

**ENVISION™**

Computer Training Institute

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# Basics of SEO

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# DISCLAIMER

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- The data in the tutorials is supposed to be one for reference.
- We have made sure that maximum errors have been rectified. In spite of that, we (ECTI and the authors) take no responsibility in any errors in the data.
- The notes are theoretical concepts only.
- These are pre-requisites for any Web Development Courses.

# What is SEO?

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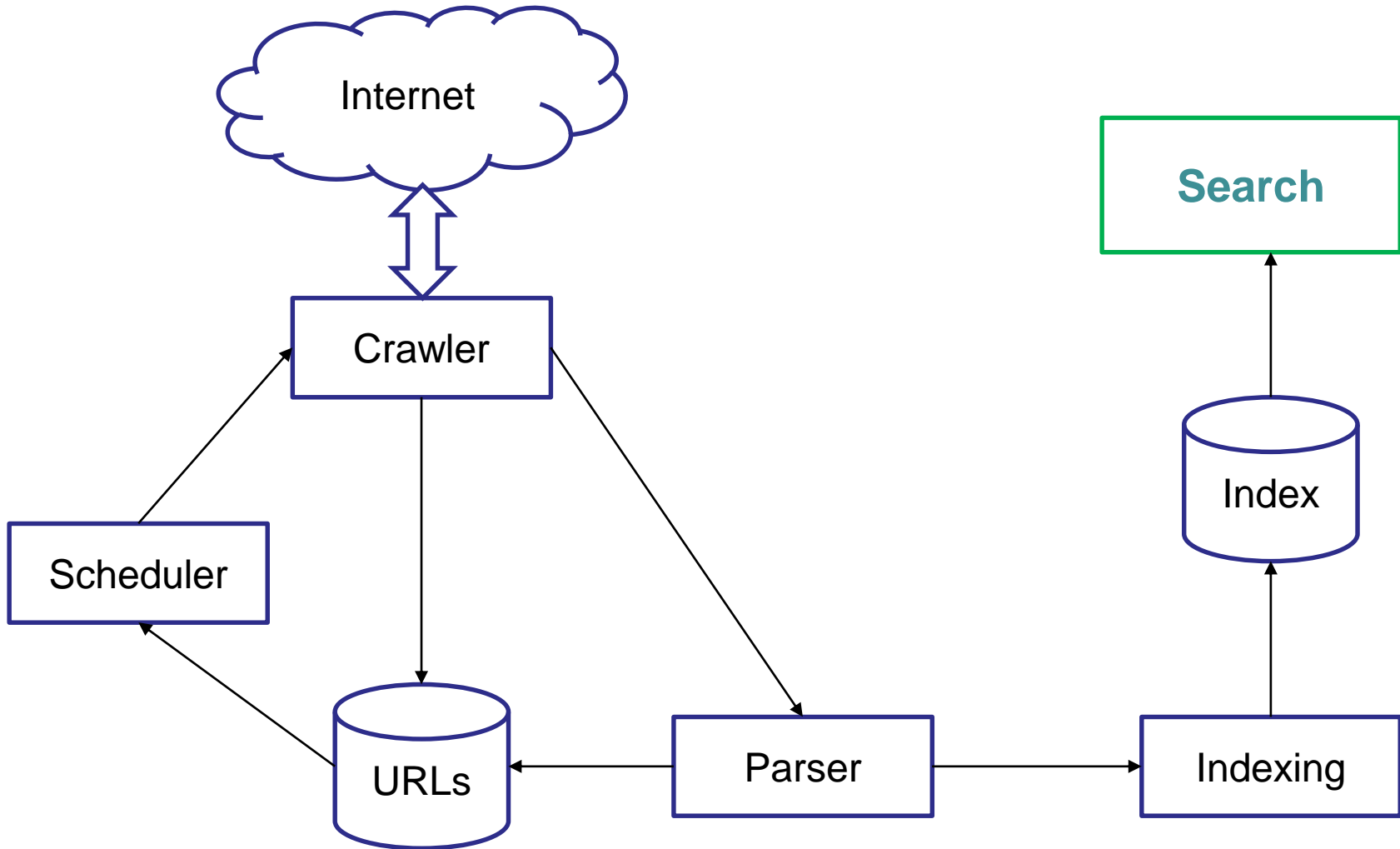
- Search engine optimization (**SEO**) is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results
- These are often referred to as "natural", "organic", or "earned" results

