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*INTERNET MARKETING*

**Search Engine Optimization on Page (On Site)**

Hi Friends,

Here I have discussed Some on Site Factors I mean some On Page Search Engine Optimization Steps. I have tried to define all the major topics. Few of them I have taken from major SEO website and rest of data I have explain here. You have any problem or you are not able to understand then mail me. I will try to solve all your problems as well as all doubts related to On Page Search Engine Optimization. In my next book I will cover all SEO off page Factors that will sure help you in Increasing website rank.

All the Best.

# Sanjay Jain

## Introduction to SEO :-

Whenever you enter a query in a search engine and hit 'enter' you get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query. If you have ever wondered why some of these websites rank better than the others then you must know that it is because of a powerful web marketing technique called Search Engine Optimization (SEO). SEO is a technique which helps search engines find and rank your site higher than the millions of other sites in response to a search query. SEO thus helps you get traffic from search engines.

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## Importance of SEO :-

Let us consider the situation for a bit. There are almost 250 million websites on the Internet and this number is growing steadily. 250 Million is a lot of websites. Your website is simply one of these. If you want your website to be found, you need to optimize it for search engines. It is no longer an option, rather, it is a necessity. Remember, just having a website is no longer enough. It is akin to looking for a needle in a haystack. Except, with SEO, your proverbial needle has significantly increased chances of being found if it is properly optimized for search engines.

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## How search engines work :-

Let's take a simple look at a search engine. There are three pieces of software that together make up a search engine: the spider software, the index software and the query software. If you understand what these three do, then you have the foundation for getting your website to the top of the search engines. Here's what the three types of software do:

The **spider software** 'crawls the web looking for new pages to collect and add to the search engine indices'.

This is a metaphor. In reality, the spider doesn't do any 'crawling' and doesn't 'visit' any web pages. It requests pages from a website in the same way as Microsoft Explorer, or Firefox or whichever browser you use requests pages to display on your screen.

The difference is that the spider doesn't collect images or formatting - it is only interested in text and links AND the URL, (for example, http://www.Unique-Resource-Locator.html) from which they come. it doesn't display anything and it gets as much information as it can is the shortest time possible.

Since the spider doesn't collect images, it doesn't take notice of Flash intros or colorful pictures. So, make sure your images, logo or videos are identified by a text 'alt tag,' or the spider will ignore them and they will not have value in the search engines.

The **index software** catches everything the spider can throw at it (yes, that's another metaphor).

The index makes sense of the mass of text, links and URLs using what is called an algorithm - a complex mathematical formula that indexes the words, the pairs of words and so on. Essentially, an algorithm analyzes the pages and links for word combinations to figure out what the web pages are all about - in other words, what topics are being covered. Then, scores are assigned that allow the search engine to measure how relevant or important the web pages (and URLs) might be to the person who is searching. While each of the major search engines (like Google, Yahoo or Bing) has their own secret algorithm for scoring, they are all using the information a spider collects.

And of course the index software records all of this information and makes it available. The spider takes the information it has gathered about a web page and sends it to the index software where it is analyzed and stored. When someone types chocolate into the query box on a search engine page (such as Google), then it's time for the query software to go to work.

The **query software** is what you see when you go to a search engine - it is the front end of what everybody thinks of as a search engine. It may look simple but the query software presents the results of all the quite remarkable spider and index software that works away invisibly on our behalf.

So, when you type in your search words and hit search, then the search engine will try to match your words with the best, most relevant web pages it can find by 'searching the web'.

But this too is a metaphor and perhaps the most important one.

The query software doesn't actually search the web - instead, it checks through all the records that have been created by its own index software. And those records are made possible by the text, links and URL material the spider software.

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## Query interface:-

The query interface is what most people are familiar with, and it’s probably what comes to mind when you hear the term ―search engine.‖ The query interface is the page that users see when they navigate to a search engine to enter a search term.

There was a time when the search engine interface looked very much like the www.Ask.com. The interface was a simple page with a search box and a button to activate the search. Today, many search engines on the Web have added much more personalized content in an attempt to capitalize on the real estate available to them. For example, Yahoo! Search, allows users to personalize their pages with a free e-mail account, weather information, news, sports, and many other elements designed to make users want to return to that site to conduct their web searches.

One other option users have for customizing the interfaces of their search engines is a capability like the one Google offers. The Google search engine has a customizable interface to which users can add different gadgets. These gadgets allow users to add features to their customized Google search home that meet their own personal needs or tastes.

When it comes to search engine optimization, Google’s user interface offers the most ability for you to reach your target audience, because it does more than just optimize your site for search; if there is a useful tool or feature available on your site, you can allow users to have access to this tool or feature through the Application Programming Interface (API) made available by Google. This allows you to have your name in front of users on a daily basis.

