

Subject : Information Technology

Standard : 12th Science.

Chapter No. 2 : Introduction to SEO.

Topic Name : SEO, Types of SEO, Techniques of SEO

Search Engine Optimization (SEO) :

- SEO stands for Search Engine Optimization.
- SEO is a technique used for : designing and developing a website be to rank high in search engine results.
- It is a subset of search engine marketing.
- Thus SEO is useful in increasing the number of visitors to a website.
- There are many strategies and techniques adopted to optimize the webpage.

TYPES OF SEO :

- There are TWO types of optimization
 - 1) On-Page SEO
 - 2) Off-Page SEO

1) On-Page SEO :

- It includes Provision of good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page etc.
- On-Page SEO is concerned with information that is displayed to the end user, such as text, images and website navigation.

2) Off-Page SEO :

- It includes link building, increasing link popularity by submitting open directories, search engines, link exchange etc.
- Off-Page SEO is concerned with
 1. Website – Website relationship.
 2. Do other websites refer to you, do you refer to others?
 3. How good is your network?

Techniques of SEO :

- Techniques of SEO are classified into two broad categories:

1. White Hat SEO :

- White Hat SEO techniques that search engines recommends as apart of good design.

2. Black Hat SEO :

- Black Hat SEO techniques that search engines do not approve.
- The techniques used for optimizing the website are manipulative.

White Hat Strategies :

- Relevant Content.
- Well-labeled images.
- Relevant links and references.
- Complete sentences with good spelling and grammar.
- Standard – compliant HTML.
- Unique and relevant page titles.

Black Hat Strategies :

- Duplicate content.
- Invisible text and stuffed keyword.
- Cloaking or re-directing the user to another site or page.
- Links from sites with non-relevant content.

THANK YOU.
