

SEO

SEARCH ENGINE OPTIMIZATION



INTRODUCTION TO SEO

What is a Search Engine ?

A search engine is a software program that helps people find the information they are looking for online using keywords or phrases.

Search Engine Optimization:

Search engine optimization is the process of making your site better for search engines.

Two types of SEO:

- On Page SEO
- Off Page SEO

SEARCH ENGINE RESULTS PAGE:

A SERP is the page that a search engine displays to a user after they conduct a search.

TYPES OF RESULT SHOWN IN SERP:

- Organic Result - SEO
- Paid Result - SEM

The screenshot shows a Google search results page for the query "best digital marketing academy in kerala". The search bar at the top contains the query and the Google logo. Below the search bar, there are several search results. The first result is a sponsored result from zeonacademy.com, titled "Digital Marketing In Kochi — Kochi's Best Marketing Academy". This result is highlighted with a green bracket and the word "PAID" in green. The second result is an organic result from opentutor digital academy, titled "Taking the above factors into consideration, Opentutor Digital Academy is the best institute currently in Kerala for learning digital marketing." This result is highlighted with a green bracket and the word "ORGANIC" in green. To the right of the organic result, there is a small image showing a group of students in graduation gowns and caps.

Google best digital marketing academy in kerala

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Digital Marketing In Kochi — Kochi's Best Marketing Academy
Unlock your potential at the leading **digital marketing training** institute in Kochi. Learn from...

ORGANIC

Taking the above factors into consideration, **Opentutor Digital Academy** is the best institute currently in Kerala for learning digital marketing. Opentutor academy provides a 3-month digital marketing course where in the three months, students undergo practical classroom training along with 15 days of internship.

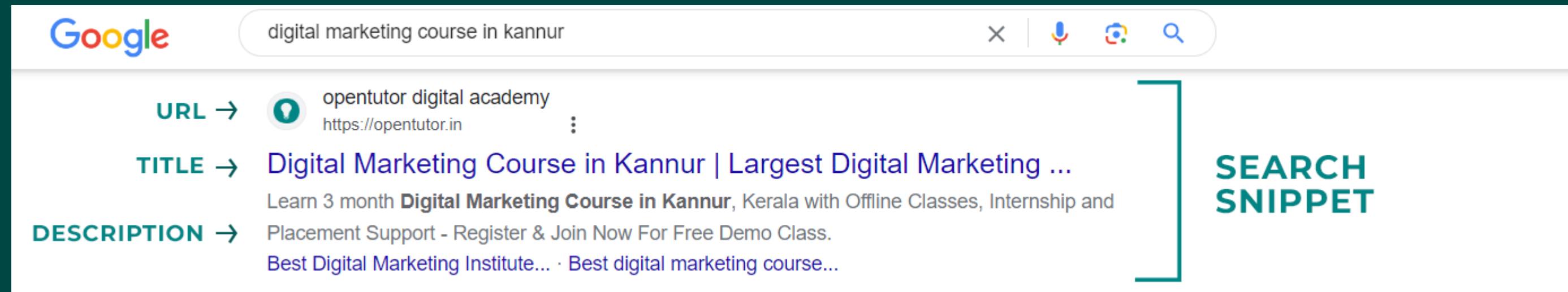


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SNIPPET :

A snippet is the description or summary part of search result on Google Search and other properties.

- Meta Title
- Meta Description
- Permalink/url



TYPES OF KEYWORDS BASED ON LENGTH:

- SHORT-TAIL KEYWORD
- MID-TAIL KEYWORD
- LONG-TAIL LEYWORD

CLICK THROUGH RATE [CTR] :

Percentage of impressions that resulted in a click.

Depending on the time user gets into the page and exits there is:

- Dwell Time :

The amount of time a user takes analyzing a web page before clicking back to search results.

- Bounce Rate:

Bounce Rate is defined as the percentage of visitors that leave a webpage without taking an action.

SEARCH CONSOLE:

- Verify your website using Google Search Console
- Set up Rank Math Plugin in your wordpress dashboard
- Generate sitemap of your website and submit in search console.

