# WANT YOUR WEBSITE GET RANKED IN GOOGLEP A FUI SEO GUICE

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# INTRODUCTION

Search Engine Optimization (SEO Services) is a hefty word that you might have come across a bunch of times. It might have skimmed through your thoughts but let's get into the dirty details of SEO

Services. This blog will be all about SEO Services and its related content, if you wish to put your website on top of the charts make sure to read it till the end. It will enlighten you to the ABCs of SEO and all you need to know, to rank up your website.

SEO Services stands for Search Engine Optimization. Let's break down the following term for better understanding. Search Engine, A search engine is something that you reach up to for getting any information. In simpler and relatable context, Google, Yahoo, YouTube are some of the known famous search engines that we know. Internet, as we know, is a pool of websites and endless content. Searching anything that you might want to see is similar to finding a needle in a heap of hay, so for that Search Engines puts links relatable to your search on the top. The term optimization is of the key importance here.

Online presence is very important as nowadays maximum people search online. Maximum lead conversion from a website should be the first goal of every website owner. One of the largest traffic sources till date for any website is organic search.



Maintaining your website to achieve top rank in search results is the way to go. For this, SEO is very important. But many website owners did not realize that SEO is an integral part of the entire website design process and only consider it as an afterthought.

Search Engine Optimization (SEO) if done well for different search engines (e.g. Google, Bing, Yahoo), can improve a website's visibility in SERPs (search engine result pages).

Note: Nowadays website URL addresses, title tags and meta-descriptions, optimizing website images and so on becomes less important because Google focuses on other SEO factors (mostly on content and link building techniques). However, as we're learning about the SEO basics, the only way we should do it is to learn about good practices.

Optimization will lead to an increase in the quantity and quality of the traffic that will visit your website.

# Chapter One WANT YOUR WEBSITE GET RANKED IN GOOGLE? HERE'S ALL ABOUT SEO SERVICES

# How The Quality And Quantity Of Traffic Will Affect Your Website?



When you search for a particular product or a service on the internet, immediately several links appear in front of you. These links will have content related to your search which will likely make the users visit your website and this is how your site can become more discoverable amongst many. The traffic that you generate organically will help you to get your website in the top results.

The quality of the traffic will affect your lead generation and conversion into sales if your website deals with any product or service.

# What can you aim by making your website Search Engine Optimized?

The sole aim of SEO Services is to get your website on the top results while searching. This will make your website more discoverable and trustworthy amongst the customers.

### How can you make a Search Engine Optimized website?

There are various SEO tools and techniques you can apply once you start your SEO journey which will give you organic results but to get the quickest and effective results one may require strategic planning which can be down by hiring professionals for the job. iNFOTYKE is one such company that will help you to make your website updated with all the SEO techniques. We use our best skills and knowledge and offer you promising results. It is advisable to opt for a company for your SEO strategy because it requires planning and enactment in the best possible way.

If you aren't already practicing all the right SEO techniques, you should start doing it by now to assure a steady and quality growth. There are numerous benefits of SEO Services which can scale up your growth charts. SEO Services can immediately shoot up your growth charts which can be seen significantly.

### Get connected to the right customer and right traffic

This is one of the biggest advantages if you have your SEO Technique game right on the track. There are customers out there searching exactly what you deliver. You are losing your share of the pie by not being able to serve them. You can optimize your website by updating your meta description and link domains with the right information which will help your customers skim through the pool of links and choose yours.

#### Get organic results

Organic results refer to results where you don't have to pay per click. These organic results are genuine results that are likely to be more beneficial and needless to say they are cost-efficient too.

# Once you do it right, It promotes you throughout

The biggest benefit of SEO is, that it is long term. The results do not vanish overnight, "They are here and they are here to stay! " They increase your website ranking and once your website is ranked up in the top results you automatically start achieving the growth you have planned.

#### There is no saturation on results

Once you have effectively optimized your website and witnessed the growth you can keep doing better and better with various SEO techniques. There is no halt to your progress!

