

# **SEARCH ENGINE OPTIMIZATION**

**BY**

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# INTRODUCTION

## What is SEO?

It stands for Search Engine Optimization. It usually processes the traffic of the website and increasing the number of users. The quantity and quality of content on the website is increases and also there should be organic search results.

## Importance of SEO

- It is a key tool to a website which can get more traffic in search engine and SEO aims to get diverse sources and repetitive visitors.
- It plays an important role in the online business and helps to get more traffic and other links are to subscribe is RSS feed that makes a crucial role in SEO
- Based on the keyword the revenue can affect the business. Many e-commerce gets success of more traffic and the link of exchange can get traffic towards the site.
- The position of a search engine like Google, Yahoo, etc. and its rank can be observed by Alexa. It is to monitor the rank to know the status of the website.
- Every search engine needs new keywords to get more traffic. It is useful to get text automatically.
- Every optimization is important and many of them use the shortcuts to get for better results.
- Every website owner can have a goal the first pages of the search engine are filled with the website information and to get repetitive users.

# Elements of SEO

## Keywords

It is the only technique for SEO because the keywords are very useful and chosen carefully with a wide range of research and the keywords are used in the content which can carry the traffic for the website. It is the only key to optimize the traffic for all titles and URLs, other pages.

## Content

The content which includes in the SEO because it plays a major role. It is used to build a piece of valuable information and get more traffic for the website. Either content must be educational, interesting, relevant, etc. It has forms that include

1. Webpage content
2. Social media posts
3. Videos
4. Podcasts

## Off- Page Seo

It involves external optimization that happens from the website and the off-Page technique is to build the backlink quality and the sites are valuable and high-quality and authority.

The tactics include blogging, creating a lot of info graphics and that will be shared and mention influencers in the content. It is the best and current practices for SEO.

## Local SEO

It is becoming important and more people are used to search in mobile devices. 57% of all searches are being performed from smartphones and have local intent for those searches.

There are more ways to search the website using keywords more than local SEO are being based on listings, location, OR ratings, and, reviews. Most of the people are they create pages for their business in Google, Maps.

### **Search Engine Marketing**

Although the above elements are plays a role this can use for getting paid for the marketing efforts. Majorly we get paid from the advertisements. It is not an important element for the SEO but it can help to reach new ideas with greater technology.

Marketing can occur with the targeted audience and also reach a new type of strategy.

### **Process of SEO**

There are three phases of SEO that can build the site in an effective way

#### **Phase 1**

Analyze the strategies and execute and adjust the content.

Identify the target goals and market desired

Process through the SEO questionnaire

In the first phase need to complete the research of keywords and analysis

Team members are approved for the project

Coaching of SEO needs for team members

Who is going write the content and also training is need

Existing URL's are recommended

SEO strategy and Search Engine web site is needed for communication

Expectations of budget and client expectations are realistic

To audit the account analytics the website

Educating the client with real proven marketing techniques

Inbound linking to the website

All the SEO elements can be visible in HTML code along with internal linking

Analyze and think whether already existed can be improved or not (or) we have to start a new site

Create a search engine rankings

Website modifications can increase the website search engine

## **Phase 2**

All accounts are fully developed

We offer a service to set up the accounts for maximization of web visibility

Complete the optimization including header and footer

Add content based on ranking

Strategic link builds the outbound links

The client has a lot of options to improve the SEO

## **Phase 3**

It is used to link to meet the competitive challenge

For building the strategies they offer complete online

To optimize the landing pages

The key element optimization is social media

## **TYPES OF SEO TECHNIQUES**

### **On-page SEO**

In this, we have to optimize the individual pages to understand the topic of content and see the value of the website that people want to find. This type includes keyword research, content creation, optimization of the keyword.

For keyword optimization, we can use the On-page seo checker to review the individual pages with the target keyword. If we enter the targeted keyword then we can see the reports and tips for improvement.

### **Technical SEO**

It relates to non-content elements on the website, it improves the backend structure of the website and also improves the readability with making good user experience and helps to find search engines. It includes in the category that relates to is site speed, index, site architecture, security, data.

We can easily check the status of seo by using the audit tool

We can test the reports for the technical elements along with the instructions.

### **Off-site SEO**

It helps the strength and relationship between our website and other websites. It builds a website with reputation and authority. It results ideally because of the source and reliable on the website.

It relates to high-quality backlinks, A large number of links is valuable for the website. We can check the Url's in competitor backlink checker and we get the report with all links.

# WHITE HAT TECHNIQUE

## **What is White hat SEO?**

According to search engine optimization terminology, It refers to the usage of optimization strategies, techniques and focuses on the human audience. It has been opposed to the rules and policies. It is more frequently used for making long- term investment and it is also known as Ethical SEO.

## **Techniques of White Hat SEO**

### **Good content**

The content which can write for the seo is to be unique and also engine listings and trustworthy for human visitors. It is the appropriate search for end users.

### **Proper use of title, keywords**

The data that can be look in code is called metadata. The purpose of crawling the information for the website and classification and indexing. It should be incorporated.

### **Ease of Navigation**

We have to design the site which accesses to ease the navigation to avoid the irrelevant links and use the globally certified links.

### **Site performance**

It is another factor that considered for the search engines to access the site, non- performing sites can affect the traffic of the site. Make the site loads fast and accessible all the time



## **Inbound links**

It is the relevance of the backend link and has quality inbound links but the site is founded irrelevant links then it would be discounted and penalized the search engine. European websites are degrading the search engine with the technology.

