

SEO Meaning

1

WHAT

A set of processes aimed at improving the website's rankings in search engines

2

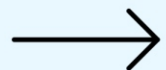
WHY

To get more organic search traffic to your website

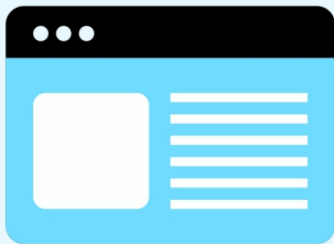
3

HOW

By fulfilling users' search needs (in terms of relevance, content quality, and user experience)



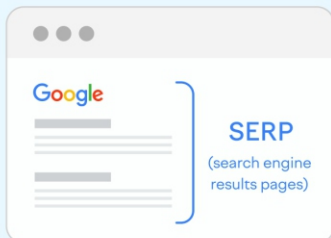
How Search Engines Work



You publish content on your site



Google bots or "spiders" crawl your site and review pages



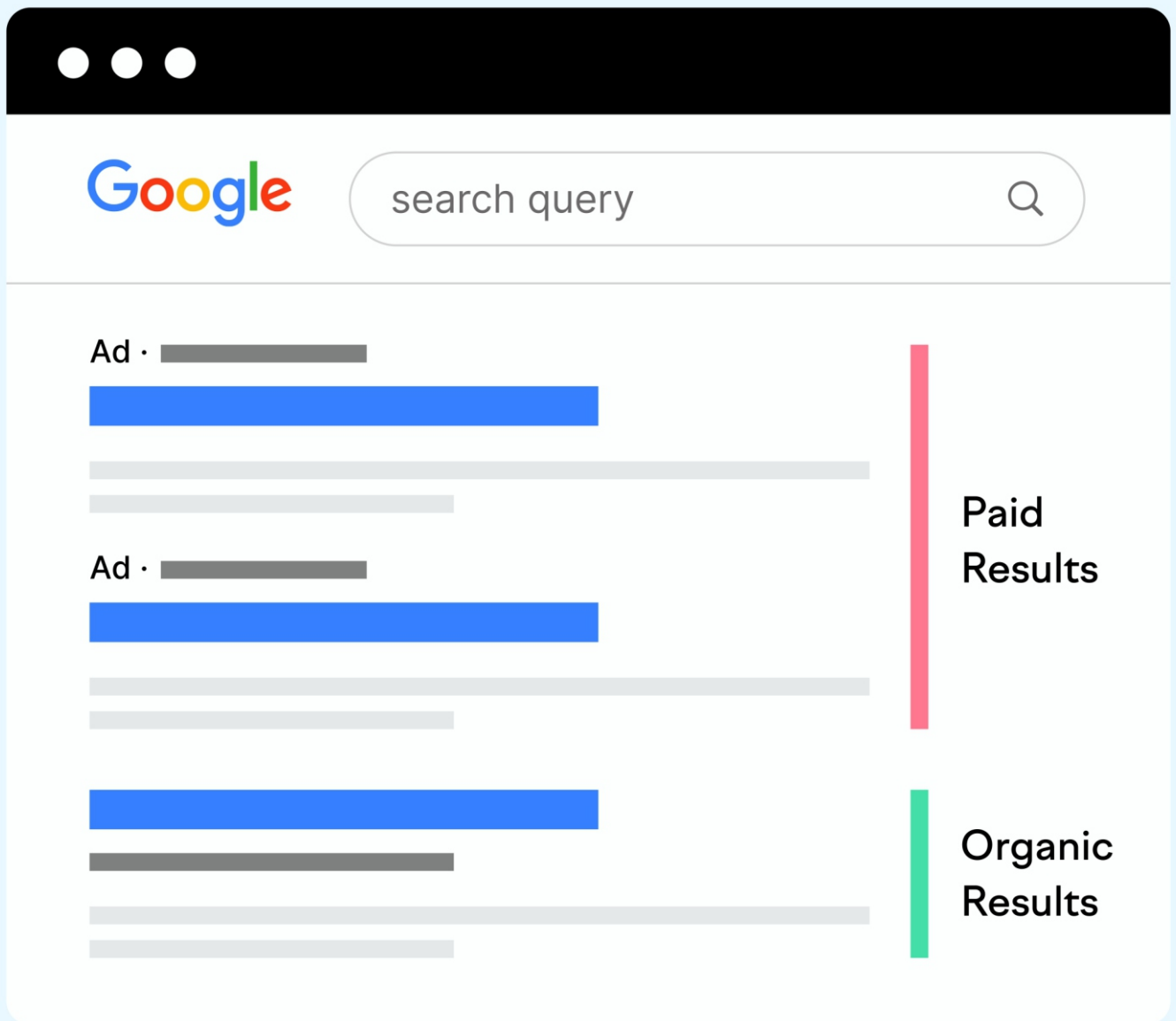
Google indexes your page



If your page meets the ranking criteria, Google will show it in its search results



Paid vs Organic Results



Different Keyword Intents

Navigational

The user searches for a specific website.

Example:

Subaru website

Informational

The user searches for information on a topic.

Example:

What's a good car?

Commercial Investigation

The user researches options for a product or service.

Example:

Subaru vs Nissan

Transactional

The user searches for a specific product or brand.

Example:

Buy Subaru Forester

7 Truths About SEO

✓ **SEO is not about cheating Google**

Instead, consider it convincing Google to rank your page by showing the value you provide for users.

✓ **SEO is not about hacks**

Usually, all you need is to do the SEO basics really well really consistently.

✓ **SEO is a long-term game**

✓ **Knowing your audience is key**

✓ **SEO is more than just installing an SEO plugin**

Just by setting one up does not mean your website is suddenly “SEO-friendly.”

✓ **You’re never “done” with SEO**

Search engine optimization is a continuous process.

✓ **SEO is just one part of the puzzle**

No amount of optimization will help you if you neglect to work on the core of your business—your product or service.