

SEO Fundamentals

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Microsoft AdSense

Microsoft does not have a direct product called "AdSense," but it offers a similar service for website owners to monetize their content through its

Microsoft Advertising platform, formerly known as PubCenter. This platform allows publishers to earn revenue by displaying ads on their websites, functioning as a competitor to Google AdSense.

To use it, you can sign up through the [Microsoft Monetize Now](#) portal, integrate a code snippet on your site, and then monitor your performance.

How to get started

1. **Sign up:** Go to the [Microsoft Advertising website](#) or the Monetize Now portal to create an account.
2. **Provide your website details:** Once signed up, you'll need to provide information about your website and agree to the content and quality guidelines.
3. **Get the code:** Microsoft will provide you with a unique code snippet to place on your site where you want the ads to appear.
4. **Place the code:** Integrate the code snippet into your website's HTML.
5. **Monitor performance:** Track your ad performance to see what works best for your audience.

Key features and considerations


- **Platform:** Microsoft Monetize Now is the current name for the platform, which is a successor to the older [Microsoft PubCenter](#).

Target audience: Microsoft Advertising may be a good option for those looking for alternatives to Google AdSense and for those whose content aligns with the demographics that use Bing.

Flexibility: The platform is designed to be inclusive, with no sign-up costs or revenue minimums to get started.

Payment: You will receive payments once your site begins to generate revenue and your account reaches the payment threshold

performance benchmarking tools for websites


Website performance benchmarking tools help analyze speed, user experience, and bottlenecks, with top options including user-friendly tools like **Google PageSpeed Insights, detailed analyzers like GTmetrix & WebPageTest, and robust load testing platforms such as JMeter, k6, and LoadRunner**, offering metrics from Core Web Vitals to TTFB, LCP, TBT, CLS for SEO and optimization. 

Free & User-Friendly

Google PageSpeed Insights: Accessible, provides Core Web Vitals, actionable SEO/performance tips, based on Lighthouse.

Google Search Console: Offers real-user data (Core Web Vitals) for your actual users.

WebPageTest: Detailed free analysis from different locations/devices, visual filmstrip of page load.


GTmetrix: Grades performance, gives scores (Lighthouse), and detailed waterfall charts with optimization suggestions. 

Advanced & Load Testing

JMeter: Powerful, Java-based tool for load testing static/dynamic resources.


k6: Modern, scriptable load testing (JavaScript), supports HTTP/2, WebSockets.

Locust: Python-based distributed load testing with a real-time web UI.

LoadRunner / WebLOAD: Enterprise-grade tools for comprehensive performance analysis under heavy load. 

For In-Depth Analysis & Monitoring

BrowserStack / Catchpoint: Simulate various devices/networks and offer deep, centralized monitoring.

BrowserBench.org: Tests browser engine performance (Speedometer, JetStream). 

Key Metrics to Watch

Core Web Vitals: LCP (Largest Contentful Paint), FID/INP (Interaction to Next Paint), CLS (Cumulative Layout Shift).

Time to First Byte (TTFB): Server/hosting performance.

First Contentful Paint (FCP): When content first appears.

Total Page Size & Asset Load Times: Impact of images, scripts, etc..

- Off Page SEO

On Page SEO	Off Page SEO
Optimization in our control	Optimization not in our control
It is on the page url	It is out of page url
HTML File Optimize Content Optimization Keyword Rich Content Optimized URLs Image Optimization Technical Aspects like page load time, errors	Backlinks Domain Authority Social Links Forums Submissions

On Page Technical :-

This is developer point of work. Mainly to achieve better crawling and better indexing by Search engine algorithm.

- Website Speed / Load Time
- Structure of Website
- Sitemap of pages
- Redirect Pages like 302, 402, etc
- Mobile Friendly (Responsive)
- Duplication Removal
- Robot.txt

SEO Algorithms, SEO Project, Keywords

SEO Algorithms

Algorithms :- They are most important for any search engine. One of the reason why google monopoly and it is top search engine because google algorithms give most relevant results.

Top 5 Algos :-

- Panda (2011) : Blocker of duplication or palgorised content or in other words thin content, Also block keyword stuffing technique.
- Penguin (2012) : Wrong backlinks technique blocked. High authority pages backlinks.
- Hummingbird (2013) : Blocked keyword stuffing effectively.
- Rankbrain (2015) : This was a very important algo. It was AI based. Focussed on relevant keywords with social media compatability.
- Page Exp Update (2021) : This algo focussed on user experience, load time, stable pages given higher rank.

Page Rank Algo :- This is oldest algo started in 1998 by Larry Pagee. It have a mathematical formula for ranking a page score. But a flaw more backlinks give higher rannk which leads SEO to BHSEO. It was modified in 2006 in which this shortcoming was handled. It also focussed on dwell time of page.

Dwell Time :- Google consider it only but bing is all based on it. Dwell time is actual length of time that visitor spends on a page before moving back to SERP. It is totaly different from bounce rate time. It is important because it tells how satisfied end user is from the content of page.

Outline of SEO Project

It is a continous no ending process which is cyclic till the content identity get associated to a brand.

Main tasks involve:-

- Understanding of business like location where to high rank. What are the key client requirements.
- Current website performance analysis.
- Keyword research
- Competitor site analysis.
- On Page analysis & optimization, Technical SEO, Off-Page analysis & optimization.
- Maintain the position by cyclic data analysis.

Keywords

Keyword :- Word or phrase that describe content of page in summary. By SEO point of view keywords are words on which ranking to do. Things to keep in mind while using keyword in content.

- Moderation
- Naturality

Short Tail Keyword	Long Tail Keyword
Less than 3 words	More than 3 words
General Query ex - book	More specific query ex - book by robert
High competition	Less competition