## **Mobile-Friendly**

It is important to factor SEO that would emphasize the results in 2016. Most of the users browsing the content in the mobile is increasing and also the tremendous increase in India.

# **BLACK HAT TECHNIQUE**

## **What is Black Hat SEO?**

It refers to a set of practices that increased site pages. The term Black Hat is referred to in western movies. It increases the search engine result page and also against terms of service. A list of tactics is employed by black hat SEO practitioners. It is also a long-term investment on their website.

## **Techniques of Black Hat**

There are techniques of black hat technique

- **Keyword Stuffing**

It analyzes the keyword and phrases on the index. To exploit the search engine we have to increase the density of keyword which we can get a high ranking. Usually, the density of the keyword is 2 to 4 percent optimal and increases the readers.

- **Cloaking**

It refers to coding in the webpages that can see in the content. For example, if a user searches for the price of any item it can show the current price. It is not following search engines, guidelines. We have to create content for the users not for the searching.

- **Hidden text**

In some search engines, we have looked at the content in a hidden format which can increase the density keyword, and some way to hidden the text is to decrease the size to zero. We can use the CSS also to hide the text.

- **Doorway pages**

If the written pages of the content are irrelevant to the actual information that can be called as doorway pages. For these pages, the black hat seo professionals can divert the user to unrelated sites.

- **Article Spinning**

Rewriting the single article produces different and looks like a new article. That type of article has low value for the visitors. In this technique, mostly the articles can be uploaded to create an illusion for the users.

- **Duplicate content**

If the content copied and published on the other then it should be called Duplicate content. According to the seo that is known as plagiarism.

- **Page swapping**

If the user gets the webpage then the content can be changed then we have to divert the user with the SERP

- **Links Farm**

It is a collection of websites that increases the popularity and increases the number of incoming links and it is considered as low farms sites with low quality

- **URL Hijacking**

The domain name is misspelled or a competitor's domain is registered and misleads then users can also mislead the visiting of site.

- **Improper use of snippets**

In this technique the snippets are used to drive the traffic of the website and also the review of the snippet for a page is useful.

## **HOW SEARCH ENGINE WORKS**

The search engine works can be divided into three stages. They are

### **1. Crawling**

It is the first step and it is to find out webpages on the world wide web.

It is a program and used to crawl for making an index. It is a process in which the crawler stores information about the webpages in the form of an index. If we regularly visit the website then we have to update or changes in the uniform resource locator

### **1. Indexing**

According to the crawler, it makes copies of webpages from these copies it creates the index. When we see the search engine then every webpage can be crawled and added to the index. It is a huge book in that if any update can appear then the crawler update the whole book of the indexed pages.

It is about finding the new data for getting the answers to queries in which the users are posted then the crawlers search every website to get information. If it is not available to the users then indexing is a

continuous process of searching the new content on the website for the users.

### **1. Retrieval**

It is the final stage that provides useful answers to users in sequential order to the response of query submitted by users. To search the results it will use the algorithms to get the new information.

## **DIFFERENCE BETWEEN PORTAL AND SEARCH ENGINE**

### **SEARCH ENGINE**

It is a program which can help them to search the content in the www

It is a private location where the user can access the website with a username and password

### **PORTAL**

It works by using keywords, phrases but it cannot display the information directly and also it shows the info on the website which the users needs

It organizes the channel that user can perform the operations and also the user can design the own content on the website which they can found easily

## **SEO COMPETITION ANALYSIS**

### **What is SEO competitor analysis?**

It analyzes the methods of competition like SERP, keyword, content, quality, etc. It can improve ideas while analyzing competitor sites. If we want to implement then we have a few steps to follow for analyzing

- **Find the right competition**

It is an important step that it is base for framing the website into most high visitors. Looking at every method that can help us to implement and modify the website with a new idea.

- **Visiting the Rival Website**

To visit some websites that can help to reach out to the goal with a clear perspective of the content and keyword quality with density, and get into mistake they made.

- **Researching the backlinks of the competitor**

It is another link to another website which can increase the performance of the search engine and also co-ordination with the white hat SEO. It can reach the rival backlink's with over the internet

- **Influence of social media of the competitors**

It is a huge amount of content that appears in social media with a wide range of popularity that occurs based on the customer. Looking at the website in social media that can give ideas which can improve the website. Use them on popular social media.

**LESSON 1**

**D O M A I N**

## **What is Domain?**

It is the name of identification of extension with the name of the company that administrates, control of the website. A domain can have so many extensions and addressing the website with is

.com, .edu, .net, .org, .info, .Gov, .in, etc. Like these so many addressing extensions are available. We can buy these extensions with a company that provides these addresses. some of the companies are

1. Go, daddy,
2. Hostinger
3. Big rock
4. Word press
5. Google domains

It is an area owned by a government or private is called domain.

A domain can be used in the Uniform resource locator because it is the search engine of the website and get into particular web pages.

It does not have more than sixty-three characters in the domain.