# What is a Search Engine

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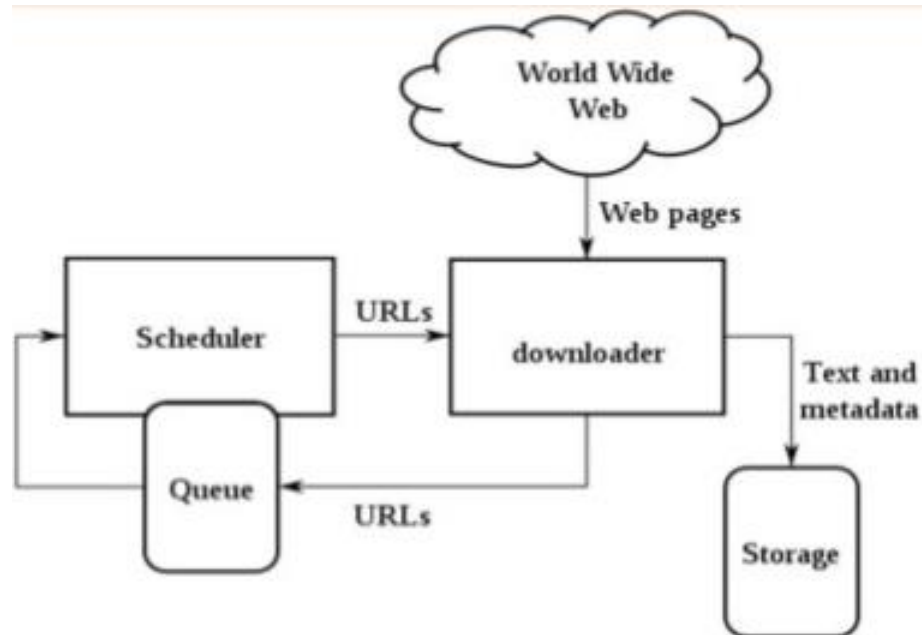
- A **Search Engine** is a software system that is designed to search for information on the World Wide Web
- The search results are generally presented in a line of results often referred to as search engine results pages (SERPs)
- The information may be a mix of web pages, images, and other types of files
- Some search engines also mine data available in databases or open directories
- Search engines also maintain real-time information by running an algorithm on a web crawler†