#### Increase your brand's credibility

Appearing on the top result on a search engine is quite big of a deal. This will create exponential growth. It creates an awareness in the mind of the user that your website is trustworthy and credible. Appearing down in the results might make your customers think twice before clicking!



#### **Cost-effective and how?**

It is not unknown how advertising can cost you a fortune and take up a larger sum of your budget, with SEO Services you do not need to worry about your PPC budget anymore. Get your website on #1 ranking and watch your sales shoot up without having to spend on ads. Use the right techniques and get assure a cost-effective success. iNFOTYKE helps you with correct SEO strategies and helps you in building a perfect website that will grow your business.

#### Conversion, conversion, and conversion!

Converting your leads into sales is the dream of any entrepreneurs. SEO turns this dream of yours into reality. There are reportedly higher lead conversion rates of an SEO website as compared to a website that has not paid attention to its SEO. As said earlier, SEO generates quality traffic and potential customers to your website and hence there are more chances of lead conversion.

Long-time strategy to assured growth Results of Search Engine Optimization are not temporary, they are long-lasting and will help you grow constantly if done in the right ways and with the right techniques. Right techniques are necessary to scale up your SEO techniques, black-hatting any search engine and tricking it into getting you on the top results can be risky but you might not have to worry about that with iNFOTYKE. We offer you reliable services for your steady growth. Wrapping it up in a nutshell, SEO Services is the real deal. If you want to stay in the market and make a mark get your SEO game on.



# *Chapter Two* **SEO Tips That Will Improve Your Web Design and Website ranking**

# How The Quality And Quantity Of Traffic Will Affect Your Website?

SEO and web design go hand-in-hand. Here's a comprehensive list on the SEO aspects to consider while designing a website.

#### **Choose a Unique & Sensible Domain**

One of the ranking factors that search engines look at in order to figure out what a page is about is Domain name. Always choose a domain name that is relevant, easy to remember, and incorporates the main keyword you want to rank for, that's ideal.

Remember that domain represents your brand identity and is something potential leads and visitors will refer to in the future. Ensure that it is unique but makes sense and reflects your business motive at the same time.

Also, there are instances when multiple variants of a domain exist. Make sure all the variants point to the main canonical version of the site.

### Go for a trustable and Reputable Web Hosting Provider.

Website speed is the most important ranking factor that Google has been upfront too. If your webpage loads for longer then the Visitors become impatient and may leave your website. Visitors expect webpages to load within seconds (or less), So Google tries to only deliver results that will satisfy that requirement.

While you have a number of strategies you can try to make your website fast over

time, one of the best steps to take from day one is choosing a web hosting provider that can deliver consistent speeds. Resellerclub is a great example, as it provides a platform tailored to WordPress websites.

# Use hyphens (-) instead of underscores (\_) in URLs.

Using underscores to separate words in a URL name is not good, as Google will read it as one single word. For example the\_best\_seo\_practices will be treated by search crawlers as 'thebestseopractices'. That one is very hard to read. So always use hyphens in url instead of underscores for best SEO practice.

# Choose a static URL address instead of a dynamic one.

There are two types of web addresses: static and dynamic.

A static URL looks like that: your-domainname.com/category/the-best-seo-practices A dynamic one can look like this: yourdomain-name.com/category/?p=028705 While search engines can easily understand both of the URLs, for human beings dynamic URLs are completely illegible. For instance, if you have a blog on WordPress you can see that a default URL address of a particular post is dynamic. When you click the 'publish' button, WordPress will automatically convert it into a static address. However, it will pick random keywords from the blog's title. In terms of SEO, it would be better if you edit the URL name yourself which is possible as seen above.

# Keep a URL address brief, descriptive and relevant.

Always keep website url brief, descriptive and relevant so that visitors should be able to tell at a glance what a particular website is all about. If you choose to edit a URL address yourself, you'll not only work in favor of the keyword optimization, but you'll also make it easier for a user to understand what he or she can find on a particular website. This way you'll make a searcher's life a bit easier and also good for your website ranking.

