(SEO)

Search Engine Optimization

WHAT IS SEO

SEO stands for "search engine optimization." In simple terms, it means the process of improving your site to increase its visibility for relevant searches. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

How does it work

Search engines such as [Google](#) and [Bing](#) use bots to crawl pages on the web, going from site to site, collecting information about those pages and putting them in an index. Next, algorithms analyze pages in the index, taking into account hundreds of ranking factors or signals, to determine the order pages should appear in the search results for a given query.

Types of SEO:

White hat seo:

White hat SEO utilizes techniques and methods to improve the search engine rankings of a website which don't run afoul of search engine (mainly Google) guidelines.

Techniques:

Some white hat SEO techniques include: high quality content development, website HTML optimization and restructuring, link acquisition campaigns supported by high quality content and manual research and outreach.

Black Hat SEO

Black Hat SEO exploits weaknesses in the search engine algorithms to obtain high rankings for a website. Such techniques and methods are in direct conflict with search engine guidelines.

Techniques:

Some black hat SEO techniques include: link spam, keyword stuffing, cloaking, hidden text, and hidden links.

On-Page & Off-Page SEO

On-page SEO (also known as "on-site" SEO) is the act of optimizing different parts of your website that affect your search engine rankings. It's stuff that you have control over and can change on your own website. Here are the biggest factors included.

OFF-Page SEO

Off-page SEO focuses on increasing the authority of your domain through the act of getting links from other websites.