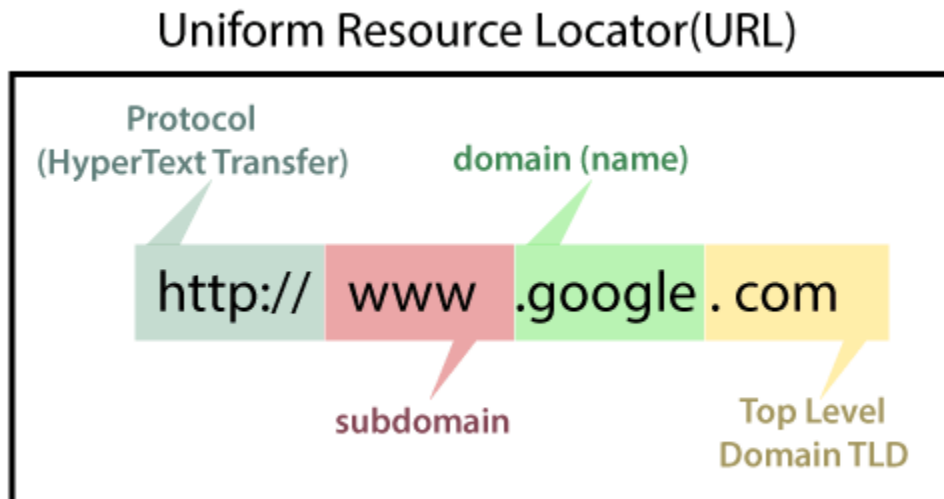
## **Characteristics of domain**

There are seven characteristics which can help in choosing a domain

1. It can be short
2. It is easy to remember
3. Easy to spell
4. It has an extension
5. It is descriptive

6. Brand able

7. It does not contain hyphens and numbers



# Types of Domain

## **TLD (Top Level Domain)**

It is the highest level of DNS structure on the internet which can have several types of TLD's

## **CCTLD (Country Code Top Level Domain)**

It is used as a two-letter domain designed for Geographical areas. Usually, this domain can be used by the residents of the country that means officials of government.

## **gTLD (Generic Top Level Domain)**

This domain is registered by anyone it is designed for the normal users of the country but it has various restrictions in the domain

## **ICCTLD (International Country Code Top Level Domain)**



It is specially encoded and formatted in a particular manner which cannot be displayed in non-Latin character.

## **Benefits of strong Domain and premium Domain**

### **Strong Domain**

Adding professional credibility which can separate from the millions of quick scheme and provides visibility to the brand that will create awareness for the customers. Establish a business that will claim the reputation and builds online territory. It is easy to change the hosting services along with the country it is possible with mobility. Developing the website with quality content increases the ranks of search engine and it is more recognizable which can drag the customers into the right direction, we will provide the brand marketability and focus on the special region they keep the domain without expiring and also providing low annual fees.

### **Premium Domain**

Simple, Short, and Sweet

It is all about using the common words for the domain which goes a premium that might increase the brand value and using a succinct

### **Credibility**

A high value of domain can have top players in society and that could take years to develop

### **Attract more commerce**

The high-value domain can have important that is if anyone searches with the related keyword then it automatically sent directly to that site. It is a valuable benefit for the owners of the site.

### **Highly esteemed**

The premium domains can acquire a ton of backlinks that improve the ranking it can use to the other website also

### **Solid Investment**

Investment in the premium domain that can increase the growth of business and it becomes a very asset in the future and rather we can sell it also

### **Why we need a domain**

Every domain name can have a unique identity that builds business planning in the presence of the internet. Having an own domain, website, the email address will give a professional look. The reason for registering the domain is to protect the copyrights and build credibility, brand awareness, and position of search engine. If we miss the importance of domain then we lose the whole online identity on the internet. If we want to get the identity online then we need to renew the domain once a year.

We need to protect the domain with privacy. We need to protect the personal data and we can get unwanted calls like scammed, it might be hacked and personal data can be sold and we will get a lot of spam emails and we can't register a domain without providing the information of authentication. Usually, this can happen but we need to protect everything from starting to the endpoint of the website. It is the only way to get protected.

# **LESSON 2**

**SEO RESEARCH AND ANALYSIS**

## **What is SEO Research and Analysis?**

It is a high return activity on the website and keywords can place on the first page of the website. The keywords can increase the gap between users and the website. It enables the identification of information in the targeted users. It demands the keyword and not only the relevant terms and phrases of SEO. It has to compete in the millions of business people to achieve a high rate of ranking. It is to optimize the content by placing the right keywords is necessary for the SEO practice. If we don't use the right keywords then the website address or information can't be in the first pages of search results.

## **Finding the Suitable Keyword**

It needs to understand the product and service and targeted users. If we know that then we can use the keyword in a better way in a professional manner. Further, we have to access the value of the keyword. Accessing the value of keyword we have to follow the steps

## **Few Questions**

The questions asked by self then the keyword relevant to the content. For the right information will the visitors get the keyword then the traffic can be increased revenue? If the answers are right then the keyword has full of value.

## **Search the keyword in Major engines**

If the keyword has already existed have to know by searching in major browsers and also with deepen. It is easy to understand and tell how hard, rank for the given keyword or phrase.

### **Buy a sample campaign**

We can buy the sample at Google ad words and Bing Ad center in this we can testify the webpages and it helps how many are visited and how much time they spend on the website and also they tell that we have to change the keyword or continue with the keyword.

### **Competitors Analysis**

Analyzing the competitive website is an important objective by analyzing we get the ideas to improve the website and have various tools to compare the friendliness to the website. The tools are based on SEO is very easy and quite to visit. Some tools are used to enter in the webpages, etc.

# **SWOT Analysis**

The abbreviation of SWOT is Strengths, Weakness, Opportunities, and Threats. It is to evaluate their business and viability in enterprise and used to evaluate the current and future growth of the website.

Both strengths and weakness are the internal factors and the remaining two are the external factors these are beyond the control of the organization. The analysis can find the SWOT for the website.

The goals and objectives can increase the profit by 10% and clicking rate 15% and 5% is decreasing of the shopping cart. We can start the following steps for the SWOT analysis.

### **Strengths**

It is the advantages that are not present on the site. The competitive website advantages are helping to gain an edge over the similar site.

