

SEO-Part1

Search Engine Optimization



Agenda

- What are Search Engines
- Indexing & Crawling
- Optimizing Crawl Budget - What is crawl budget? - How to optimize crawl budget
- Introduction to SEO
- Organic Search Vs. Paid Search Results
- Anatomy of Search Results
- On-page SEO – Content – Architecture – HTML
- Off-page SEO / Link Building – Content-based – Social Media – PR
- SEO Success Factors
- Finding Seed Keywords – Buyer Persona – Wikipedia – Forums
- Keyword Research Process – Identify Seed Keywords – Collect Metrics – Map keywords to Website, Off- page Content

What are Search Engines

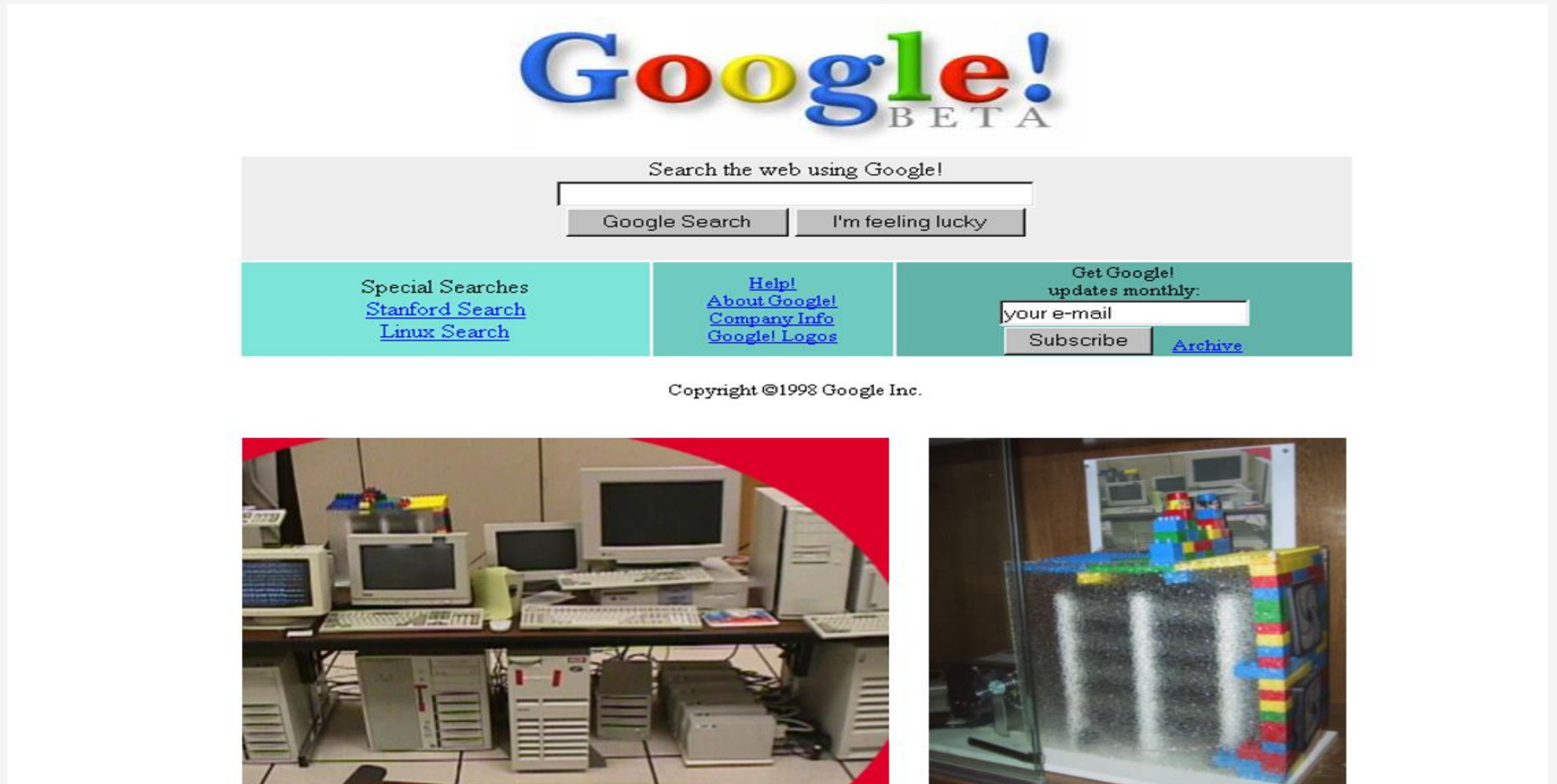
1994



1998 ??

