2. INTRODUCTION TO SEO (SEARCH ENGINE OPTIMIZATION)

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- Definition of SEO
- Types of SEO
- Techniques of SEO
- SEO-Page content
- SEO- Keywords
- SEO-Social Book marking
- SEO-SMO

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2.1 What is SEO?

- **Search Engine** is an online program or software that helps users to search for information on world wide web. Ex. Google, Yahoo and Bing
- SEO stands for Search Engine Optimization.
- **SEO is a technique used for: designing and developing a website be to rank high in search engine results.**
- It is a subset of search engine marketing.
- SEO is useful in increasing the number of visitors to a website.

IMPORTANCE OF SEO

- Increase Visibility and Rankings
- Increase Web Traffic
- Creating a Better Visitor Experience
- SEO Promotes Better Cost Management→ lowers advertising costs.
- SEO Encourages Local Users to Visit the Physical Store After the Search
- SEO Increases Your Followers on Social Media
- SEO Takes You Ahead of the Competition

2.1 TYPES OF SEO

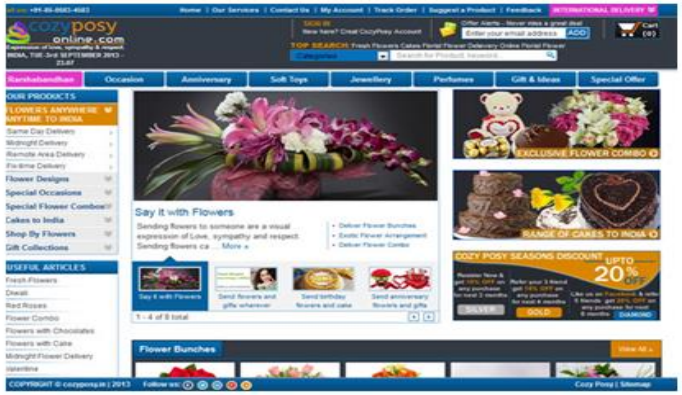
On-Page SEO is concerned with information that is displayed to the end user, such as text, images and website navigation.

Off-Page SEO is concerned with Website-Website relationship

- Do other websites refer to you
- do you refer to others?
- How good is your network

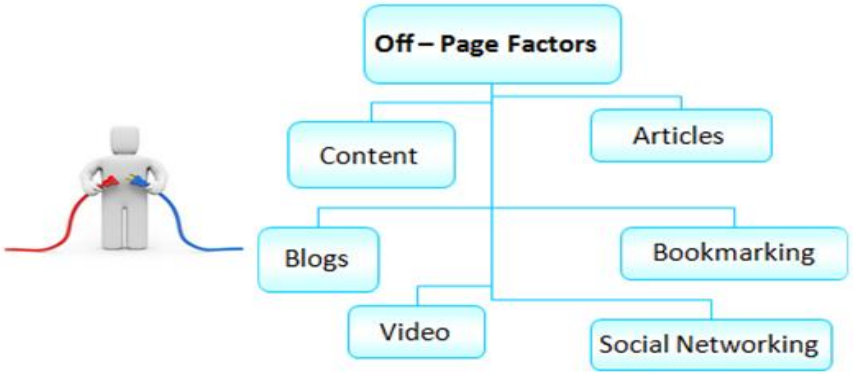
Combination

On Page



- Search Friendly URLs
- Heading Tags, Title
- Site Architecture
- Optimized Images (use alt)
- keyword density
- Well Targeted content
- Multimedia
- Quality outbound links
- Website speed
- Mobile friendliness
- Use of HTTPS

OFF Page



- Create Consistent, High-Quality Content
- Comment and Interact on Forums and Blogs
- Contact the Right People
- Use Slide share, video
- Increase social network
- Guest Blog
- bookmark website URL on other high Page Rank (PR) website

2.3 TECHNIQUES OF SEO

- **White Hat SEO** : It uses ***Search engine- approved website optimization strategies***, techniques, and tactics.
  - Optimize for humans not search engines;
  - Create quality content that people actively want to read and share
  - Create a website for the right reasons!