### **Weakness**

The features of the website are to progress of achieving the goals and aim. If we identify the weakness then we can compare it on the website. Unfortunately when the competitors can better way the feature then the website gets into the weakness mode.

### **Opportunities**

It is the external elements that can help to improve the website performance and popularity because of control and exploit the values of keywords that get the objectives and goals. The common opportunities for the website are to improve the visitor's experience and focused on social media, internet, and transactions online.

### **Threats**

It is the external factor it prevents the website from achieving the goals. If we ignore the threats then we can't make the progress but some of the threats include new entrants can irritate the ideas of competitor

<h1>S</h1> <p><b>STRENGTHS</b></p>	<h1>W</h1> <p><b>WEAKNESSES</b></p>	<h1>O</h1> <p><b>OPPORTUNITIES</b></p>	<h1>T</h1> <p><b>THREATS</b></p>
<ul style="list-style-type: none"> <li>• Things your company does well</li> <li>• Qualities that separate you from your competitors</li> <li>• Internal resources such as skilled, knowledgeable staff</li> <li>• Tangible assets such as intellectual property, capital, proprietary technologies etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Things your company lacks</li> <li>• Things your competitors do better than you</li> <li>• Resource limitations</li> <li>• Unclear unique selling proposition</li> </ul>	<ul style="list-style-type: none"> <li>• Underserved markets for specific products</li> <li>• Few competitors in your area</li> <li>• Emerging need for your products or services</li> <li>• Press/media coverage of your company</li> </ul>	<ul style="list-style-type: none"> <li>• Emerging competitors</li> <li>• Changing regulatory environment</li> <li>• Negative press/ media coverage</li> <li>• Changing customer attitudes toward your company</li> </ul> <p>WordStream</p>

# Choosing the keyword

It is the word that can use by the people to get desired information from the website and also increase the traffic of the website and also ranking. The following points that are used in the website

## 1. Full tail Keywords

Regularly used words are 3 or 4 such keywords are more identical to the SEO people will purchase and buy the keyword which has more high rank in society with an extension. It is easy to search for products and

services which are available in the search engine. The long keywords can have less priority and can't get targeted users

### **1. Latent Semantic Indexing**

It is also called LSI and incorporates the terms and main key phrases that are easy to interact with the website and also it mainly depends on the keyword. If we search then it finds out more semantic words or elements then it should automatically select the certain or relevant authentic word

### **1. Recent Trends**

It is to observe the new trends in the search engines if we know the activities of updates then we can easily moderate the website and it also increases the traffic rate of the website.

### **1. Location-based Keywords**

Based on the location we can search but if we add the keyword according to the location then we get a high ranking in the results of a search, it helps to more than the analyzing elements

### **1. Identify Competitor Keyword**

It is of doing plagiarized the competitor keyword to get rank for website. We can use the keyword spy to check the competitor traffic of the website

# **Tools for Keyword Research**

These are the most important and useful keywords for the website. It is to provide the rankings and values of the site and it is required to manage the site for traffic and ranks of the keyword in the search engine

There are so many important tools used for keyword research

- **Google Keyword Planner**



It is a most available planner and it is also integrated, it requires creating the Ad-words account before using the tool it gives the idea of creating a high proficiency keyword which can level up the competition and it can show the filters with finding out the profitable keyword

- **Google Trends**

It is also a free tool that can search according to the requirement of the users if we just enter the data then it will show the keyword in a particular manner. The use of this tool to get the popularity in social media

- **SEMRUSH**

It is to offer the most designed keywords for the users and also we need to add the URL of the website then it will show the ranking and without targeting we can find out the competitor's plan in which keyword they are going to bid on all these available in the paid section.

- **Keyword Spy**

It is an optimization tool that spy on the competitor's website or keyword. It is to create the campaign for the targeted one then we can see their rank using geographical locations. It offers several features like domain searching suppose if we search the domain then it will show how much keywords spend and how much time spend on the site and how much amount we will get and who are the competitors. It is an additional feature in the keyword spy

- **Keyword Discovery**

It is a very important tool which can collect the data from 200 search engine to get the popularity. Every search engine has its priority which leads to an increase in the various researchers.

- **Word Tracker**

This tool is majorly used by the small organizations and to know the related keyword and also shows how much traffic for the website which goes through planning SEO and builds new links.

# Market Research

It is valuable information for the customers which can get an idea about the company. The strategy of SEO is mainly focused on the keywords whether in the market those words are creating hype or not it is work of market research and knowing the SEO will lead to the suggest the high-quality content which we have to include. It is premium search research support from the great experts and wellbeing famed in the society which insights the power of real-time results that helps to the build the content and keyword easily and attracted by the customers and easily they can easily satisfy by seeing the website appearance and content which have included in the website.

## **@Relevant Keyword**

The customers which they want to enter the website are from the keyword and also easy to know about the chance of getting more high ranks. The content which we optimize is the best for the practice of SEO. If we don't use the correct keyword then it will not pop up and shows the disturbance that occurred on the website. Both market research and SEO shows the in-depth looks on what information of targeted audience we are looking for, and also it observes how they are participating in this majorly it allows building a well-constructed website which can get good results in the market and easy to find the competitor's website also.

## **@Leg up on the competitor**

The course of the goal to find out the competitor who can get the ideas and get into to website with more targeted words or phrases. It can help in the market research and understand the company and which keyword can direct for a better ranking. We can identify every move of competitor and also identify the relevant topics which they are not focusing on them. The low hanging people can easily oversight delivers

to other people with a gift. It is taking advantage of casting richer words than the competitor' s in the market.