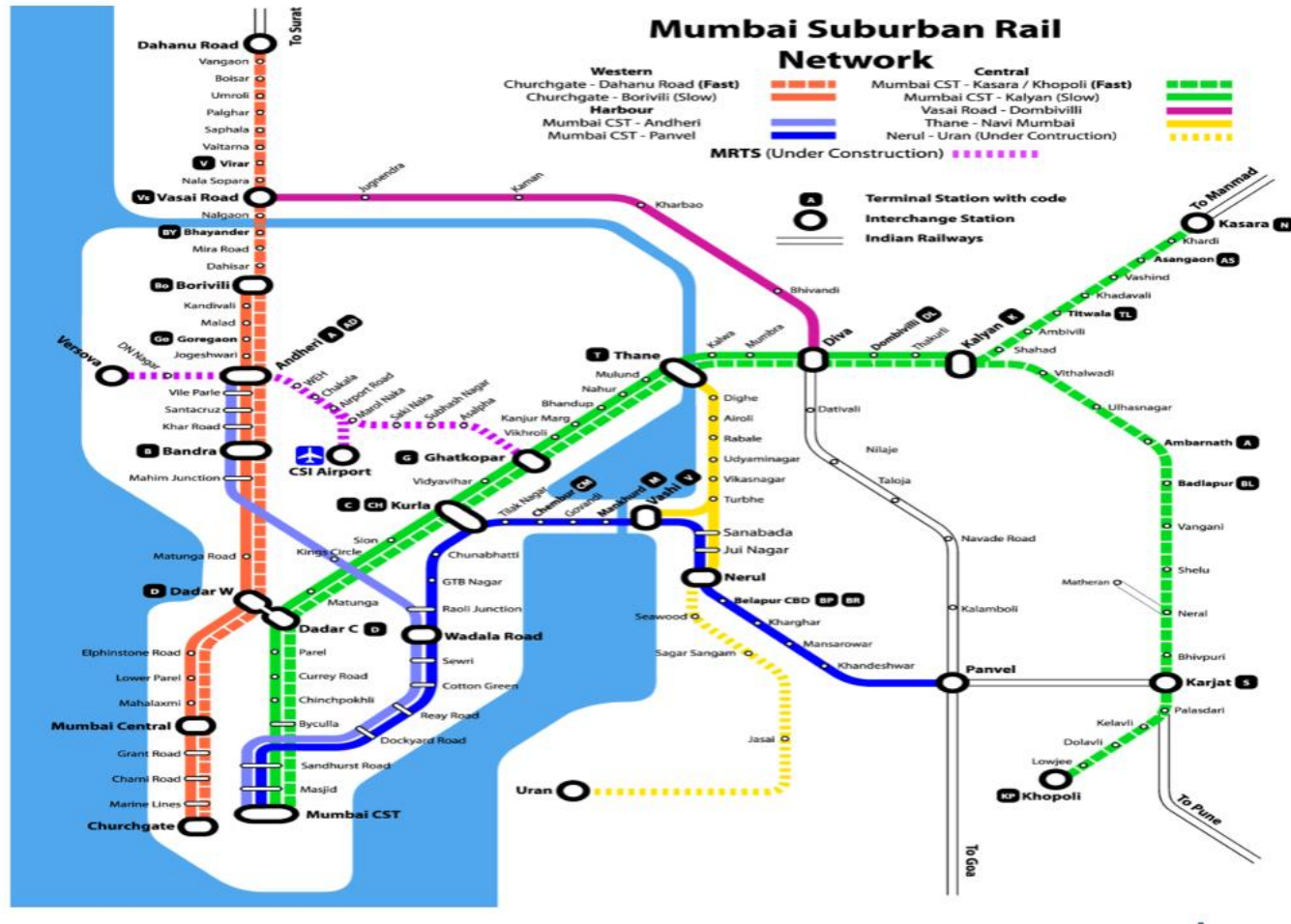
<http://www.thehistoryofseo.com/The-Industry/Short History of Early Search Engines.aspx>