- **Black Hat SEO : Uses techniques that search engines do not approve.**
  - Break or Bend search engine rules
  - Focus on search engines over users;
  - Hack into peoples' websites.

Refer the following strategies and differences in short about Black Hat and White Hat techniques–

WHITE HAT

WHITE HAT STRATEGIES

- Relevant content
- Well-labeled images
- Relevant links and refernces
- Complete sentences with good spelling and grammar
- Standard-compliant HTML
- Unique and relevant page titles

BLACK HAT

BLACK HAT STRATEGIES

- Duplicate content
- Invisible text and stuffed keyword
- Cloking or re-directing the user to another site or page
- Links from sites with non-relveant content

WHITE HAT STRATEGIES

1. Prioritize Quality Content :- content on your website is one of the most significant ranking factors within search engines.

2.Well Labeled Images: refers to use informative alt text to tell Web site viewers the nature or contents of an image.

3.Relevent text & references - The intention here Linking to relevant websites will increase your credibility.

4.Complelete sentence with good grammar :- Content must be meaningful understandable to user.

5. Standard compliant HTML :- Use CSS define the layout, colors, and fonts of a web page.

6.Unique & relevant HTML title: Search engine believes in originally created content **.**

BLACK HAT STRATEGIES

- **Duplicate Content**: This is one of the techniques where content from one page is simply copied by the website owner onto his own website. Google is strictly against this practice and believes in originally created content.

- **Keyword stuffing:-** refers to the practice of filling your content with irrelevant keywords in an attempt to manipulate where the page ranks on search results pages.

- **Invisible** Text:- The intention here is to match the text color to the color of the background. By doing so, website owners hide their keywords from users but make it visible to the Google search engine.

- **Clocking or Incorrect Re-directs** :- Content viewed by user is different from that search engines.

- **Links from sites with non relevant Contents**:- Linking to non-relevant websites will decrease your credibility, then your page might be incorrectly categorized.

2.4 Optimizing Website

1. SEO : Page structure optimization

- Html programs should start with <!doctype html>.
- If it is singular tag eg . <img> it should be self enclosed like this- <img />
- Order of tags should be proper. Most of the time recently opened tag will be closed first.

- **It is recommended to use**

1. <TITLE> : Title is the first thing that user notices in search result list while using Google for searching. Contents should be up to 60 characters (spaces included).

2.Meta-description Tag : While creating a web page, Meta description should be used to boost your On-Page SEO. Meta Description should be between 70 and 160 characters (spaces included)

3.Heading Tags : The page should include proper heading tags from <h1> to <h6>

4.Image Tags with ALT attribute : The alt attribute gives information about the image, so even if image the does not download, it can make the viewers understand the image related information

Example of Page structure optimization

```
<!doctype html>
<html>
        <head>
                <title>structure with page opening and appropriate order</title>
        </head>
        <body>
            <h1> Let us understand SEO</h1>
                <p>  Webpage  optimization  helps  for higher ranking in search engines.
                    <b> There  are  number  of  ways  to optimize  the  pages
                                <i>  Even  the  Social media plays an  important role!!!   </i>
                            </b>
                </p>
        </body>
</html>
```

Click here to here

- **Note :** In the above example check the ordering of <p>,<b>and<i>. The innermost tag ends first, followed by the outermost tag. The other basic tags also follow a proper ordering as per the HTML structure.

```
<!doctype  html>
<html>
        <head>
                <title> Meta tag and Image tag </title>
            <meta name = "description" content = "statue of liberty">
            <meta  name  =  "keywords"  content  = "alt, optimization of image">
            <meta  name="image“  content= "Statue-of-Liberty">
         </head>
           < body>
            <h1>  Let  us  understand  Meta  and Image for optimization </h1>
                 <p>
                        <img   src="Statue-of-Libery.jpg"   alt="Statue of  liberty image"/>
                </p>
           </body>
</html>
```

Click Here to execute

Note : In the above example meta tag is used with important and valid keywords related to that image, like the image source as statue of liberty and from the view of optimization of <img> tag.

