- Deciding to hire an SEO is a big decision that can potentially improve your site and save time, but you can also risk damage to your site and reputation. Make sure to research the potential advantages as well as the damage that an irresponsible SEO can do to your site.[3]

# Continue SEO

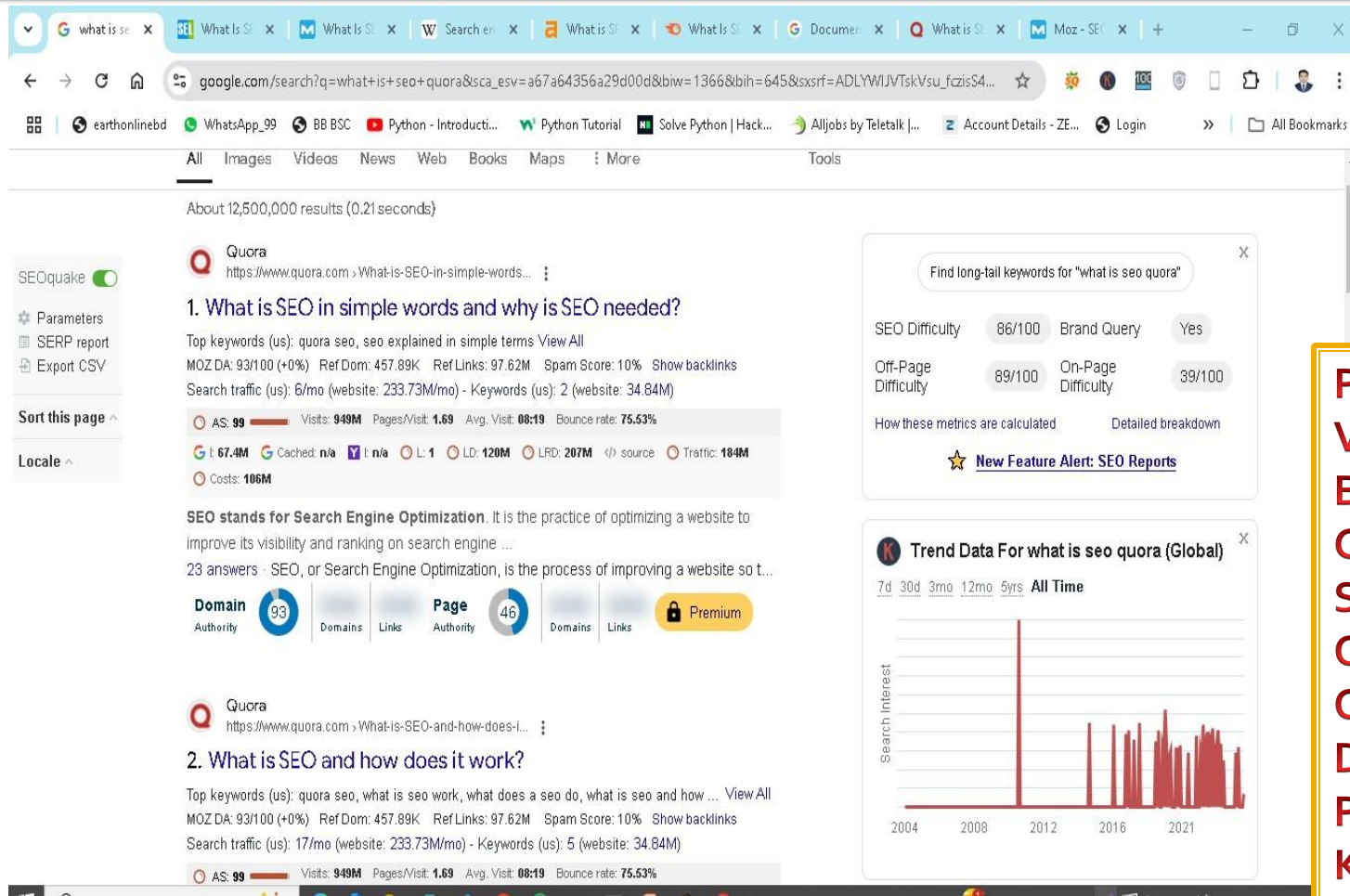
def'

➤ It's a process that helps your website rank higher in search engine results. The goal is to get your site to appear at the top when someone searches for products or services you offer.

