How exactly does SEO work?

Introduction

As of 2018, the total population of Michigan was 9.996 million. Of this, approximately 9.187 million people have access to the Internet, and an estimated five million people use social media.

These statistics are a clear indication that going digital is the most logical approach for businesses. This makes digital marketing with an established Online presence among businesses in Michigan very important. The two main ways businesses and websites can maximize their Online presence is by using SEO and SEM.

TABLE OF CONTENTS

What is it and how does it work?

What is SEO?

Search Engine Optimization or SEO is a way to get a better view of search engine results. With the help of SEO, the site grows and is indexed in search engine results on the homepage. One of the most important goals of SEO is to be on the top of search engines (e.g. Google, Yahoo, Bing, etc.). Therefore, SEO is very important and to take care of a site, one must always adhere to SEO principles. It is a collection of activities that a business can use to improve their Online presence. It can be described as the quality control of On-line content and websites, which is tasked with making sure users are directed to the relevant pages.

By implementing the different elements of SEO, you slowly build a positive reputation with search engines. As your reputation grows, the ranking of your page improves. If your site is on the first page, more people are likely to see it and visit it. Simply put, SEO is the cost you have to pay to get to the front page of search engines where more people can notice you and your business.

Here are some of the most important SEO principles.

Page Title

It's important to use keywords in the page title, strive for the first eight words to be keywords.

Meta Description

The meta description is a snippet of up to about 155 characters–a tag in HTML–which summarizes a page's content. Search engines show the meta description in search results mostly when the searched-for phrase is within the description, so optimizing the meta description is crucial for on-page SEO.

Internal Links

Internal links are links that go from one page on a domain to a different page on the same domain.

Here are some of the most important SEO principles (Continued).

Photo Alternative Text

Using alternate text for photos (the ALT photo feature), the search engine reads and rates the photo description. Therefore, it is very effective in ranking keywords.

How Does SEO Work?

To guarantee relevant results, search engines are continually changing their SEO requirements. However, there are many approaches to SEO that a site or business can adopt to help them improve their ranking.

Success in SEO is of ten the result of using the best SEO strategies and a little bit of trial and error. Unfortunately, SEO laws are not formally incorporated anywhere, and these laws and tactics are constantly evolving. There is no specific formula for SEO. Only with trial and error can you figure out which method works for your site and which doesn't work.

The secret of SEO is very simple when you look at the bigger picture.

You have to learn how to mix and test different methods then analyze the results.

Keep in mind that many of the things you do may be time-consuming, as Google is constantly changing its algorithms. Your competitors also play a key role in this.
In this process, you should continue to use positive tactics and stop doing things that have no benefit. Then practice and repeat.

Keep in mind that one-dimensional strategies may be able to rank your website very well in a short amount of time, but these methods are usually dangerous. Google is always looking for ways to deceive users into its algorithm.

However, achieving your SEO goals can be very difficult in reality.

A Quick Breakdown of SEO Services

If you search for a service or product name on Google right now, you might get a few ads and parts from Google. Sometimes these types of items are so large that you have to navigate half the page to get natural search results. We may still get a few ads even after the search results are complete.

Although Google still shows natural results, it is designed to get users to pay attention to ads and other content. These extra sections have caused the amount of organic click through rates (CTR) to decline.

However, the increase in the number of Online businesses in the last few years has made competition in SEO much hotter. Websites have no choice but to stay in search results by investing in SEO.

Here's the breakdown:.

Technical Website Optimization or Tech SEO

Tech SEO is the analysis of a website's technical factors that impact its rankings. There are four variables that make up Tech SEO: code efficiency, website speed, mobile responsiveness and SSL/HTTPS.

On-Page SEO

On-Page SEO is the optimization of visible page elements that effect rankings such as the page title and meta description, the keywords, how you match the content and the keyword clusters, , ALT tags, how you tag your H1, H2, H3, etc. and paragraphs and what you set your URLs to be and lastly how you match your site to the requirements of the search engines.

Off-Page SEO

Off-Page SEO is the implementation of optimization elements not related to the page itself which include just two elements: achieving and maintaining a successful social media presence and ensuring you have proper backlinks in place all over the Internet, not just on social media.

Reputation Management

Reputation Management is another important part of search optimization service a professional SEO company should be offering.

Here's the breakdown (Continued):.

Search Engine Marketing (SEM)

SEM services are a form of Internet or digital marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through paid advertising.

