

SEO Services in USA

- ▶ SEO stands for Search Engine Optimization
- ▶ It is a technique through which we are getting or increased traffic through “free”, “organic” or “natural” search result on search engine.



Types of SEO

- ▶ There are Two Types of Search Engine Optimization :
 1. On-page Optimization.
 2. Off-page Optimization.



On-Page Optimization

- ▶ On-page optimization generally refers to all that measures which can be taken directly with in the website in order to improve its page rank in the search rankings.
- ▶ For examples of this include measures to be optimize the content or improve the meta tags.



Off-Page Optimization

- ▶ Off-Page Optimization generally refers to all that measures that can be taken outside of the actual or real website in order to improve its page rank in search rankings. These are the measures that help you create as many high-quality backlinks (incoming links) as possible.



Methods of SEO

- ▶ There are 3 Types of Methods in SEO
 1. Getting Indexed.
 2. Preventing Crawling.
 3. Increased Prominence.



Tactics & Methods



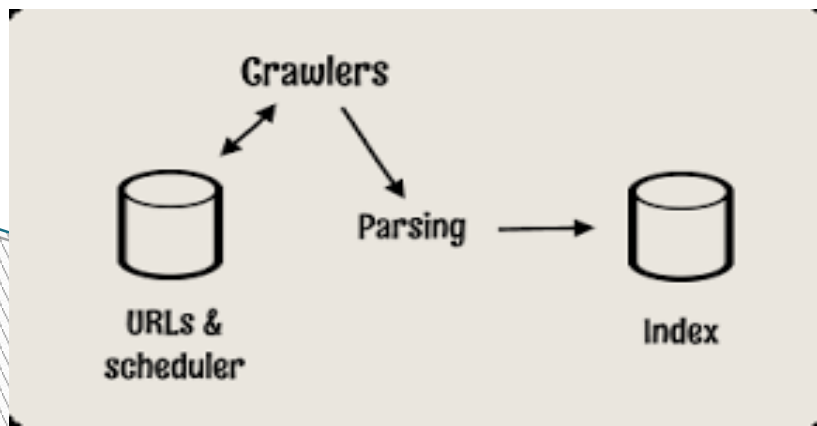
Getting Indexed

- ▶ The leading search engines, such as Google, Bing and Yahoo!, use crawlers to find pages for their algorithmic search results.
- ▶ Search engine crawlers may look at a number of different factors when crawling a site.
- ▶ Not every page is indexed by the search engines.
- ▶ Distance of pages from the root directory of a site may also be a factor in whether or not pages get crawled.



Preventing Crawling

- ▶ To avoid undesirable content in the search indexes, webmasters can instruct spiders not to crawl certain files or directories through the standard robots.txt file in the root directory of the domain
- ▶ Additionally, a page can be explicitly excluded from a search engine's database by using a meta tag specific to robots.



Increased Prominence

- ▶ A variety of methods can increase the prominence of a webpage within the search results. Cross linking between pages of the same website to provide more links to important pages may improve its visibility.
- ▶ Adding relevant keywords to a web page's meta data, including the title tag and meta description, will tend to improve the relevancy of a site's search listings, thus increasing traffic.



Prominence



Techniques of SEO

- ▶ There are 2 Types of Techniques
 1. Black Hat Techniques.
 2. White Hat Techniques.



Black Hat Techniques

- ▶ Black hat SEO requires to improve rankings in a way that are not approved of by the search engines, or it may involve deception. One black hat technique uses text that is hidden, either as text colored similar to the background, in an invisible div, or positioned off screen.



Black Hat
SEO Techniques
You Should Know



White Hat Techniques

- ▶ White hat SEO is not just about following guidelines, but is about ensuring that the content a search engine indexes and subsequently ranks is the same content a user will see. White hat advice is generally summed up as creating content for users, not for search engines, and then making that content easily accessible to the spiders, rather than attempting to trick the algorithm from its intended purpose.



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