#### **Seo Friendly Content**

Always first plan your website content before writing it.. The content of your site should reflect your subject matter and be easy to understand – both for visitors and search engine bots. Highlight the main content (product or service) on the main category page (closer to homepage) followed by individual sub-category pages for every sub-point. Focus on a singular topic for every web page. Use keywords related to your business in content which makes it SEO friendly.

#### **Mobile-Friendly Design**

Make sure your website is mobile friendly as 90% of the users use mobiles to surf a website. This is a mobile-first age and the site owners who still don't have a responsive site should consider converting. Mobile friendliness is a ranking factor in Google's algorithm and covers both designing and coding aspects.

A user behaves differently when browsing a site on a smartphone, so keep in mind their needs and wants when designing the site in order to maximize results.



#### **Image SEO**

Usually not considered important but image optimization is very important which can drive significant traffic to your website. While creating a website this should be a priority task. Large images slow down the speed of a website. The optimum image size to be used is between 30 to 100 kb. Also, other parameters to be considered include image name (use a clear name that describes the image) and alt text (use descriptive text filled with the right keyword).

#### Use keywords relevant to you

SEO is pretty much based on keywords. The key to a good SEO strategy is to find out what words users type into a search bar when they look for websites like yours. With a list of relevant keywords in your hand, you'll be halfway there.

The most common way of doing a keyword research is to use Google Keyword Planner. This free tool is available to anyone with a Google AdWords account, which is also free. Once you set up your account and give more details about your website, you'll get a list of keyword suggestions.

# Chapter Three Tips to hire a right SEO company for your business



If your website doesn't appear on the first page of search results on Google, Bing or Yahoo, your potential clients might not even know you exist. A good **SEO services** or **Search Engine Optimization** methodology is a part of website marketing, as it helps in advancing your website on the Internet. Better search engine visibility can be critical to boosting visits to your website, which can lead to increased brand awareness and higher sales and benefits.

But what if you lack the time and technical expertise to improve your site's search engine ranking? It might make sense to **hire** an experienced, reliable **SEO Company.** 

#### Here are essential tips to be taken care of:

#### Have a look on their own Website

If you're looking to hire an **SEO firm** that can also take care of designing your new website, then yes, you should probably consider how good their own website looks. This will tell you about the company, their work, as if their own website is not **ranking good** how will they make others do it.

#### Have a list of current and past clients

A **reputable SEO Company** should be open to sharing a brief list of current and former clients and his or her contact data. These references can help you gauge how effective the organization is, as well as confirm that the organization did indeed work on specific SEO campaigns.

In spite of the fact that your goal is to hire a professional firm to handle your Internet presence without having to worry about **SEO** or digital marketing, this does not mean that you shouldn't know what methods they will use to increase your website rankings or get more traffic.



If they can't explain exactly what they will do, they can do more harm to your website than good.

# Communication between the Client and Organisation

The right company for your **SEO** needs would be the one which listens to you and customises its strategy as per your needs. It has to be the one that is willing to listen to you and communicate with you in a convenient manner. Ask if the Organisation prefers to talk in person or via phone, Skype, texting or email. And find out how often will he or she reach out to you with status updates.

#### Link Building strategy

When hiring a SEO organisation, you should necessarily ask them about their **link building** techniques, since the placement of backlinks can boost your website's ranking.

A reliable SEO company will do a thorough analysis of your website's **backlinks** and will work to improve it.

#### **Keyword optimization**

One of the most important techniques in a successful SEO campaign is to have an effective **keyword optimization**. The words your customers use while searching for the products and(or) services your company offers should be integrated into your keyword optimization strategy. Your ranking will depend on the quality and density of keywords and relevant phrases in your content optimization strategy. This means that the **best SEO company** for your business would definitely analyse and optimise those mandatory keywords for your website so that it can be found easily and rank higher than ever.

#### How will they boost your page rank?

This is one of the most important questions to ask! Why? Because the objective behind **hiring an SEO agency** is to help your business website boost its search engine ranking. Ask them how will they boost your website page rank? What will they do for higher ranking of your website link in organic search? They should be transparent with the specifics of their website ranking strategy.

