

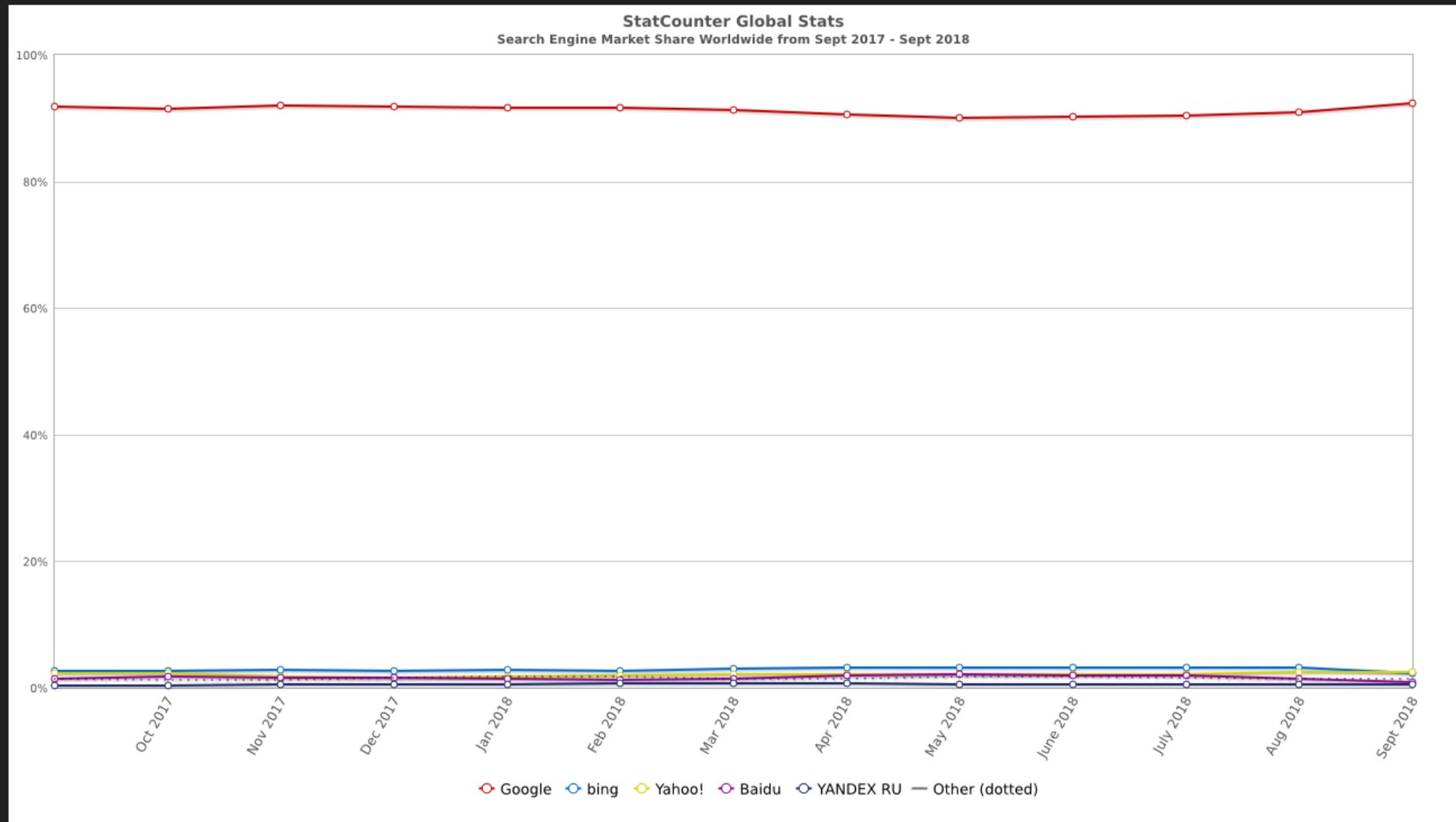
# SEARCH ENGINE OPTIMIZATION

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# ABOUT MYSELF

- Software Developer, with around 10 years of experience
- Currently working with Adobe Systems Pvt. Ltd.  
Product I work on

# WHY GOOGLE?





# WHAT IS SEARCH ENGINE OPTIMIZATION

- Search engine optimisation is process for improving ranking of a website in search results page.

# HOW SEARCH ENGINES WORK?

- Crawler
- Indexer

# WHAT SEARCH ENGINES WANT?

- Quick answers / Accuracy
- Authenticity / Transparency

# KEYWORDS

- Relevant Keywords
- Wrong keywords can backfire
- Understand your users (become your users)
- Talk to people
- Search friends
- Look at competition website



# KEYWORD TOOLS

- Google search
- [keywordtool.io](https://keywordtool.io)
- [answerthepublic.com](https://answerthepublic.com)
- [soovle.com](https://soovle.com)
- [www.seobook.com](https://www.seobook.com)
- Google Keywords planner
- Google Trends

# PAGE PERFORMANCE

- Impact
  - Lower Search ranking
  - Fewer page indexes
- Improving Performance
  - Network Calls
  - Page Structure
  - Caching Node: zomato audit

# WHAT IS SEO?

1. Analyse Business and customers
2. Research keywords
3. Create Content
4. Optimize Content for Search Engines
5. Measure
6. Repeat Step 1.

# WHAT TO CREATE

- Keyword Research

# HOW TO CREATE

- Title
- Description
- Content Structure
- images
- URL canonicalization
- Pagination
- HTTP Status Codes
- Mobile / Desktop
- structured data Structured Data Testing Tool
- Page Speed

# HOW TO ANALYSE

- Google Webmasters
- Screaming Frog