What is the meaning of SEO ?

➢ SEO is short for search engine optimization or search engine optimizer.

➢ SEO is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Yahoo, AltaVista, MSN, AOL. and other search engines.

➢ SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be found by the search engine.

➢ SEO is a tool that enables users to locate information on the World Wide Web. Search engines use keywords entered by users to find Web sites which contain the information sought.

Why SEO is require for a website or Blog ?

➢ When you have a website or a blog, most of your visitors find you using a search engine. The search engine user types his keywords or questions and the search engine displays the results from the indexed web pages that are relevant to the user search. Optimizing your website for search engines can help bring more traffic to your website and help it achieve better rankings in different search engines.

➢ The correct and standard use of search engine optimization techniques, which is known as White Hat SEO, helps put your site link at the top of the search engine results. Subsequently, this drives more traffic to your website and produces higher rankings. On the other hand, misusing search engine optimization techniques may negatively impact the site's indexing and ban it from appearing in the search engine results, which is known as Black Hat SEO.

What is the importance of SEO ?

- 90% online user uses search engine to find products and info according to their need.

- Your website will constantly feature on page one of the search results for terms that best describe your business.

- Natural search receives 250% more traffic than paid search.

- 1st page of SE result get atleast 80% clicks, And cost effective advertising.

- If your website is not found within top 30 result (page 1, 2 and 3) no one will find it.

- Clear and Measurable ROI(Return of Investment)

- More Relevant traffic + Good Conversation Rate = More Sales or Leads

What is an Exact meaning of SEO ?

There are two type of SEO :

➢ Organic SEO :A spider or crawler which is a component of a SE gathers listings by automatically "crawling" the web The spider follows links to web pages, makes copies of the pages and stores them in the SE's index Based on this data, the SE then indexes the pages and ranks the websites Major SEs that index pages using spiders: Google, Yahoo, AltaVista, MSN, AOL. This method is known as organic SEO.

➢ Non-organic SEO : This is an internet advertising model used on websites, in which advertiser pay their host only when their ad is clicked .With search engines, advertisers typically bid on keyword phrases relevant to their target market. Content sites commonly charge price per click rather than use a bidding system. This is working as

pay per click, pay per lead, pay per impression.

How you done SEO work for a website ?

➤ **On-Page Optimization :** The On-page (SEO) process includes the methods you apply to website pages and files to make them search engine optimized and apply to help search crawlers index them more efficiently, which in turn displays them in a higher position in the search result pages. Subsequently, these methods can increase your website's traffic and ranking in search engines.

➤ Off-Page Optimization : The Off-page (SEO) is the optimization process that you perform to increase your website's popularity, rank, and traffic. Link building includes a number of steps you take to help increase the high-quality external links that link back to your website's main domain or internal posts ; using keywords known as anchor text is one.

On-Page Optimization

- ➤ Build an Programming Document or Wordpress site
- ➤ Make a logo for site
- ➤ Add a Page Title Meta Tag
- ➤ Add a Page Description Meta Tag
- ➤ Add a Page Keyword Meta Tag
- ➤ Keyword Density
- ➤ Add Author and Copyright Meta Tags
- ➤ Optimize Image Filenames and Alt Attributes
- ➤ Optimize Website Contents
- ➤ Geotargeting
- ➤ RSS Feed

Off-Page Optimization

- Submit to Bookmarking sites
- Local Business Listing
- More attach with Social Media
- Gather Website Information
- Submit to Classified Ads sites
- Check a Link Partner's Page Rank
- Submit Your Website to a Link Directory
- Submit to the Article Directories
- Get Paid Backlinks
- Write Guest Posts
- Submit Press Releases
- Submit Your Site to Link Exchange
- Make Forum Postings

Most Important 10 Steps For SEO

1. Working with Content
2. Working with Google Analytics
3. Working with Search Engine Webmaster Tool
4. Working with Link Building
5. Working with Social Media and SEO
6. Working with Google Adword
7. Always Focus On your Keyword
8. Always Focus On Competitor Analysis Report
9. Applying SEO to Blogger and wordpress Blog
10. Monetizing your Website and Blog

1.Working with Content

Your website's content is the most important part of your site and your visitor's seek when they come to your website via its URL, or via search engine .Therefore ,it is the first element that you need to optimize the content so it's easily recognizable to search engine crawler ,it should also be unique and professional.