# Are you experienced at improving local search results?

Showing up in the top **local search engine** results is important especially for small businesses trying to attract nearby customers. You'll want a organisation who has expertise in **local SEO** techniques.

#### If your website is optimized for what's known

as **"local SEO"** it should appear when someone nearby is searching for keywords that are relevant to your business. So ask your SEO organisation if they have expertise in local SEO also.

# Chapter Four

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# Local SEO vs Global SEO: What's Best for Your Business

# Local SEO vs Global SEO

For advertising, it is extremely vital to make a website that is convincing for the intended of target audience. While choosing a SEO strategy, a standout amongst the most essential things that you ought to ask yourself is whether you require **Local SEO or Global SEO**. Both the sorts of SEO have their favorable circumstances and additionally challenges.

**Global and Local SEO** are precisely what they seem like. It is the reach of SEO that you are utilizing for your business. The kind of SEO procedure you are utilizing for your business depends on your necessities and the achieve that you need with your group of onlookers. Let us first understand about these techniques.

## What is Local SEO?

For private ventures that are situated in a particular city or district, Local SEO is prescribed. For instance, organizations, for example, an car repair administration, market or retail location, therapeutic office, eatery, dental practice and substantially more can actualize Local SEO. At the point when a little or neighborhood organization executes a nearby SEO battle, its website has higher odds of accomplishing great rankings on search engine result pages for that specific region. This aides in boosting the organization's online presence alongside giving awesome presentation to neighborhood web clients who are seeking something pertinent to their business.

**Local SEO** is regularly more affordable than a **Global SEO**. Indeed, you can regularly get

some really great Local SEO results by using the accompanying basic systems:

- Join your business' city name as Keywords on your site
- Incorporate your business' city names inside the website content
- Make social media profiles and all your contact information.

# What is global SEO?

On the off chance if your service, item, or business is speaking to an intended interest group all inclusive, at that point you ought to consider **Global SEO**. When you are utilizing worldwide SEO systems for an inquiry question like "web development company in Delhi," at that point your SEO techniques will achieve puts similar to somebody who is searching for Web development company in India.

Furthermore, regardless of the business, **SEO** concerns are generally very comparative. Local SEO gives organizations in various businesses the same amount of a lift as more extensive, geo-particular SEO. Local organizations have similarly as solid a requirement for simplicity of accessibility, new customer associations and brand acknowledgment as bigger organizations, regardless of whether the scale is to some degree littler and all the more territorially bound. In any case, that is the place the similitudes end: Everything you contemplate **Global SEO** doesn't have any significant bearing when you're narrowing the extension.

# At the point when to Target Local SEO?

Local search engine optimization is prescribed for small organizations having their essence just in particular area/zone. However, **Local SEO** can likewise be a decent technique for marginally greater firms that are situated in a specific city or locale. In this manner, this kind of SEO showcasing is valuable for organizations like privately possessed stores, repair shops, law/ca firms, little boutiques, and family-run therapeutic practices. These spots just intrigue the nearby populace. On the off chance that you go past that region, you could wind up hurting your business instead of helping it.

# At the point when to Target Global SEO?

The more distant your business connects with respect to your intended interest group, the more you will need to consider **Global SEO**. This sort of SEO is perfect for those organizations, which work on a more worldwide scale. For instance, when you offer a particular administration that advantages a few organizations around the world, at that point you ought to consider global SEO methodology. Be that as it may, for that you ought to make sure this is the correct procedure for you.

Consider conversing with a SEO proficient on the off chance that you are uncertain whether your business could profit by worldwide SEO. These experts will enable you to choose whether this course is ideal for you, or if there is whatever other alternative that you ought to consider early.



**Components for Successful SEO** Keyword upgraded page titles and title tags.

Include the keywords that generally appears in website content. Use optimized images, with the picture title Contact Information, which incorporates the office number and email address Regular updates to the website with new keyword and advanced content.

#### Local SEO: The Best Choice

On the off chance if you center your SEO crusade locally, particularly in your local area then you will get better results in search engine result pages (SERP) and become established in your corner of the universe.

