

SEO MEANING & IMPORTANT SEO FACTORS

What is SEO?

SEO Meaning – It is a marketing which focuses on increasing visibility and improve search engine ranking in organic (non-paid) search engine result pages. SEO comprises both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines.

In simple words SEO is the technique of optimizing web pages so that it seems higher in search engine result pages (SERPS) for a target set of Keywords/Phrases.

SEO isn't just about building search engine-friendly websites. It's about getting your site better for people as well.

Why is SEO needed for a Website?

The majority of web traffic is driven by the major search engines that are Google, Bing, and Yahoo!. Social Media & other platforms can drive traffic and generate visits, but still, most internet users use search engines as the primary source, whether it is content based, services, products or information based search.

Search engines provide targeted traffic as of what people wants and what the website provides. Search engines follow a pathway based on links. If search engines cannot crawl and index your website you will not be able to drive traffic to your website.

Search queries—The combination of words or a word that users type into the search box. Experience has demonstrated that search engine traffic can build (or break) an organization's success. Targeted traffic to a web site can provide awareness, revenue, and exposure like no other channel of selling can do. Investing in SEO can deliver an exceptional return on investment compared to other types of marketing and publicity. SEO analysis of website is essential for its optimization.

Example: If someone wants insurance so he may type "best insurance companies" as the search query.

What if your website is ranking for that search query?

You might get lead or sale!

So,

Better Visibility = Increased Sales

Research has shown that 87% of consumers use search engines (over 60% use google) for research before purchase

Why can't the search engines evaluate my website without doing SEO?

Search engines are agile, but they still need assistance. The major engines are constantly running to improve their technical expertise to crawl the web more deeply and bring back better results to users. Proper SEO analysis can bring you tons of visitors and increased attention, and at the same time, the wrong practices can hide or lay to rest your site deep in the search results where there is no visibility.

In addition to making content usable to search engines, SEO also helps boost rankings so that searchers will more readily see it. The internet is becoming increasingly competitive, and those who perform SEO will have a number of visitors and customers. You can also become SEO Analyzer by gaining some knowledge and SEO tips.

Important SEO Factors

1. On page Factors
2. Off page Factors