➢ Build Optimized Content

➢ Check Duplicated Content

➢ Compare Website Content

➢ Check Content Grammar and Spelling

➢ Check Keyword Density

➢ Create a RSS Feed with FeedBurner

➢ Create a Feed Subscription Form

➢ Work with Professional Writing Services

2.Working with Google Analytics

Google Analytics is one of the most important tools in the search engine optimization (SEO) world; it helps you obtain information about website traffic, page views, where users click when they visit a website, and where visitors live. Google Analytics enables you to analyze a website to learn more about it. You can then apply this information to optimize your website.

➢ Create a Google Analytics Account
➢ Install Google Analytics Code
➢ Create a New Analytics Account
➢ Add a new property website
➢ View Website Analytics
➢ Add Multiple Users
➢ View Real-Time Statistics
➢ Exclude Traffic from a Specific IP
➢ Set conversion Goal
➢ Find Website Keywords

3. Working with Webmaster Tool

Google Webmaster Tools is one of the resources search engine optimization(SEO)expert use to track website performance, sitemap status, crawling errors and links.

➤ Add a Website to a Google Webmaster Account

➤ Verify Your Website for Google Webmaster Tools

➤ Submit a Sitemap on Google Webmaster Tools

➤ Configure Google Webmaster Tools Settings

➤ Check for Google Crawling Errors

➤ Preview Your Website as Googlebots

➤ Submit a Website to the Bing Webmaster

➤ Use the Bing SEO Analyzer

4.Working with Link Building

There are 2 types of Link Buildings:

1. Inbound link Building: link from a site outside of your site. Inbound link means send visitors to your site, generally this is seen as good think for SEO.

2. Outbound link Building: A link to a site outside of your site. Outbound links means send visitors away from your site .Generally avoid these things.

   For example (link exchange)

Q . What is link popularity ?

Ans . 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.

Q . Why are links so important ?

Ans . Now a days, inbound links are the one of most important factor 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.

5. Working with Social Media

Social media marketing is closely related to search engine optimization. Although it does not impact the search engine directly, it can help your website receive more traffic via social networks.

➢ Understanding Social Media Marketing
➢ Create a Facebook Page and Twitter page for Your Business
➢ Create a Google Plus Business Page
➢ Create a Twitter Account for Your Website
➢ Manage Social Accounts Using HootSuite
➢ Work with Social Bookmarking Sites

6. Working with Google Adword

Google AdWords allows you to create advertisements on Google partner websites and Google search result pages, known as paid search . AdWords helps your website receive targeted traffic from Google Search and increase your potential traffic and ranking through the impact that these ads have on your website. AdWords ads can help you achieve search engine optimization (SEO) results much faster and more easily.

➤ Create an AdWord Campaign
➤ Create an Ad Group
➤ Using the Keyword Tool
➤ Using the Traffic Estimator Tool
➤ Using the Contextual Targeting Tool
➤ Work with Analyze Competitions

7. Always Focus on Keyword

This is the first step in SEO. In Keyword research we choose the best keyword for our a Web pages. This is the most important part of SEO . We will choose the keyword which has good traffic volume. And we make sure that the keyword is related to our Webpage.

For Example:

Our Website is related to Online Movies.

Then our keywords will be like this:

Online movies , free online movies ,top online movies , watch online movies.

We use different tools for searching the keywords. Generally we prefer the free and best tools.

In my opinion the free and best of all tools are :

1. Google adword keyword suggestion tool
2. Word tracker keyword tool

And

Keyword density of the targeted keyword should be around 2% to 7% for better result.

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