Mobile SEO

Mobile SEO is very important on Google because they use the mobile-first index to get sites ranked on all devices.

User's Experience

Fifty five percent of American teens and forty one percent of American adults use voice search. And according to Google, over twenty percent of searches on mobile devices are. Users have an undeniable role in understanding your website from search engines. Unfortunately, the user experience is dependent on many factors and its evaluation is very complex.

Knowing the difference between organic and local SEO

What is Organic SEO?

Organic SEO is the improving rankings for the main "organic" area within search engines. It is important to businesses with a national and international focus. This type of SEO focuses on improving rankings within the organic search results (as opposed to the "local-pack") by optimizing a website for Google's search engine algorithm. Organic SEO is traditional or classical search engine optimization, which starts with keyword research. The Internet is flooded with articles on how to perform organic SEO to improve Google rankings. Techniques within this form of SEO services include on-page optimization and off-page optimization, including things like meta tag and page title optimization, on-page content optimization, building backlinks and utilizing social media.

What is Local SEO?

Local SEO is improving rankings for the "local pack" area within search engines. Local SEO services is important to businesses relying on local/regional customers. Location targeted SEO is more recent than general organic search optimization. Optimizing for local rankings focuses on being found within the local pack, the area within Google results that shows a map with a listing of the three local businesses. The local listings area is a huge opportunity for smaller businesses relying on localized customers. The SEO techniques used for local website optimization are different than those of organic SEO. Restaurants, auto repair shops, electricians and plumbers are a few examples of the types of businesses that benefit from Local SEO.

What is SEM and how is it different from SEO?

What is SEM?

SEM is a generic term that means search engine marketing and its meaning is far more comprehensive than SEO. That is, SEM includes SEO.

Important SEM strategies include:

Content Marketing

Content Marketing means to generating text, photos, videos and other visuals that encourage site visitors.

PPCs or Pay Per Clicks

PPCs are the costs to increase site traffic to search engines, social networks and reputable global sites.

Click-Through Advertising (CTA)

CAT is banner-based design, click-based, and Google AdWords that are paid in dollars where the cost of the dollar fluctuates.

Social Network Marketing

This is when you create free profiles for your business to promote users' trust and increase site credibility.

Email Marketing

Email Marketing is when you send helpful messages to eligible recipients who want to get information from you.

Conversion Rate Optimization (CRO)

CRO is a system for increasing the percentage of visitors to a website that convert into customers, or more generally, take any desired action on a web page.
Usually, different companies use different strategies to enhance SEM. Because companies move exactly to their needs. For example, a company that has just launched its site uses the PPC method to get the desired result in the shortest possible time, while a company that has been operating Online for many years is likely to use the CRO method.

The difference between SEO and SEM

Overall SEM is wider than SEO. SEO delivers better organic search results, while SEM helps search engines drive more targeted traffic to your site. As a result, effective SEM advertising helps your business.

For example, if you are looking for the newest iPhone mobile, SEO will make your site organic for users to rank in the top results of Google and other search engines. But in the SEM service, using paid advertising, your site's link is featured prominently above or next to organic search results.

The important thing that should not be overlooked is that SEO and SEM do not compete with each other, but together they make the site successful. If you want to have a successful Online business, you must first show up in both organic search results and advertising links, so both SEO and SEM are important and applicable.

Which Priority Does SEO or SEM Have?

None of the SEM strategies will succeed without proper SEO. If your site is not ready to be visited (SEO is not appropriate), SEM will not work alone. In other words, SEO first then SEM.

Here's an example to illustrate the need for SEO and SEM. Many sites turn to SEM to gain rankings in relevant keywords. Here we consider the second strategy, PPC click advertising. Now suppose you spend four dollars per search engine per user click and if you get two hits this way, you should spend a hundred thousand dollars a day. If you were able to attract two percent of them and turn them into customers, you would have spent a hundred thousand dollars on advertising costs. Now if your profit per sale is more than the amount of advertising, you are in the profit system and you can expand it. However, if your profit margin is less than that, you need to think about other advertising to make it profitable.

For PPC advertising to be profitable, you need to improve your CRO conversion rate, which means you can convert more customers into one for three site visitors. For example, if you were able to convert one out of every six people to your customer, then your advertising cost per customer would be reduced to four thousand.