You can find more information about Google APIs in Appendix A in the section ―Optimization for Google.‖

For example, a company called PDF24.org has a Google gadget that allows users to turn their documents into PDF files, right from their Google home page once the gadget has been added. If the point of search engine optimization is ultimately to get your name in front of as many people as possible, as often as possible, then making a gadget available for addition to Google’s personalized home page can only further that goal.

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***Crawlers and Spiders :-***

### Crawlers :-

When you hear people talk about Crawlers in the context of SEO, they are referring to the programs that search engines use to scan and analyze websites in order to determine their importance, and thus their ranking in the results of internet searches for certain keywords. Crawlers are also often referred to as spiders or robots.

Crawlers are very active, and often account for a great deal of the visitors to websites all over the internet. The Google crawler, known as Googlebot, is particularly active, and will often visit a website several times a day, checking for updates or new information. Studies have shown that it is much more active than other crawlers, the closest being the Yahoo crawler, which is about half as active as Googlebot.

Search engine optimization is aimed at understanding how crawlers work and what they look for the determine the importance and ranking of certain sites. The idea is to then implement SEO marketing strategies that will fill websites with the kind of information that the crawlers will determine to be of high value.

Crawlers are on the lookout for sites that are rich with the kinds of keywords that people search for, and sites that contain those keywords in high density are seen as being more relevant, and thus will be awarded high rankings. However, crawlers also gather other information important in determining rankings, including link population information and filenames structure.

Some forms of search engine marketing are deliberately aimed at deceiving the crawlers into thinking a site is more important than it is. These are known as black hat techniques, and they are frowned upon by most web optimizers, as they can produce penalties from search engines. There are all kinds of SEO tools out there to help you better understand crawlers and how they work. The Google keyword tool is a good place to start.

### Spiders :-

A spider is a piece of software that follows links throughout the Internet, grabbing content from sites and adding it to search engine databases.

Spiders follow links from one page to another and from one site to another. That is the primary reason why links to your site are so critical. Getting links to your website from other websites will give the search engine spiders more opportunities to find and re-index your site. The more times they find links to your site, the more times they will stop by and visit. This has been true since spiders began. Recently there has been an incredible amount of attention paid to links. That's because Google came clean and said in public that the number and quality of links to your site will directly impact its rankings in the search results.

AltaVista, AllTheWeb, Teoma, and Google all factor in the number and quality of links to your site when giving your site its ranking.

Spiders find Web pages by following links from other Web pages, but you can also submit your Web pages directly to a search engine and request a visit by their spider. In essence, that is search engine submission. Because so many millions of web masters have submitted their sites over and over, the search engines have responded by putting more emphasis on sites that their spiders find naturally and less and less emphasis on sites submitted directly. So, being found is better than submitting directly.

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#### Search Engine Algorithm :-

Unique to every search engine, and just as important as keywords, search engine algorithms are the why and the how of search engine rankings.

Basically, a search engine algorithm is a set of rules, or a unique formula, that the search engine uses to determine the significance of a web page, and each search engine has its own set of rules.

These rules determine whether a web page is real or just spam, whether it has any significant data that people would be interested in, and many other features to rank and list results for every search query that is begun, to make an organized and informational search engine results page. The algorithms, as they are different for each search engine, are also closely guarded secrets, but there are certain things that all search engine algorithms have in common.

1. **Relevancy –**

One of the first things a search engine algorithm checks for is the relevancy of the page. Whether it is just scanning for keywords, or looking at how these keywords are used, the algorithm will determine whether this web page has any relevancy at all for the particular keyword. Where the keywords are located is also an important factor to the relevancy of a website. Web pages that have the keywords in the title, as well as within the headline or the first few lines of the text will rank better for that keyword than websites that do not have these features. The frequency of the keywords also is important to relevancy. If the keywords appear frequently, but are not the result of keyword stuffing, the website will rank better.

1. **Individual Factors –**

A second part of search engine algorithms are the individual factors that make that particular search engine different from every other search engine out there. Each search engine has unique algorithms, and the individual factors of these algorithms are why a search query turns up different results on Google than MSN or Yahoo!. One of the most common individual factors is the number of pages a search engine indexes. They may just have more pages indexed, or index them more frequently, but this can give different results for each search engine. Some search engines also penalize for spamming, while others do not.

**3. Off-Page Factors –**

Another part of algorithms that is still individual to each search engine are off-page factors. Offpage factors are such things as click-through measurement and linking. The frequency of clickthrough rates and linking can be an indicator of how relevant a web page is to actual users and visitors, and this can cause an algorithm to rank the web page higher. Off-page factors are harder for web masters to craft, but can have an enormous effect on page rank depending on the search engine algorithm.

