

Search Engine & SEO

Introduction

Definition :- To rank higher on top search engines mainly Google, Bing, Yahoo, Baidu, Yandex and one more 100% privacy oriented DuckDuckGo. These search engines help end user to locate info easily on www, rather to go on each website and search.

How Search Engine Work :- WWW =====> Crawler/Spider of Search Engine
=====> Search Engine Local Server Storage =====> Indexer =====> Indexes
Creation =====> Rank Algorithm <=====> End User Search

↓ ↓

(SERP)

Search Engine Results Page

Real world example of Search engine working is Library process.

SEO Techniques :-

- White Hat SEO (WHSEO)
- Black Hat SEO (BHSEO)
- Gray Hat SEO (GHSEO)

We mainly apply WHSEO but for quick results sometimes we use BHSEO.

95% WHSEO + 5% BHSEO = 100% GHSEO

| WHSEO | BHSEO |
|--|--|
| Ethical / Organic | Unethical / Inorganic |
| Content Optimized, Quality Content | Keyword Stuffing, Duplicate Content, Cloaking |
| Relevant Internal Links, Relevant Strong Back links, Sitemap | Hidden Text Links, Link Spamming, Link Farming |
| Technical Aspects Of Page like load time, etc | |
| Better UX of page | |

SEO Types :-

- On Page SEO

- 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

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