

SEO-Part2

Search Engine Optimization



Introduction to SEO- Organic Vs. Paid

Google credit cards **Search Query**

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About 23,00,00,000 results (0.39 seconds)

Compare & Apply Online 100+ Best Credit Cards

Ad www.bankbazaar.com/Apply_Credit_Card

Get Cash Back, Joining Bonus & More on Credit Cards. Compare & Apply Now
35+ Credit Card Options - Get Instant e-Approvals
"Bankbazaar launches a 7 minutes loan approval process" – yahoo

Apply Shopping CreditCard Apply Premium Credit Card
Apply Fuel Credit Cards Apply Lifestyle Cards

Apply Credit Card Online - Paisabazaar.com

Ad paisabazaar.com/Credit_Card_Compare

Get Shopping Rewards, Movie Deals, Cashback & Fuel Waiver. Apply Now!
Easy To Compare - Free Assistance - Eligibility Calculator - Hassle free Process
Types: Fuel Waiver, Shopping Rewards, Travel Benefits, Deals On Movie, Golf Bene...

SBI SimplySave Card - SbiCard.com

Ad www.sbicard.com/e-Apply

SimplySave SBI Credit Card With 10x Reward Points. T & C Apply!
Upto 2.5% Value Back* - Annual Fees Rs. 499/- - 0% Fuel Surcharge*

Credit Card - standardchartered.co.in

Ad www.standardchartered.co.in/credit-card

0 Joining Fee*, 5% Cashback, Ea Online!

Paid Listings

Credit Card: Compare & Apply Online 100+ Best Credit Cards ✓

<https://www.bankbazaar.com/credit-card.html>

★★★★★ Rating: 4 - 26,284 votes

Top Credit Card Offers 2016: Compare and apply online for best credit cards in India for all salary range: ✓ Card Benefits ✓ Reward Points ✓ Cashbacks.
HDFC Bank Credit Cards - SBI Credit Cards - Citibank Rewards Card

Credit card - Wikipedia, the free encyclopedia ✓

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

A credit card is a payment card issued to users (cardholders) as a method of payment. It allows the cardholder to pay for goods and services based on the ...
Payment card - Credit card balance transfer - Credit card fraud - Payment terminal

In the news

Chip Cards Cause Headaches at Stores Across America

Bloomberg - 1 day ago
A majority of credit cards in the U.S. now contain a chip designed to add more security -- yet ...

The way Americans pay with credit cards started changing in October - here's where we are 6 months later
Businessinsider India - 22 hours ago