Genesis of Google Beta Search



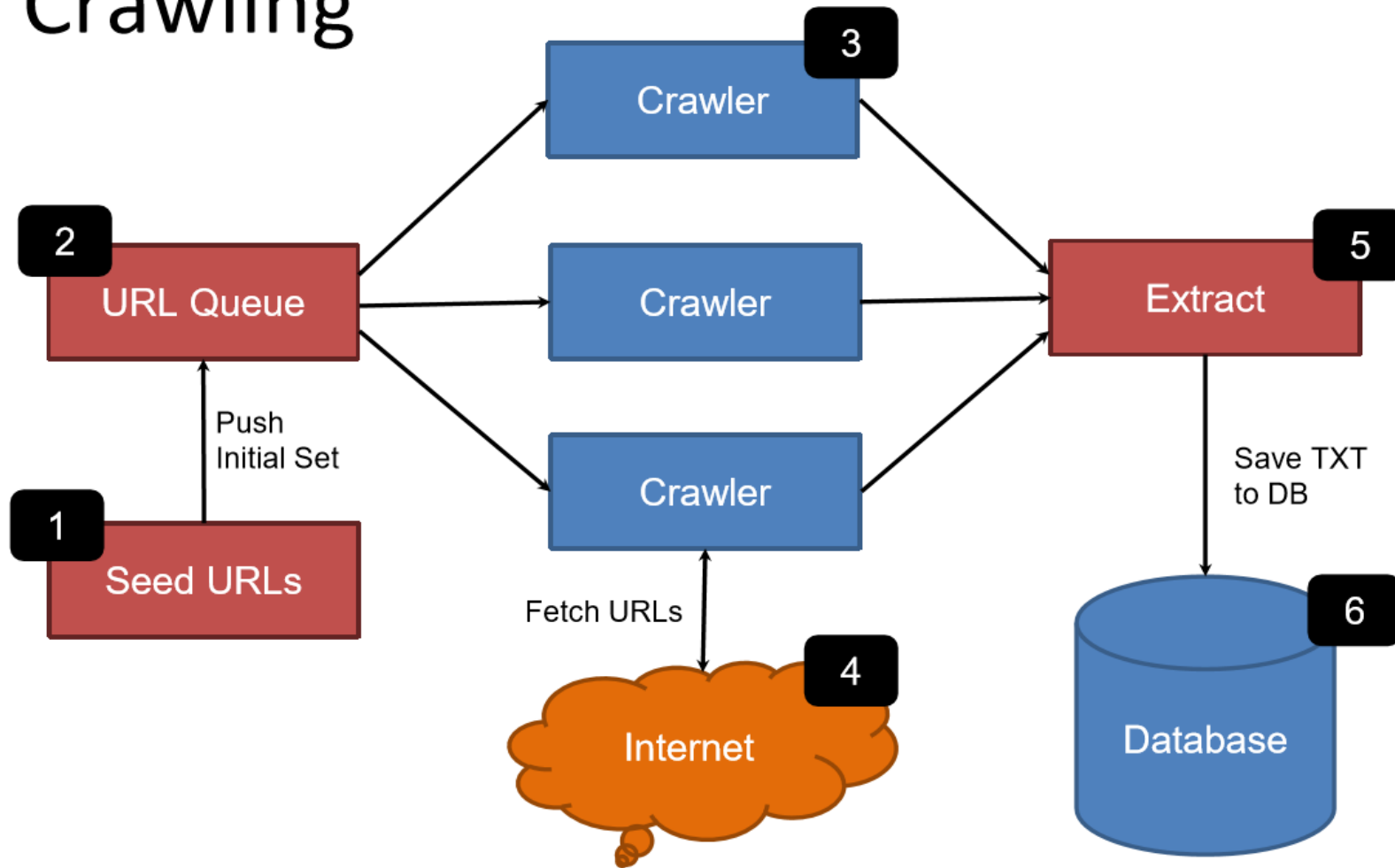
Crawling, Indexing & Ranking

Crawling, Indexing & Ranking



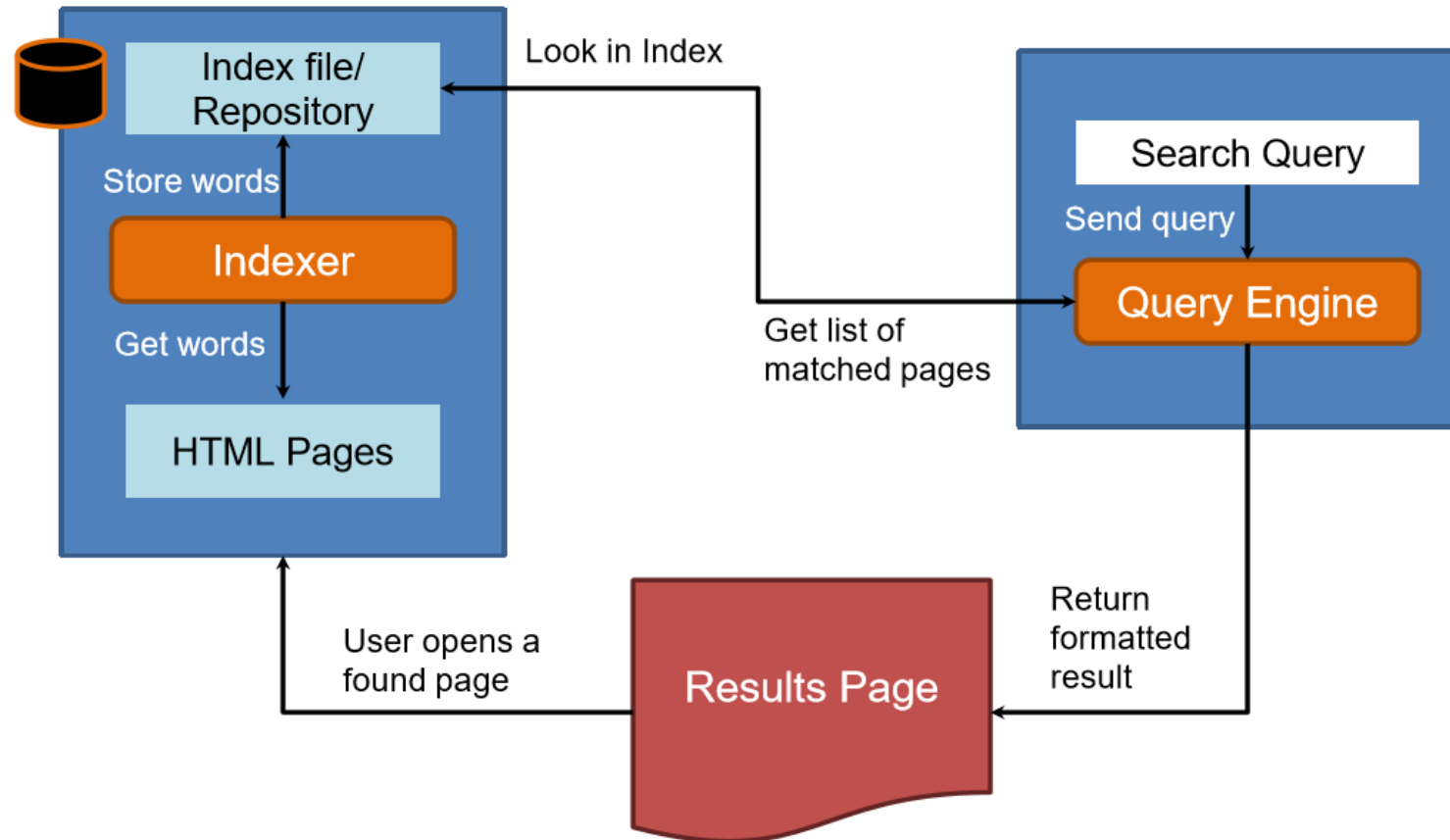