# Working of a Search Engine

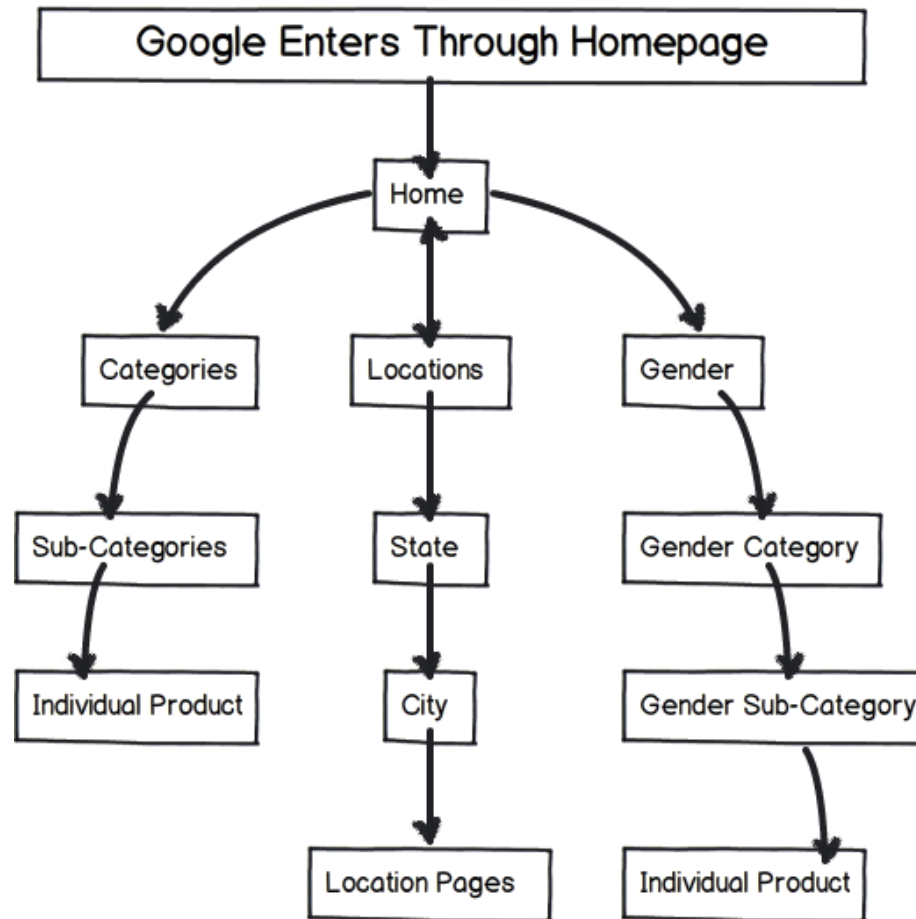


# Web Crawler

- A **Web crawler**, sometimes called a **spider**, is an Internet bot that systematically browses the World Wide Web, typically for the purpose of Web indexing (*web spidering*)



# Working of a Crawler



# Types of SEO

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- White Hat SEO
- Black Hat SEO
- Gray Hat SEO



# White Hat SEO

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- White hat SEO utilizes techniques and methods to improve the search engine rankings of a website which don't run afoul of search engine (mainly Google) guidelines
- **Some techniques:** high quality content development, website HTML optimization and restructuring, link acquisition campaigns supported by high quality content and manual research and outreach
- **Outcomes:** Steady, gradual, but lasting growth in rankings

# Black Hat SEO

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- Black Hat SEO exploits weaknesses in the search engine algorithms to obtain high rankings for a website
- Such techniques and methods are in direct conflict with search engine guidelines
- **Some techniques include:** link spam, keyword stuffing, cloaking, hidden text, and hidden links
- **Outcomes:** Quick, unpredictable, and short-lasting growth in rankings

# Gray Hat SEO

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- This kind of a SEO is a kind of a SEO which is neither black nor white
- This is a technique that does not fully use the black hat SEO and rather combines both
- This is a transformation from black to white and from white to black
- Whether it is due to pressure from the website or company or to deliver better results, some SEO companies may practice Grey hat SEO to some extent
- They may not cross the line to black hat SEO

