

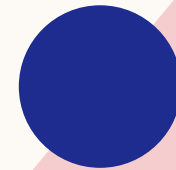


SEARCH ENGINE OPTIMIZATION

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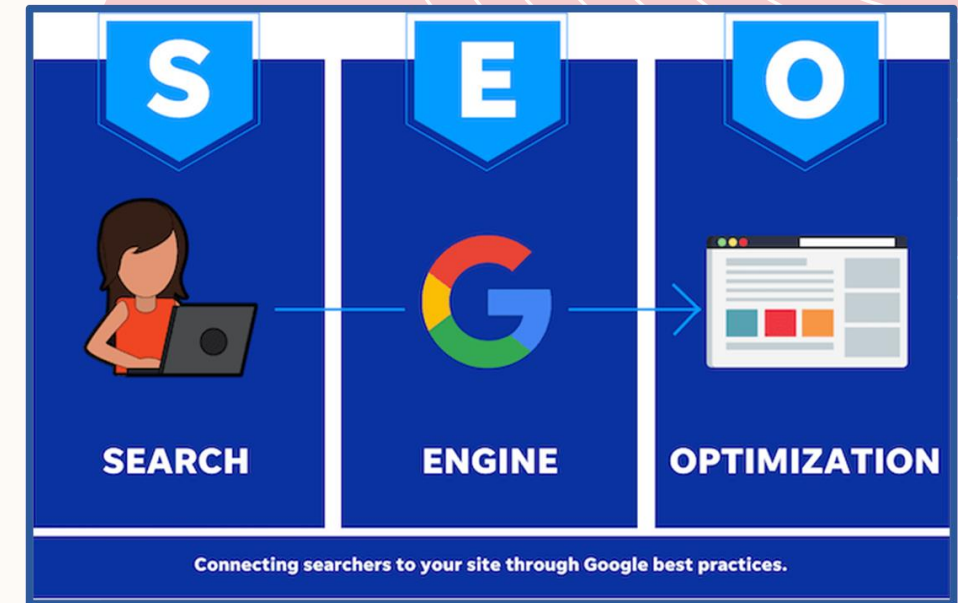
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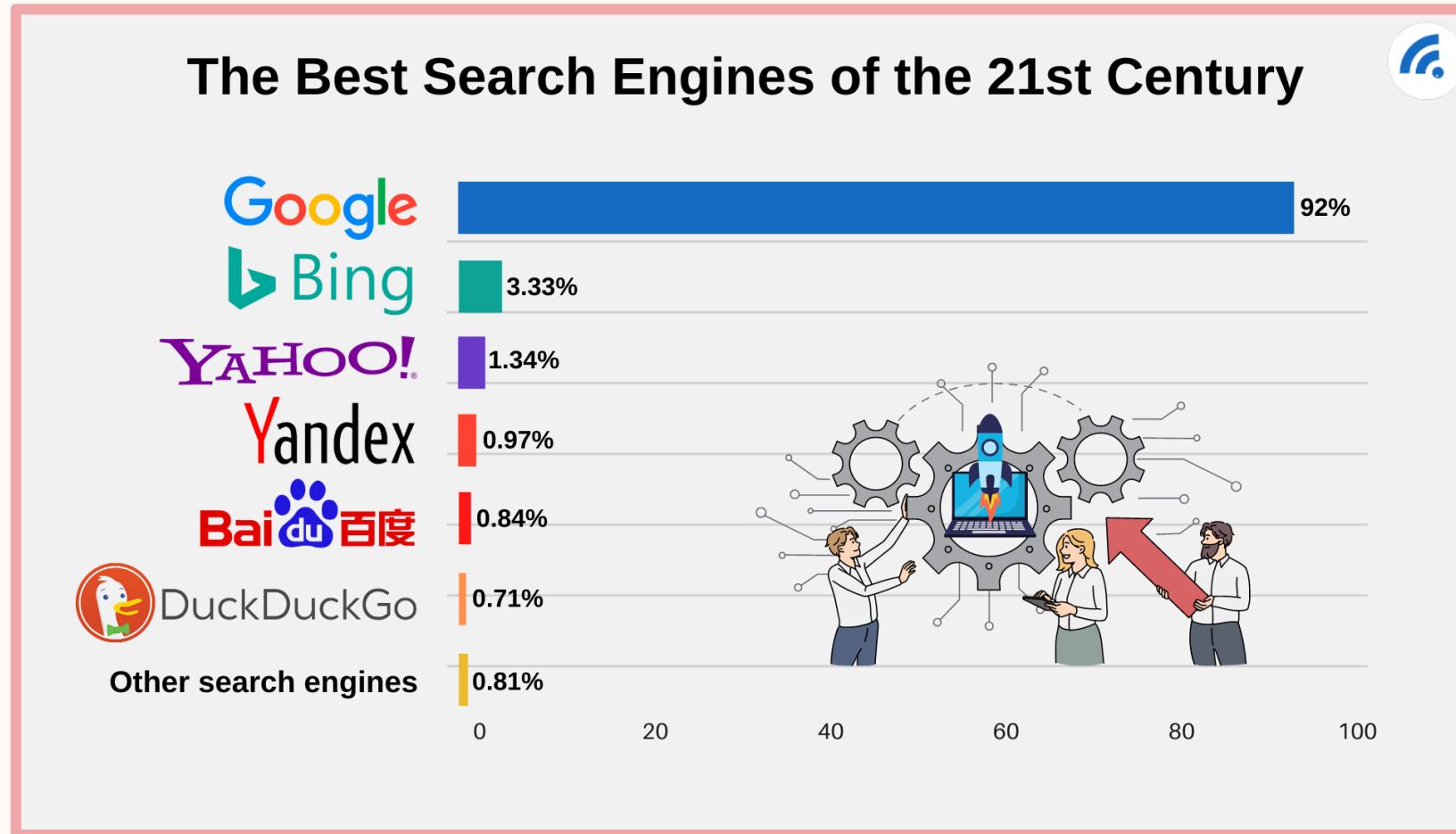
INTRODUCTION