SEO KEYWORDS

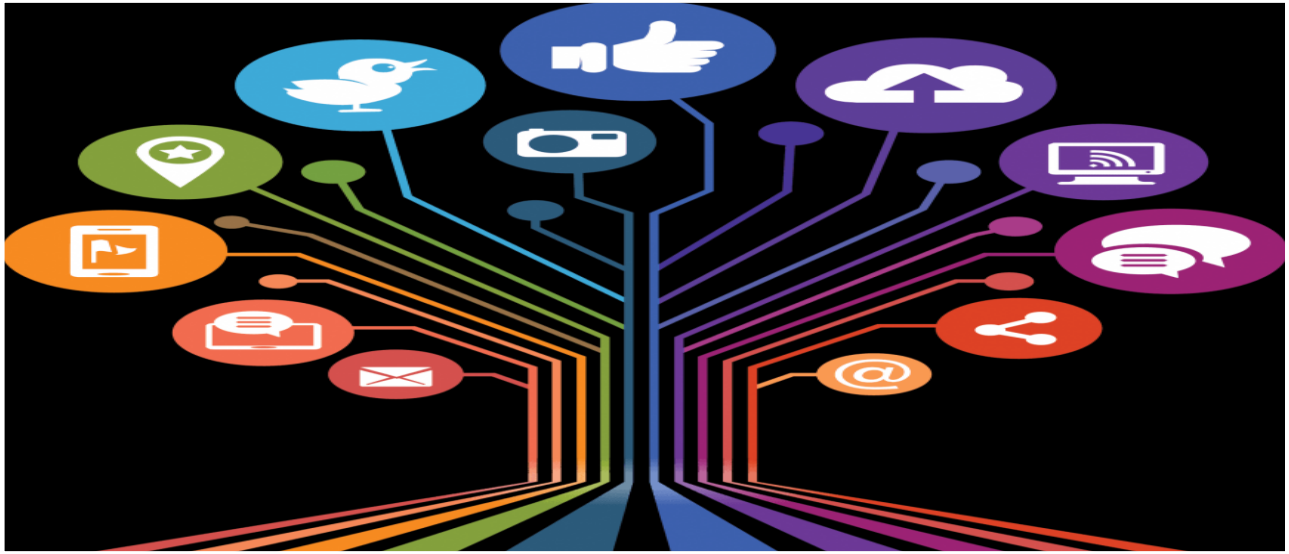
- SEO keywords are the important words and phrases related to the developed website content.
- A list of keywords. Need to be carefully choosen to optimize the search.
- Keyword Research and Analysis is an important part of the Search Engine Optimization (SEO) as well as " Search Engine Marketing".
- For" Search Engine Marketing", one can pay for certain keywords. Ex. Google AdWords Keyword Planner

3. SEO SOCIAL BOOKMARKING

- It is very useful for Off-Page SEO optimization.
- **Bookmarks are website links that are stored for future references. They are very useful specially when Web pages with long URLs are not easy to remember.**
- Bookmarking service allows you to save, organize and share bookmarks with other users.
- External links are the important SEO factors to rank a website higher in the search engine.
- With Social bookmarking, you can quickly create high-quality backlinks.