### **@High Quality content**

As we know that the time changes everything that we are going through if we want to change then it is the time to acquire the opportunity.

Placing a more solid content that gives fame and respect in society. The creation of valuable content makes feel better and also increase of visitors to the website more likely to share with social media and email

The market research gained and lead to more relevant keyword and quality content. The roofs of the rankings are the best and become a trust and helpful source. It builds the relationship between the customers and makes them likely to find online.

### **@Industry based market research**

To produce high-quality content that effectively works. It is regularly conducted on the SEO industry by this research we aim to emerge trends of the and related news of industry which we can adopt the current approach. It is to get a higher rank for the website it wants to have relevant topics with the industry; it is significant and well designed and also has a positive impact on the website.

### **@competitor based market research**

It is a key part of the search engine it allows the service and whether we get the rank from the competitors by visiting the website. If the market research is conducted then we can have a question of how much we have to increase the effectiveness of the research.

It is a business direct competitive research and also comes a big boost of the competitors which can give success in the business. It is the inspiration for trying new things and also takes advantage of any gaps found on the website and also involves looking for the website. It is a

tool for analyzing the backlinks of the competitors that acquiring similar high-quality backlinks. The backlinks are major for researching the competitor's goals and objectives of the site. People think different but researchers and competitors think the same but in implementation is different. To implement in any of the content from the competitor's we have to sync the content as well as it should be different with the same meaning. It is one of the advantages of the competitor's research. Research is the only option to follow the competitor's objectives and thinking.

# Content Research

It is the process of finding the answers to the questions and understanding the content and how the content is useful to the workers. It is about digging deeper to get good content for the website. If we get poor content then the quality is must be poor. We can get the content from the tools and techniques that we had online. Either the content should be used for the site and which makes to increase the number of visitors and to get paid. Every content that must be used for any website that we use for the business.

There are four kinds of software that we need to implement in the strategies.

## **1. Quantitative Content Analysis**

- MOZ
- Screaming Frog
- Woo rank

## **1. Qualitative Content Analysis**

- Market muse
- Smart look
- Yoast

## **1. Content creation tools**

- Hub spot
- Venn gage
- Rocketium

## **1. Content Curating Tools**

- Pocket
- Wochit
- Create

# **Content Guidelines**

There are four golden guidelines which include in the content

Research and Define the content with a target audience and also when the content creator is keeping to the audience in mind. The platform that we select has the right one and also in each platform we have the content uniquely before posting we have to provide the proofreading of any content.

## **Content Optimization**

It is a process of optimizing the webpage and that includes more attractive and useful to users. It typically improves the improvement of technical performance and it is to perform for better rank and search engines

It is improving the aesthetics and performance of site assets or pages for unique value to the optimization and editing and so on

# LESSON 3

## ON-PAGE OPTIMIZATION



## **What is on-page optimization?**

It takes the measures on the website which can refer to improve the search rankings and it also measures the content and titles of the website and improves the optimization.

## **Elements of On-page Optimization**

It is non-standard and it is recognized as the workflow. The analysis measures the implementation of comprehensive and as possible it is to ensure the opportunity with improving their rankings and also it improves the searches based on the ranks.

There are so many elements that help out in the optimization

### **1. Technical Optimization**

Mainly in this optimization, we majorly use the components that should be used for the website.

If we want to organize the website then we have to maintain the server speed for ranking purposes and also we have to maintain response time for on-page optimization

If the source code to improved website performance and its functions and code sections be removed and other consolidated it makes it easier to boot the site.

Every device has its address it will store in the server with all the data but can't find out whether the competitors use the ideas and objectives.

### **1. Content**

The content we mostly see on the website are text, appearance, etc. But we have invisible elements also included in the content. For optimization, we can use so many tools but we have to get it in a long time based on keyword density which can have been superseded and weigh the terms using the WDF\*IDF tools and by applying the proof with the relevant terms and topics. The aim of the text optimization is



should be to create a new keyword and that should be unique as well as that covers the combinations of each topic it includes it must be an inaccurate way. It meets the needs of the search engine.

The elements which include in the content that should be like bullet points, headings and so on it is to attract the users by seeing the content it looks like a professional manner.

It is an important thing that would have to insert the images in the content and the image should not match with the Google search engine. We have to increase the rank and appearing of the website that looks better with images that make sense to the website. If the images are designed by own then users spend their on the website and we increase the paid also.

Videos in the SEO are most important either one or two videos are usually inserted but if the images are inserted and put in a gallery then we make a galley for videos then it should get some more appearance to the website.

Meta tags are the indirect factor and element for the website and also impact the click-through rate in the results page. The important components that which consider for optimization, even if they are not visible to users also should be a part of the content and make an impact on the website and rankings. It is the close correspondence of content and keyword.

### **1. Internal links and structure**

It is linking guide and boot the domain and optimize for the real users

It is the structure and ensures the website hierarchy with more than four levels but less level can boot easily and optimize to reach crawl the subpages

It is managing the link and distributed the domain to get an increase in the sub-pages regarding a keyword. It is one of the important on-page element which has both navigation and crawlers for the users.

Avoiding the content with a duplicate keyword or matter that includes the appropriate use of canonical tags for the attribute.

The main aspect of the website is URL it is to be like user friendly if the URL already then logically it should be related to another industry or domain. It can be looked at as a part of on-page optimization.

Useful content can't contain in the pages but in particular, try to get in the lower pages with useful content to deliver for the users. Users also expect from the people are designed the SEO and it should be tagged like the robots meta tags which will prevent them from being in the search results.