With travel rewards credit cards, timing is everything
USA TODAY - 6 hours ago

More news for credit cards

Credit Card: Apply for C Bank, India ✓

www.axisbank.com/personal/c

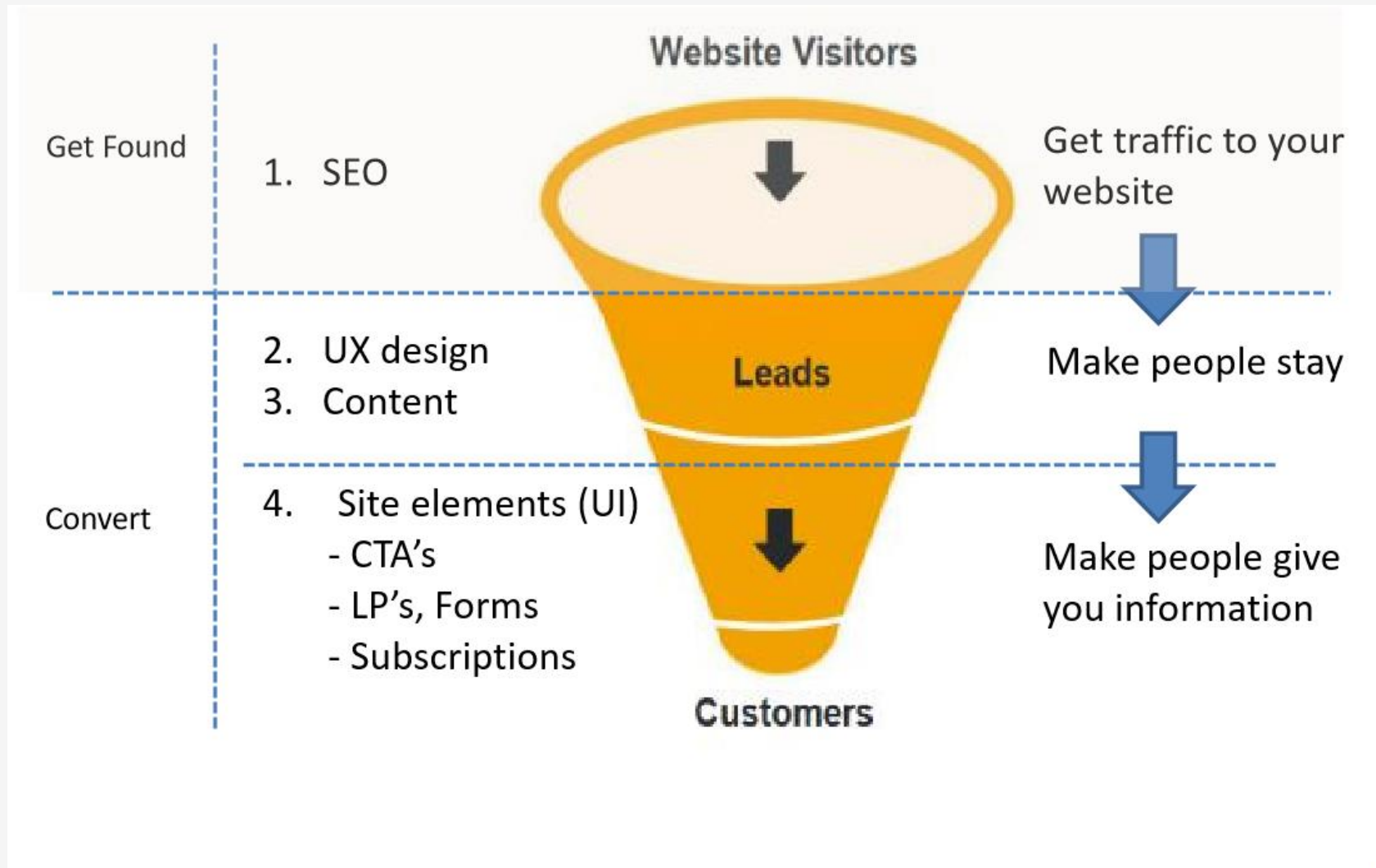
Credit Cards from Axis Bank. A Corporate Credit Cards Online. Visit this section

Organic Listings


What Is SEO?

The art and science of “**optimizing**” your **website** (both internally and externally) so that it ranks higher in the natural/organic listings of a search engine.

SEO helps you to be found via Search Engines






Anatomy of a Search Result





decathlon


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About 5,27,00,000 results (0.65 seconds)

www.decathlon.in

Decathlon Sports India | Buy Sports Products Online

Decathlon.in is your one stop shop for buying sports goods online in India. We are B2C now, open for all to buy sports products at an extremely affordable price.
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People also ask

Who is Decathlon owned by?

Is Quechua owned by Decathlon?



Is decathlon a Chinese company?


Is decathlon a good company?

Feedback

Decathlon Group

Retail company



 decathlon.in

Decathlon S.A. is a French sporting goods retailer. With over 1,500 stores in 49 countries, it is the largest sporting goods retailer in the world. Its holding company was formerly known as Oxyane.
[Wikipedia](#)


Customer service: [076767 98989](tel:07676798989)

Headquarters: [Villeneuve-d'Ascq, France](#)

Founder: [Michel Leclercq](#)



Founded: [1976, Lille, France](#)


