



SEO Techniques

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SEO

- SEO is a digital marketing technique to improve the position of website in organic results for various key words.
- Search engine ranking is achieved by following and implementing various techniques

SEO Techniques overview

- Search engine optimisation is a fairly technical practice but it can easily be broken down into five main areas:
 - ✓ A search engine friendly website structure
 - ✓ A well-researched list of key phrases
 - ✓ Content optimised to target those key phrases
 - ✓ Link popularity
 - ✓ User insights

Search Engine Friendly Website Structure

- Search engines encounter two kinds of obstacles:
 - i. Technical challenges that prevent the search engine spider from accessing content.
 - ii. A competitive marketing environment where everyone wants to rank highly.

A well-researched list of key phrases

- Keywords/Key phrases are words or phrases that describe content. They can be used as metadata to describe images, text documents, database records, and Web pages. A user may "tag" pictures or text files with keywords that are relevant to their content.
- Key phrases are the very foundation of search.
- When a user enters a query on a search engine, he uses the words relevant to the search.
- Search engine returns most relevant pages to the users.

Optimising Content for Key Phrases

- Content is the most important part of your website: create relevant, targeted content aimed at your selected key phrases.
- Content has several roles to play on your site:
 - ✓ It must provide information to visitors.
 - ✓ It must engage with them.
 - ✓ It must persuade them to do what you want.

Link Popularity

- The purpose of a link is to allow a user to go from one web page to another.
- Search engines also follow links. (Internal links, inbound links, outbound links)
- Besides allowing search engine spiders to find websites, links are a way of validating relevance and indicating importance.

User Insights

- What is relevant to users? By looking at how they use websites!
- Search engines try to provide relevant results to users, to ensure users are returning for future searches.
- User data is the most effective way of judging the true relevance and value of a website.

Backlink

- A backlink is a link created when one website links to another. Backlinks are also called "inbound links" or "incoming links."
- Backlinks are important to SEO.

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