Crawling, Indexing & Ranking

Crawling

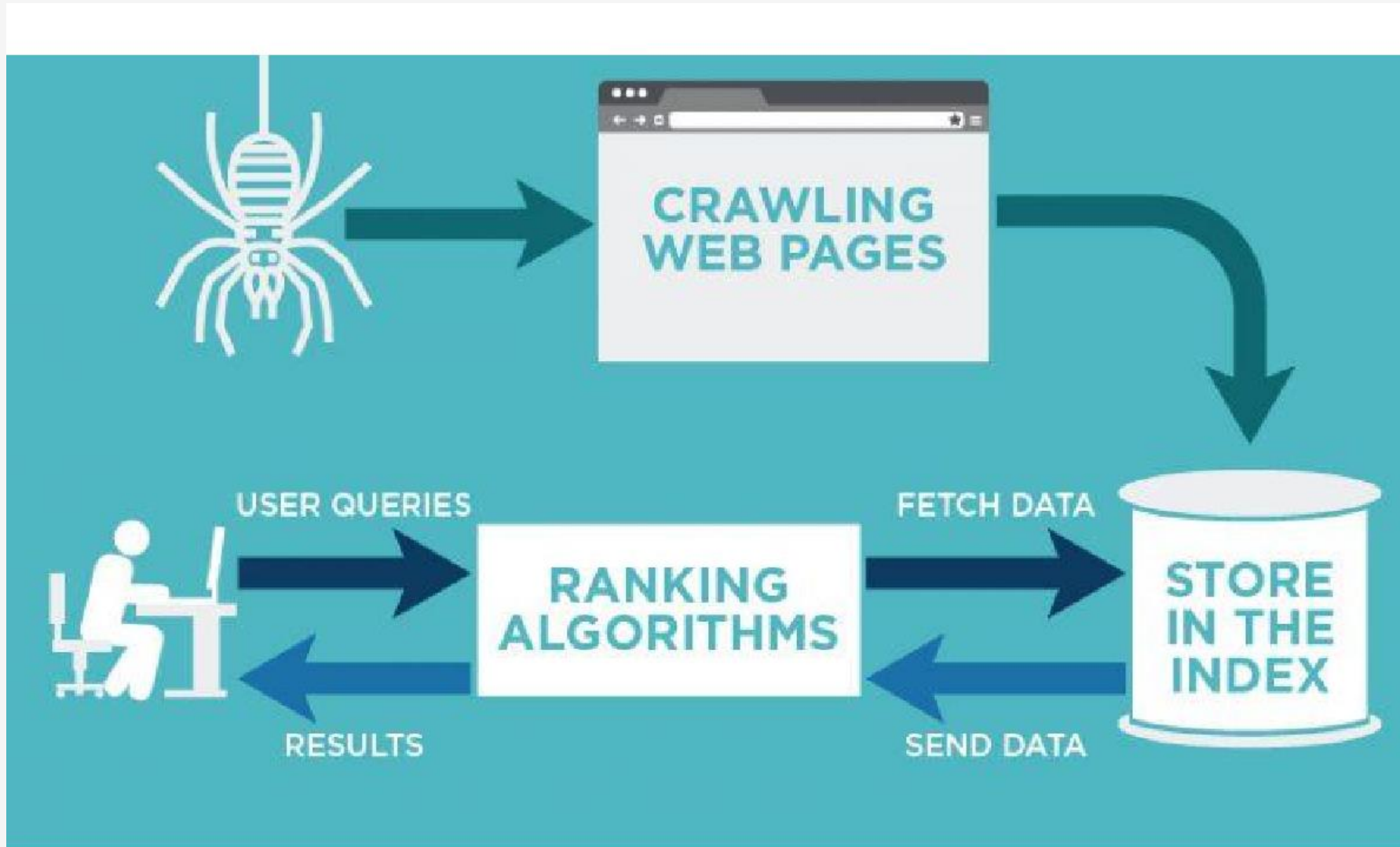


Crawling, Indexing & Ranking

Indexing



Crawling, Indexing & Ranking