If you focus on the SEO of your site and get results in Google results, you will not pay any direct amount to the search engines and your direct advertising costs will be zero. On the other hand, acceding to Google, people who click on Google results are statistically more likely than people to click on ads, with an average PPC to SEO ratio of 1:1. So focusing on SEO is a priority.

What is the use of SEO and SEM?

Normally, most businesses who market Online are advised to use both methods concurrently, especially if they have improved their site conversion rates. However, here are some tips based on corporate experience.

If you are just starting your own business, first build your site with SEO, then with SEM.

If you have a certain amount of organic traffic but the conversion rate is low, definitely think of SEO.

If the conversion rate is great, but you have a low traffic, SEM is your solution.

SEO or SEM should never be used alone. SEM is right after SEO, but it takes both to be successful with a little bit of intelligence.

Let's take a deeper look at SEO and everything that comes with is.

Technical Website Optimization

Technical Website Optimization or Tech SEO is the analysis of a website's technical factors that impact its rankings.

Code Efficiency

Code Efficiency is an important factor for website optimization and is the efficiency of the code with which the website is developed. Inefficient code that is bloated can slow down a website's load time and dilutes the code-to-text (on-page-content). When we optimize on-page content, the optimization is better received by Google when the website code is minimized. Google more readily understands the semantic meaning of a page when there is less code. This helps to improve rankings.

Website Speed

Google's ranking algorithm is continually updated to improve the experience of its users. In addition to de-livering accurate results that address a query, Google also factors into its rankings the speed of a website. A faster website provides a superior user experience to a website visitor. All other things being equal, Google will deliver a faster website before a slower site because a visitor will most likely have a better experience with the faster website. Page load times should be below 2.5 seconds.

Mobile Responsiveness

Mobile responsiveness is another important ranking factor and is dependent upon whether a website is responsive, which means that the layout of the website adapts to the type of device being used to view the website. When a website is responsive, it delivers a better user experience. Websites that are not respon-sive attempt to deliver the entire width of a web page meant for a desktop onto a smartphone or tablet. To make the page fit, the on-page content must be reduced in size, which typically makes the page unviewable. All other things being equal, Google will deliver a mobile responsive website before a non-responsive site.

Technical Website Optimization (Continued)

SSL/HTTPS

Google, like its users, prefers websites that are secure. A website with malware is an extreme example of a poor, unsecured website. Of course, no one wants to infect their computer by visiting a website that is not secure. Google has been steadily increasing the importance of having a secure website by increasing the importance of HTTPS websites over HTTP sites. HTTPS simply means the website is protected with an SSL certificate. SSL stands for Secured Socket Layer. It is a communications protocol which creates a secure connection between a visitor and a website. Protecting the information entered by a visitor and received by the website is important to Google, therefore, they will rank a website that is SSL protected (https) over a website that is not (http).

On-Page SEO

On-Page SEO is the optimization of visible page elements that affect rankings. On-page SEO is the first step is to optimize your website by carefully matching your site to the requirements of the search engines.

Page Title and Meta Description

A web page's (meta) title and meta description and are critical to SEO rankings for two reasons.

First, both should contain your primary keyword(s) to help Google understand the Semantic meaning of your page. Rather than keyword stuffing (old school SEO), use a variation of your keywords. It is best practice to use synonyms, word variations and change the order of words within a keyword phrase. A professional SEO services company will know how to best optimize a website's page titles and meta descriptions to help Google rankings.

The second reason page titles and meta descriptions are important is because they present an opportunity to differentiate your web page result from your competitors. Current SEO best practices consider more recent optimization factors used by Google, which include user engagement metrics like time on site, bounce rate and click-through rate. When Google identifies that one web page is being viewed for a longer period of time and there is more visitor engagement with the website, the likelihood is that page will out-rank pages with lower user metrics. Accurate and intriguing page titles and descriptions help increase click-through rate and reduce bounce-rate.

On-Page SEO (Continued)

Internal Links

Internal links are links that go from one page on a domain to a different page on the same domain. They are commonly used in main navigation. These type of links are useful for three reasons: They allow users to navigate a website. They help establish information hierarchy for the given website. They help spread link equity (ranking power) around websites.

Keyword Clusters

The first step will be identifying a set of keywords that are related to your business and your site which are commonly used by users when they are looking for similar information, products or services.

You'll want to match content and keyword clusters and once you have identified your keyword clusters, you have to optimize your current or new content to these keyword clusters. This means you place the keywords carefully and strategically within the material. There is an acceptable number of times by search engines to have the keywords, and there are also guidelines that should be followed when inserting the keywords.