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Anatomy of a Search Result



<https://www.youtube.com/watch?v=vS1Mw1Adrk0>

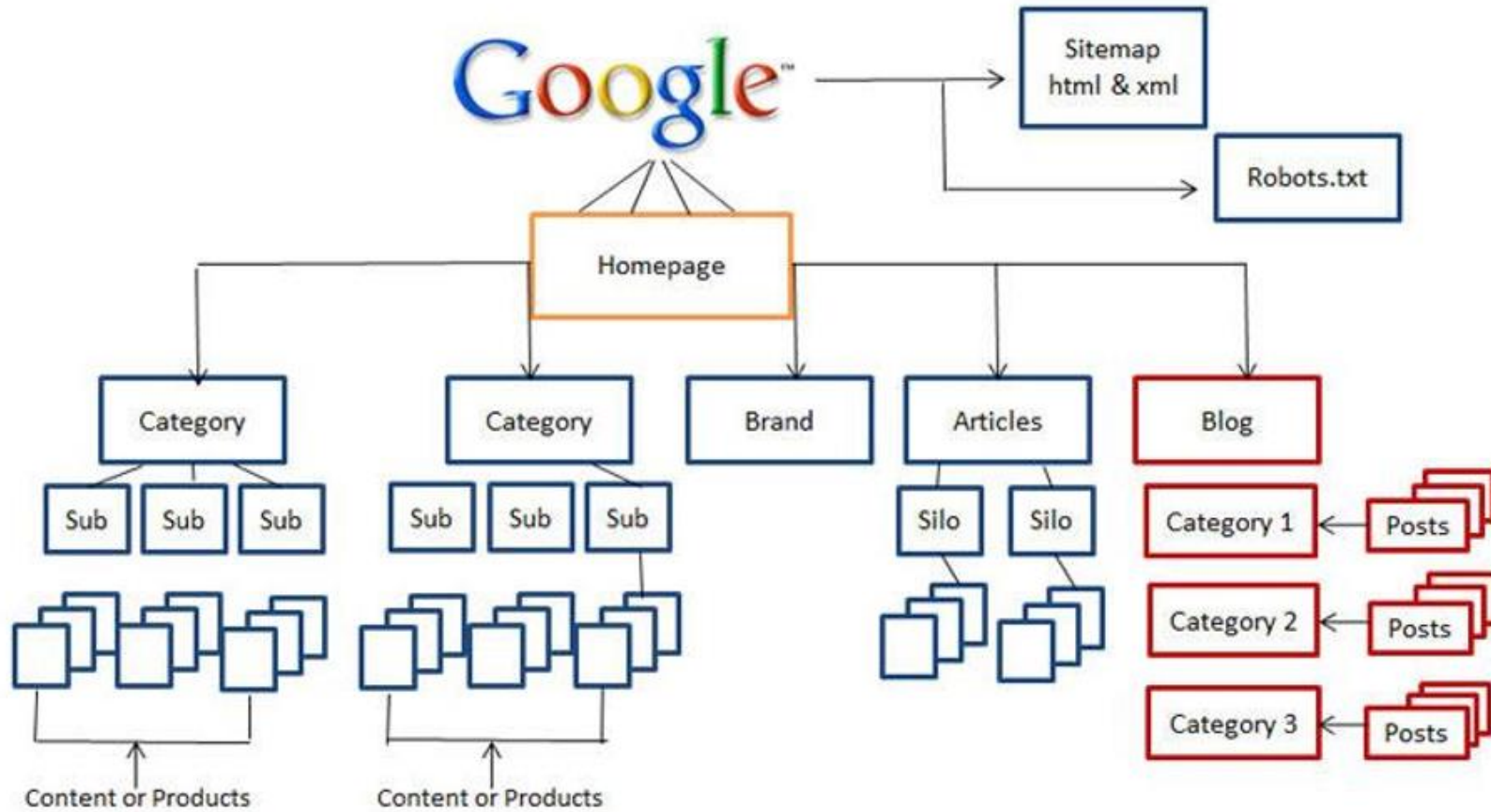
On-page SEO-On-page Optimization

The art and science of “optimizing” your website (both internally and externally) so that it ranks higher in the natural/organic listings of a search engine.