- **FOR THE SUCCESS OF YOUR BUSINESS IN THE WORLD OF INTERNET SEO PROVES A POWERFUL TOOL FOR YOU.**
- SEO is an **integral part of Digital Marketing.**
- **Search Engine** is a software system designed to search the information from www according to the user's query.
- **Optimization** refers to the **action of making the best or most effective use a resource.**
- **Search Engine Optimization** is a process of making your **website/web pages** better for search engines, so that it rank higher.
- It **increases website visibility, user traffic and ROI.**



RANKING OF SEARCH ENGINES

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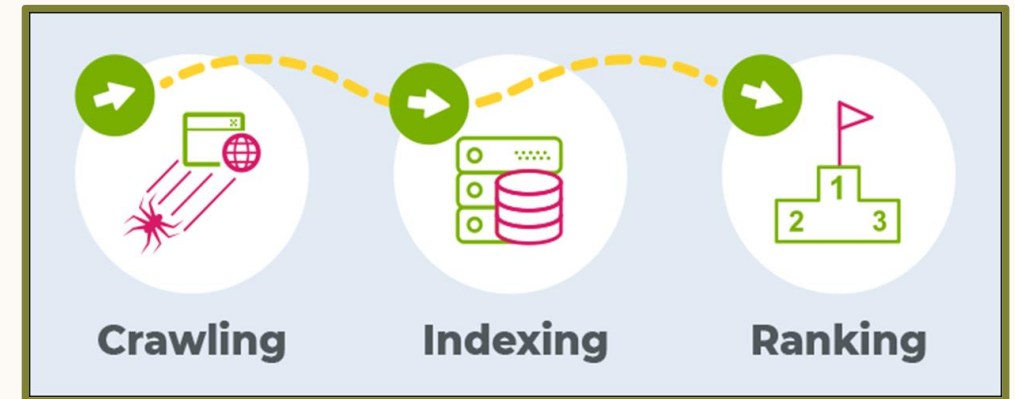
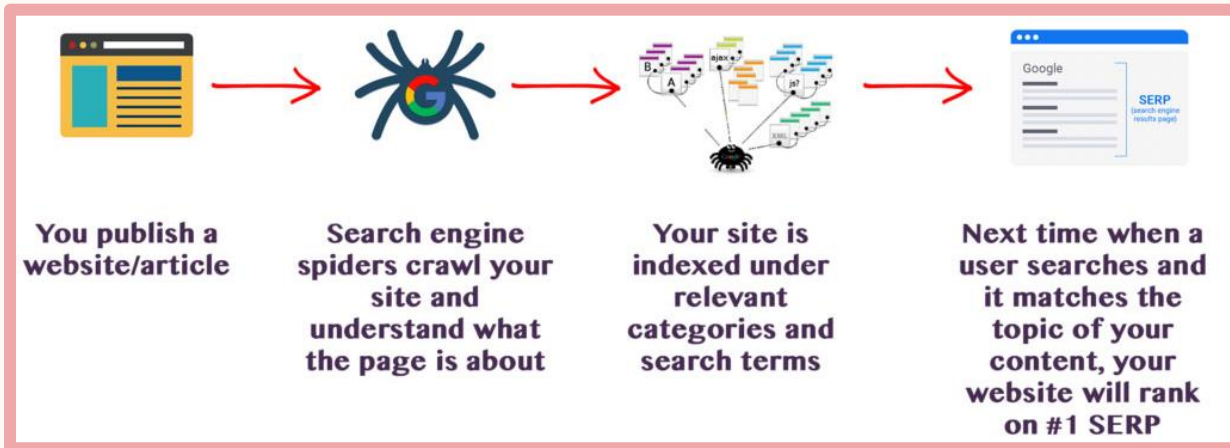


THE MAJORITY OF WEB TRAFFIC IS DRIVEN BY THE MAJOR COMMERCIAL SEARCH ENGINES - YAHOO!, BING, GOOGLE, YANDEX, BAIDU ETC.

WORKING OF S.E.O.

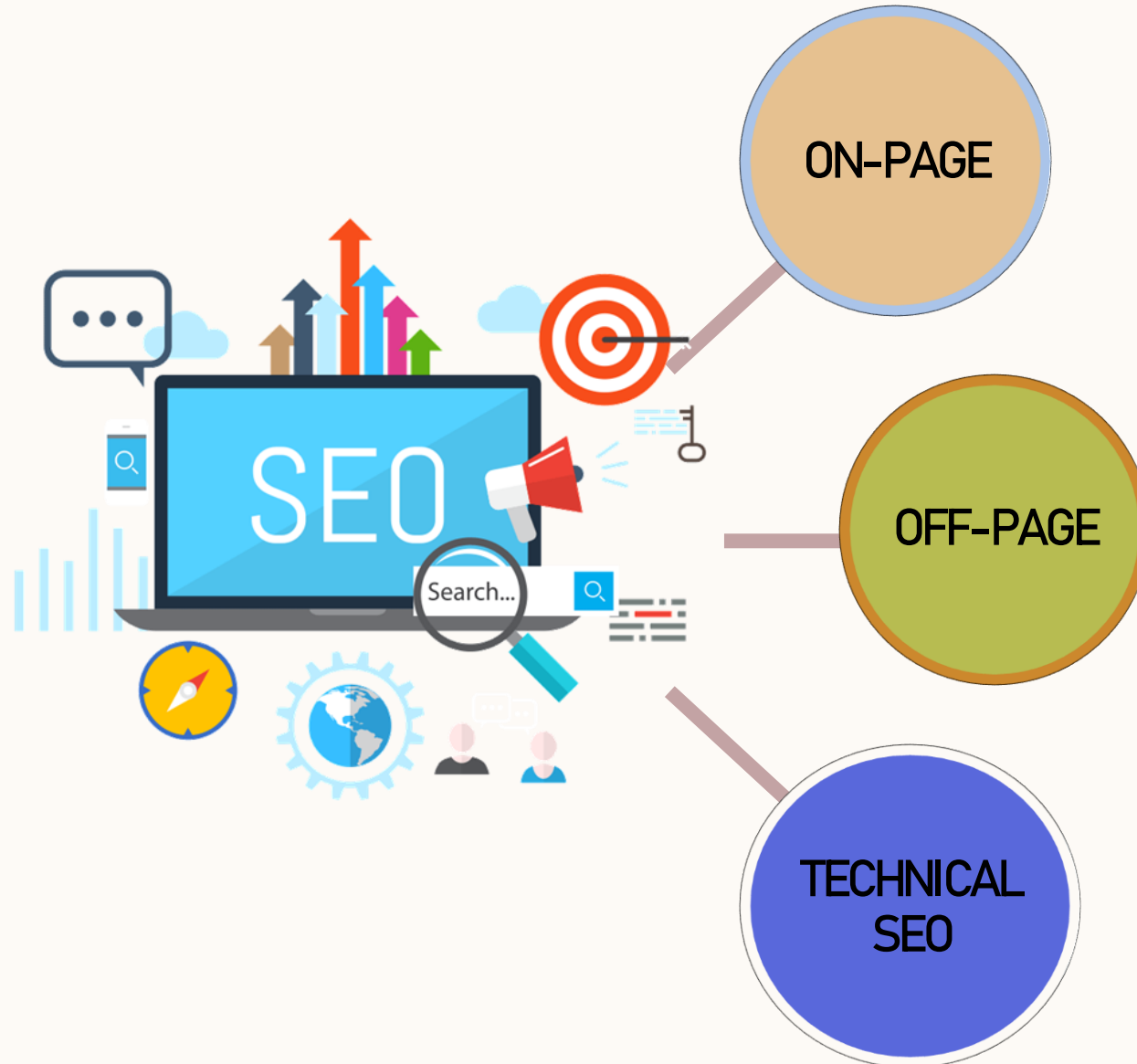
How SEO works?

