

# Seo search engine optimization



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## Teacher Search Engine Optimization (SEO) SEO or Search Engine

Optimization is defined as “ the process of getting traffic from the “ free,” “ organic,” “ editorial” or “ natural” search results on search engines”

(searchengineland. com 2014). Plainly, it simply meant as “ the process of improving the position that your website” (Lines). In general, websites that appear on top of the stack of the search will get more traffic and therefore more potential business (Lines). SEO is also more commonly known as the process where websites are ranked by search engines such Google, Yahoo and Bing. Their ranking in Search Engine Optimization depends on several factors such as relevance, page title and relevance of words used. Other factors include reputation of the website and links.

### How does SEO work where it used

SEO works by crawling, indexing, processing, calculating relevancy, and retrieving whose final results is the ranking of website. Crawling meant a use of software such as Gooblebot to track website pages and to enable indexing or the sorting of website. Relevance is the determination whether a website has an appeal and the number of times it was visited in the retrieving two (www. webconfs. com). SEO can be used in almost anything in the website but particularly among business organizations where being on top of the search would mean more visits that could translate to potential business.

### Strategy on how to be on the first page

One of the most common strategy to improve SEO ranking is to make sure that the word choices and phrases in the home page are relevant to what the website is all about. For example, if it is website is about sports, then the word “ sports” should be used in the home page.

Page title is also key in increasing the rank of a website in SEO by using

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performing keywords. Links that direct visitors from other websites including reviews coming from third parties such as bloggers can increase the ranking of a website. Its reputation should also be protected to avoid being penalized by search engines that would deteriorate its ranking in the SEO.

In short, “ everything that you do with your website, in terms of SEO, matters” (Ingham). SEO basically works like scoreboard that one wanted to climb without breaking the rules (Ingham).

Metrics to track to keep on top

Since SEO is just like a scoreboard, there are certain metrics that are key to a website's staying on top. These metrics are;

1. Search engine share of referring visits – this could include direct navigation and referral traffic or visits done through a link and queries that resulted to a traffic.
2. Visits referred by specific search engine – simply meant how many visits landed by using Google or Bing or other search engines.
3. Visits referred by specific search engine terms and phrases – the use of words and phrases to make a search in search engines.
4. Conversion rate by search query/phrase – the actual visit landed on the page by the queries of particular word or phrase encoded in search engines.

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