



SEARCH ENGINE OPTIMIZATION: SIMPLE GUIDE TO SEO

THE UNWRITTEN MARKETING

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Chapter 1

Introduction

According to search engine land 5.5 billion searches performed on Google every day.

There's nothing that beats that organic Number One position in Google's SERPs when it comes to brand visibility, boost in targeted traffic, trust factor boost, decrease in cost per lead, and so on.

So let's crack how can you get that number 1 position in Google SERP.

Chapter 2

What Is SEO? And Why SEO?

SEO stands for **search engine optimization** it's basically the practice of getting traffic from the organic Search results on not just Google but really any search engine so depending on the keyword that somebody types that search engines going to rank websites based on the relevancy of the keyword.

For Example, if you have a website and you have a blog and you have a lot of content in your food blogger and you write about let's just say restaurant

reviews and you write restaurant reviews about indian restaurants. well somebody typed in indian restaurants you may want to come up for that keyword.

so it's all about relevancy does that search engines see that particular blog post as the most relevant for that search query.

There are a lot of inherent benefits to SEO but mainly it has three benefits,

- It increases visibility on search engines
- It will rank help you rank higher for relevant keywords
- It helps to increase traffic to your website

Chapter 3

Keyword Research

What Is Keyword Research?

It's a process of identifying popular words and phrases used on search engines by a user who is looking for content or product/services.

Keyword research is the most vital step in search engine optimization. And it should be done based on two factors.

1. It's based on the factor of how much traffic or volume a particular search engine query get
2. It's based on competition

There are two types of keywords.

1. **Short tail keywords:** these keywords have high search volume, high competition but less conversion rate.
2. **Long tail keywords:** these keywords are used for targeted pages such as product page and article because it has a high conversion rate.

Tools Used In Keyword Research:

- Ahrefs (Paid)
- Semrush (Paid)
- Ubersuggest (Paid And Free)
- Answer The Public (Paid And Free)
- Keyword Everywhere (Paid And Free)

Chapter 4

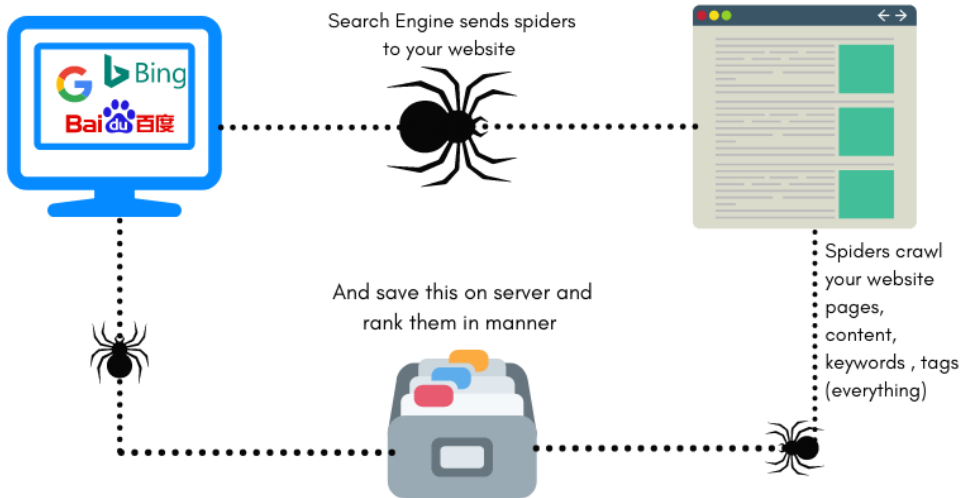
How Search Engine Works?

When you search something on a search engine, it has millions of result to show he just crawl and organized the content in a helpful way to the user.

In simple words, a search engine sends a bot (it called spider) to crawl the website (if you give permission), spiders scan the website and stored the content in search engines index.

Finally, based on the search query, the most relevant website will appear on SERP (search engine result page).

See the image below to get an easy idea of how search engine work.



Chapter 5

On Page SEO And Off Page SEO

On-Page Seo

On-Page Seo is defined as what we do on our website content to be relevant for search engine queries on a search engine.

On-Page Seo is the method of optimizing elements of web pages.

There are a number of different elements on our website on a particular web page that we want to optimize if you will be relevant for the search.

let's start around the idea that you know you there's a number of things you can do:

- **Schema markup:** provide microdata or bits of information that you can add to your website or webpage in order to provide a little bit more enhanced information to the search engines.
- **Title tag:** The title tag is what appears in the search engine results page. we want to make sure that the keyword is in the title tag because that keywords gonna describe what the page is all about.
- **Meta Description:** is just a short description of the content on your web page

- **Header tag:** they are used on a web page to really separate out content
- **URL structure:** that shows up along with the title tag in the Meta Description
- **Image alt text/alt tags:** they allow the search engines to understand a little bit more about what's on the page in terms of images
- **Internal links:** internal link which is a link from one page of your website to another page of yourWebsite
- **Sitemaps:** sitemaps are an entire list of links on your website and it allows the site search engines to find all your pages

Off-page SEO

It is defined as what we do outside of our website for the relevant search engine queries.

Generally, it is synonymous with link building. off-page SEO involved measurable metrics is :

- **Domain Authority:** it's a score between 1 and 100 for our domain
- **Backlinks:** it is the practice of navigating links from another website to your own.

when it comes to off-page really it's synonymous with link building so it's the most effective method for off-page SEO and it's simply just getting links from other websites to your own.

Chapter 6

Types Of SEO

when we talk about the types of SEO we're really talking about doing what's right what's expected versus doing something that you know is trying to cheat the system.

so you may hear the terminology Like,
Black Hat Seo
White Hat Seo
Grey Hat Seo

Black Hat Seo: Black hat is a technique used to improve page rank by violating search engine rules and policies.

Below are some black hat SEO practices:

- Link manipulation
- Keyword stuffing
- Duplicate content
- Sneaky redirects

White Hat Seo: White hat techniques addressing page load time using really relevant keywords naturally in your content and creating high-quality content that's fresh and interesting for the end-user.

Below are some white Hat SEO practices:

- Use relevant keywords
- Create high-quality content
- Improve website navigation
- Speed up your website load time

Grey Hat Seo: Gray hat is just simply a combination of black and white it's when the practice of improving by following the policies but they considered you know ethically doubtful. Below are some grey hat SEO practices:

- Link purchasing
- Excessive internal linking
- SEO squatting

Chapter 7

Local SEO (For Small Business)

local Seo is for those businesses who focus on a specific market it could be a whole state like India or the united state or it could be a specific city in a particular state like new york or Mumbai.

It really depends on the business and who you are trying to attract and what geolocation you are trying to attract.

The best way to do local Seo is to submit your site to local business listing site.

Some of the business listing website here:

- Google my business (#1 tool for local business by google)
- Yelp
- Facebook
- Twitter
- Yahoo
- Tripadvisor
- Bing
- Crunchbase
- Justdial (only for India)

Chapter 8

Conclusion

The first step to do in SEO is keyword research and then create content and backlinks around that keywords.

There are mainly two main techniques in website optimization:

On-page Seo

Off-page Seo

Types of Seo

- Black hat
- White hat
- Grey hat

Chapter 9

Resources

SEO By Google:

<https://support.google.com/webmasters/answer/7451184?hl=en>

Wikipedia For SEO:

https://en.wikipedia.org/wiki/Search_engine_optimization

Wordpress SEO:

<https://blog.hubspot.com/marketing/wordpress-seo>

Local SEO:

<https://ahrefs.com/blog/local-seo/>



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