

SEO BASICS

What is SEO?

FOR BEGINNERS

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WHAT IS SEO?

SEO (or Search Engine Optimisation) is the process by which webpages are optimised to accommodate the algorithms, processes, and requirements of relevant search engines.

This means that there are "rules" for easing (optimising) the Crawling, Indexing, and Ranking processes for the search engine. It's essential to note that algorithms don't have real humans behind them. Crawlers read HTML code in order to crawl and index. Based on the information in the HTML code, algorithms then rank the pages.

SEO is the strategic building of the HTML code to give Crawlers and algorithms easy clues, or bait, in order to simplify their jobs and rank higher in the SERP.

SEO Components

Seeing as search engines have *lots* of information to sift through, and thus, *lots* of factors influencing the ranking process, it's easier to group SEO factors into the following three categories:

i. Technical SEO: Crawling and Indexing

This refers to page optimisation for the first two stages of algorithm functions: Crawling and Indexing. Simply put, technical SEO helps search engines access, crawl, interpret, and index your website smoothly with ease and speed.

ii. On-Page SEO: Page and Content Optimization

On-Page SEO refers to the 'search engine language' - providing Crawlers with the context and meaning of your page. At this stage, keywords, in the title, descriptions, and content of the page, are of utmost importance.

iii. Off-Page SEO: Website Promotion

Off-Page SEO refers to webpage marketing and promotion beyond the boundaries of the web page itself. Although it can be extremely useful, this only becomes relevant *after* Technical and On-Page SEO are dealt with.



Additional SEO Classifications:

- 1- Local SEO
- 2- Mobile SEO
- 3- eCommerce SEO
- 4- Content SEO

These classifications specify different *subsets* of SEO for certain types of websites or industries. Remember the different types of intents (informational, transactional, and navigational) - in *some cases*, these additional classifications can impact the search intents, and thus, search results. For instance, eCommerce SEO will most likely refer to primarily transactional search queries, whereas Local SEO may refer to navigational search queries.

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