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

How Google Search works by Matt Cutts

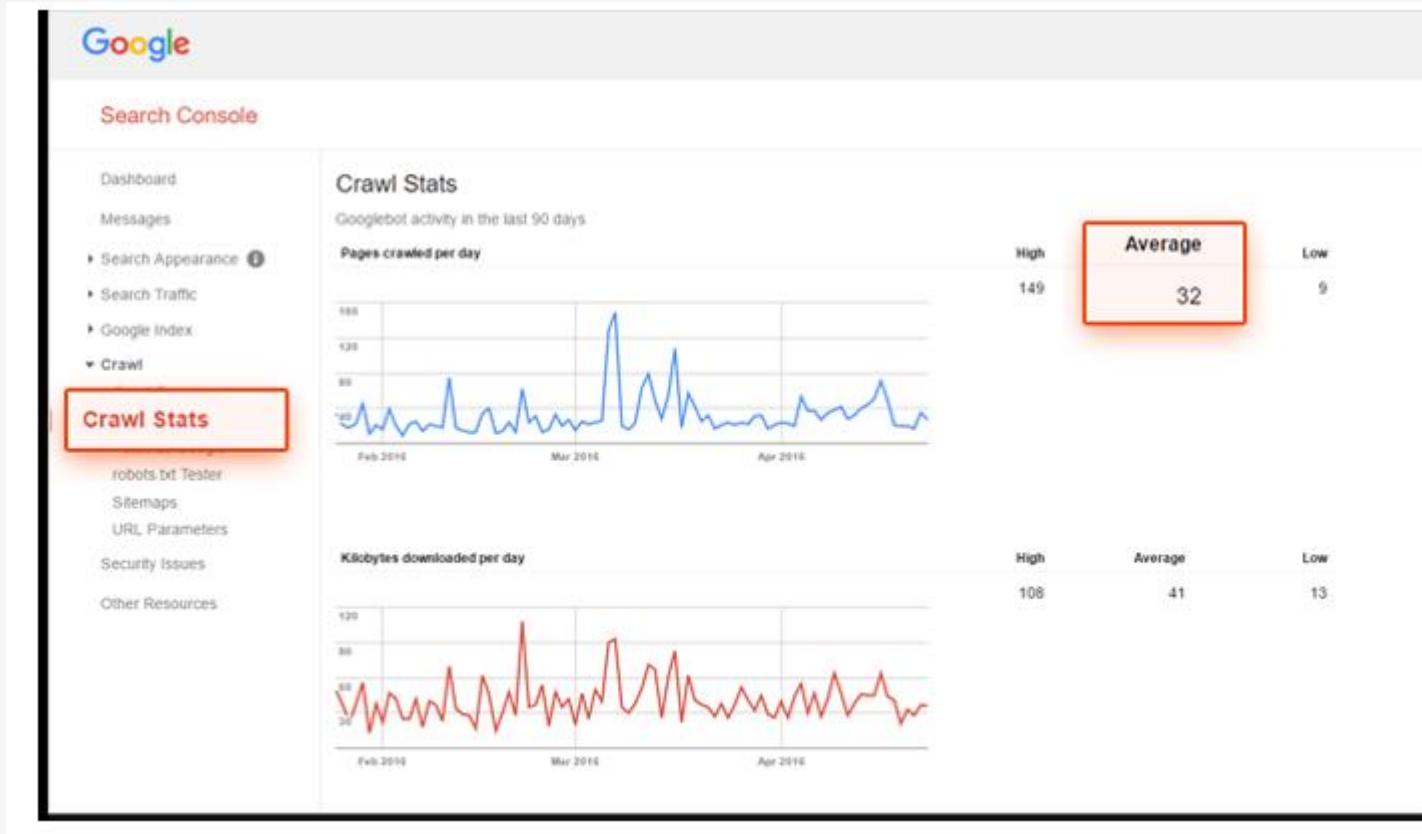


<https://www.youtube.com/watch?v=BNHR6IQJGZs>

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What is crawl budget?

The number of times a search engine spider crawls your website in a given time allotment is what we call your “crawl budget