## **1. Mobile Optimization**

Adapting the content and easily accessed and view on the smartphone or tablets

If the interesting images and videos are so large then it takes so much of time and to load also as the part of optimization the graphic designers should decrease the size of the file and insert as same as possible

The specific page optimizes the interaction of users and also it can be found in our search metrics for ranking studies.

# **Importance of on-page optimization**

In the recent years the internet speed is very fast and the technology because of the website designing it is a very important sector or domain for the software engineer it is to do developing the on-page SEO in these years the results are increases when compared to previous years it is the only optimization that which increase the value of SEO. In these, the on-page SEO and optimization are more important than the other optimizations. Every user can visit the site because of the attractions and keyword and content

Every content on-page optimization is creating very emerging rankings and paid visitors. The goal of on-page optimization is to create good content and get high ranks as the competitor's website.

# Lesson 4

## OFF-PAGE OPTIMIZATION

**SEO**

Off Page  
Optimization



## **What is off-page optimization?**

It is measured and referred by taking the actions outside of the website and this optimization tries to improve the position search engine rankings. This optimization helps to create backlinks with a high-quality range. It is a long term and consuming process and includes the backlinks from the authority site. It majorly works on the background of the webpage and improves the search engines and it is not directly controlled by the publisher or owner.

## **Significance of off-page optimization**

Most people ignore this optimization but they want the quick results and also we should maintain the ranks of the website. It is a very important optimization for the backend. We can't website ranks with the off-page SEO. Usually, this can be done in major factors like linking, videos, and social media. If we need references then we should be socially active and string on the communities



## Techniques of off-page optimization

We can apply the techniques of off-page optimization and also boost the ranking of your webpage and get drive traffic.

- **Link Building**

It is one of the ways and is defined as building external links it is the aim to get votes from the visitors the backlink can increase the rankings

### Ways of link building

Yellow pages are the backlink and entry to the website

The signatures of forums getting a backlink to their website are leave the links

As the forum signature is a link like that other link also has a backlink that is comment blog in this we can write that what we feel.

The directories publish the article then we can have a backlink also and the directories accept the content and some articles may reward or spinner

In the content shared directories they can publish the content they can reward and give a choice of adding the favorite links for the website

There is a way to build the links and talks about with the webmaster to exchange the links. Linking the website to create another website.

- **Social media**

There is a way to build the links but we engage the links in a better manner by using social media. It is a great platform to get more traffic for the website. Usually, if we post a link then the users in the social media don't follow or visit but if we add any social media platform then the users easily attract and we get the heavy traffic and paid also. From these, we can increase the ranking

- **Social Bookmarking**

Bookmarking is another way of promoting and attracting a huge number of users and also promote the blogs from the website is easy. Usually, the content can easily be updated on the website using a technology

- **Guest Blogging**

Adding new and compelling content has built new links to drive the traffic. It is a way to attract traffic. It is to allow the links and adding the links in the comment section that makes the crawling of search engines to drive the traffic to the website

# **Benefits of off-page optimization**

Using the techniques increase of optimization we can increase the rankings of SERPs and also helps and attracts the traffic.

The best part of SEO is high ranking is to get high ranking SERPs

And it gets more clicks to visits on social media. It is a chain of events from one to another

It is a concept of page rank and introduced by Larry page. The concept of web pages is between 1 to 10 is the higher and the rank is better for the website.



# ANALYTICS

## **What is analytics?**

It is the scientific process of discovering and the communicating of patterns and it can be found in the data

It is the raw data and making better decisions with the application of statistics and operations research to the quantity and gain insight into the meanings of the data. It is especially useful areas which a lot of data or information.

It is the systematical Analysis of data and statistics and used for the discovery, Interpretation and communication patterns of data

It can be valuable in areas with recorded information and also it is a stimulus of statistics

It is to improve the business performance and everything can be analyzed with an optimization

It is an extensive computation of analytics that can use the algorithms and software used for the most current methods in computer science.

There are many applications of Analytics. They are

## **1. Marketing optimization**

It is a creative process of high data-driven. The organizations use the outcomes of campaigns and efforts to make decisions from the investors and consumer targeting. There is a large number of techniques and the panel data to communicate with the marketing strategy.

It has both quality and quantity also structure and un structure data that used for revenue outcomes. The revenue process occurs in real-time communication. To maintain performance results then it enables the data for the execution of strategic

Marketers are allowed to collect the information according to the session and also we have to do interactions with the website also and this operation is called sessionization. We have so many examples and the marketers make use of the free analytics. Every interaction for the website is provided by the information system to track the referrer.

We have to make the activities to track the visitor to improve the marketing campaign and information architecture.

These are the techniques used in marketing that include so many optimizations for segmentation.

Optimizations of websites are frequently worked with more hand in hand with traditional marketing techniques.

The focus of digital media and changed the vocabulary of commonly referred to as attribution of content.

The marketing decisions are the techniques and tools of the support for the strategic. We have to allocate the budgets and brands of portfolios for more tactical support to target the competitor.

### **1. People Analytics**

People Analytics are used to get the data and to understand how companies are managed.

It is also known as workforce analytics like HR analytics, People insights, etc. People analytics can solve the problems of business but as well as other analytics solve the problems in their respective places. The analytics meant for the satisfaction of customers and the relation of customers and these are all real-world business.

### **1. Portfolio Analytics**

A common application of business and collection of accounts of varying the risk and value of the bank. It may differ the status of social and many other factors. The loan of the lender must return the value of money to the bank of each loan and also evaluate the portfolio. The wealth of risk loan is least and with a very limited number of

people. It maximizes and minimizes the risk and struck balance. The solution may combine with a series of analytics to make decisions. The whole segments to cover any losses are the portfolio.

