Introduction of SEO

Make it easy for your market to find you

#Coolest Guy in SEO
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Download the slides:
https://ardorseo.com/resources

What is SEO?
Search engine optimisation...
SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “Organic,” “editorial” or “natural” search results on search engines.
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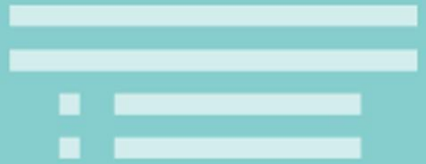
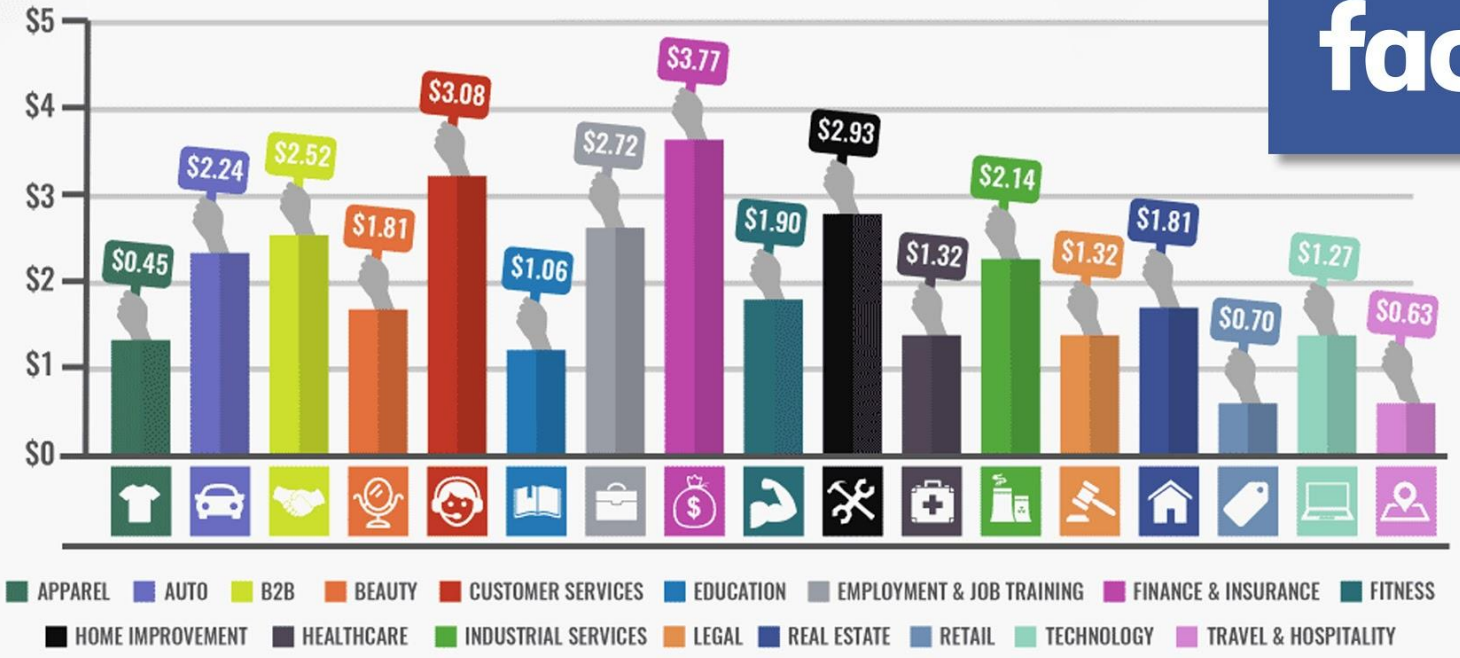
Why is SEO important?



Google now process over **40,000 search** queries every second on average, which translates to over **3.5 billion searches** per day and **1.2 trillion searches** per year worldwide.