Site Content



Site Architecture



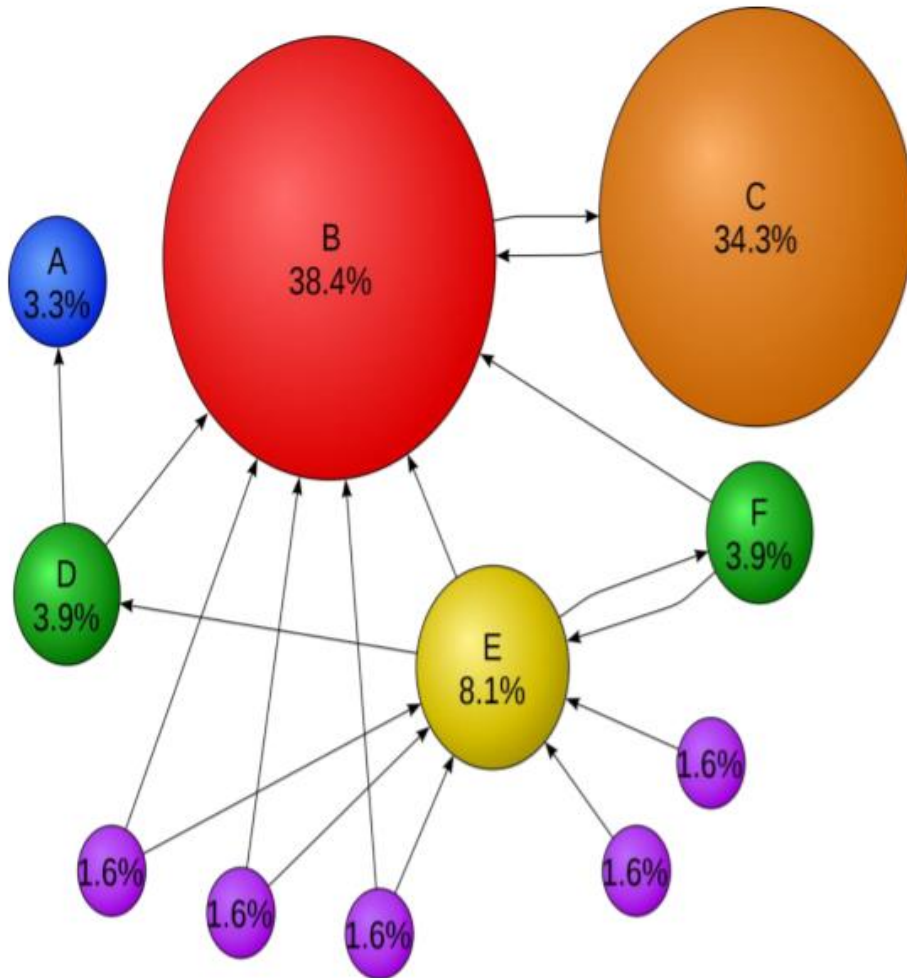
HTML



Off-page SEO- Off-page Optimization

The art and science of “optimizing” your website (both internally and externally) so that it ranks higher in the natural/organic listings of a search engine.

Building Inbound Links



Getting other high quality websites to link back to you.

The more inbound links you have, the more important your site must be.

How to Build Inbound Links?

Create remarkable content – If people like your content, they will link to it

Create Local Listings, Submit website to Directories, Social bookmarking sites, article listing sites.

Write guest posts on authoritative websites

Engage in Online Public Relations

Social Media Presence on Key Channels

Create remarkable content

Remarkable = New

Remarkable = Well Researched

Remarkable = Educational

Remarkable = Share-worthy

Remarkable = Regularly posted



Social Media channels for SEO



PR & Brand Building



SEO Success Factors



Recap

- SEO helps you to be found via Search Engines and brings traffic to your website from Organic Search Results (SERPs)
- On-page SEO is optimizing your website content & user experience for Search Engines – Quality Content – A good Site Architecture with internal links – Use of keywords in HTML Tags
- Off-page SEO is building links from external websites to your web pages. – Link Building via content – Social media also builds links – PR & Brand building are necessary to increase Organic traffic
- Search Engines rank web pages based on multiple parameters as outlined in the success factors table.