- *For example, if you sell coffee, SEO can help your website show up on the first page of Google when people search for “buy coffee”. Higher rankings lead to more clicks to your website, and that means more potential customers for your business.[4]*

SEO is sometimes called SEO marketing, SEO optimization, or organic search marketing. [5]

# Importance of SEO



Page Ranking  
Visitor  
Backlink  
Cost  
SEO difficulty  
On-page "  
Off page "  
Domain Authority  
Page age  
Keyword research

# Continue the importance

- **Search Engine Optimization (SEO)** is a **powerful digital marketing strategy** that can help businesses improve their *visibility, drive traffic, and build trust with customers.*<sup>[1]</sup>

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1. Increased web traffic

2. SEO Can Be Highly Cost Effective

3. It Helps You Protect Your Brand

4. Your Competitors Are (Probably) Doing It

5. Better user experience

6. SEO Results Are Quantifiable

7. Long-term growth

8. Higher ROI

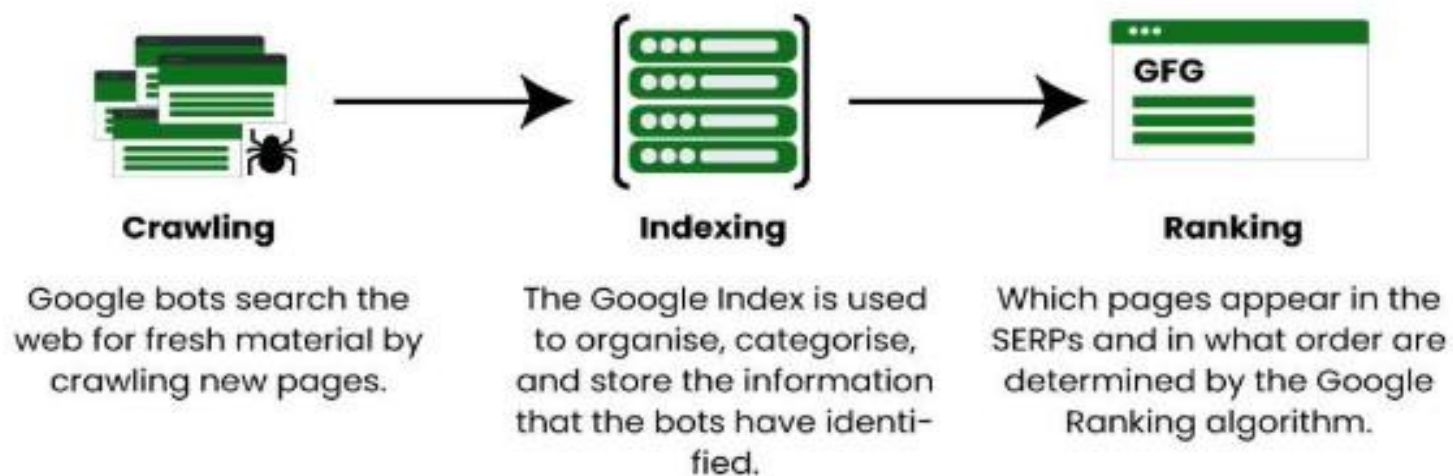
9. Building backlinks

10. Support affordable marketing.

[6],[7]

# How search engine work!

- **Search engines** are an integral part of our daily lives.
- A search engine is a software system or online service that allows users to find information on the internet by entering keywords or phrases.



# Working keynotes of SEO

## Crawling:

Search engines use web crawlers, also known as bots or spiders, to systematically explore the web. These crawlers begin their journey from a set of seed URLs, which are usually established, trusted websites. They follow links from these pages to other sites, creating a web of interconnected pages.

## Indexing:

Once a web crawler visits a web page, it scans and processes the page's content, including text, images, and metadata. The information collected is then added to the search engine's index, a vast database that stores details about each web page.

## Ranking:

The real magic happens in this step. Search engine algorithms analyze the indexed web pages to determine their relevance and value for specific search queries. Factors like keyword usage, content quality, backlinks, and user engagement play a crucial role in determining a page's rank in search results.

## Regular Updates:

Search engines revisit web pages they've previously crawled to update their index. This ensures that search results are always up-to-date. If your webpage changes, the search engine reflects those changes in its index.



# difference between organic search and paid search

## Organic search vs. paid search

### Organic Search

Floor raiser — long-term outlook

No upfront costs (unless investing in a specialist)

Organic ranking improvements

Results appear in the middle of the SERP

### Paid Search

Ceiling raiser — short-term gains

Upfront payments required to get listed

Ranking where you pay to be seen

Results appear at the top of the page



> **Organic Search** is a long process to get rank in one of the top positions.

> **Organic Search** gets less clicks.

> **By paying** big amount, site can be ranked on top quickly.

> **Paid search** gets more clicks.

# SEO Technologies

## ■ Keyword search:

- ✓ In search engine optimization (SEO), keywords are words or phrases that are added to online content to improve search engine rankings. They are also known as key phrases or focus keywords

Long tail keyword	Short-tail keywords	Transactional keywords
Branded keywords		

# Seo Tech continue

## ■ Backlinks:

- ✓ A backlink is a link created when one website links to another. Backlinks are also called "links", or "inbound links", or "incoming links." Backlinks are important to people moving around the internet and to [Search Engine Optimization \(SEO\)](#).