It is important to have keywords in the content. Keywords are currently one of Google's most important parameters for linking user search and content. Nowadays, instead of scanning the content and counting the number of keywords used, Google is analyzing it as well as the sub-keywords that interest it.

You can look up keyword clusters by visiting one of these locations wordtracker.com/search, keyworddiscovery.com/ and semrush.com/analytics/keywordmagic/start.

Tag ALT, Tag H1 and URLs

Keywords use it with related words in these sections. Google has straightforwardly stated in its guide that the amount of content required and ideal for the page depends on the subject and purpose of that page. In short, you have to plan for content creation and create quality and optimized content. Make sure that the content generated is for the users to use and that gives the search engines a positive signal.

On-Page SEO (Continued)

Headers

Google appreciates (and rewards) web pages that are structured intuitively. The use of headings helps to organize the content on a page. Much like a term paper outline, major topics use more prominent headers. In terms of SEO, these would include H1 and H2 heading tags and would identify more macro ideas. When greater detail is discussed within each overarching topic, these content areas use less prominent headers such as H3 and H4. The proper use of header tags is very important to rankings. SEO service providers know how to optimize and utilize headings to help improve Google rankings.

On Page Content

The content (text) of a web page is critical to the potential ranking for that page. As mentioned above, Google is tracking visitor usage metrics like time on page and bounce-rate. If your professional SEO services company is simply optimizing titles, meta descriptions and headings to improve rankings, these ranking improvements may be short lived. Ultimately, the on-page content must provide value to the visitor. Simply listing services, for example, is boring. When one also includes the benefits or value of those services to the potential customer, the page becomes more relevant to the visitor. When the page is concise, has an appealing layout and uses rich-media (videos, graphics, etc.) that improve visitor engagement, then the rankings improvement has greater staying-power.

Relevant and Optimized Content

The relationship between the content and the link, kind of like the chicken-egg relationship. To have a backlink you need to have content on the website. At the same time, the content of the site also needs a backlink to increase the ranking in the search results. Finally, we will come to the fact that links and content are the backbones of SEO. If you want to rank a Google for your site content, you will definitely need to get backlinks from related websites.

Off-Page SEO

Off-Page SEO is the implementation of optimization elements not related to the page itself.

Off-page SEO techniques help increase a website's domain authority, which is a measure of a website's credibility and "ability" to rank well. While on-page SEO positions a website to rank for search terms well by helping search engines understand the Semantic meaning of a website and its web pages, off-page SEO helps increase the authority of a website and Google's interpretation of what websites should rank ahead of others. In the on-site SEO, all the components required are implemented within the site. In off-site, the elements are implemented on the site but, they are just as essential to the favorable ranking of the page.

Active Social Media

Having an active social media presence means to have vibrant social media that provides a steady flow of visitors to your website. By having an active presence on social media, users who follow you can quickly check for updates on your sites. The use of social media helps to create brand awareness and the potential for website visitors. The more a website participates in social media, the greater the likelihood of social media users visiting the website. However, this doesn't mean you should create a social media account for every option out there. If you create one, you should make sure you can manage it. If you have a social media account that is stagnate, take it down. If you know you are not going to be able to manage one in particular, don't create it in the first place. Among the best indicators of quality content, is the frequency with which content is shared Online. Social media marketing is an excellent way to encourage the sharing of a website's content.

Backlinking

Backlinking is vital to make your website authoritative. Other than having quality content, another way you can build trust among your readers is having links leading back to content on your website from other sites. It is not easy to achieve this, but it is possible with the right quality of content. As it relates to off-page SEO, Google's priority is to deliver quality content to its users. To Google, backlinks from one website to another is similar to word-of-mouth referrals. The more referrals (backlinks) a website receives, the more Google deems the website as relevant and, subsequently, the greater a website's rankings. Because backlinks are critical to domain authority and ranking well, it tends to also be the area with the greatest abuse in terms of Spam. If an SEO agency is not using SEO best practices for link building, they may be focusing simply on the quantity of backlinks. More important to improving rankings, is the quality of backlinks. One good quality backlink from a trusted, authoritative website is better than 10 and, perhaps, even 100 poor quality links. The key to acquiring good-quality backlinks is to provide valuable content on your website that others may reference and wish to share with their website visitors. Read that again, it's important!

