

SEARCH ENGINE OPTIMIZATION(SEO)

Basics of SEO

What is SEO?

SEO is an abbreviation for **search engine optimization**.

SEO is the process of improving the volume or quality of traffic to a web site from search engines via search results.

SEO aims to improve rankings for relevant keywords in search results.

Why are search engines so important?

Search engines are the biggest resources of your websites traffic.

Higher traffic means more visitors.

More visitors means more customers and higher profit.

SEO process

Types of SEO

On-Page Optimization

Off-page Optimization

On-Page SEO

On-page optimisation (on-page SEO) is what can be done **on the pages** of a website to maximise its performance in the search engines for target keywords related to the **on-page content**.

On-page optimization stands for all of the techniques and methods used on your website that is hosted on a server.

On-page optimization has an effect on your website listing in natural results .

On-page factors are controlled by coding on website pages

ON PAGE SEO ELEMENTS

- Title tags
- Meta tags
- ALT tags
- Header(H1,H2) tags
- **URL structure**
- Internal Linking
- Relevant keywords near your inbound link
- Content
- **Keyword density**
- Site maps
- Usability

Keywords Research & Meta Tag Generation

RESEARCH ON KEYWORDS

- Find the best keywords that describes your business and products offered. The most searchable keywords terms by surfers.

IMPROVE KEYWORDS PROMINENCE, DENSITY & PROXIMITY

- Keywords at the beginning of your page. Total keywords contained within the total text the closeness between two or more keywords.

META TITLE

- Make attractive and easy to understand title tag..

META DESCRIPTIONS

- Describe about your business wisely so that surfer understand well about your business.

META KEYWORDS

- Generate keywords set after research has been done. These keywords best describe what the surfers searching for.

H1 & H2 HEADING, ALT TAGS & ANCHOR TEXT

H1 & H2 HEADING FORMAT

- Applying H1 & H2 Tags in your source, will be helpful for achieving high ranking.

ALT TAGS

- Most sites contain images, it will be advisable to put ALT Tags for all these images to make sites more Search Engine Friendly.

KEYWORDS RICH ANCHOR TEXT

- Anchor text for both external links and internal links is the powerful element for Search Engines Positioning.

Off-Page SEO

Off-page optimisation (off-page SEO) is what can be done **off the pages** of a website to maximise its performance in search engines for target keywords related to the **on-page content** and keywords in **off-page direct-links**.

Off-page optimization is the most important part in search engines optimization because it gives back links to your sites and it requires a lot of work on a daily bases.

It helps to maximize website performance in search engine for target keywords

OFF PAGE SEO ELEMENTS

Search engine submission.

Social Bookmarking submission.

Article submission.

Press release submission.

Blog creation & Posting .

Forums & comment posting.

Link building

What is Link Popularity?

- Link Popularity refers to the number of links pointing TO your site FROM other sites on the Web.
- Building links is one of the most important factors in getting top placements on the major search engines

Why are links so important?

- Now a days, inbound links are the one of most important factors for getting a high keyword ranking, the most search engines are ranking their search result based on the link popularity from your site.
Not the quantity of links, but the quality of those links is important.

INBOUND & OUTBOUND LINKS

Inbound links

- A Link from a site outside of your site.
- Inbound links means send visitors to your site, generally this is seen as good think for seo.

Outbound Links

- A link to a site outside of your site
- Outbound links means send visitors away from your site.
- Generally avoid those thinks
- For example(link exchange)

COMMON CANONICAL HOME PAGE ISSUE

Bad

<http://www.mysite.com>

<http://mysite.com>

<http://www.mysite.com/index.html>

<http://mysite.com/index.html>

Google Analytics

Traffic Sources Overview

Jul 12, 2007 - Jul 13, 2007 ▼

Export ▼ Email Add to Dashboard

Visits ▼



All traffic sources sent a total of 41,323 visits



10.86% [Direct Traffic](#)



79.45% [Referring Sites](#)



9.69% [Search Engines](#)



■ Referring Sites
32,831 (79.45%)

■ Direct Traffic
4,486 (10.86%)

■ Search Engines
4,005 (9.69%)

■ Other
1 (> 0.00%)

[All Traffic Sources](#)

http://google.com/webmasters /

Preferred domain [\[?\]](#)

If `www.mattcutts.com` and `mattcutts.com` point to the same site, you can tell us here how you want URLs to display in our index.

- Display URLs as **www.mattcutts.com** (for both `www.mattcutts.com` and `mattcutts.com`)
- Display URLs as **mattcutts.com** (for both `www.mattcutts.com` and `mattcutts.com`)
- Don't set an association.

OK

Note: Once you specify your preference here, it may take some time for changes to be reflected in our index. While Google doesn't guarantee that we'll show your URLs in the form that you prefer, we will use your choice as a suggestion to improve our indexing.

Backlinks

Pages with external links [\[?\]](#)

This table provides a list of pages on <http://www.mattcutts.com/> that have links pointing to them from other sites. Click the number in the External links column to see a sample list of links to the page. See [Internal links](#) for internal links and links from subdomains.

1 to 30 of 599 [Next >](#)

▶ [Find a page](#)

Items per page: ▼

Pages	External links
All pages (total links)	186252
http://www.mattcutts.com/	5776
http://www.mattcutts.com/blog/	96364
http://www.mattcutts.com/blog/a-quick-puzzle	76
http://www.mattcutts.com/blog/company-blogging-101	182
http://www.mattcutts.com/blog/dashes-vs-underscores	19
http://www.mattcutts.com/blog/disclaimer	39
http://www.mattcutts.com/blog/feedback-products	4
http://www.mattcutts.com/blog/funny-article	11

INNER LINKS

Inner links are links which are placed into our site.

For example

www.agriya.com/product-kootali

www.agriya.com/product-markit

Review in points

So, what is important for your online success?

Identify your target audience

Discover your competitors

Find out keywords, that your target audience use

Build content, site structure and internal navigation with respect to SEO and important keywords

Public outside your web

Acquire external links to your website

Monitor your traffic

Evaluate results and do improvement

How does a search engine works?

Search engine employ intelligent program robots called crawlers or spider , which visits thousands of websites every hour and index the pages according to the content .

These indexes are huge database containing reference and links to the actual websites. The search engines looks though this database and displays the results.

When will I see results?

Depending on your industry.

the competitive level of your keywords.

the previous success of your website and subject to the engines updating their data, you may see minor results in 30 days with more significant frequency of top 10 and top 20 rankings within approximately 3-4 months.