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CUSTOMIZED SOLUTIONS FOR SERIOUS WEBMASTERS!

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Introduction

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Before I start, I would just like to say that the term SEO is the most misunderstood term in the internet world. Different people either make assumptions on partial knowledge or on the basis of unfounded information that they gather from people discussion without leaving many clues for someone new in this field.

The fact is that everyone is selling on the internet. It may be products, information or service. The aim of most websites is to make money. If you feel that this is not what you want from your website then you are reading the wrong document. And if that is really not what you want, then you shouldn't have a website in the first place.

If you have a website your basic aim should be to have maximum number of visitors visiting your site everyday and buying whatever you are offering. Currently there are around 64 billion websites and increasing. The chances of you offering a unique service are practically not possible. This makes you part of a competition in which you have to compete with those who are offering similar information or service.

But wait! How do you compete with those you do not see to get visitors you do not see and you don't even know how they will find your website! This is where SEO comes in.

Team Quantum SEO Labs have put together something very exclusive for you, which you can consider as a blueprint for achieving your SEO goals in a very systematic manner. After reading this document you will not have to look anywhere else to achieve a constant page one position on any search engine.

What Is SEO

When someone types a phrase or a word that best describes what he or she is searching through a search engine, the result appears in form of links to websites or WebPages. This result is based upon what goes behind the scene in the system of that search engine which is developed on certain algorithms that define the search criteria for it.

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There are many definitions that you will find on the internet which try to help people understand the real meaning of this acronym. According to Wikipedia, “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”.

In simplest terms, SEO is something you do to get good ranking in search engines organic results. This means that you do not pay the search engines for getting your site in the top results.

But before we talk about what is done to achieve a top ranking on the search engine results, we have to see how the search engines function to get their results.

How Search Engines Work

Predominantly, all search engine operate in a similar fashion. Each search engine has robots that keep visiting the web pages and keep indexing what they find there. The process takes place in the following order:

- Web crawling
- Indexing
- Searching

This is done by automated web browsing script known as web crawlers or popularly known as spiders. They retrieve information from the html coding of a web page and they keep visiting the links present on that site and also find one way links leading to this web page or website and continue indexing this data. Data about web pages are indexed in a database for use in providing quick search results. A search query can be a single word or a phrase depending on the requirements of the person using the search engine. The function of this index is to quickly enable a searcher to find the relevant information.

Differences between Major Search Engines

All search engines basically perform the same task of providing relevant links to information being searched by the users. The only difference is how they index the information. Such as Google, store all or part of the source as well as information about the web pages which is present as the page source. On the other hand, some search

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engines store every word they find on a web page.

The main feature that creates a difference in search engines is its indexing methods and search criteria. Some search engines index all the words and make that the basis of their search results, while others establish relevance of terms by conducting proximity searches.

Presently Google has the largest share of the search engine market just because of its popularity and the set of algorithms that they keep updating to make the user experience more relevant.

Market share of different search engines (2011)

Google	**82.80%**
Yahoo!	6.42%
Baidu	4.89%
Bing	3.91%
Ask	0.52%
AOL	0.36%

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