AVERAGE COST PER CLICK

The average cost per click **(CPC)** in **Facebook ads** across all industries is **$1.86**



facebook

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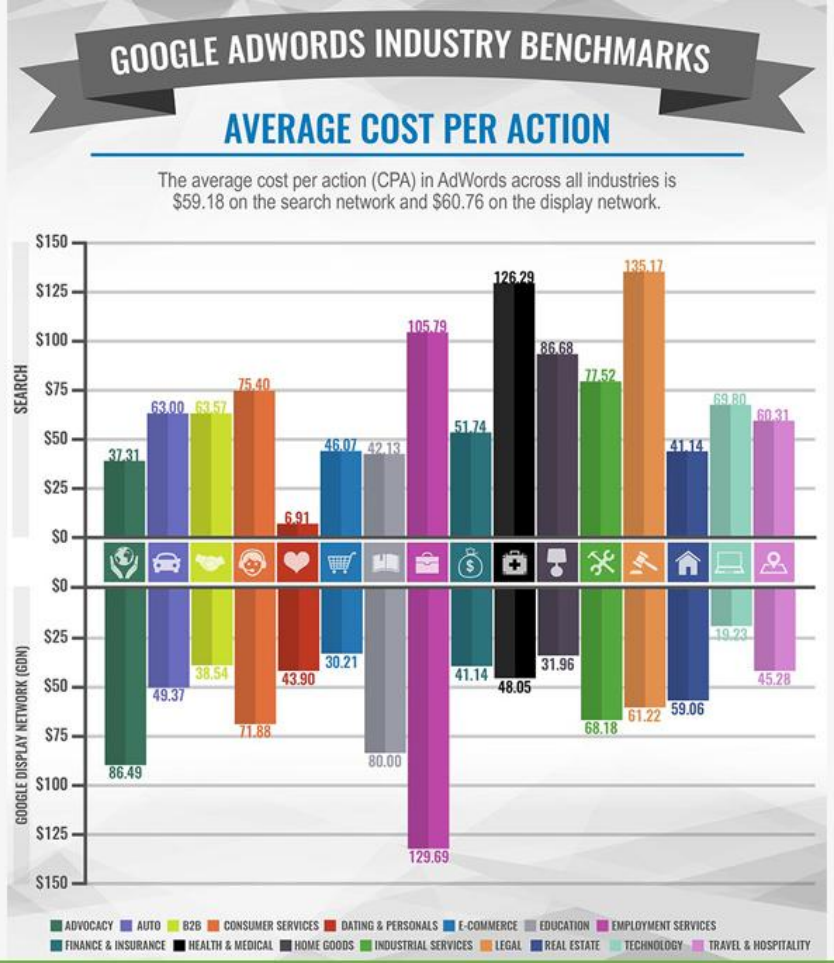
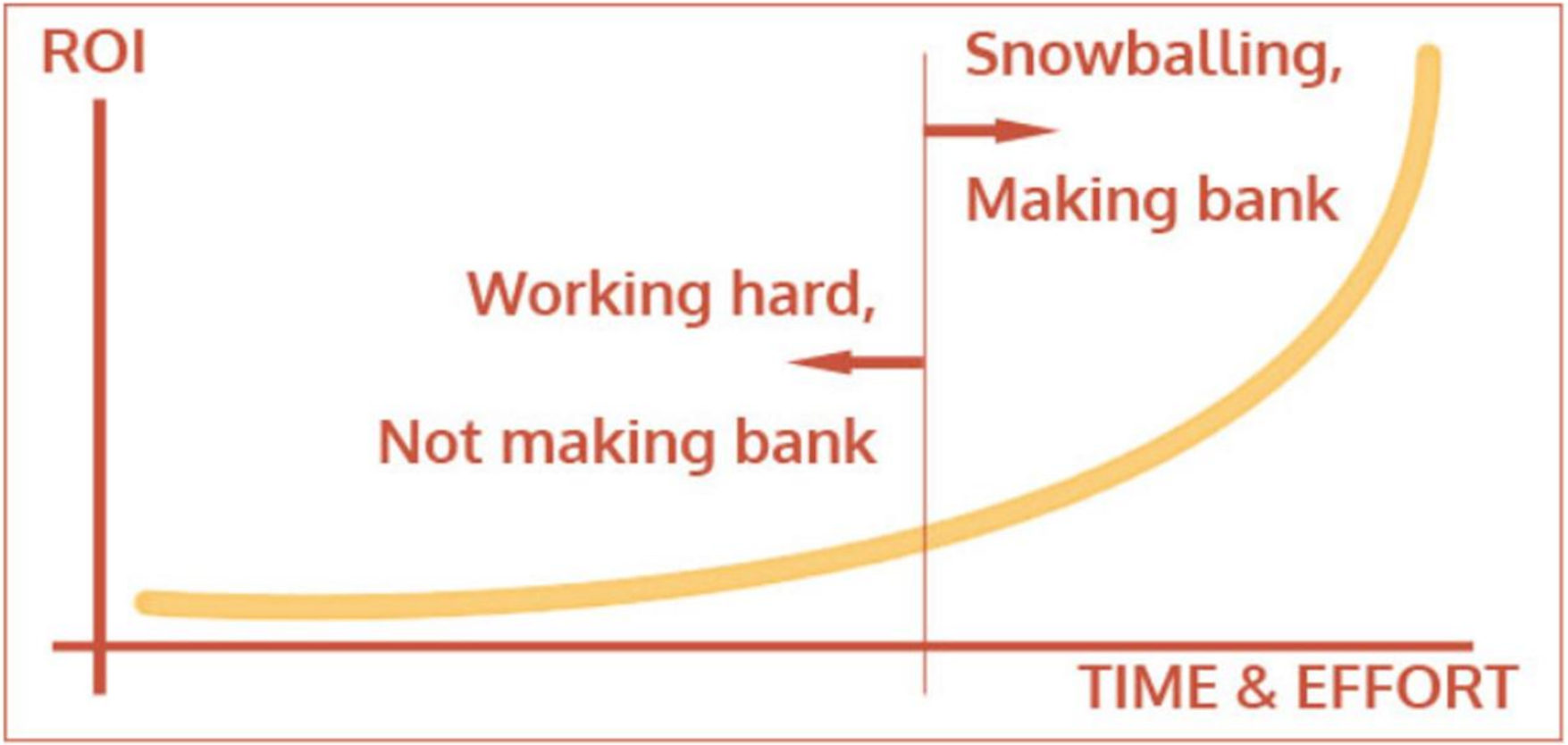


