

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

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