# SEO Technologies

## BackLinks

### 1. Build high quality backlinks:

- ✓ **Content Quality:** Produce high-quality content that others would naturally want to link to.
- ✓ **Outreach:** Actively engage in outreach to relevant websites, asking for backlinks.
- ✓ **Guest Posting:** Contribute guest posts to authoritative websites in your niche. [9]

### 2. Manage your backlinks profile:

- ✓ **Quality over Quantity:** Focus on getting links from reputable and relevant websites rather than pursuing a large quantity of links.
- ✓ **Regular Audit:** Periodically audit your backlinks to ensure they are from reputable sources.
- ✓ **Disavow Harmful Links:** If necessary, use the disavow tool to remove harmful or spammy backlinks.[9]

# SEO Technologies

## ■ What Are SERPs

- ✓ Search Engine Results Pages (also known as “SERPs” or “SERP”) are Google’s response to a user’s search query. SERPs tend to include organic search results, paid Google Ads results, [Featured Snippets](#), Knowledge Graphs and video results. [10]
- ✓ The [SERPs](#) determine how your site appears on Google’s first page. [10]

# SEO tech

## ■ Meta Tags in SEO:

- ◇ Meta tags are elements within your HTML code that aren't visible to the user and yet play a crucial role in your SEO performance and the user experience you provide.
- ◇ By using meta tags, you can make sure browsers and search engines behave as you want them to, and display your content in SERPs according to your preferences.

## Most important meta tags for SEO:

meta title,  
meta description,  
meta robots,  
Meta refresh tag,  
abandoned meta tag,  
Charset meta tag,  
Viewport meta tag,  
Language meta tag  
Adult meta tag

## Types of Anchor Text

### Exact Match

This anchor text is a specific keyword for which the target webpage is aiming to rank.

e.g. home decor, knitting patterns

### Partial Match

Partial match link label uses a variation of the keyword as its anchor.

e.g. beginner's guide to knitting patterns

### Generic

The anchor text uses a generic words as its link title. It is primarily used for CTA buttons and ads.

e.g. click here, read more, buy now

### Phrase Match

The link title consists of a particular phrase for which your website is trying to rank.

e.g. diy home decor ideas, knitting patterns for beginners

### Branded

This anchor text uses a brand name or a website's name as its label.

e.g. HubSpot's Blog, Wikipedia

### Naked URL

A link text that uses the URL as an anchor is called a naked URL anchor text.

e.g. <https://blog.hubspot.com>

### Image Anchor



Images can also serve as anchors. Don't forget to use the **<img> tag** and the **alt attribute**.

Then, fill in the alt attribute in order to provide context for search engines and screen readers.

Anchor text, also known as link text or link title, is the clickable text in a hyperlink that takes users to another page or website

# An overview of SEO tech



[12]



# SEO Algorithms

- **Google page rank :**

- Google PageRank is an algorithm that ranks web pages in search results based on the quality and quantity of links pointing to them.

- **How it works**

- PageRank estimates a page's importance by counting the number and quality of links to it. The algorithm assumes that more important websites receive more links from other websites.

# SEO Algorithms

## Panda

- **Identifying high-quality content:** Panda rated content based on factors like originality, depth, and analysis
- **Lowering the ranking of low-quality content:** Panda penalized sites with thin, duplicated, or spam content
- **Improving user experience:** Panda helped users find more useful content on search engine results pages (SERPs)

○ .

# SEO Algorithms

## Penguin

- It penalizes websites that use low-quality links
- **How it works**
- The Penguin algorithm targets specific pages on a website, rather than penalizing the entire site. It focuses on links, but other factors can also affect a site's ranking.

## What it targets

- Buying links
- Link farming
- Automated links
- PBNs

# SEO Algorithms

- **RankBrain:**

- RankBrain is a major part of the Google algorithm that uses artificial intelligence and machine learning to learn about users and how they respond to the search results, particularly on previously unseen queries.

- **Hummingbird:**

- It is a search algorithm used by Google. It was first introduced in August 2013, to replace the previous Caffeine algorithm, and focused on making search more predictive and topically relevant

# SEO Algorithms

## E-E-A-T

**Experience:** This new element emphasizes the importance of first-hand experience in content creation. Google now favors content written by individuals who have direct knowledge or practical experience related to the topic.

**Expertise:** Content should be produced by individuals who are knowledgeable in their fields. For instance, health-related content must ideally be authored or reviewed by medical professionals.

**Authoritativeness:** This refers to the overall credibility of the website and its authors. A site that is recognized as a leader in its niche will rank better than one that lacks authority.

**Trustworthiness:** Trust is paramount; websites must demonstrate reliability through accurate information, transparent practices, and positive user experiences. [13]

■ E-E-A-T,  
Experience,  
Expertise,  
Authoritativeness,  
Trustworthiness

>The **expertise** of the creator of the content.

>The **authoritativeness** of the creator of the content, the content itself, and the website.

>The **trustworthiness** of the creator of the content, the content itself, and the website.[14]

# References

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