- Search engines such as Google use an **algorithms** or **set of rules** to determine what pages to show for any given query.
- These algorithms have different ranking factors to determine the rankings of their SERPs.



- **Crawling:** Scour the Internet for content, looking over the code/content for each URL they find.
- **Indexing:** Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.
- **Ranking:** Provide the pieces of content that will best answer a searcher's query, which means that results are ordered by most relevant to least relevant.

TYPES OF SEO



ON-PAGE SEO

- It is also known as **on-site** SEO.
- You have **100% control** of on-site SEO.
- On-page SEO refers to the **optimization of content** – anything that is on the page.
- It focus on **optimising each webpage** of your website **for generating higher traffic on your website**.
- It includes **relevant content, html tags, internal links** etc.

ON-PAGE SEO: KEYWORD PLACEMENT

8

H1 ----- How to Run Google Ads: The 10-Step Recipe to Success

First 100 words

H2 ----- Why run Google Ads?

Image alt text

Image file name



H2 ----- How to run Google Ads

1. Set up your account

Naturally in body

2. Pick your campaign

FOCUS KEYWORD:

how to run google ads

URL

Title tag

<https://wordstream.com> > how-to-run-google-ads

How to Run Google Ads in 10 Steps

Create a revenue-generating campaign with our easy tutorial on how to run Google Ads—with screenshots and pro tips!

Meta description

Anchor text

(on other pages)

Learn more in our tutorial on [how to run Google Ads](#).

FACTORS OF ON-PAGE SEO

1. **Keyword placement** – the page uses relevant keywords in relevant places.
2. **Crawlable website** – the website is crawlable and indexed by search robots
3. **Click-through rate** – the page has optimized title tag and meta description
4. **Website speed** – the pages load fast on all devices
5. **Use of HTTPS** – the website is secured and has an **SSL certificate**
6. **Mobile friendliness** – the page renders on every device and browser properly
7. **User-friendly URLs** – URL addresses are simple and UX-friendly
8. **Image optimization** – the images are optimized for search engines
9. **Readability and UX** – the text is well-optimized, readable and UX-friendly