Google AdWords

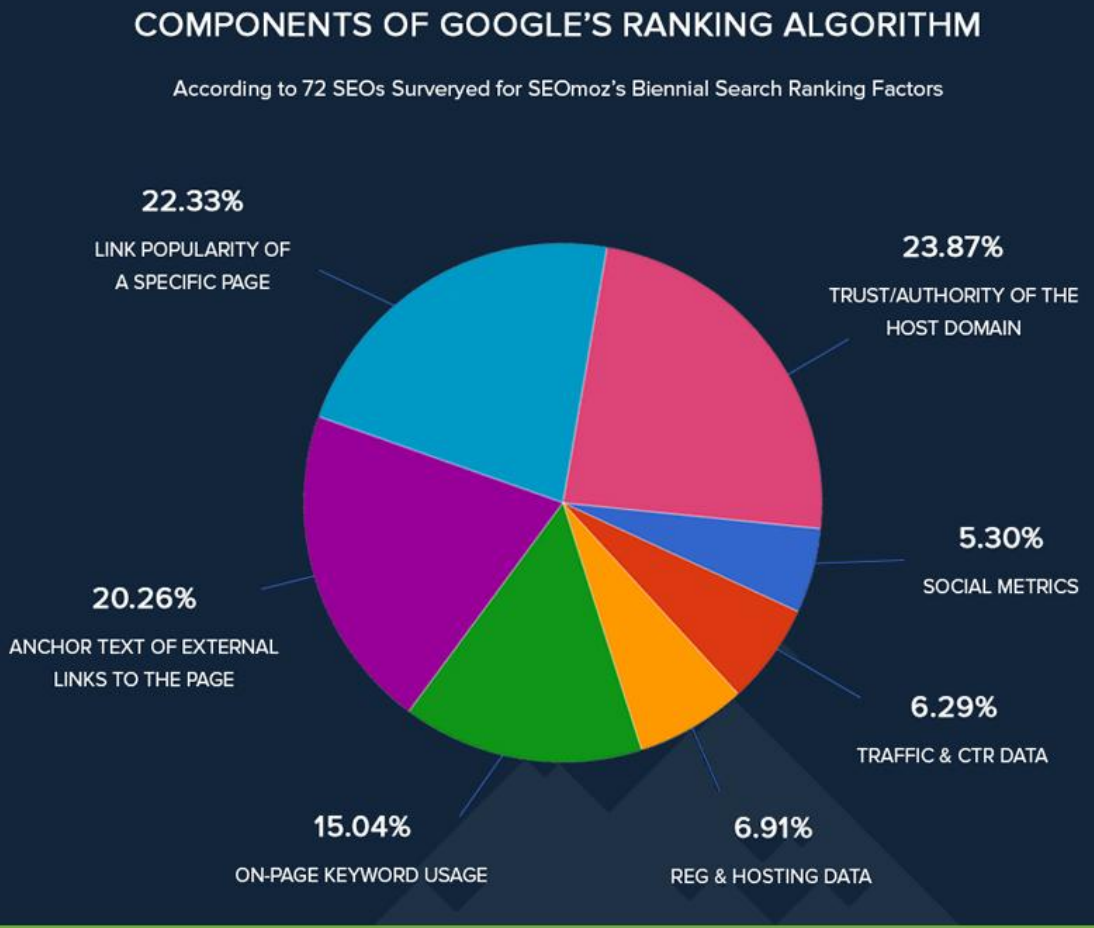

ROI
Snowballing,
Making bank
Working hard,
Not making bank
TIME & EFFORT

Google
Ask Jeeves
Ask.com
YAHOO!
AOL
Abacho
BBC
msn
About
entireweb
altavista
GIGABLAST
Netscape
LYCOS
overture
a YAHOO! company
ExactSeek.com
Relevant Web Search
DOGPILE
HOTBOT
alltheweb
find it all
Alexa
The Web Information Company
Inktomi
a YAHOO! company
LookSmart
Where To Look For What You Need.
miva
dmoz open directory project
excite
SPLUT
acoona

1.) **The Webcrawler** This is the part of the search engine which combs through the pages on the internet and gathers the information for the search engine.

2) **The Database** The search engine's database is what you are actually searching. All of the information that a web crawler retrieves is stored in a database. Every time you use a search engine, it is this database you are searching, not the live internet.

3) **The Search algorithm** Each search engine interprets the terms you enter into the search box in different ways.



4) **The Ranking algorithm**
How a search engine ranks the results of your search is possibly the most important component of a search engine. Most searches will retrieve thousands of results. Since you probably will only look through the first 1-2 pages of results, you need the most relevant results to appear first.

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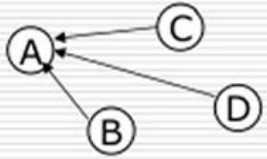
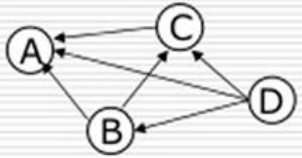
Google Simplified PageRank algorithm

- Assume four web pages: **A**, **B**,**C** and **D**. Let each page would begin with an estimated PageRank of 0.25.



