
INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

TOPICS:

- ➔ Introduction To Google
- ➔ Introduction To SEO

TOPICS:

Introduction To Google

TOPICS:

- ➔ What is Search Engine
- ➔ Who is the Founder & CEO of Google
- ➔ How does Google Works
 - ✓Crawling & Indexing
 - ✓Algorithms
 - ✓Fighting Spam
- ➔ What is Google Sandbox
- ➔ What is White Hat SEO?
- ➔ What is Black SEO?

Introduction To Google

➔ What is Search Engine

A software system that is designed to search for information on the (www) Means World Wide Web.



Introduction To Google

➔ Who is the Founder & CEO of Google



Larry Page



Sergey Brin

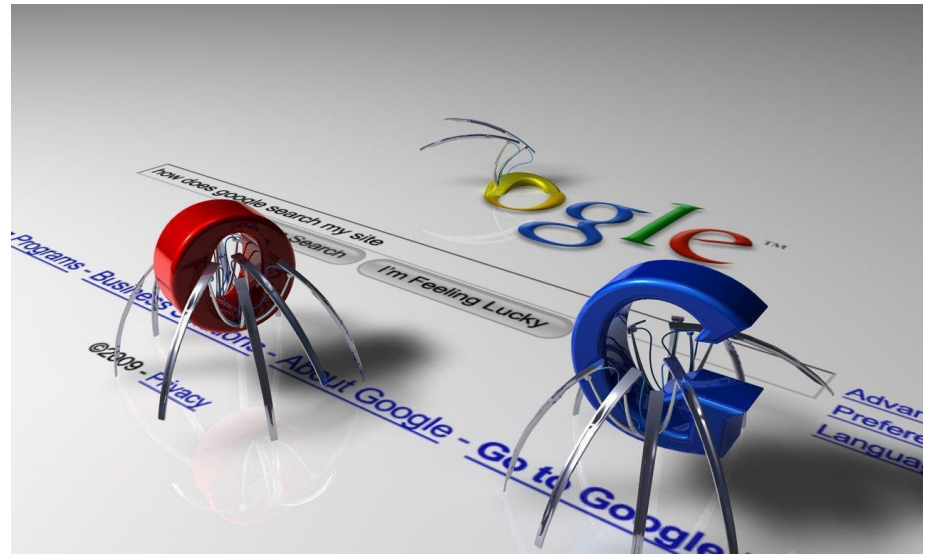


Sundar Pichai

Introduction To Google

➔ How does Google Works: **CRAWLING**

Crawling is the process performed by search engine **crawler**, when searching for relevant websites on the index. For instance, Google is constantly sending out "spiders" or "bots" which is a search engine's automatic navigator to discover which websites contain the most relevant information related to certain keywords.



Introduction To Google

➔ How does Google Works: **INDEXING**

Indexing is the process of adding web pages into **Google** search. Depending upon which meta tag you used (**index** or **NO-index**), **Google** will **crawl** and **index** your pages. A no-**index** tag means that that page will not be added into the web search's **index**.

Introduction To Google

➔ How does Google Works: **INDEXING**

The image shows a Google search interface. The search bar contains the URL: `site:http://www.seoserviceinindia.co.in/Blog/complete-online-seo-training-cou`. Below the search bar are navigation tabs for Web, Images, News, Maps, and More. The search results show 1 result in 0.47 seconds. The result is a promotion for Google Webmaster Tools, which includes a link to `www.google.com/webmasters/` and a snippet: "Do you own `www.seoserviceinindia.co.in/Blog/complete-online-seo-training-course-free-seoserviceinindia`? Get indexing and ranking data from Google." Below this is a search result for "Complete Online SEO Training Course Free ..." with a link to `www.seoserviceinindia.co.in/.../complete-online-seo-training-course-free...` and a snippet: "3 days ago - Complete Online SEO Training Course Free for 2015-2016, learn seo from the online for free. A complete guide on SEO from Online SEO ...".

Webpage to check its indexing with site:webpage URL

Indexing result showing, the page is indexed

How it works: basic overview.

