Search engine optimization:

it abbreviates search engine optimization, it is methodology or we can say techniques that make the website to get high rank in unpaid organic list of search engines

Two Types of SEO are:

1.On Page Optimization

1. Getting indexed and keywords
2. meta title- 65-75 chars
3. meta description -150-170 words

<head>

<title></title>

<meta name=”description” content=”text here”>

<meta name=”keyword” content=”text here”>

<meta name=”author” content=”text here”>

</head>

1. meta keyword -200 words
2. image optimization- links
3. Link building- [www.exp.com/11/5.html](http://www.exp.com/11/5.html) www.exp.com/class/second.html
4. bound linking(outbound links)
5. backlink(inbound links)
6. social media
7. robots.txt - Disallow/bin Robots.txt is a text file used to give instructions to the search engine crawlers about the caching and indexing of a webpage, domain, directory or a file of a website.
8. site map .xml -allows webmaster to inform search engine about url, it make perfect robot.txt
9. No follow No index- <meta name="robots" content="noindex, nofollow">

<a href=”http://www.fictivepage.com/page-you-dont-want-to-show” rel=”nofollow”>

1. contents-350-450 words
2. canoni cal ization- redirecting website

301 redirect: It is a method of redirecting user from the old page url to the new page url permanent redirect

302 redirect: It is a method of redirecting user from the old page url to the new page url temporarily redirect

<link href="http://www.example.com/canonical-version-of-page/" rel="canonical" />

2.Off Page Optimization

1. Unrelated keywords
2. Keyword stacking and keyword stuffing
3. hidden text, tiny text, hidden links
4. cloaking- tricking search engine content presented to the search engine spider is different from that presented to the user's browser.
5. Doorway or gateway pages
6. canonical
7. mirror site- copying entire website with or without permission

SEM: it is promoting the website by paid results

Google updates:

* mobile friendly 2
* adwords shakeup
* mobilegeddon-2015
* panda 2011- has focused on quality content, proper design, proper speed, proper use of images and many more.
* penguin 2011- violated by using black hat techniques like cloaking and stuffing.
* humming bird- 2013

ppc-pay per click

cpc-cost per click

cpm- cost per impression

Google Sandbox:

Google Sandbox is an imaginary area where new and less authoritative sites are kept for a specified time period until they establish themselves of being displayed on the search results.

Anchor text:

Click-able text written on hyperlink is known as Anchor Text.

301 redirect: It is a method of redirecting user from the old page url to the new page url permanent redirect

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methods would you apply for decreasing the loading time of a website?

I would use external style sheets,

less images (unless necessary),

optimize the images and decrease the file sizes of the image without reducing the quality of the image,

use CSS sprites to reduce HTTP requests etc.

Search engines find it harder to parse the contents presented using Flash. I would suggest the client to use an alternative to flash like HTML 5.

keyword stemming: The process of finding out the root word from the search query is referred as keywords stemming.

keyword density ( Total number of keyword/ total number of words in your article) multiply by 100.

Page rank is calculated on the basis of quality inbound links from other website or webpages to our webpage or a website.

SERP (Search Engine Result page) is the placement of the website or web-pages which is returned by the search engine after a search query or attribute.

Webmaster tool is a service provided by Google from where you can get backlink information, crawl errors, search queries, Indexing data, CTR etc.

LSI: LSI stands for Latent Semantic Indexing. It is a data retrieval technique which finds connection between words and the use of synonyms while fetching data from the index.

Bounce rate(first page): is the percentage of people who leaves a particular website just after visiting a single page on this

Exit rate (one of the page): refers to the percentage of people who leaves from a particular page.

Cross Linking: page a to b, b to c, c to a, have to do it cautionly with related topics if not google identifieds it as scam

SEO tools:

Google analytic, keyword search, Alexa, open site explorer, Google Webmaster.

Google analytics

Google search console

Moz.com

Google keyword planner

Screaming Frog

Google

Bing webmaster tools

Keywordtool.io

Google trends

Chrome Developer tools

Wayback machine

Hootsuite

SEO quake toolbar,Web developer tool GT metrix -examine page speed and diagnose