Reputation Management

Reputation management is another important part of search optimization service a professional SEO company should be offering.

Another important part of search optimization services a professional SEO company should be offering are those of Online reputation management. The majority of Internet users find Online reviews helpful in making a purchasing decision. Perhaps the most well-known Online reviews are those from Amazon. Product reviews from actual buyers are very useful to potential customers researching products. Similar to product reviews, company and service reviews are useful to people looking to hire a company to perform services. These types of reviews can both help and hurt an organization. Those companies with favorable reviews will have a greater likelihood of being hired than those with poor reviews. Reputation management services help promote positive reviews while mitigating negative reviews. An important part of SEO agency services is to help clients respond favorable to Online reviews.

There are several kinds of reputation management options available

You can manage blog posts with well thought-out content.

You can be accessible and responsive on review sites. You can interact on forums such as Reddit or Quara. Or manage or join Facebook Groups.

Whatever you decide to do (one of all) be sure to make sure everywhere you are listing Online is accurate and consistent. For example, you don't want your business listing on Yelp to have an incorrect phone number or your hours to be wrong on Google. You should consider taking advantage of a directory listing program. We offer this service which seamlessly manages 100+ directory listings all at once such as Google, Bing, Yahoo, Yelp, Facebook and so much more.

Search Engine Marketing (SEM)

SEM services are a form of Internet or digital marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through paid advertising.

There is a strong correlation between the number of impressions a company receives and acquiring new business. As Internet users become more familiar with a brand and their website, we see an increase in activity to and engagement with a business' website. Search marketing helps to increase brand awareness, website traffic and conversion rate. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.

User Experience

Users have an undeniable role in understanding your website from search engines. Unfortunately, the user experience is dependent on many factors and its evaluation is very complex.

Finding a vacuum from a user experience point of view is a very difficult challenge. Therefore, many professionals avoid dealing with this issue. So, if you are looking for SEO based on the latest methods, you should pay close attention to the user experience. You can outsource the design and creation of different parts of the site, but you should also pay attention to the following:

Make sure the presence of the user and CTR (Click-through Rate) are high and the bounce rate on the opposite side is low. Although these signals were once very powerful, Google today does not use them as a direct factor. However, optimizing the site does not hurt the user engagement and can even help indirectly.

Improve Site Structure

The key point is that search engines can monitor your website well and users can easily find the pages they want.

Optimize Website Speed

Whatever your website platform, your website should eventually load in three to four seconds. Compressing images, optimizing code and site structure, and selecting the most appropriate server can help a lot.

Improve Site Structure (Continued)

Track the Customer's Journey

Since SEO is moving towards user satisfaction, you need to be more careful about the user experience. In other words, your goal should be higher conversion rates and not more traffic.

UX Design

Focusing on users is likely to become even more important in the future, as Google is becoming smarter, with user satisfaction topping the search engine. In this regard, it is better to at least discuss the basics of UX Design.

In short, today's user experience optimization has become one of the fundamental parts of SEO.

Mobil SEO

Google finally decided to use the mobile-first index to get sites ranked on all devices, so we need to optimize our website for this update. Although Google's decision on this seems quite reasonable (currently more than half of Internet traffic crosses the mobile platform), optimizing the site in a way that works well on both mobile devices and desktops is by no means easy. To get started, you need to redirect your website design to a responsive one, as Google has suggested.

.Voice Search

Fifty five percent of American teens and forty one percent of American adults use voice search.

Although we do not believe that voice search will revolutionize SEO in the near future, users seem to love it. According to Google, over twenty percent of searches on mobile devices are audio According to the information outlined, it makes perfect sense to optimize our website for voice search. In particular, you can follow the steps below:

> ### Optimize content using users' natural language and answer their questions.

Although voice search is not a necessity right now, the optimizations associated with this issue seem to make sense. Voice search optimization can help your website see more in search results.

IN CLOSING

There are several different types of SEO services that focus on different elements of Online visibility. In order to rank well within those search engines, a search engine optimization company may implement some or all of them. There are many factors you have to take into consideration and each of them is essential to your Online success.

SEO is an ever-evolving science, endless and multi-dimensional. It is so complex that it doesn't fit into one format. SEO is constantly so it's important to analyze the actions taken.

Remember to always keep track of competitors and get closer to success in SEO by inspiring from them. SEO will continue to work this way until the whole process is transferred to artificial intelligence.