Search engine algorithms are the mystery behind search engines, sometimes even amusingly called the search engine’s ―Secret Sauce‖. Beyond the basic functions of a search engine, the relevancy of a web page, the off-page factors, and the unique factors of each search engine help make the algorithms of each engine an important part of the search engine optimization design.

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#### Retrieval and Ranking :-

For a web search engine, the retrieval of data is a combination activity of the crawler (or spider or robot), the database, and the search algorithm. Those three elements work in concert to retrieve the word or phrase that a user enters into the search engine’s user interface.

The really tricky part comes in the results ranking. Ranking is also what you’ll spend the most time and effort trying to affect. Your ranking in a search engine determines how often people see your page, which affects everything from revenue to your advertising budget. Unfortunately, how a search engine ranks your page or pages is a tough science to pin down.

The most that you can hope for, in most cases, is to make an educated guess as to how a search engine ranks its results, and then try to tailor your page to meet those results. But keep in mind that, although retrieval and ranking are listed as separate subjects here, they’re actually part of the search algorithm.

The separation is to help you better understand how search engines work. Ranking plays such a large part in search engine optimization that you’ll see it frequently in this book. You’ll look at ranking from every possible facet before you reach the last page. But for now, let’s look at just what affects ranking. Keep in mind, however, that different search engines use different ranking criteria, so the importance each of these elements plays will vary.

Location: Location doesn’t refer here to the location (as in the URL) of a web page. Instead, it refers to the location of key words and phrases on a web page. So, for example, if a user searches for ―puppies,‖ some search engines will rank the results according to where on the page the word ―puppies‖ appears. Obviously, the higher the word appears on the page, the higher the rank might be. So a web site that contains the word ―puppies‖ in the title tag will likely appear higher than a web site that is about puppies but does not contain the word in the title tag. What this means is that a web site that’s not designed with SEO in mind will likely not rank where you would expect it to rank. The site www.puppies.\_com is a good example of this.

In a Google search, it appears ranked fifth rather than first, potentially because it does not contain the key word in the title tag.

Frequency: The frequency with which the search term appears on the page may also affect how a page is ranked in search results. So, for example, on a page about puppies, one that uses the word five times might be ranked higher than one that uses the word only two or three times. When word frequency became a factor, some web site designers began using hidden words hundreds of times on pages, trying to artificially boost their page rankings. Most search engines now recognize this as keyword spamming and ignore or even refuse to list pages that use this technique.

Links: One of the more recent ranking factors is the type and number of links on a web page. Links that come into the site, links that lead out of the site, and links within the site are all taken into consideration. It would follow, then, that the more links you have on your page or leading to your page the higher your rank would be, right? Again, it doesn’t necessarily work that way.

More accurately, the number of relevant links coming into your page, versus the number of relevant links within the page, versus the number of relevant links leading off the page will have a bearing on the rank that your page gets in the search results.

Click-throughs: One last element that might determine how your site ranks against others in a search is the number of click-throughs your site has versus click-throughs for other pages that are shown in page rankings. Because the search engine cannot monitor site traffic for every site on the Web, some monitor the number of clicks each search result receives. The rankings may then be repositioned in a future search, based on this interaction with the users. Page ranking is a very precise science. And it differs from search engine to search engine.

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#### Prioritizing pages:-

While developing the plan for your website, creating an SEO strategy can seem like an overwhelming task if looked at as one whole piece. The best way to tackle SEO is to break each step down, bit by bit.

Do not look at your website as one whole site, but instead look at it as individual pages. Then, prioritize your pages based on importance. Which pages are your revenue drivers? What are the important landing pages for your customers? Which pages will get the most traffic? When you figure out the 3-5 most important pages– give them the most of your time, energy, SEO, and resources.

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#### Site assessment :-

You may know something is wrong with your web site but not exactly WHAT is wrong. That is where the SEO Site Assessment can help.

The purpose of the SEO Site Assessment is to examine your web site from top to bottom, find out why Google is not ranking your site where you want it to be, and then make recommendations on exactly how you can remedy the situation. Why Google? Google represents about 70% of the world search market. Yahoo and Bing make up the Lion's share of the rest. Typically, if you rank well in Google, it doesn't take much tweaking to bring your site up in the other engines as well.

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#### Google Adword Keyword Tool :-

This is free tool from Google. With the help of this tool we can select keywords for our websites. Check out this website : - https://adwords.google.com/o/KeywordTool

Type your keywords and Fill the Captcha (Two Images for security purpose ) and then Hit Enter.