### **1. Risk Analytics**

The banking industry develops to solve a certain risk of individual customers. It is to predict the delinquency of credit worth ness of every individual. It is carried out the risk in the scientific world is the insurance industry. To get risk for the people some people are going to make the online payment gateway companies analyze the transactions were genuine or fraud it is the use of transaction is get a history of the customer. This type of risk commonly occurred through the credit card. When there is any spike then the customer gets a call and the transaction was initiated by the customer or not.

### **1. Digital Analytics**

It is the set of business activities define to create and transform the reporting of the digital data and recommendation of automation. For marketing, every keyword must be tracked and also include SEO. Under the digital analytics every banner and ads to click.

The MROI is the major growing brand in the market and it is an important key for the performance indicator

### **1. Security Analytics**

The main and important events to analyze the risk of products being included in the major information technology and security is the main aspect for the analytics

### **1. Software Analytics**

It is the way of collecting the information into the pieces of software used and produced with the product.

# **Google Analytics**

It is one of the most popular analytics software. It is free web analytics. It is used to design to analyze the depth details of visitors and provide valuable sights and helps you for the success of the business.

### **Installation of Google Analytics**

Create an account if in the case have an account login into account with the correct credentials

In the account set up a property

In the property set up the report view

Install the tracking code

The tracking code should be on all pages

Before using learn Google analytics

### **How to study Google Analytics**

Search for the free courses and then register and do participate in every class and make a note of everything and also make a record of every video. Every video that helps in the future do not make any mistake.

Keep up to date with the training and follow every instruction. Nowadays digital learning is well secured and it is also well designed. We can learn from anywhere.

Every report of analytics that makes a good analyzer and also using a property in the analytics is a very good advantage to make easy analyzing the information. Every day of the course is very important because the course can increase the thoughts and ideas to grab the information through the software. In this generation this is a way to learn the new topic and get specialized in that is very good and interesting. Every analytics is important to study and learn. Firstly we have to study the information about what we had and then we have to make to analyze after that we have to make a report of each analytics that helps in the future projects.

### **How Google Analytics can help SEO**

There are fifteen ways to help SEO with Google Analytics

Sync and search the console account

Set and create the goals according to SEO

The visitors can be organic and use them

Differentiate organics and non- organic

Let we find the top content and with performing

See the performing and top landing pages

Use the report with content drill down

To track the content updates we have to add the annotations

To report the analytics use the multi-channel funnel

Track the keyword by using this software

To find the sites of referral

Spend and manage the PPC

Check the views of the website

We have to create the custom dashboards

We have to set up the alerts

### **Advanced Reporting**

It is a consumer reporting agency it can offer the client with customized. It can give services to national wide and also it simplifies and manages the risk management program

### **Functions of Advanced Reporting**

It is a process of giving reports of Gross Revenue and commission Report

It analysis the report of Reservation and Management

It analyzes all the reports of the sales department and property usage report, occupancy reports, Auto cancel routine, property reports and Exporting the data into an excel sheet

### **Advanced Reporting in SEO**

1. Pre-sale Discussions
2. Organic Search engine Revenue
3. Organic Search Engine Traffic
4. Keyword Phrase Rankings
5. Off-page optimization wins
6. Customize the emails
7. Work completed Summary
8. Failure reporting

### **Open Site Explorer**

It is an optimization tool which helps in search engine for getting links. This tool is developed by Moz and it can help from tracking the links of the website and it is an important tool used for off-page optimization. It can collect the data and it has a specialty that automatically refreshes the data every 24 hours. It tracks the daily scores of every website we can see everything in the dashboard it can help that what we can do the next.

In the open site explorer, the table shows the

URL of the website and anchor text and authority of page and authority of the domain, domain linking, and spam score these items shows in a single table it is a very good advantage to the explorer.

Every explorer can reverse engineer the competitor's campaigns and we can find the top-rated content for the website and find the links of the competitors and just spot and hunt the big fish to analyze the links and domain and create 404 pages for generated links.

### **Website Analysis using various SEO tools**

There are so many SEO tools to analyze the website

Keyword research tools

Answer the public

Google keyword planner

Keyword Generator

Trends of Google

Keyword reedit

Surfing the keyword

On-page SEO tools

Math of rank



SimSERP

Rich Result test

Markup Generator

SEO toolbar

Link Building Tools

- Backlink checker
- Hunt the link
- Broken link checker
- Scraper
- Help the Reporter
- Streak

Technical Tools

- Search console
- Frog screaming
- Cloud flare
- GTmetrix
- Mobile-Friendly Test
- Smush
- Goes anywhere
- Text generator
- Headmaster SEO
- Validation of Tool
- Dev tools
- Rendered Resource

# TOOLS OF SEO

## **Keyword Density Analyzer Tools**

Using keyword density we can find the number of web pages and links included in the site and also its value the site with keywords. It helps the user verify the keyword with the existing content on the other site. Users are also one of the competitors in the business.

By using we can find the density of keyword along with it finds the total number of pages and linked words and non- linked words and no of stop words by using with the linked words.

It displays in the table followed by density usage in the first table it all keyword density methods can be displayed. Every analyzer tool can check these things to transform the keyword into a good keyword that can attract by the users.

## **Google Tools**

There are seven tools which can create and collaborate with the classroom they are Docs, Slides, Sheets, Gmail, Drive, chrome

These tools improve the efficiency and effectiveness of the students

And also we have seven secret tools that can become the favorite of users they are keeping. Auto draw, Tour creator, Data Gif maker, animal mystery, Music lab, Omni box. These are tools that can help in the apps and increase the usage abilities.