Also, the higher your website positions locally, the higher it can begin positioning globally because the more your website is visited, the longer visitors stay on your website and the more they click on your website, the higher you rank authority is with Google and other search engines. It is recommended to have a specific plan and strategy prior to implementing any SEO on your website. Hope this will help you decide whether you should target **local SEO or global SEO**.

# Chapter Five

# What is Local SEO and why you can't ignore it.

# Local SEO

There is no doubt that **Search Engine Optimization (SEO)** has a crucial impact in your online business. **Search engine optimization** continues changing its scope and significance. The search Engines frequently refresh their algorithms keeping in mind the end goal to give most important outcomes to their clients' inquiries. Additionally, **Local SEO** has had a tremendous effect on the advanced world. Numerous companies neglect the **significance of Local SEO** and afterward think why their Website isn't appearing on top list items.

This should be possible with a Locally centered Search Engine Optimization(SEO) technique, however what precisely is implied by the term **'Local SEO'** and how might it be accomplished?

### What is Local SEO?

Local SEO basically includes enhancing your Website so it shows up in privately engaged pursuits. With the commonness of the cell phone, we have seen an expanding utilization of web search tools to discover data identified with neighborhood items, business, and administrations while in a hurry. This has lined up with Google's progressions to the way its capacities, with indexed lists now custom fitted to incorporate, connects to organizations in specific regions, contingent upon a client's area.

Attempt to be reliable with the correct detail of your address, wherever they are utilized, and start a crusade to support reviews, which are believed to be extremely successful in enhancing Local SEO, similarly that natural SEO additionally has the ability to transport locales up the rankings.

In the event that you have various branches to your neighborhood business, you should regard each as a different element and show them independently, as this is the path for them to pick up unmistakable quality in indexed lists.

Maps are esteemed by Google, so you should attempt and incorporate one in your 'get in touch with us' area.

#### Why Is Local SEO important?

Google and other search engines are giving careful consideration to the local searches. Hence, Local list items are thought to be more significant for nearby inquiries. On the off chance that you are looking something on google.co.in (Google India), Google additionally conveys comes about which are significant to a particular territory in view of the IP address of the client. On the off chance that you are saying particular city or region, Google will limit their scan and will search for particular areas. Local SEO can complete a lot of things for your business that can give you a lift in the rankings. There are heaps of different reasons why Local SEO is obligatory for your business:

Lets take an example where we search Pizza. With help of local SEO your business will rank up in local search



#### Domino's Pizza

4.2 ★★★★ (2,361) · ₹₹ · Pizza Uttam Palace, Olwar Road, No.-3, Sapru Marg Dine-in · Kerbside pickup · No-contact delivery

#### Pizza Hut

4.0 ★★★★ (785) · ₹₹ · Pizza No 91, Mahatma Gandhi Marg, opposite Governer House Dine-in · Takeaway · No-contact delivery

#### Individuals Tend To Search Online To Find **Better Options Out There**

- Now is an internet era. While sitting home.
- individuals can look for whatever data they need. In the event that they need to purchase anything in Local, they want to complete a pre-look (i.e google nearby organizations) to discover (i.e. utilize the search engine to locate) the better alternatives accessible in their general areas or city areas as opposed to going to showcase specifically and looking. It causes the local searchers to discover nearby organizations.

It is great if your business is positioning in top indexed lists, it can help you to get more nearby clients. That is another motivation behind why Local SEO is essential.

#### Local SEO Helps To Create Your Brand

The fundamental purpose of utilizing Local SEO is that it will focus on the general population in the zone where your business is built up. On your website, you can list every one of the services you give with their cost. You can likewise put the pictures and updates about your business. It gives greater credibility to your business. It will connect with more clients and set up your image.







## Chapter Six

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# SEO tips for large ecommerce websites

# Why Is SEO Important For E-commerce

4%

users start looking for products via search engine

users click on organic results when they search

79%

# SEO

has the highest ROI as compared to any other marketing campaign for e-Commerce

If you have an online ecommerce store, then it is very necessary for you to be easily found by your customers. This can be achieved by ranking top in the search engine results. It would really be a disaster if you are selling products online and not able to reach your targeted audience. In this SEO can help you. SEO will help you rank higher in the search engine results and let your website reach your target audience. Here are some of the SEO tips you can use for your ecommerce in order to gain more visibility.

