

SEO

Search Engine Optimization





Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a method used to place a URL or website at the top of a search engine's results. SEO is a method used by businesses and individuals to maximize the visibility of their websites and their company.

How to DO SEO for My Website-

Analyze website data

Conduct keyword research

Produce rich content

Optimize on-off page SEO

Optimize for mobile and Speed

Get quality backlinks.

Technical SEO



How Google ranks your content-

Google search results are generated by using an algorithm to match the search query a user enters into the search engine with content in our index. Google designs - and continually improves - its algorithms to provide the most comprehensive, relevant and useful collection of search results available.

Google Webmaster Guidelines-

These guidelines are intended to help you understand how Google finds, indexes, and ranks websites. Following these guidelines will help your site be indexed by Google and will help you optimize your site to increase its opportunity to rank for relevant queries in Google's search results. Please pay special attention to the guidance in the Abuse and Examples of Things to Avoid section to ensure your site plays by the rules and will not be found to be a spam site, which could lead to the demotion or even the delisting of your website from Google search results.

Google Webmaster Tools- is the primary mechanism for Google to communicate with webmasters and helps alert you about issues with your site.

Google Analytics- is used to track website activity such as session duration, pages per session, bounce rate etc.



Redirection- is a way to send both users and search engines to a different URL from the one they originally requested. The most commonly used redirects are 301 and 302. The 302 redirect means that the page has been moved temporarily and other, 301, means that a new page has taken over permanently.

Links: Links are traditionally regarded as a signal of website popularity, the best way to get other sites to link to you is to create high quality and unique content. Google's crawler (Googlebot) follows links within your website (internal links) or from other sites (external links) to help Google discover new content and new pages on your site.

Robots.txt is primarily used to instruct and manage crawler traffic, for example you can tell Googlebot not to crawl less helpful content such as search result pages or login pages. Place the robots.txt in your root directory of your website.

Canonical- If your website has multiple versions (http vs https, or mobile vs desktop) we recommend only pointing to a single version in your sitemap.

Main parameters Google uses to rank content-

Things to Consider- (Relevance, User engagement, Fresh content, Location, Page load time, Tags, SSL, Traffic)

Things to Avoid- (Cloaking, Link Spamming, Duplicate content, Keyword Stuffing)



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How Google finds all your site pages by Sitemaps:

Sitemaps: A sitemap is an important way for Google to discover URLs and content for your website. It is a file where you provide information about the URLs and other files and content such as images and videos on your website. The sitemap tells the crawler which pages and files you believe are important within your site, and provides additional information, such as when the page was last updated. We strongly recommend using a XML sitemap file to help Google discover all the relevant URLs and content within your website. Please keep sitemap files as up-to-date as possible, refreshing it real-time or at least once a day to remove old URLs and deadlinks once the corresponding content has been removed from your website.

General sitemap guidelines:

Google supports several sitemap formats including XML, RSS, mRSS, and Atom 1.0, and a simple text file. Use consistent URLs. Google will only crawl the URLs exactly as listed. Once Google knows your sitemap, Google will crawl it regularly - no need to submit it again except in case of a major site change. Refer your sitemap in the robots.txt file.



Tips to apply to your 2021 SEO strategy

1. Write for humans first and search engines second
2. Use targeted keywords in all the right places
3. Focus on user experience (UX)
4. Focus on building relevant links
5. Format content for Featured Snippets
6. Remove anything that slows down your site
7. Pay attention to Google algorithm updates
8. Score 90+ at web.dev
9. SSL- stands for Secure Sockets Layer, a security protocol that creates an encrypted link between a web server and a web browser.



Off Page SEO

Off-page optimization refers to technique that can be used to improve the position of a website in a search engine results page(SERPS). In off page seo we use direct linking.

The main OFF-Page activities are:

Search Engine Submission-

Search Engine Submission is a compelling instrument of web advancement. It alludes to the directs ubmission of a site to a web crawler.

Directory Submission-

Directory Submission is viewed as a typical SEO procedure to get back-joins for the submitted site. One particular element of mechanized like web crawler entries.

Social Networking-

Social Networking is the act of growing the quantity of one's business as well as social contacts by making associations through people, frequently through online networking destinations.



Social Bookmarking-

Social bookmarking is an incorporated online administration which enables clients to include, explain, alter, and share bookmarks of web records. Numerous online bookmark.

Classified Submission-

Classified Submission is a standout among the most compelling approaches to let the world know your business and administration. It incorporates SEO systems for site advancement.

Blogging-

A blog is an as often as possible refreshed online individual diary or journal. It is a place to convey what needs be to the world. Truly, it's anything you need it to be.

Blog Submission-

Blog Submission is giving numerous accommodation administrations like directory submission, article accommodation, bookmark accommodation, blog accommodation etc.

Blog Commenting-

Blog Commenting is a fundamental technique for communication between sites, bloggers and blog readers. It is an activity to leave a remark to a blog. Blog Software Commenting Work.



Forum Posting-

Forum Posting sites are online talk locales or as such, 'message board'. Gathering Posting basically implies posting quality inbound connects to a site. Forum Posting India

Photo Sharing-

Picture sharing, or photograph sharing, is the distributing or exchange of a client's digital photos on the web. Picture sharing sites offer photographs.

Local Listings-

Local Listings is an online map that contains your business name, address, telephone number, and different subtle elements. Google Place Local Listing of Mapping.

Google Maps-

Google My Business is known as Google Mapping. Google Local Listings can be defined as the business listings in the map that you usually see at the top or at the middle of Googles first page results. Its required complete and exact street address for your business location.

Article Submission-

Article Submission is a written work of articles that are significant to your online business and after that getting them added to the prominent article indexes.



Yahoo Question Answer-

Yahoo Answers is a group driven inquiry site or an information advertise from Yahoo!, that enables clients to both submit inquiries to answer questions asked by different clients.

Social Media Optimization-

Social Media Optimization is the utilization of various outlets and groups to create reputation to expand the consciousness of an item, benefit brand or occasion.

Profile Link Creation-

Profile Link Creation is an advantageous SEO procedure recently being used. In profile third party referencing, you make client profiles on different visitor books.

Video Marketing-

Yellow Page is a phone catalog or a segment of one, imprinted on yellow paper and posting organizations and different associations as per administrations they offer.

Press Release-

Press Release is a composed correspondence that reports particular however concise data around an occasion, situation or other incident.



Pinging- is utilized symptomatically to guarantee that a host PC the client is attempting to reach is really working. Ping works by sending an Internet Protocol.

Link Exchange- is a confederation of sites that works also to a web ring. Website admin enroll their sites with a focal association, that runs change into their pages.

Cross Internal Linking- An inward connection is a sort of hyperlink on a page. A cross connect is a bond that connections one polymer fasten to another. They can be covalent bonds or ionic bonds.

Guest Book Posting- The guestbook web instrument is an incredible approach to speak with your guests. Your site visitors can post messages and you can remark back.

Business Reviews- This includes an exhaustive vital survey of the business, concentrating on money related outcomes, changes underway yields and upgrades in non-financial measurable.

Video Marketing-

Video Marketing is consolidating recordings into your marketing campaigns whether to advance your organization, item or administration.

Vinit Keshav - Digital Marketing Manager -

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