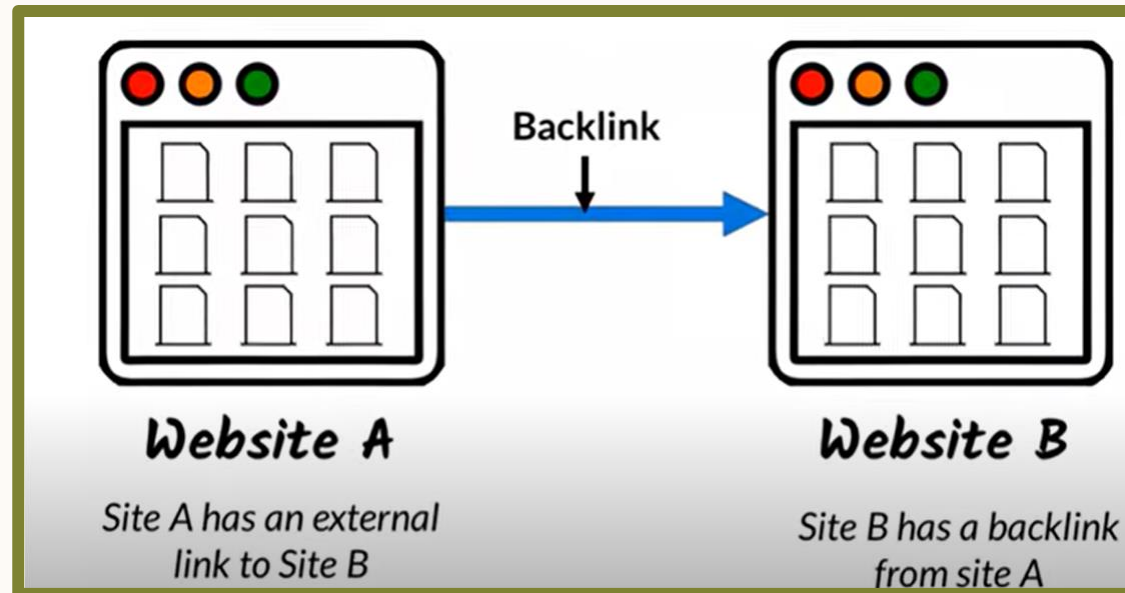
OFF-PAGE SEO

- It is also known as **off-site** SEO.
- This refers to all activities that happen **away from a website** to raise its search engine ranking.
- Off-site SEO includes **people sharing your content on social media** and other web properties linking to yours.
- Although **off-site SEO** is more difficult to control.
- e.g. **reviews , social media marketing, backlinks ,guest blogging** etc.

FACTORS OF OFF-PAGE SEO

Link Building

- Link building refers to getting other websites to link to pages on your own site.
- In SEO, these links are called backlinks.
- The more backlinks from high-authority sites a page has, the more authoritative it may seem to Google and that can help the page rank higher.



