S.E.O. - THE WORK PROCESS

1. Why a Business needs SEO?

Your customers are using search engines to research. They use their findings to help them make informed decisions on available options. Traffic on search engines is the best traffic. Why? Because people are actually searching for the problem you solve. You can "pull" traffic to your business. You do not have to "push" out advertisements to persuade people to buy. Search traffic is already interested in your products and services.

2. What is Search Console Listing?

If search engines don't know your website or webpage exists, your chance of ranking isn't just an improbability, its impossibility. Search engines like Google, Yahoo, Bing need to find your website before it can crawl, index it, rate it and display it in its listings. Googlebot (the spider Google uses) accesses your page if it knows your website exists. Your website can only be listed in Google search if it was crawled and indexed by Googlebot in the first place. However, even a few weeks after going live, you may still not see your website in Google, Bing and Yahoo. The search engines may not know about your new site, yet. This is precisely why manual submission is important.

You need to submit your sitemap to the search engine index or fetch your URLs manually using Google's tool. For submitting a website to Bing, the webmaster just needs to login, add and verify their site.

For performing this task, access to client's business mail id is required as site and business verification can be done only through it.

3. What is Google Business Listing?

With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps. You can post photos and offers to your profile to show what makes your business unique, and give customers reasons to choose you every time. Your customers are ready to connect – by calling, messaging or leaving reviews. Now, with more ways to transact, you can do more business.

Listings on Google My Business can only be created for businesses that either have a physical location that customers can visit, or that travel to visit customers where they are. Google listing is carried out through a gmail account associated with the business, by logging in and registering to the Google My Business site.

It requires a physical address for the business, a phone number for verification and a short business description.

4. What is Google Analytics account?

An Analytics account is a way to name and organize how you track one or more properties (e.g. websites, mobile apps, point-of-sale devices) using Analytics. Each Analytics user has access to at least one account, either one they created themselves, or one that they were given access to by someone else. It is **Google's** free web **analytics** service that allows you to analyze in-depth detail about the visitors on your website. It provides valuable insights that can help you to shape the success strategy of your business.

The account can be created for a business by logging in to Analytics through the business registered gmail account or any other account (if access to registered one is not available) and downloading a unique analytics code for your website. Once downloaded, the code is inserted in the HTML coding on all pages of the site for tracking purposes.

It requires access to registered gmail account or any other gmail account (if access to registered one is not available).

5. Steps followed to perform On-Page optimization.

"On-Page SEO" refers to all of the activities that you and others do on your website to raise the ranking of a page with search engines.

➢ Keyword Research and Analysis: Generate keywords with a good search Volume
➢ Integrate Essential On Page SEO Elements: Title Tag, Description metatag, Header Tags, paragraph sub headings should be keyword oriented. Next focus is on image alt tags, image title tags and user friendly URLs. All these help Google crawler search and index the site better, resulting in higher rankings.
➢ Add SEO friendly content: All pages should have a minimum of 300 words SEO friendly contents with a perfect mix up of keywords
➢ Check website for loading and response times along with security certificates
➢ Conduct internal linking, i.e. hyperlink certain text phrases in Home pages to make clickable links, to connect all internal pages with the Home Page, again to help in bringing quality traffic as Google will start displaying titles tabs of internal pages too in search engine results.
➢ Check external linking to add site authenticity.

It requires complete access to website through C-panel or WP admin (if site is built on Wordpress).

6. Steps followed to perform Of-page Optimization

"Off-Page SEO" refers to all of the activities that you and others do away from your website to raise the ranking of a page with search engines.

Link Building

Links are still very important to Google. In fact, it's almost impossible for Google to determine the value of any web page if there are no links pointing to it — no matter how useful, fresh, or in-depth the page content might be. Link building is effectively carried out through the following:

- Search Engine Submission
- Social Bookmarking
- Business Listing
- Profile Creation
- Article Submission
- Article Social Bookmarking
- Blog Submission
- Blog Post Social Bookmarking
- Web Blog Indexing
- Web Blog Social Bookmarking
- Press Release Submission
- Press Release Post Social Bookmarking
- PDF Submission
- Classified Ads Posting
- Blog URLs Submission
- Article URLs Submission
- Press Releases URLs Submission
- PDF URLs Submission
- Question/Answer

It requires access to registered gmail account or any other gmail account (if access to registered one is not available).

7. Social media optimization (SMO)

Social media optimization (**SMO**) is the use of a number of outlets and communities to generate publicity to increase the awareness of a product, service brand or event. Types of social media involved include RSS feeds, social news and bookmarking sites, as well as social networking sites, such as Facebook, Instagram, Twitter, Linkedin, Pinterest and blogging sites. SMO is similar to search engine optimization, in that the goal is to generate web traffic and increase awareness for a website. In general, social media optimization refers to optimizing a website and its content to encourage more users to use and share links to the website across social media and networking

sites. SMO also refers to software tools that automate this process, or to website experts who undertake this process for clients.

It requires access to Social Media Accounts.