

Search Engine Optimization

Presented by:

PRESENTATION OVERVIEW

- .Search Engine Basics
- .What is SEO?
- .Need of SEO
- .How to Conduct Keyword Research
- .Page Ranking
- .How page Ranking Done
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- .Conclusion
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SEARCH ENGINE BASICS

- Search engines are programs that search documents for specified keywords and returns a list of the documents where the keywords were found.
- Some of the popular Search Engine are Google, Bing, Ask, Bing, Baidu, e.t.c

WORKING OF SEARCH ENGINE

.A Search Engine operates in a three manner-:

.Web Crawling

.Indexing

.Ranking and Serving Results

TYPES OF SEARCH ENGINE

Search Engine are categorised in two categories based on their result gathering-

- **Crawler-Based Search Engines**

- **Human-Powered Directories**

SEARCH ENGINE BASICS

- **Crawler-Based Search Engines**

These Search Engine create their listings automatically by “crawl” or “spider” the web.

- **Human-Powered Directories**

A human-powered directory, such as the Open Directory, depends on humans for its listings.

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Maps](#) [Scholar](#) [more »](#)

running shoes

Search

[Advanced Search](#)
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Web

Results 1 - 10 of about 59,100,000 for [running shoes](#). (0.13 seconds)[Running Shoes](#)

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www.roadrunnersports.comShop brand name **running shoes** at Road Runner Sports. Buy and Save.[Running Shoes](#)www.FinishLine.comLargest Selection of **Running Shoes**. Free Shipping. Limited Time Only.

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Summer Shoe Sale - Save up to 40%[Men's & Women's Running Shoes from Nike, Adidas, New Balance ...](#)Road Runner Sports is the World's Largest **Running** Store. Shop online for **running shoes**,
clothes and accessories from Adidas, Nike, New Balance, Asics, ...www.roadrunnersports.com/ - 31k - [Cached](#) - [Similar pages](#)[Running Shoes :: Runners Serving Runners](#)**Running shoes** and **running** apparel from Asics, Brooks, New Balance and Saucony.www.runningshoes.com/ - 30k - [Cached](#) - [Similar pages](#)[Running Shoes](#)Consumer reviews of men's and women's **running shoes** for Epinions.com.www.epinions.com/sprt-All-Running - 34k - Aug 2, 2006 - [Cached](#) - [Similar pages](#)[Running Shoes - information from ePodiatry](#)Information from ePodiatry about **running shoes**, a comprehensive resource on podiatry,
podiatric medicine and **running shoes**.www.epodiatry.com/running-shoes.htm - 29k - [Cached](#) - [Similar pages](#)[AAPSM Running Shoe List](#)

Upcoming events and meetings of the American Academy of Podiatric Sports Medicine.

www.aapsm.org/runshoe.html - 36k - [Cached](#) - [Similar pages](#)[Brooks Running - Men's & Women's Running Shoes and Apparel](#)

Brooks specializes in creating men's and women's footwear and apparel biomechanically

Paid Placement
ResultsOrganic
Results

WHAT IS SEO?

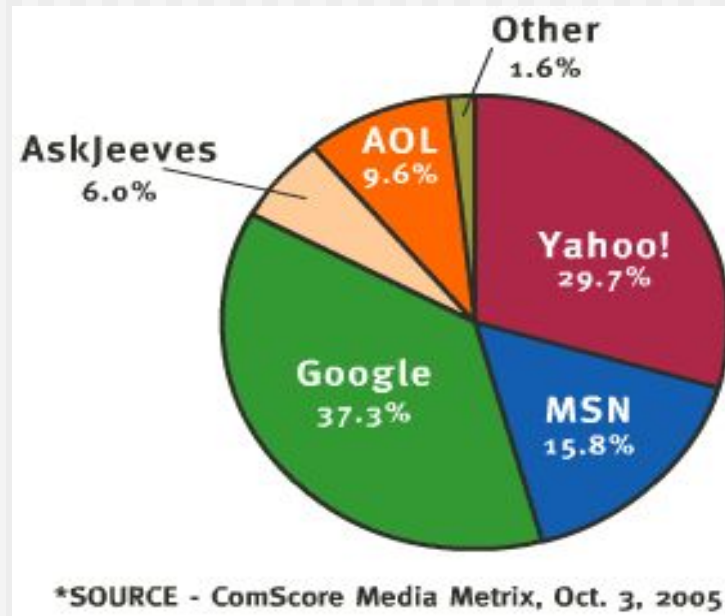
.Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural," or un-paid ("organic" or "algorithmic"), search results.

.SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

NEED OF SEO

- If your site cannot be found by search engines or your content cannot be put into their databases, you miss out on the incredible opportunities available to websites provided via search - people who want what you have visiting your site.

- The majority of web traffic is driven by the major commercial search engines - Yahoo!, MSN, Google & AskJeeves



How to Conduct Keyword Research

- Brainstorming
- Surveying Customers
- Applying Data from KW Research Tools
- Term Selection
- Performance Testing and Analytics

PAGE RANKING

- The ranking is the basic criteria by which organic Search Engines index and then retrieve documents.
- Page rank calculation tools
 - Google Toolbar
 - www.faganfinder.com/urlinfo/
 - www.alexa.com

How PAGE RANKING DONE

- An organic search engine software spider is a piece of software that acts like an electronic librarian who cuts out the content pages of every book of library in the world sorts them into a extremely large master index.
- The basic principal is that the index is made from the actual content of site.

KEY CONCEPTS

Web site appears in the returned matches depends on 5 factors:

- Which Keywords the user entered
- Your web page Keyword Density for these keywords
- Your web page Keyword Prominence (page location) for these keywords
- Your Link Popularity – the number of other sites that link to you
- Your link and keyword Relevancy

ADVANTAGES OF SEO

- Perspective (Global / Regional)
- Targeted Traffic
- Increase Visibility
- High ROI (Return on Investment)
- Long term positioning
- Cost-effective
- Flexibility

DISADVANTAGES OF SEO

- .You may be prevented from competing on a level playing field, because competitors and even affiliates may use less ethical black hat SEO techniques.
- .As a consequence, the biggest disadvantage of SEO is a lack of control. You are subject to changes in the algorithm.
- .In competitive sectors it may be very difficult to get listed in the top few results for competitive phrases

CONCLUSION

- Unique Content
- Link Friendly Formatting
- Avoid Black Hat SEO
- Content relevant keywords
- Market Awareness
- Unique HTML page title for every landing page

REFERENCES

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THANK YOU!

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