<https://www.youtube.com/watch?v=hF515-OTduk>

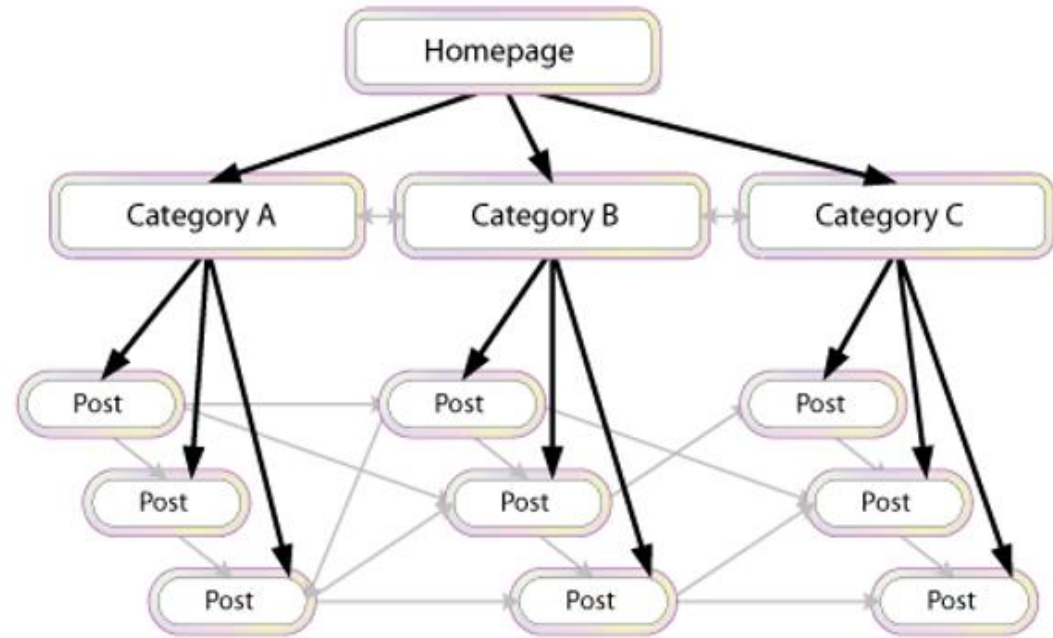
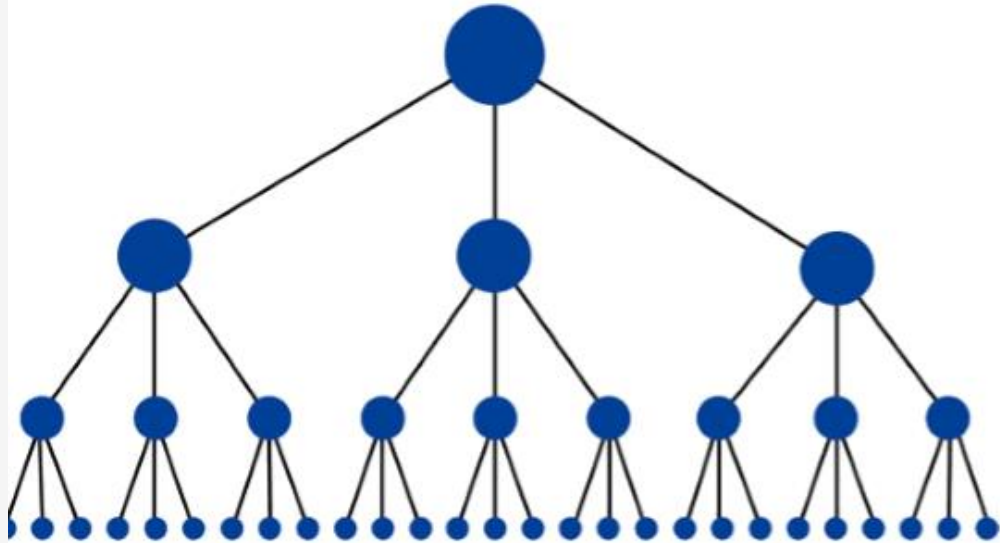
Strategies to Optimize crawl budget

- Avoid using Rich Media files (Flash)
- Build Internal & External Links
- Fix Broken Links
- Make use of Social Channels to spread content
- Make sure pages are crawlable

Avoid Rich Media Files



Internal Links



External Linking



Make use of Social Channels



Make sure pages are crawlable



Optimizing for Bots Vs. Optimizing for Users

- Optimizing for Search Engine Bots Like Googlebot, Bingbot is optimizing crawl budget. It falls under regular technical site maintenance.
- Optimizing your website for users is SEO (Search Engine Optimization) and takes into consideration UI, UX of your website.

Recap

- Search Engines like Google, Bing **store information** about trillion's of web pages in an **organized format**.
 - Three components of a Search Engine: Query Engine, Crawler, Indexer
- **Crawling** is reading content on web pages and storing that information in a database
 - You can optimize your website for improving crawling efficiency (Getting Search engines to crawl more content on your website)
- **Indexing** is organizing information stored in a database for Search Queries
- Search Engines **rank web pages** based on multiple parameters
 - Inbound Links to your web page
 - Quality of content on your web page

Introduction to SEO- Organic Vs. Paid

Google credit cards **Search Query**

All News Images Apps Videos More Search tools

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

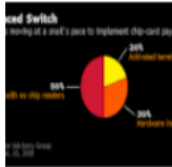
Top Credit Card Offers 2016: Compare and apply online for best credit cards in India for all salary range: ✓ Card Benefits ✓ Reward Points ✓ Cashbacks.
HDFC Bank Credit Cards - SBI Credit Cards - Citibank Rewards Card

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

www.axisbank.com/personal/c

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

Organic Listings

Bank, India

www.axisbank.com/personal/c

Credit Cards from Axis Bank. A Corporate Credit