Now you can see the comption as well as global and monthly searches of your keywords.

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#### Types of Keywords search :-

There are three options for search type:

Broad Match

Exact Match

Phrase Match

Exact Match:

Exact searches, shows the traffic for exact match Keyword. For example, if you search for WordPress SEO in exact match, it will be different from broad search in great way. My suggestion, prefer Exact search when you are doing research for your micro-niche site and broad search when you writing on personal blog. Ex: Wedding Speeches

Broad Match:

Broad Match is my favorite, as it let me target long-tail keyword and your traffic is not limited to exact match words. For Bloggers, broad match is useful but that again depends upon your blog type and target. Ex: ―Wedding Ceremony Speeches‖

Phrase:

Phrase type is useful when you need Keyword in exact phrase. For example: ―Best Wedding Speeches‖ . Keyword position won’t be changing but it gives the data for traffic, that your Keyword might be getting for phrase search.

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#### Meta Description Tags Optimization : -

Your Meta tags help you to rank better but you must also know that how to manage them as there are some limitation and rules that you must follow to get maximum benefits from it. Snip text of two lines which appears on SERP when User hit any keywords in Search Box of Search Engine is called Meta Description. Meta description should not more than 159 Characters.

For Example :-

<meta name="description" content=" We help you to Send best corporate gifts anywhere in India. Order flowers and Gifts through our website and enjoy our online gifts delivery service." />

#### Meta Keywords Tags Optimization :-

Just Like Meta Description tags Meta Keywords tag is also important most of the people thinks that it does not help in any way but it really does.

For Example :-

<meta name="keywords" content=" Occasions Gifts, Birthday Gifts, Anniversary Gifts, New Year,

Christmas, Valentines Day Gifts, Send Flowers and Gifts to India " />

#### Title Tag Optimization :-

A title is most important tag, a good not only attracts the users but also the search bots. Title should be relevant to Article of the webpage. You can place a keyword in your title . Don’t place more than one keywords in your title because when you do same Search Engine will consider this a SPAM and may your website will penalize. Placing more than one keywords in your Title seems to a BLACK HAT SEO Trick. Title of website or any webpage should not more than 69 Characters.

For Example : -

<title>Gifts to India - Corporate Gifts Delivery in India, Best Corporate Gifts Ideas </title>

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#### URL renaming/re-writing :-

URL rewrite helps one to increase the visibility of their site by making url understandable in human language which are highly recommended by search engines as well.

Let’s Say an example :- This is a URL : - www.abc.com/about12ourcompany0123.html

This is wrong, we should rename the URL as relevant to our title and avoid numeric digits as this reflects bad results to user.

The Correct URl is [www.abc.com/about-our-company.html](http://www.abc.com/about-our-company.html)

You can also add at least one keyword in Url (If possible) because when you hit any keyword in search engine it also bring that URLs in SERP that consist keyword.

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#### Duplicate content :-

Duplicate content is a term used in the field of search engine optimization to describe content that appears on more than one web page. The duplicate content can be substantial parts of the content within or across domains and can be either exactly duplicate or closely similar. When multiple pages within a web site contain essentially the same content, search engines such as Google can penalise or cease displaying that site in any relevant search results.

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#### H1, H2, H3 Tags :-

H Tags Optimization (Eg: H1, H2, H3), An important part of SEO, which helps you to make the robots understand that what is more important in your website and what is less.

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#### Anchor Text :-

The anchor text used to create hyperlinks of your website always helps you to rank better for those anchor texts, so try to use keywords as your anchor text to create links, internal or external. Using keyword in your anchor text must be user friendly (not spamming). You can also use Call to Action i.e., Click Here, Just Visit this Website, Click Here for Instant Access.

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#### Keyword Density Analysis and Placement :-

The best way to opt and implement keywords is to designate those keywords which are popular, relevant to our content, comprises high search volume and effective. Stuffing and over employment of keywords must be avoided. In order to get best result and effect, our pages shouldn’t contain keyword density more than 3-4%. Including keywords into title and description is highly recommended.

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#### LSI :-

LSI is the abbreviated form of Latent Semantic Indexing. It has been emerged as a technique of fetching data via establishing a communication among words as well as employing synonyms in the midst of retrieving the data from the index.

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##### Creating of Favicons :-

A favicon (short for Favorite icon), also known as a shortcut icon, Web site icon, URL icon, or bookmark icon, is a file containing one or more1] small icons, most commonly 16×16 pixels, associated with a particular Web site or Web page. A web designer can create such an icon and install it into a Web site (or Web page) by several means, and graphical web browsers will then make use of it. Browsers that provide favicon support typically display a page's favicon in the browser's address bar (sometimes in the history as well).