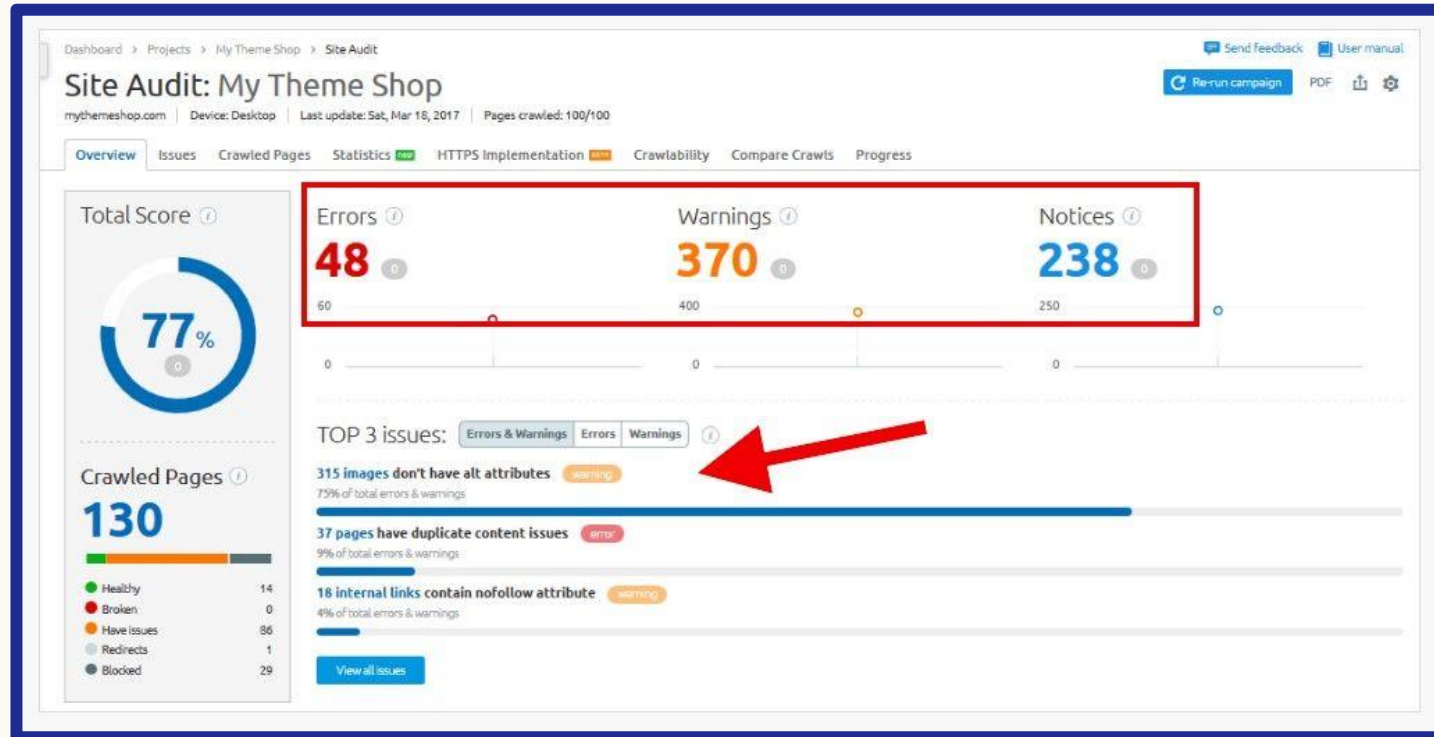
TECHNICAL SEO

- This is the **part of on-site SEO** that **ensures that a website meets the technical search engine requirements**.
- For users to find your content, search engine bots have to be able to find, crawl, render and index your website's pages.
- Search engine robots evaluate websites for a variety of factors.
- These factors include the **user's experience** – such as how fast a page loads. Other aspects, such as **title tags**, **help the robot understand what the content is about** in order to rank it.

FACTORS OF TECHNICAL SEO

Identify crawl errors with a crawl report

- One of the first things to do is run a crawl report for your site. A crawl report tells you about some of your site's errors.



- You will see technical SEO related issues, such as duplicate content, low page speed, or missing H1/H2 tags.
- You can also see the list of errors or warnings created by the crawl.
- This task should take place on monthly basis to keep your site clean of errors and as optimized as possible.

Meta description length

14

- Your web-page should have optimized meta description
- While you are checking all your meta descriptions for duplicate content errors, optimize them by ensuring they are of the correct length.

14 Benefits and Uses for Tea Tree Oil - Healthline
<https://www.healthline.com/nutrition/tea-tree-oil> ▼
Apr 21, 2017 - Tea tree oil is an essential oil that can be used for several purposes, including keeping skin, hair and nails healthy. In addition to its scientifically backed benefits, tea tree oil is inexpensive and safe when used as directed. This article discusses 14 everyday uses for tea tree oil and provides guidance on ...

Tea tree oil: Benefits and uses - Medical News Today
<https://www.medicalnewstoday.com/articles/262944.php> ▼
Jan 11, 2018 - Tree tree oil is made from the leaves of a native plant in Australia. The yellow-colored oil is believed to have a number of medicinal properties.