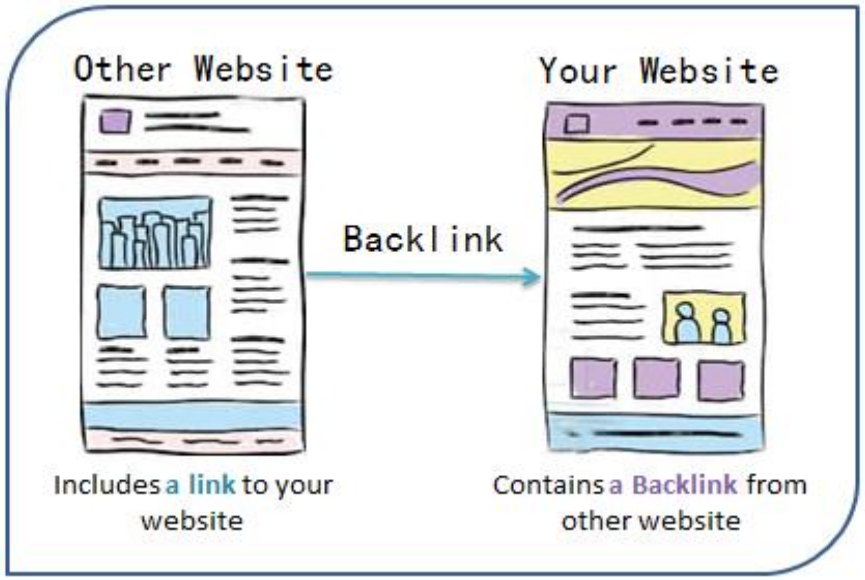
4. SEO-Social Media Optimization (SMO)

- It deals with enhancing the website's ranking, using interactive communities like Facebook, twitter, blogs, forums and so on.
- When these communities have links to the created website it builds familiarity and trust about the website.



5. SEO-BACKLINKS

- Backlinks are links on one website that, when clicked, take the user to another site.
- They also represent a "vote of confidence" from one site to another.



OTHER FACTORS:-

- **Speed of the website :** While creating a website, attention is given on the design, content and as many visuals as possible. However, all But this can slow down the website and obstruct usability.

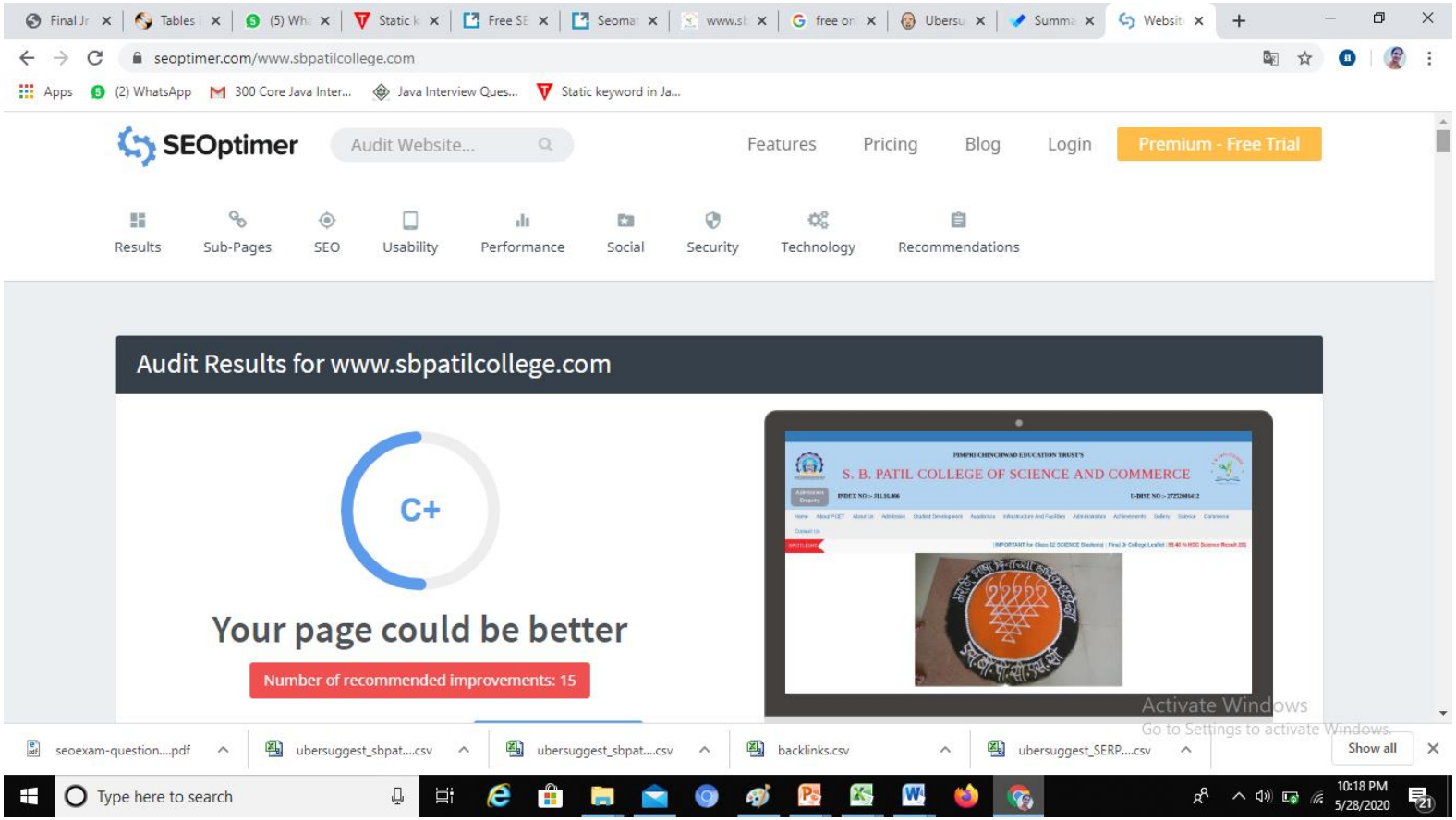
- **Mobile friendly :** to ensure that the created website is mobile friendly 'for maximum' exposure and to improve the websites ranking.

