

Understanding Search Engine Optimization (SEO)

I am writing this white paper for those people who do not have any idea about search engine optimization (SEO). Special the business community of Pakistan who do not have information on SEO and its importance in today's world. Search Engine Optimization is the only technique to increase your business revenue form internet and global world. Making a website is not enough in this era of technology; million of website are building and uploading daily on the global internet world. Main objective to write this paper is to promote search engine optimization in Pakistan. According to an internet report over 85% of internet users, use search engines to find related websites like yours? Millions of people each day turn to the major search engines to find products, services and information. With over one billion web sites listed with search engines, how will your customers ever find you among the competition? Search Engine Optimization is the solution.

SEO technical definition

SEO is short of Search Engine Optimization. The term used to describe the marketing technique of preparing a website to enhance its chances of being ranked in the top results of a search engine once a relevant search is undertaken.

Why SEO is important today

Today, internet marketing turning point on how popular your site is. Optimizing your site for Search Engine Marketing can result in a large hit rate to your site. This happens only if your site is to show whenever somebody searches for the keywords of your site. If your site is in the top of Search Engine Rankings, you need to take recourse only to search engine promotion. This is the only way you can possibly reach all those people who are really searching for your service or product. Internet Marketing today is dependent only on search engine optimization. It matters little that your website has the most beautiful graphics or the most attractive words.

Internet marketing is now gradually increasing in Pakistan, as we are very late in this field so Pakistani websites are behind in many keywords and in generic keywords. It doesn't means that we can not reach SEO on generic keywords but it takes a lot of continuous effort to compete the generic keywords. Most important thing in SEO is that how often a website is updated and how much popular website is.

The only way to measure the success of a Natural Search Engine Optimization Campaign is to know where you rank on the Internet's most important search engines for the keyphrases/ keywords which are relevant to your company, business.

Out of million's of website on a single keyword (example: trading) only 10 websites comes on the first page of search engine result. 20 percent peoples open second page of the search engine result and 5 percent of the peoples go to the 3rd page, it means that

only those websites/pages which are in top 30 results of the search engine will derive traffic to their websites from internet.

Basic Techniques of SEO

Optimizing a website for Search Engines is neither as difficult nor or complicated job as we think. We just need to know what practices to be done and how to do it. You can optimize your own pages yourself and receive excellent ranking in a matter of few months.

As, number of factors are important when optimizing a website, including the content and structure of the website's copy and page layout, the HTML meta-tags and the submission process.

Below is a list of items which are important in SEO. Each item are factors that search engines look for when crawling your website in my next coming articles I will discuss each item separately to improve your website in terms of each of the following factor:

Your Keywords

- Selecting your keywords
- Prioritize your keywords

Domain name / Filename

- Domain Registration
- Keyword in domain name
- Keyword in filename
- Length of Website Address

Keyword Placement

- Keyword in title tag <title></title>
- Keyword in Description Meta-tag
- Keyword in Keyword Meta-tag
- Keyword in Content
- H1, H2 and H3 (Heading)
- Keyword Font Styles

Internal Links

- Keyword in links to internal site pages
- Valid internal links
- Efficient linking

External / Outgoing Links

- Quality Links
- Inspecting your Links
- Title and Description
- Limit number of links on a page

Incoming Links (backlinks)

- Quality of Referrer
- Trend of link popularity
- Anchor Text
- Age of Link
- Number of Outgoing Links on Referrer Page
- Position of Link
- Trusted Websites
- JavaScript/Flash Links

On-Page Factors

- Home Page
- Over optimization penalty (OOP)
- Getting Reported
- File Size
- Freshness of Pages
- Frequency of Updates
- Site Age
- Dynamic Pages
- Texts inside Images
- Excess JavaScript
- Inline Frames and Frames
- Hidden links / texts
- Cloaking
- Duplicate content
- Understandable Content

Off-Page Factors

- Traffic Buying / Link Schemes
- A minimum of one backlink
- Buying Links
- Server IP Address
- Links from bad websites
- Server Reliability and Uptime

User Activity

- Search Engine Traffic
- Click through Rate (CTR)
- Time spent on page
- Monitoring Bookmarks
- Leaving the Website

Gathering Links

- Collecting Links
- Unique Content
- Articles
- Press Release
- Forums / Guest books / Blogs
- Sponsoring
- Directories
- Link Exchange

On top of the factors above, I have used a term crawling there. I would like to give a brief introduction to crawling

Crawling, or web crawling is the method search engines use to create an index of the web. Pages are downloaded by an automated service, called a robot or a spider, and processed by the search engine to allow fast centralized searching. When a search engine downloads a page it generally looks at the hyperlinks on that page and processes them based on a set of policies.

Conclusion

In this article I have given an overview of SEO to you, we can achieve top ranking on search engines with continuous efforts and improving our website contents, layout and related material. I have listed all the techniques you can adopt these techniques to optimize your website and getting top ranked. I will describe each topic in detail in my coming articles.

Feel free for any query or help. Contact me on email or cell phone.

Regards,

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