

T.C.S. Pvt Ltd



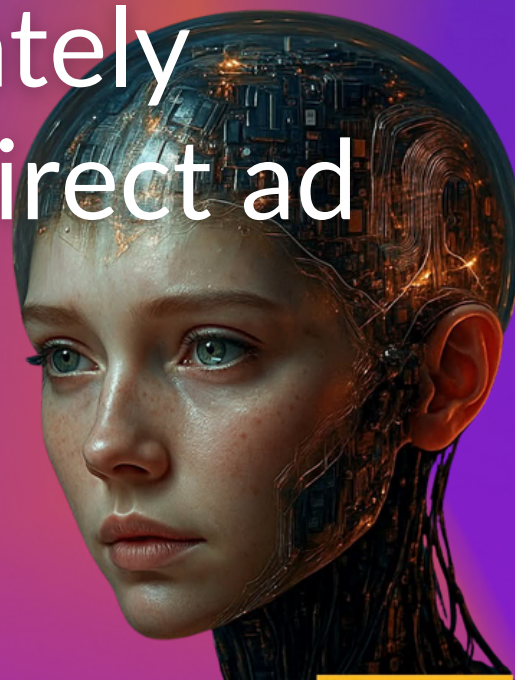
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SEO - Search Engine Optimization



✓ What is SEO, or Search Engine Optimization

SEO, or Search Engine Optimization, is the practice of improving a website's visibility in unpaid (organic) search engine results to attract more relevant visitors, focusing on higher rankings on Search Engine Results Pages (SERPs) by making content understandable and valuable to both users and search engines like Google. It involves optimizing content, structure, and technical aspects, using keywords, building authority through backlinks, ensuring user-friendliness (speed, mobile-friendliness), and matching content to user search intent, ultimately driving qualified traffic and building brand awareness without direct ad spend.



✓ How SEO Works

- Crawling & Indexing: Search engine bots (crawlers) discover and "read" your website's pages, adding them to a massive index.
- Ranking Algorithms: Algorithms analyze factors like relevance, content quality (E-A-T: Expertise, Authoritativeness, Trustworthiness), backlinks, page speed, and user experience to rank pages for specific queries
- User Intent: Matching your content to what the user actually wants (information, purchase, local service) is crucial.



✓ Key Types of SEO

- On-Page SEO: Optimizing elements on your website (keywords, titles, content, images).
- Off-Page SEO: Building authority through external signals, primarily backlinks from other trusted sites.
- Technical SEO: Ensuring search engines can easily crawl and index your site (site structure, speed, mobile-friendliness).
- Local SEO: Optimizing for local searches (Google Business Profile, location-based keywords).



✓ Why SEO is Important

- Increases Visibility: Ranks higher in search results, making your site easier to find.
- Drives Qualified Traffic: Attracts users actively looking for your products, services, or information.
- Builds Credibility: High rankings signal trust and authority to users.
- Cost-Effective: Organic traffic is "free," unlike paid ads, providing long-term ROI.



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