Google's three steps:



1. Google must first **FIND** your content.
2. After **CRAWLING** your site, they **INDEX** the pages.
3. And ultimately **RANK** them within the greater index.

Introduction To Google

➔ **How does Google Works: ALGORITHMS**

a process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer.

Introduction To Google

➔ How does Google Works: **ALGORITHMS**



Introduction To Google

➔ How does Google Works: **PAGE RANK ALGORITHMS**

What sets Google apart is how it ranks search results, which in turn determines the order Google displays results on its search engine results page (SERP). Google uses a trademarked algorithm called **Page Rank**, which assigns each Web page a relevancy score.

Introduction To Google

➔ Google Considering on 4 Factors:

- DOMAIN AUTHORITY - DA
- PAGE AUTHORITY - PA
- TRUST FLOW - TF
- CIATATION FLOW - CF

Introduction To Google

➔ Google Considering on 4 Factors: **DOMAIN AUTHORITY**

Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs).

A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank.

Domain Authority is calculated by evaluating linking root domains, number of total links, etc

Introduction To Google

➔ Google Considering on 4 Factors: **PAGE AUTHORITY**

Page Authority (PA) is a score developed by Moz that predicts how well a specific page will rank on search engine result pages (SERP). Page Authority scores range from one to 100, with higher scores corresponding to a greater ability to rank.

Page Authority is based on data from the Mozscape web index and includes link counts, MozRank, MozTrust, and dozens of other factors.

Introduction To Google

➔ Google Considering on 4 Factors: **TRUST & CITATION FLOW**

Trust Flow is a number predicting how trustworthy a page is based on how trustworthy sites

Citation Flow is a number of predicting how influential a URL might be based on how many sites link to it.

Introduction To Google

➔ How does Google Works: **FIGHTING WITH SPAM**

- ✓ Google fights spam 24/7.
- ✓ The majority of spam removal is automatic.
- ✓ Google notifies the website owners when they take action. Site owners can fix them and inform Google.
- ✓ Some types of spam are – hacked sites, parked domains, keyword stuffing, sneaky redirects, thin content etc.

Check this Url:

<https://www.google.com/insidesearch/howsearchworks/thestory/>

Introduction To Google

➔ **What is Google Sandbox?**

What is The Google Sandbox? It's actually a less known but important phenomenon with newly launched websites. Google Sandbox acts as a temporary filter for new websites before they can go live on Google search results page.

Introduction To Google

➔ How Google Sandbox algorithm Going to Impact on Website?

- Low quality links
- Keyword stuffing
- Duplicate content
- Automated content
- Hidden text or links
- Sneaky redirects
- Cloaking
- **Rich snippet spam**
- Anything else considered spam by Google

Introduction To Google

➔ What can you do to get out of the Google Sandbox?

- Clear your website of anything considered spam (see above)
- Do white hat SEO and marketing
- Make sure your website is easily scannable and indexable with a **Sitemap.xml** file and **robots.txt** file and submit them to Google via Google Search Console
- Each one of your web pages needs to have a **<lastmod>** tag



Introduction To Search Engine Optimization



Introduction To SEO

- ➔ What is SEO
- ➔ How SEO Works
- ➔ 2 Factors in SEO

Introduction To SEO

→ What is SEO

SEO means **Search Engine Optimization** meaning optimizing (changing) website so as to rank top in search engines

SEO first began in the 1990s with people submitting a particular site to a search engine. Search engines then programs called **Spiders** that would peruse the Web, store the data and catalog the millions of pages it came across. The search pulled up information using an **indexer** that stored the various types of information for the search engine.

