## Lesson no. 1: SEO Introduction

**WHAT IS SEO?**



SEO stands for "search engine optimization." It is the process of getting traffic from the "free," "organic," "editorial" or "natural" search results on search engines.

Search Engine Optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers. SEO may target different kinds of search, including image search, video search, academic search, news search, and industry-specific vertical search engines.

## INTRODUCTION TO SERP
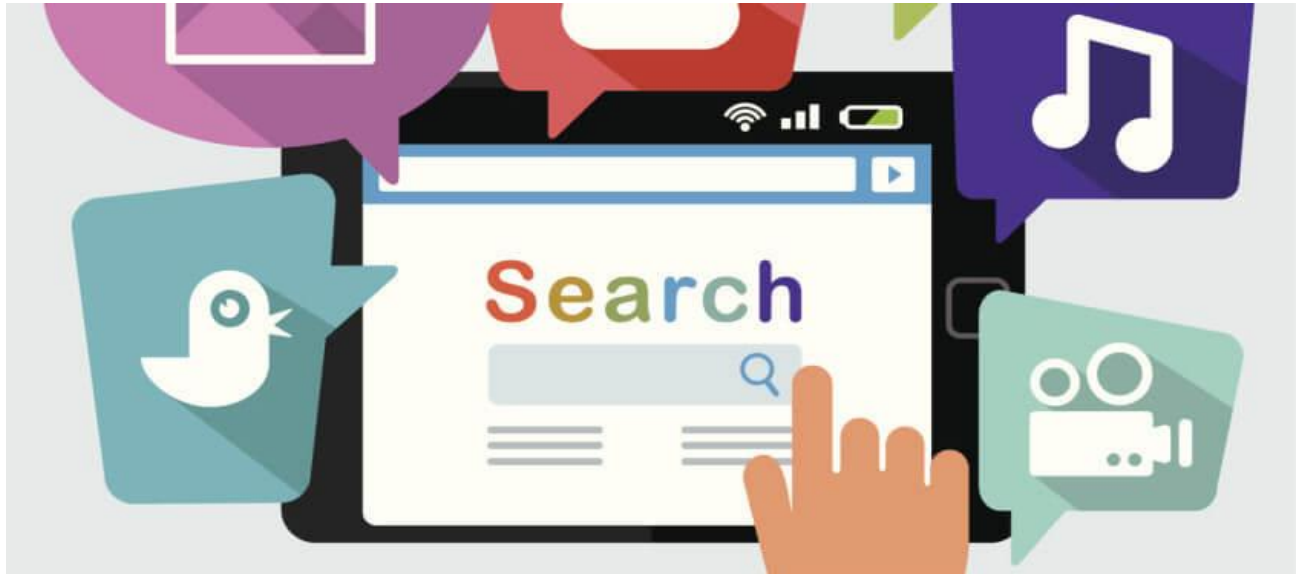


Search engine results pages are web pages served to users when they search for something online using a search engine, such as Google. The user enters their search query (often using specific terms and phrases known as *keywords*), upon which the search engine presents them with a SERP.

Every SERP is unique, even for search queries performed on the same search engine using the same keywords or search queries. This is because virtually all search engines customize the experience for their users by presenting results based on a wide range of factors beyond their search terms, such as the user's physical location, browsing history, and social settings. Two SERPs may appear identical, and contain many of the same results, but will often feature subtle differences.

## WHAT ARE SEARCH ENGINES?



A search engine is a web site that collects and organizes content from all over the internet. Those wishing to locate something would enter a query about what they'd like to find and the engine provides links to content that matches what they want.

A search engine is a software program or script available through the Internet that searches documents and files for keywords and returns the results of any files containing those keywords. Today, there are thousands of different search engines available on the Internet, each with their own abilities and features. The first search engine ever developed is considered Archie, which was used to search for FTP files and the first text-based search engine is considered Veronica. Today, the most popular and well-known search engine is Google. Other popular search engines include AOL, Ask.com, Baidu, Bing and Yahoo.