Just Visit this website **www.favicon-generator.org** and Upload your Image. After Uploading you can download your Favicon Icon.

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#### Internal/External Links :-

**Internal link** structure refers to a structure which let you link the other pages of your website with any other relative pages, these also may serve as backlinks. In 600 word's article use 3-4 internal links on relevant web pages. Please avoid spamming while adding Internal linkings.

We use **External Links** when we want to redirect user to another domain or another url of Domain. Use of Call to action must be there so that the user will sure click external links.

For Example : -

This is a internal link [www.abc.com/about-us.html](http://www.abc.com/about-us.html) and this is external link [www.xyz.com](http://www.xyz.com/) for the website [www.abc.com](http://www.abc.com/)

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#### Outbound/Inbound Links :-

Inbound links are those links which are coming to your website.

outbond links are those links which are going from your website to other website.

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#### No follow and do Follow Links :-

"Nofollow" provides a way for webmasters to tell search engines "Don't follow links on this page" or "Don't follow this specific link." Originally, the nofollow attribute appeared in the page-level meta tag, and instructed search engines not to follow (i.e., crawl) any outgoing links on the page.

For example:

<a href="http://www.abc.com/" rel="nofollow" >A B C</a>

In general, Google does not transfer PageRank or anchor text across these links.

Dofollow link is a kind of hyperlink which says all search engines crawlers to pass through which also put an impact over page rank. When we opt to employ or attempt to achieve a dofollow link then it is counted by search engines and sits in the eye of Google, Bing, MSN, Yahoo etc. as a backlink for your website and enhances your site ranking.

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#### Image Optimization :-

1. Change the name of image (never use numbers like image1 or image2) as it is relevant to Tittle or Post. Don’t drag the image so much that it loss its original shape just drag it from corner arrow of the image as it maintain height and width automatically.
2. Take the image from copyright free sites or use sites which are offering free images or Creative Commons material like Flickr, Photo Bucket, freerangestock.com , Pixabay, Stock.xchng and so on.

You must acknowledge the website/webpage as the photo source from where you take the pics.

(Remove the Under Lined from the Link, See Point – 4) For Example , take images from this Search :

―http://www.flickr.com/creativecommons/by-2.0/―

Means Attribution License

Images uploaded under this license are best to use for your blog or site. You can modify these images and use it in any form you like. All you need to do is provide a proper credit and linkback to original owner.

1. Find Creative Commons Images in Google Image Search

Here is Link – http://googlesystem.blogspot.com.au/2009/06/find-creative-commons-images-ingoogle.html

1. Creating a link without an underline in HTML :-

All browsers that support style’s will allow users to remove all underlines on their page by entering the below code within the <head></head> tags your HTML.

<a href=‖http://www.abc.com‖ style=‖text-decoration: none‖>abc</a>

1. While Adding a Image Put there alt tag, Title tag and a Hyperlink that you want to optimized

For Example : - <a href="http://www.abc.com/best-seo-company.html"><img

src="http://www.abc.com/best-seo-company.jpg" alt="Best SEO Company" width="85" height="74" title="Best SEO Company"></a>

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#### HTML Validation :-

By validating your HTML you are making sure that your web pages are standards compliant. Valid HTML will work on a wider variety of browsers. Process that analyzes HTML documents identifies HTML errors and non-standard codes.

For Exmaple :- https://validator.w3.org/

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#### Canonical / 404 Implementation :-

404 is a server error code which is returned by the server what a particular webpage or the file is missing from the webhost server.

1. redirect -It is a SEO friendly version of permanent redirect for the webpages or the domains.
2. redirect -It is a temporary redirect

.htacess file is required to solve the canonicalization issue of a web page. It may happen the fact that home page of the website may perhaps take several urls like http: //www. example. com or http: //www. example. com/index. html or http: //example. com. The search engines could treat these kinds of url as different and may divide the link juice gained by having various backlinks made with any of these 3 urls. The link juice gets divided among these three urls equally..htacess file is created to have a single url of the home page so that the link juice is actually passed onto single url.

In order to create the file, open up a text editor and save as .htaccess . Your editor will append its default file extension to the name (ex: for Notepad it would call the file .htaccess.txt). You need to remove the .txt (or other) file must be correct and must not be broken.

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#### Content Development Check :-

1. Uniqueness of the Article
2. Keywords density
3. Use of Proper keywords
4. Anchor text
5. Header Tags

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#### RSS :-

RSS stands for Really Simple Syndication is useful to frequently publish all updated works including news headlines, blog entries etc. This RSS document also known as web feed, feed or channel that incorporate summarized text including metadata i.e. authorship and publishing dates etc.