#### **Ensure your site is on HTTPS**

Security first! Although all the website needs security, but switching to HTTPS is most important particularly for ecommerce websites. Since ecommerce websites uses personal details and users trust them for highly sensitive information, so security is most important for them.

After ensuring that your SSL certificate is correctly implemented, always be transparent in communicating your security compliance to users.

#### **Extensive Keyword research**

Keyword research is the very first and most critical step for search engine optimization. Absence of quality keyword research is a standout among the most common issues with ecommerce websites that don't sell. Using company feedback, AdWords Keyword Planner, Google Trends, a list of phrases & keywords commonly used as search terms by normal users was created.

Some of the keywords that can be associated with ecommerce website are:

- Search terms related to featured products.
- Discounts and special offers.
- Seasonal search terms.
- General queries related to online shopping.

#### Work on Website Loading Time

High website loading time is the major issue that Online shopping websites (ecommerce stores) have. This is because they contain heaps of pages. Website speed can be enhanced by diminishing the size of different website components, using the best development methods to fetch information 21



Most of the organizations fail to work on the website speed factor which affects your SEO ranking as well. A large portion of the associations neglect to take a shot at the site speed factor which influences your SEO positioning also. A site should load in a couple of moments in order to give a better user experience which helps client to be on your website for longer time.

#### Optimize category pages

Since now your website is more, it's time to concentrate on advancing and optimizing all category pages. These are the pages on which to target those top-level keywords and should be high traffic generators.

To increase the ranking potential of your category pages, try to focus your link-building campaign on generating links to them.

#### **Optimize product pages**

Optimizing product pages means to start with product descriptions. Get into the habit of writing unique descriptions for each product. It can be tempting to copy and paste the description from the manufacturer, but this means placing duplicate content on your site. And that's SEO suicide. Always include user-generated content on the product pages, including social media mentions and reviews.

This will provide social signals, as well as helping to increase conversions and bring further unique content to the page.

#### Avoid duplicate content

Duplicate content can seriously be an enemy when it comes to ecommerce website. Ecommerce websites particularly meet this issue because they deal with a lot of product descriptions. And these descriptions are often given by a seller – seller which can distributes those products to different websites. It results that ecommerce websites display product descriptions that appear on many different websites. Also, filter and category options can lead to duplicate content issues because those filters create different URLs with the same content. To know how to fix these issues you can refer to our article on the subject.

### Maintain a strategic distance from copy content

Duplicate content can genuinely be a foe with regards to online business websites. Ecommerce websites especially meet this issue since they manage a lot of product descriptions. It results that your ecommerce websites display product that show up on a wide range of websites.

# CONCLUSION

By this point you should have a firm understanding of what SEO is, and why every online business needs to recognize how critical it is. Developing and executing an SEO strategy can be a daunting task. However, this process is completely manageable if you dedicate adequate time and resources to it. There are several things to consider when getting started with SEO.

Do some keyword research and make a list of all the keywords for which you would like to rank on the search engines. Rank this list in order of priority or relevance to your business. This should be a living and breathing document that you review and update at least on a monthly basis. This will ensure you continue conducting keyword research and allow you to make note of the keywords for which you are already ranking.

After conducting keyword research, you will have a good idea of how many specific webpages you want to create. Each webpage will need content and pictures. Also, you need to decide where these webpages will live on your website and what other pages or offers they should link to. Make a list of the assets that need to be created or gathered and devise a plan to get it done.

Like the overall marketing landscape, search engines are ever-evolving. Staying on top of current trends and best practices is a hard task. The best way is to read. There are multiple online resources that make it easy for you to stay on top of SEO news and changes that may impact your website.

SEO is a slow process thus, it'll take time to see results. However, for good SEO practice hire an SEO company, it's worth the wait.



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