# SEO – Various Ways

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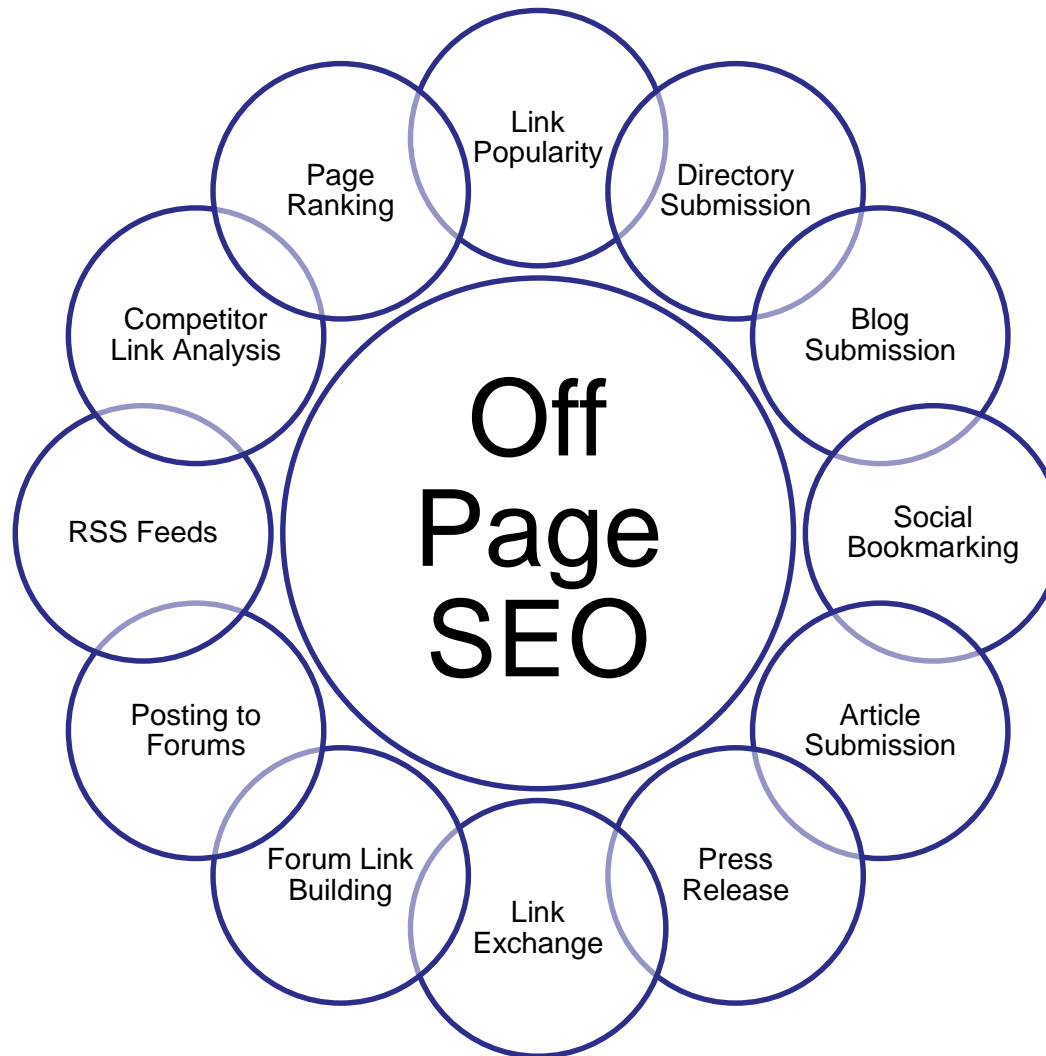
- **On-page SEO** is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized
- **Off-page SEO** refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs)
- Optimizing for off-page ranking factors involves improving search engine and user perception of a site's popularity, relevance, trustworthiness, and authority
- This is accomplished by other reputable places on the Internet (pages, sites, people, etc.) linking to or promoting your website, and effectively "vouching" for the quality of your content

# On-Page SEO



# Off-page SEO

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# More on On-page & Off-page SEO

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- In this system, we talk only about basics of SEO
- Additional information about on-page and off-page SEO can be gathered from the notes dedicated for the said topics
- You can download them here:
  - [www.ecti.co.in/download-center.html](http://www.ecti.co.in/download-center.html)

# END OF BASICS IN SEO

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- Thus, the Basics of SEO ends here
- We hope you are satisfied with the theory provided
- Feel free to share, distribute or use it in any form you wish to.  
**IT IS FOR YOU. 😊**



# END OF BASICS IN SEO

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For advance courses or for any doubts in this tutorial, please contact us on any of the following details:

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