However, RSS feeds make the publishers flexible by syndicating the content automatically. There is a standardized file format XML that lets the information to be published once which can be visible to several distinct programs. Also, this make readers more ease to get updates timely by allowing them to subscribe from their favorite sites.

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#### SEO Tool :-

1 . [https://hootsuite.com](https://hootsuite.com/)  - Social Media management

1. <http://www.urlopener.com/index.php> - Open a whole list of URLs at the same time!
2. [https://addons.mozilla.org](https://addons.mozilla.org/)  - Search Status, Fireshot, Firebug
3. Dlvr.it - Distribute your blog to facebook, twitter, google+

and more

5 <https://www.onlywire.com/> - Social Media Automation Tool, Automatically Send

Your Content to 49 Social Networks.

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#### Black Hat SEO :-

"Black Hat" search engine optimization is customarily defined as techniques that are used to get higher search rankings in an unethical manner. These black hat SEO techniques usually include one or more of the following characteristics:

-- >> breaks search engine rules and regulations

-->> creates a poor user experience directly because of the SEO techniques utilized on the Web site

-->> unethically presents content in a different visual or non-visual way to search engine spiders and search engine users.

A lot of what is known as black hat SEO actually used to be legitimate, but a few people went a bit overboard and now these techniques are frowned upon by the general SEO community at large. These practices will actually provide short-term gains in terms of rankings, but if you are discovered utilizing these spammy techniques on your Web site, you run the risk of being penalized by search engines.

This sort of SEO basically is a short-sighted solution to a long-term problem, which is creating a Web site that provides both a great user experience and all that goes with that.

Keyword stuffing: Packing long lists of keywords and nothing else onto your site will get you penalized eventually by search engines.

Invisible text: This is putting lists of keywords in white text on a white background in hopes of attracting more search engine spiders.

Doorway Pages (Clocking): A doorway page is basically a "fake" page that the user will never see. It is purely for search engine spiders, and attempts to trick them into indexing the site higher.

Black hat techniques can get you banned / penalised. The fact that there are links to their page on unrelated sites shouldn't hurt them, however, they won't help. Google can't penalise sites for receiving such links because they've no way of knowing who is responsible for placing the link - it could be a competitor.

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#### Google Sandbox :-

Google Sandbox is an imaginary area where new and less authoritative web sites are kept for a specified time period till they establish themselves of being viewable on the search results. It occurs by making too many links within a short period of time.

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#### Google updates :-

Top 10 Google Algorithm Updates of All-Time

**#10. Google's Jagger Update** - October 2005 - Google continued to make a series of algorithm updates surrounding link farms, low quality links, reciprocal links and the ever discussion-worthy paid links.

The Jagger Update also looked at some canonical issues and according to SEJ, the Jagger Update consisted of three elements: "The first was to deal with manipulative link-network schemes, sites generated with scraped content and other forms of SESpam. The second was to allow and account for the inclusion a greater number of spiderable documents and file types. The third was to allow and account for new methods of site acquisition beyond the use of the spider Googlebot."

**#9. Google Austin Update** - January 2004 - in the aftermath of the Florida Update, Google's subsequent algorithm update "Austin" continued to focus on spam tactics such as link farms, white on white/invisible text, and over optimization of meta tags (keyword stuffing). Again a number of sites were impacted, but in the end Google took a huge step to cleaning up its index.

**#8. Google Brandy Update** - February 2004 - Ever notice how Google tends to have a lot of updates in the months of February and October? This particular update focused on Latent Semantic Indexing (LSI), increased focus on anchor text relevance and link neighborhoods. This update also placed less emphasis on tag optimization.

**#7. Google Vince Update** - February 2009 - this update could easily rank higher as I think that this update had a profound impact on what we now see in Google's search results. While Google downplayed this as a minor update, many others did not feel the same ways as big brands were seeing favorable results. In October 2010 this became even more evident as brands continued to see further preferential treatment. Where "pizza hut" previously had two rankings for a branded search, they now owned the SERP with as many as eight listings. Again Google attempted to downplay the update suggesting that this was not a brand push. This has had a dramatic impact on directory-type sites that previously enjoyed rankings for various branded terms.

**#6. Google's Big Daddy Update** - December 2005/January 2006 - more of an infrastructure update, Google's Big Daddy may have been one of the first major algorithm updates to look at duplicate content issues as a large part of this update focused on redirects (301/302's) and URL canonicalization. Google's Matt Cutts touched on Big Daddy here.

#**5. Google Universal Search Update** - May 2007 - this was a Google update that I really liked as it meant that we would be experiencing a rich search results page with things such as news, images and video populating Google's search results. Gone were the ten blue links (for now). Other engines followed and blended search was born. Danny Sullivan dubbed this Google 2.0, but the results page would begin a series of changes that would make it a so-called richer experience.