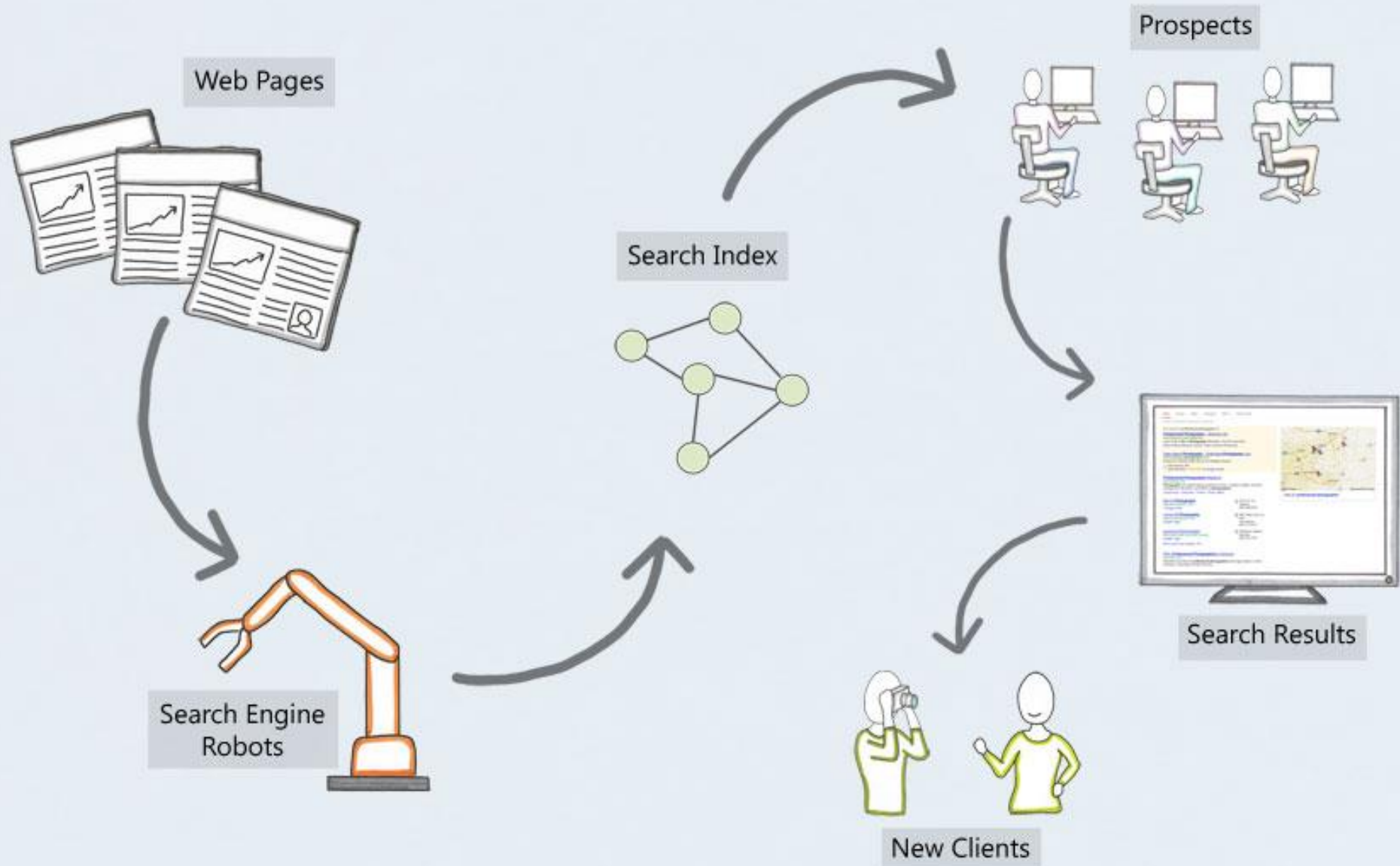
Introduction To SEO

➔ How SEO Works?

The world of SEO is full of so many different search engines, firms, opinions, and more. Google recommends one thing, Bing another, and then companies and message boards tell you not to believe it, and really the only way to rank is by doing this or that.

SERPS, organic ranks, search marketing, algorithm updates, penalties, Backlinks, and more... it can get overwhelming to try to figure out how search engine optimization works, and where to even begin.

How Does SEO Work?



Introduction To SEO

- ➔ 2 Factors in SEO
 - a. On-Page Optimization
 - b. Off-Page Optimization