Tea tree oil - Wikipedia
https://en.wikipedia.org/wiki/Tea_tree_oil ▼
Tea tree oil, also known as melaleuca oil or ti tree oil, is an essential oil with a fresh camphoraceous odor and a colour that ranges from pale yellow to nearly colourless and clear. It is from the leaves of the tea tree, Melaleuca alternifolia, native to Southeast Queensland and the Northeast coast of New South Wales, Australia ...
Melaleuca alternifolia · Essential oil · Terpinen-4-ol · Melaleuca

Tea Tree Oil Uses: 13 Benefits for Skin, Acne & More | Reader's Digest
<https://www.rd.com/health/wellness/tea-tree-oil-uses/> ▼
For years, people have used tea tree oil to help with skin ailments from acne to psoriasis. But its benefits don't end there; find out more reasons why tea tree oil deserves a permanent spot in your medicine cabinet.

- Recent changes to meta description length increased the 160 character count to 320 characters.
- This gives you plenty of space to add keywords and other key elements.

TECHNIQUES OF DOING SEO-



WHITE HAT SEO



- White Hat SEO also called **ETHICAL way of SEO/ Organic SEO**.
- It includes optimising your website by following the restrictions imposed by the search engine such as [Google](#), [Bing](#), and [Yahoo](#).
- It is about how we **rank our website on top by follow rules and laws of SEO** (guidelines and restriction).

TECHNIQUES OF WHITE HAT SEO

CONTENT OPTIMISATION

QUALITY CONTENT

RELEVANT INTERNAL LINKS

RELEVANT STRONG BACKLINKS

BETTER USER EXPERIENCE

BLACK HAT SEO

- Black hat SEO is a **practice against search engine guidelines**, used to get a site ranking higher in search results.
- These unethical tactics don't solve for the searcher and often end in a penalty from search engines.
- Black hat techniques include **keyword stuffing, cloaking etc.**



TECHNIQUES OF BLACK HAT SEO

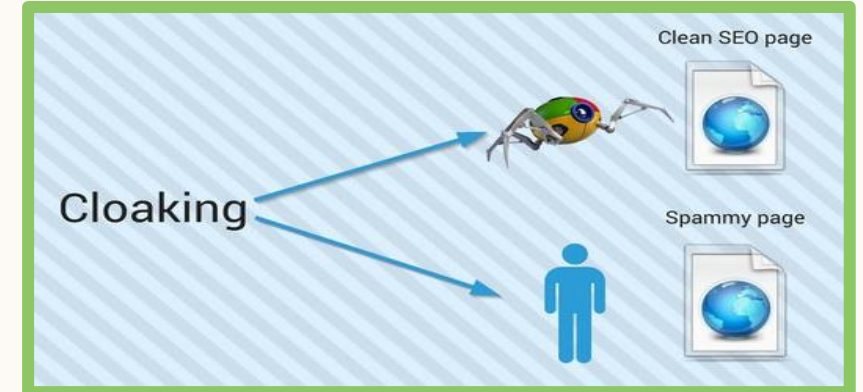
KEYWORD STUFFING.

CLOAKING

POOR QUALITY CONTENT

HIDDEN TEXT

LINK FARMING



GREY HAT SEO

- Grey Hat SEO is simply a **combination of both Black and White Hat SEO**.
- In simple words, Grey Hat SEO can be a riskier practice than White hat SEO – but it might still avoid getting your website penalised by search engines and their affiliated websites like black hat SEO.
- Grey hat SEO generally **uses techniques that do not directly violate Google guidelines**.
- Many businesses hope for immediate results because they don't want to wait to improve their ranking and traffic organically.

TECHNIQUES OF GREY HAT SEO

PURCHASED OLD OR EXPIRED DOMAINS

CAREFUL KEYWORD STUFFING

DUPLICATE CONTENT

GETTING PAID POSITIVE REVIEWS

SPINNING CONTENT

ADVANTAGES-

- It generates organic visits.
- Increase the visibility of your brand.
- Generates high return on investment.
- Attract no. of target visitors
- It provide permanent and long term result.
- Optimizes Your Website for Mobile Users.

DISADVANTAGES-

- It requires time and patience.
- It is costly.
- It is complex to predict your result.
- It require constant maintenance.
- It can generate penalties if it generate badly.
- It does not give profits at the beginning.



CONCLUSION-

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



THANK YOU