**#4. Google MayDay** - April / May 2010 - this update focused on long-tail keyword traffic as many webmaster noticed a drop in their long-tail rankings and associated traffic. This update would be the preview to what we would see with the Google Panda Update. There were a lot of sites hit by MayDay and there was certainly a lot of discussion about the Google MayDay Update, but MayDay was only a sample of what was yet to come.

MayDay began Google's quest for higher quality sites to display in their search results. Google told Vanessa Fox that "that it was a rankings change, not a crawling or indexing change, which seems to imply that sites getting less traffic still have their pages indexed, but some of those pages are no longer ranking as highly as before.."

**#3. Google Caffeine** - June 2010 - what Google began testing in August 2009 became a live update in June 2010. Caffeine was an infrastructure change that would allow Google to crawl the Web more efficiently resulting in their index growing from billions of pages to billions possibly even trillions more. We are still experiencing the ramifications of Caffeine as Google continues to clean up their index. As SEOmoz suggests, "Caffeine not only boosted Google's raw speed, but integrated crawling and indexation much more tightly, resulting in (according to Google) a 50% fresher index." Google called Caffeine a more robust foundation that would allow them to provide a richer search index. Hmm well perhaps richer and more spammed if you ask many in the industry.

**#2. Florida Update** - November 2003 - this was a big one. I remember being asked my thoughts on the Florida Update as I was starting my career at Enquiro. I remember thinking that this was going to be huge, I just wasn't sure how much of an impact it would have on the Search industry and on how websites would be performing in the search results. This was a good update as tactics such as keyword stuffing were no longer acceptable and as a result many sites dropped off of the face of the search landscape. The Florida Update caused millions of pages and sites to be dropped from Google’s results. Danny Sullivan had a good review of the Florida Update only weeks after it occurred. Looking back it was an obvious effort to improve relevancy for the sites that were being listed. Or was it? A number of commercial sites suffered. These are sites that you would expect to see when doing generic "head-type" keyword searches. In the end however, the Florida Update was necessary for the progress of the Google Search Engine.

**#1. Google Panda Update** - According to Google’s official blog post when Panda launched,

This update is designed to reduce rankings for low-quality sites—sites which are lowvalue add for users, copy content from other websites or sites that are just not very useful. At the same time, it will provide better rankings for high-quality sites—sites with original content and information such as research, in-depth reports, thoughtful analysis and so on.

Basically, Panda updates are designed to target pages that aren’t necessarily spam but aren’t great quality. This was the first ever penalty that went after ―thin content,‖ and the sites that were hit hardest by the first Panda update were content farms (hence why it was originally called the Farmer update), where users could publish dozens of lowquality, keyword stuffed articles that offered little to no real value for the reader. Many publishers would submit the same article to a bunch of these content farms just to get extra links.

Panda is a site wide penalty, which means that if ―enough‖ (no specific number) pages of your site were flagged for having thin content, your entire site could be penalized. Panda was also intended to stop scrappers (sites that would republish other company’s content) from outranking the original author’s content.

**Google Penguin Update Overview:**

The Google Penguin Update launched on April 24. According to the Google blog, Penguin is an ―important algorithm change targeted at webspam. The change will decrease rankings for sites that we believe are violating Google’s existing quality guidelines.‖ Google mentions that typical black hat SEO tactics like keyword stuffing (long considered webspam) would get a site in trouble, but less obvious tactics (link incorporating irrelevant outgoing links into a page of content) would also cause Penguin to flag your site.

**Penguin 4? Penguin 2.0?**

We could each release of penguin in sequential order, so it’s easy to know when one happened. The list so far:

Penguin 1 on April 24, 2012 (impacting ~3.1% of queries)

Penguin 2 on May 26, 2012 (impacting less than 0.1%)

Penguin 3 on October 5, 2012 (impacting ~0.3% of queries) Penguin 4 on May 22, 2013 (impacting 2.3% of queries)

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#### Robots :-

It is great when search engines frequently visit your site and index your content but often there are cases when indexing parts of your online content is not what you want. For instance, if you have two versions of a page (one for viewing in the browser and one for printing), you'd rather have the printing version excluded from crawling, otherwise you risk being imposed a duplicate content penalty.

Also, if you happen to have sensitive data on your site that you do not want the world to see, you will also prefer that search engines do not index these pages (although in this case the only sure way for not indexing sensitive data is to keep it offline on a separate machine). Additionally, if you want to save some bandwidth by excluding images, stylesheets and javascript from indexing, you also need a way to tell spiders to keep away from these items.

