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What is SEO?

Full form of SEO is Search Engine Optimization.SEO is a technique which we use to optimize a website or a webpage for increases our ranking in search and takes valuable traffic from search engines Google, Yahoo and Bing. It is an organic technique use to increase the visitors on a website. There are two types of search engine Human powered directories and Crawl search engine.

Human powered directories is submitted or edited by human. In this we can submit our site title description and URL in specific categories; these directories are free and paid. Free directories take more time to approve listing and it will be rejected, but paid listing will approve and listed easily. The human editor checks the site and ranks it according to its content. Paid listing will show up on the free listing and get higher rank.

Crawl search engine use a software program is called (spider, crawler, robot and bots). Robot finds a page and checks its information and store in search engine data base. When user search any query related to site then it will show in search result. There is no need to submit your site it is automatic program that index your website follow links that come on your site.

How spider Works

Spider follows internal or external links of a website and indexes these links into database, it index title description and URL of a website. When user searches a query then it will find related websites in database and show in search result. So make your title, description and URL related to your services and products. Title is show in the top of search result then description and URL.

Types of SEO

There are two types of Search Engine Optimization (SEO)

â€¢ ON Site Optimization

â€¢ OFF Site Optimization

ON Site Optimization - It is a technique to make your website search engine friendly. If your site is not on page optimized then you cannot get the top ranking in search engines.

Tips for on page Optimization

â€¢ Make Search engine friendly URLs.

â€¢ Remove all broken links in your site.

â€¢ Write unique content for every page on your site.

â€¢ Use H1 tags for heading.

â€¢ Use Alt tags for Image optimization.

â€¢ Write unique and quality Meta Tags for each page.

â€¢ Unique Title for every page, Title show in search result so make title attractive.

â€¢ Write unique and quality description for each page.

â€¢ Remove duplicate pages from your site or use 301 Redirection.

Off Page Optimization â€“ It is use to make back links form other related site for increase site page rank, get ranking in search engine and increase valuable traffic on your site.

Methods for Off Site Optimization

â€¢ Directory Submission (Free, Paid, Reciprocal)

â€¢ Unique and Quality Article Writing and Submission

â€¢ Social Bookmarking Submission on Quality Sites

â€¢ Create blogs and comment on related blogs.

â€¢ Make account on social media site and make followers.

â€¢ Video submission

â€¢ Press Release Submission

â€¢ RSS Feed Submission

â€¢ Business Submission

â€¢ Local listing for local business.

â€¢ Review Posting.

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