## **Yahoo and Bing Tools**

My account, opt-out for marketing and Performance marketing are the tools of yahoo and same as for Bing also

## **Rich Snippet Test Tools**

It can validate the structured data with a tool but can't be stored in the search engine and rich snippet, the tools information can't be stored also because the users can use the information for any purpose

## **Comparison Tool**

The tool which can be used for comparison then it is called Diff tool. It can compare the text between two files and display the comparison. It shows Original text and changes the text. It is one of the techniques used in the SEO

## **Link Popularity Tools**

It is a tool that analyzes the pages and towards the off-page criteria to determine the quality and tools. Based on the authority we can find the link for any page from the external website. This tool is related to the links.

## **Search Engine Tool**

There are so many tools that can improve marketing and explore the site. In every search engine tool, we have to analyze and optimize the site with a keyword. The keyword is the main tool of a search engine.

## **Site Tools**

This tool has many advantages but we have to search for every information from the site of competitors. The tool can help to show the visitors to the site and even we can search the information of the tool also.

## **Miscellaneous Tools**

It is a collection of website tools and it can assist webmasters and designers to adjust the website by using search engine optimization. It is a free tool with the collection of miscellaneous tools and to find out the functionality and detail information.

These tools are used for analysis and research to help to check the backlink and also instantly resource for the SEO.

Every tool can bring the rankings and visitors for the website it can be helpful for the paid and to get fame in the online. When we build the website we have to use every tool to make better. It can help to get high rankings and with a keyword. The keyword can change website visibility and appearance.

# BACKLINKS

## **What is a link?**

It is a link that refers to the hyperlink it connects to the webpages through the internet.

## **What is Backlink?**

It is a link to another website that can increase the quality of ranking position and brings the visibility of SEO. It is like a search engine that can help through the website.

## **Why Backlink is important?**

It is important because it is valuable for SEO. After all, they represent the "vote of confidence" and also from the site to another site. The backlinks are the signal to the website which can vouch for the content.

## **Types of Backlink**

Establish the popular backlink which can have an advantage for search engine optimization and also to the website. It is one of the helpful tools for search engine optimization. There are the most advantageous types of backlinks they are

1. Editorial Backlink
2. Guest Blogging Backlinks
3. Business profiles Backlinks
4. Webinars Backlinks
5. Free tool Backlinks
6. Acknowledgment Backlink
7. Backlinks of Guest post Bio
8. Badge Backlinks
9. Backlinks for press releases

### **Do follow Backlink**

It allows Google and follow to reach the website. These links pass the SEO for the benefits of the website and it improves the ranking position of search engines which can go through significantly.

It is modified and descriptive links for the website to crawl them into search engines and it is associated with the page domain and it is an external link for the website. It counts the votes of quality. It passes along with community and calls as "link juice". It has many factors but it should be ranked the search results which can determine the search engines

### **No, follow Backlink**

It is a hyperlink and the links do not influence the search engine of the destination. It can be transferred to the rank of the page and does not crawl the links. It has the simplest tag is rel =" no, follow" and does not impact on the search engine also. We can't tell the difference between the following links. It is also an external link that can help with building the link.

### **Example**

One boy thought he wants to build a website. He designed the website. When he using the SEO he got a problem of doing. At that time he had a course of SEO he revised so many books but he can't learn it. He

completed with an online but he thinks that in future if I had a doubt then I can't verify going through the video classes then I want the SEO EBook. Every student is suffering from this problem To get rid out of this some blogging websites making a book on search engine optimization. It can help both youth people and software engine. It is a good advantage for the students they can easily form the EBook.

## **Conclusion of Search engine optimization**

Search engine optimization is most important for the website without the SEO we can't build the website. The domain and URL are based on SEO. Every tool in SEO can help to bring the rankings. The SEO keyword is the main important part and also it helps in increasing the visitors and helps to the downfall of the competitors it can watch the information of competitors that so helpful for the website. If we want to survive online we have to promote and marketing the website in the different places in the online posting in social media and most famous blogs that can bring the visitors and mostly we get paid from the most search engines.

Every SEO tool has its importance we have to use them in a particular manner. If we use it in the right way no one beats the website and also it can be so easy to get rankings online.

Nowadays every young people building their website and making wonder but some websites can't make wonders and appearance and the rankings are very much pretty we have to consider every website and give the best to users.

On the website, the most apparent is keyword and content. Content is the main important tool for SEO. Without content, we can't provide the information what the users. We have to build the website that users going to see and wants on the website that attracts. Attracting users is the most concept in SEO. SEO is to bring to attract and that helps to in the content also. Every content must and should contact with users. If the users are disappointed then it made a defect on the website.

Users are the customers to the owners because of the users they earn money and fame, popularity. It is a scope of function and analyzes the terms of the website. We can find every in the online. Every part of the website can be analyzed in different areas of social media.

Every researcher of SEO can find out the solution to every answer because it performs the website. Researching is an art that can help out from the problems. We have to be careful while designing the website and take measures of everything.

If we don't take any measures we can get a lot problem like bugs, the keyword is not good and content is not good and the client is rejecting these many problems happen that time we use the analyzing tools which can tell the mistake and easy to rectify the problems within a short period.

In this time management also an important task while building a website. A website appearance can change the mood of the customer because it attracts by the information. Whatever we have written the information that gives a lot of visitors. It is a process of sharing the website through social media and every platform. The platform is the task for collecting the visitors and ranks of the search engine of every 24 hours is a good sign for the website.