One way to tell search engines which files and folders on your Web site to avoid is with the use of the Robots metatag. But since not all search engines read metatags, the Robots matatag can simply go unnoticed. A better way to inform search engines about your will is to use a robots.txt file.

Robots.txt is a text (not html) file you put on your site to tell search robots which pages you would like them not to visit. Robots.txt is by no means mandatory for search engines but generally search engines obey what they are asked not to do. It is important to clarify that robots.txt is not a way from preventing search engines from crawling your site (i.e. it is not a firewall, or a kind of password protection) and the fact that you put a robots.txt file is something like putting a note ―Please, do not enter‖ on an unlocked door – e.g. you cannot prevent thieves from coming in but the good guys will not open to door and enter. That is why we say that if you have really sen sitive data, it is too naïve to rely on robots.txt to protect it from being indexed and displayed in search results.

The location of robots.txt is very important. It must be in the main directory because otherwise user agents (search engines) will not be able to find it – they do not search the whole site for a file named robots.txt. Instead, they look first in the main directory (i.e. http://mydomain.com/robots.txt) and if they don't find it there, they simply assume that this site does not have a robots.txt file and therefore they index everything they find along the way. So, if you don't put robots.txt in the right place, do not be surprised that search engines index your whole site.

### Structure of a Robots.txt File :-

The structure of a robots.txt is pretty simple (and barely flexible) – it is an endless list of user agents and disallowed files and directories. Basically, the syntax is as follows:

User-agent:

Disallow:

―User-agent‖ are search engines' crawlers and disallow: lists the files and directories to be excluded from indexing. In addition to ―user-agent:‖ and ―disallow:‖ entries, you can include comment lines – just put the # sign at the beginning of the line:

# All user agents are disallowed to see the /temp directory.

User-agent: \*

Disallow: /temp/

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#### Creation of XML / HTML / Text Sitemaps :-

A sitemap incorporates list of web-pages which is accessible to users or crawlers. It might be a document in any form employed as a tool for planning either a web page or web design that enables them to appear on a website as well as typically placed in a hierarchical style. This helps search engine bots and users to find out the pages on a website. The site map renders our website more search engine friendly as well enhances the probability for frequent indexing.

HTML sitemap can be incorporated directly in a web page for user’s flexibility and can be implemented through proper design. On the other hand, XML sitemap is useful only for search engine crawlers or spiders and doesn’t visible to users. It sits in the root of website.

Tool for Sitemap Creation : http://www.xml-sitemaps.com/

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#### Google Analytics :-

Google Analytics is a free Web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is available to anyone with a Google account. Google bought Urchin Software Corporation in April 2005 and used that company’s Urchin on Demand product as the basis for its current service.

Google Analytics features include

* Data visualization tools including a dashboard, scorecards and motion charts, which display changes in data over time.
* Segmentation for analysis of subsets, such as conversions.
* Custom reports.
* Email-based sharing and communication.
* Integration with other Google products, such as AdWords, Public Data Explorer and Website Optimizer.

Google Analytics is geared toward small and medium-sized retail websites. The service has limitations that make it less suited to more complex websites and larger enterprises. For example, the system collects data through a JavaScript page tag inserted in the code of pages the user wants to collect data on. The page tag functions as a Web bug to gather visitor information. However, because it’s reliant on cookies, the system can’t collect data for users who have disabled them. Google also uses sampling in its reports rather than analyzing all available data.

Furthermore, some security experts have raised concerns about privacy issues in Google Analytics. Through the Google Analytics Dashboard, users can collect information on people whose websites link to social networking sites such as Facebook and Twitter.

There are a number of commercial products for enterprises that require more advanced Web analytics, including those from Omniture, Webtrends, IBM’s Cognos product line and Oracle WebCenter.

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Google Webmaster Tools is a no-charge web service by Google for webmasters. It allows webmasters to check indexing status and optimize visibility of their websites. It is part of a marketing effort to reach out to Webmasters and promote Google services. This is borne out by the fact that the tool does NOT cover search results from other search engines, such as Bing, Yahoo, or Baidu - something that is not clearly highlighted and understood by users.

It has tools that let the webmasters:

* Submit and check a sitemap
* Check and set the crawl rate, and view statistics about how Googlebot accesses a particular site
* Generate and check a robots.txt file. It also helps to discover pages that are blocked in robots.txt by chance.
* List internal and external pages that link to the site
* Get a list of broken links for the site
* See what keyword searches on Google led to the site being listed in the SERPs, and the click through rates of such listings
* View statistics about how Google indexes the site, and if it found any errors while doing it
* Set a preferred domain (e.g. prefer example.com over www.example.com or vice versa), which determines how the site URL is displayed in SERPs

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