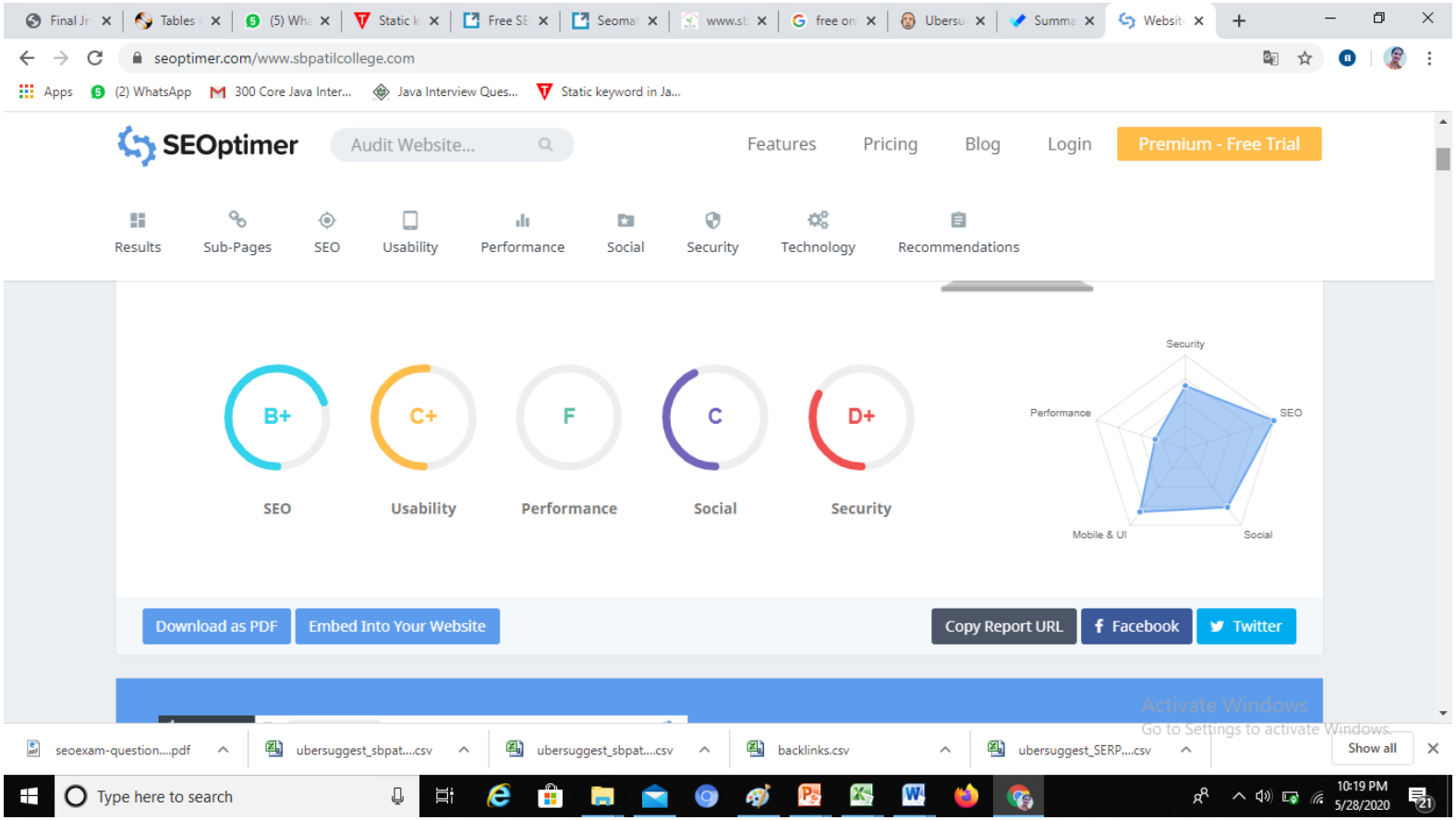
- **Creating Robots.txt :** This file tells search engine **which pages you want to exclude from indexing**. For example, if you do not want a certain page or image being indexed, then you can restrict that page from being indexed.

