What is SEO & How it works

SEO is used to boost organic traffic to a website. The higher the rating on the search engine, the **better the website performance**, and the search engines such as Google, Yahoo, Bing, etc.

Moz defines SEO as:

"the process of enhancing the amount and quality of traffic to your website through organic search engine rankings."

SEO techniques help enterprises rank their website for possible keywords without paying a dollar on search engine marketing and bringing in the most valued visitors. It is referred to as "organic," "free," or "natural" results. Numerous optimization approaches and actions should be undertaken to ensure that your website is search-engine friendly and ranks for specific keywords.

Why is SEO important for Businesses?

A frequent joke in the web industry is that if you want to hide a dead body, you should hide it on Google's second page. Because just a small percentage of people visit the second page of **SERPs**, and if your industry is off the first page of Google, your competitors will steal all your clients.

CTR gradually lowers with each location. Therefore, it is critical to have a well-optimized website if you want your business to be successful online. One significant **advantage of SEO** over PPC is that, unlike PPC, your results will not end if you quit your SEO activity today.

SEO is critical for firms that wish to increase sales without incurring significant marketing costs.

This results in the most often requested SEO interview questions. Businesses are also establishing an online presence in our digital age. Even firms that began before the digital age are transitioning to an online presence. The rationale for this is that it increases visibility.

When the website is updated, the company gains visibility. The visibility is on the first page, so your company appears among the top results when a potential consumer searches for a product. Another benefit of SEO is that it fosters trust; if the company is listed in the first few searches, it encourages confidence in the buyer's thinking. Conversely, it raises concerns if the customer does not find your company in the initial few searches.

What are the different methods of SEO?

- **Method #1 - White-Hat SEO**

"White hat SEO" refers to SEO strategies that don't break the rules set by Google and other major search engines.

White Hat SEO is very different from Black Hat SEO. White hat SEO is a general term for any technique that improves your search rank on a search engine results page (SERP) while keeping your website's integrity and not breaking the search engine's terms of service. In addition, these strategies adhere to Google's guidelines. White hat SEO examples include:

1. Providing high-quality information and services
2. Site loading speed and mobile friendliness
3. Using keyword-rich, descriptive meta tags
4. Making your website simple to use

- **Method #2 - Grey-Hat SEO**

Since the early 2000s, the term "grey hat SEO" has been used. Grey hat SEO employs strategies not against Google's standards but outside of best practices.

For example, obtaining a backlink from an authoritative site is something that Google favors. However, to get one of them, you may need to file a request to that website via their contact form and wait for a response. Because you're not providing them a link through Google Search Console, this is still considered a grey hat.

Some Grey Hat SEO examples are:

1. Commenting on blogs in a way that will get you a backlink
2. Reaching out to potential links via a cold email
3. Building links through low-quality websites to boost your domain authority

- **Method #3 - Black-Hat SEO**

Black-Hat SEO is a tactic that goes beyond search engine guidelines and boosts a website's ranking in search results. Unfortunately, these unethical practices do not benefit the searcher and frequently result in a penalty from search engines. Keyword stuffing, cloaking, and secret link networks are examples of black hat methods.

Examples of black hat methods

1. Keyword Stuffing
2. Cloaking
3. Buying Links
4. Hidden Links
5. Overused Anchor Text
6. PBNs

What are different Types of SEO?

Commonly, there are 4 different types of SEO.

- **On-Page SEO**
- **Off-Page SEO**
- **Technical SEO**
- **Local SEO**

What is On-Page SEO (On-Site SEO)?

On-page SEO (also known as on-site SEO) is optimizing websites to boost a website's search engine ranks and generate organic traffic.

On-page SEO includes:

- Keywords research
- Optimizing your headlines.
- HTML elements (title, meta, and header).
- Content Optimization
- Images.
- Posting relevant, high-quality content.
- Friendly URLs

It also entails ensuring that your website has a high level of competence, authority, and trustworthiness. On-page SEO is essential since it assists search engines in understanding your website and its content and determining whether it is relevant to a searcher's query.

What is Off-Page SEO (Off-Site SEO)?

"Off-page SEO," which is also called "**off-site SEO**," refers to things you do outside of your website to improve your **search engine rankings (SERPs).** In addition to on-page SEO, these are other important SEO factors that help a site rank. Off-site ranking factor optimization increases how popular, relevant, trustworthy, and authoritative a site is seen to be by search engines and users. Also, reputable pages, places, people, etc., on the Internet link to or promote your website, which "vouches" for the quality of your content.

Even though search algorithms and ranking factors are constantly changing, most SEO experts agree that the relevance, trustworthiness, and authority that good off-page SEO gives a website still significantly impacts how well it ranks.

Off-Site SEO includes:

- Backlinks
- Guest Posting
- Blogger Outreach
- Social signals
- E-A-T

What is Technical SEO?

Technical search engine optimization (SEO) is the process of building and optimizing a website to make it easy for search engines to crawl, index, and display. However, technical SEO is only one part of the bigger picture of SEO. Most marketers and business owners use technical SEO to improve their website's chances of ranking well in search engine results pages (SERPs).

Search engines give websites with certain technical features, like a secure connection, a responsive design, or a fast loading time, more weight in search results. Therefore, you must do technical SEO to ensure your website has these features. By following the steps below, you can ensure your technical SEO is up to par. By following these tips, you can help ensure that your site's security and structure meet the needs of search engine algorithms and are rewarded in search results.

Technical SEO Includes:

- Website speed optimization
- Fixing duplicate content
- **Schema Markup**
- Sitemaps and robots.txt

What is Local SEO?

Local SEO is a strategy for search engine optimization (SEO) that helps your business show up higher in Google's local search results. Local SEO can help any business that has a place of business or serves a specific area. Local SEO can help your business grow if a map with three listings appears below when you search Google for important keywords related to your business. This is called a "map pack."