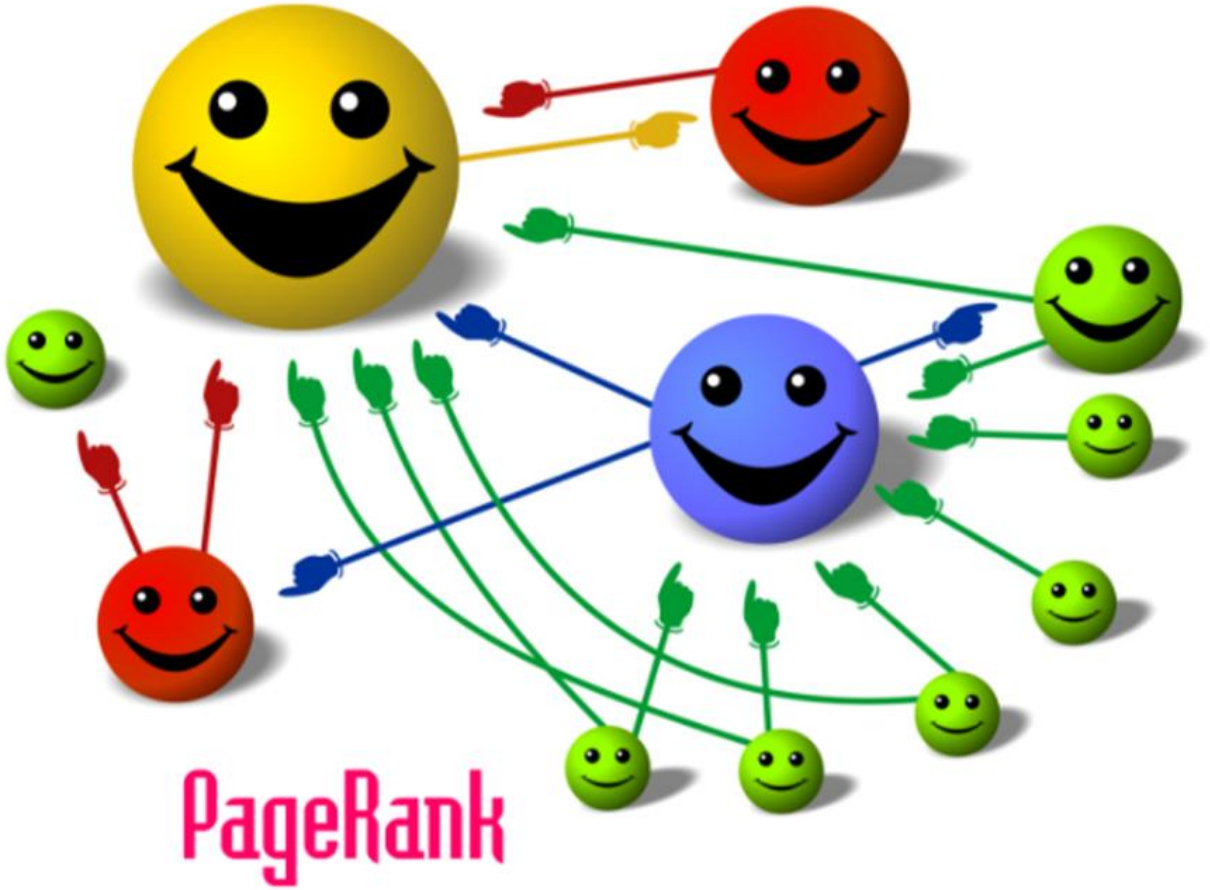
$$PR(A) = PR(B) + PR(C) + PR(D).$$



$$PR(A) = \frac{PR(B)}{2} + \frac{PR(C)}{1} + \frac{PR(D)}{3}.$$

- L(A) is defined as the number of links going out of page A. The PageRank of a page A is given as follows:

$$PR(A) = \frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)}.$$


PageRank

https://backlinko.com/google-ranking-factors

Domain Factors

1. Domain Age
2. Keyword Appears in Top Level Domain
3. Keyword As First Word in Domain
6. Domain History
10. Country TLD extension

Page-Level Factors

11. Keyword in Title Tag
13. Keyword in Description Tag
14. Keyword Appears in H1 Tag
20. Page Loading Speed via HTML
25. Recency of Content Updates
31. Outbound Link Quality
45. Page's PageRank

Site-Level Factors

62. Content Provides Value and Unique Insights
65. Site Architecture
72. Terms of Service and Privacy Pages
73. Duplicate Meta Information On-Site
75. Mobile Optimized

Backlink Factors

80. Linking Domain Age
86. Authority of Linking Page
87. Authority of Linking Domain
90. Links from Bad Neighborhoods
93. Nofollow Links
98. Backlink Anchor Text
115. Links from Real Sites vs. Splogs

User Interaction

128. Organic Click Through Rate for a Keyword
130. Bounce Rate
131. Direct Traffic: It's confirmed that Google uses data from Google Chrome
137. Dwell Time

Special Algorithm Rules

138. Query Deserves Freshness
140. User Browsing History
141. User Search History
142. Geo Targeting
150. Big Brand Preference

Social Signals

155. Number of Tweets
156. Authority of Twitter Users Accounts
157. Number of Facebook Likes
159. Authority of Facebook User Accounts

Brand Signals

167. Brand Name Anchor Text
174. Brand Mentions on News Sites
175. Co-Citations

On-Site Webspam Factors

179. Panda Penalty content farms
182. Popups or Distracting Ads
183. Site Over-Optimization
187. Affiliate Sites
188. Autogenerated Content

Off Page Webspam Factors

193. Penguin Penalty
195. Linking Domain Relevancy
197. Links from the Same Class CIP
198. “Poison” Anchor Text
199. Manual Penalty
203. Disavow Tool

By: Cyrus Shepard

June 15th, 2015

Can You Rank in Google Without Links? New Data Says Slim Chance

Link Building | Advanced SEO | Search Engines

https://moz.com/blog/backlinks-google-study

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