2.5 SEO AUDIT

- An SEO Audit helps to find out what could be done to improve ranking on search engines, so that consumers could find the website with greater simplicity. It analyses the websites health Eg -Seomator, SEOptimer are few free SEO audit tools available on net.
- SEOptimer is a free SEO Audit Tool that will perform a detailed SEO Analysis. It provides clear and actionable recommendations that can be taken to improve your online presence.
- The URL are as follows- https://seomator.com/free-seo-audit-tool https://www.seoptimer.com/
- The following figures display the SEO analysis using SEOptimer website.

SEO AUDIT USING SEOPTIMSER TOOL

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Blog
Login
Premium - Free Trial
Results
Sub-Pages
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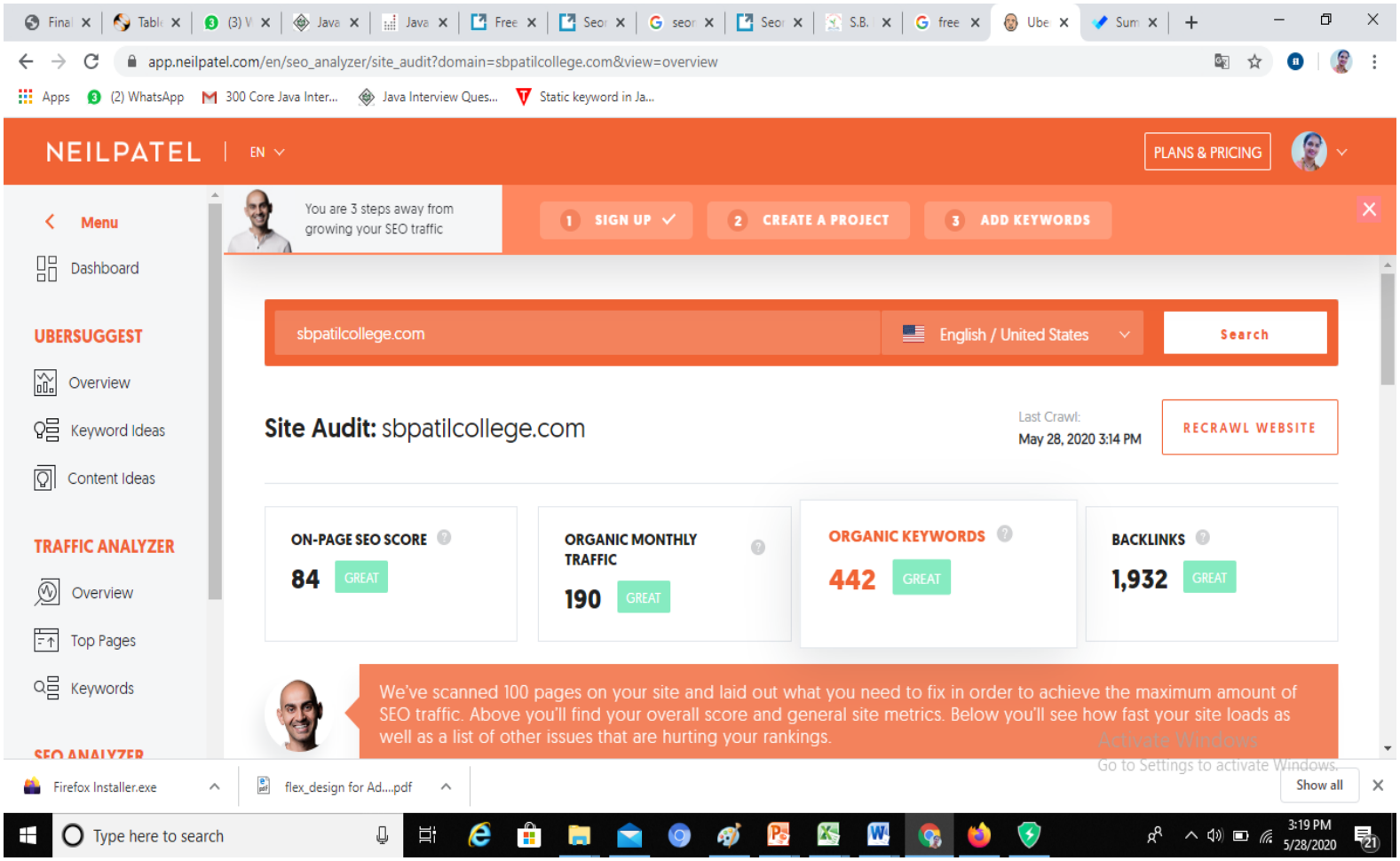
C+
F
C
D+
SEO
Usability
Performance
Social
Security
Security
SEO
Social
Mobile & UI
Performance
Download as PDF
Embed Into Your Website
Copy Report URL
Facebook
Twitter
Activate Windows
Go to Settings to activate Windows.
seoexam-question....pdf
ubersuggest_sbpat....csv
ubersuggest_sbpat....csv
backlinks.csv
ubersuggest_SERP....csv
Show all
Type here to search
10:19 PM
5/28/2020

SEO audit using NEILPATEL tool



AUDIT RESULTS OF SEOPTIMIZER WILL HAVE FOLLOWING DETAILS

- Overall Ranking of the site
- Recommendations for improvements
- Search Engine Optimization
- Usability of the website
- Performance of website
- Social links
  - Connected social accounts
- Security parameters
  - SSL Enabled
  - HTTPS Redirect
  - Email Privacy
- Header content recommendations
  - Title and Meta description
- Body Content
  - Header Tags
  - Body content recommendations
  - Keyword Consistency
  - Amount of content in the pages
  - Links
  - Number of backlinks
  - Broken links
  - Friendly links
  - On page links
  - Technology list which is used in the website

SUMMERY

- SEO stands for Search Engine optimization .
- Apart from the Content of the website being the king of Optimization there are many other factors to improve the ranking .
- Keywords used in <title>, <meta> and heading levels play key role. Use of proper order of tags and structure, is equally important.
- <img> with alt attribute also contributes to Optimization .
- Social media links and backlinks are also major factors to optimize the webpage.
- Apart from this mobile friendliness, speed also rank the websites higher.
- A SEO Audit tools like SEOptimer and SEOmator are the tools to determine the health of the website.

THANK YOU