WHAT IS SEO

Search Engine Optimization (SEO) gives your website a higher rank and increases website traffic through organic search engine results. This is the process of developing a strategy to ensure that your website is visible when people search for keywords related to your business. You can find the details below.

Professional SEO Agency

Considering that the top three SERPs account for 75.1% of all user clicks, you can see why companies pay thousands of dollars to SEO firms. When comparing spending and income from an SEO perspective, it's nothing, and you can save money if you buy SEO service package from InstaFollowers.

What Is SEO?

SEO stands for what we know as Search Engine Optimization. SEO specialists work on ranking websites as highly as possible compared to competitors in this field for a good reason. Providing your visitors with a great user experience is also one of the main goals of SEO.

There are over 200 criteria that Google and other search engines use when ranking websites that users can benefit from. SEO is also about meeting all of these criteria in order to provide a complete experience to attract potential customers and earn the loyalty of those who already work with you.

However, getting potential customers to visit your website is not the end of the process. It's just a solid first step, but you need to secure your sales and maximize your chance of getting lifelong customers. New terms like return on investment (ROI) and conversion rate optimization (CRO) are practically SEO. Therefore, to keep up with the ever-evolving world of digital marketing, it becomes increasingly important to display your website actively and elegantly in search queries.

Essential SEO Ranking Factors

The basic principles of SEO to get your website ranked by search engines are very simple. All you need is a well-functioning website that is essential to your digital marketing success. Then track your progress with SEO reports.

Professional SEO Tools

- Ahrefs
- CognitiveSEO
- DeepCrawl
- Google Analytics
- Google BigQuery
- Data Studio
- Google PageSpeed
- Search Console
- GT Metrix
- Majestic
- RYTE
- Screamingfrog
- SearchMetrics
- SemRush
- SEOmonitor
- SimilarWeb

Getting Indexed

- When search engines find your website, they read the code of the page and all the links. It is for evaluating its quality and usefulness following its 200 unrevealed requirements.
- Search engine crawlers index pages that are relevant. They catalog and compare them with other websites that rank in the subject for finding specific content to answer any search queries.

How Do Google Search Rankings Work?

Search engines ask some questions when they discover a web page:

1. What is the purpose of this page?
2. Is this page reliable, and does it have authority?
3. How is the quality of the text?
4. How long is the text?
5. What is known about the owner or administrator of this website?
6. Is this website, as well as the person or business who created it, reliable?

Types of SEO
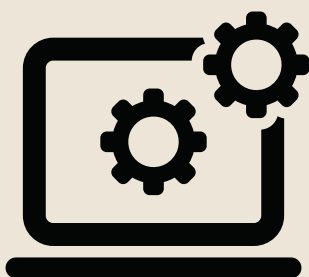
Technical SEO

Off-page SEO

On-page SEO

Technical SEO

1. **Prepare Your Robots.txt File:** Web crawlers understand which pages will be indexed on your website or which ones will not.
2. **Utilize SSL (HTTPS):** It is a secure cryptographic protocol. It encrypts communication.
3. **Prioritize Mobile Performance:** Google prioritized the crawl websites that enabled the feature "mobile indexing."
4. **Speed Up Your Website:** Google clearly stated that having a fast site is a direct ranking factor.
5. **Beware Duplicate Content Issues:** Duplicate content will not affect the rankings, but your website authority will decrease.
6. **Create Your XML Sitemap:** You will create a map for search engine bots and users to navigate them.
7. **Enable AMP for Mobile Friendliness:** It is a special code known as AMP HTML. It delivers the content for indexing.
8. **Enable Structured Data Markup:** It will help to create a better experience for users on the internet. It will collect and catalog all data on your website. Thus, there will be a structured and tidy approach.

Off-Page SEO

1. **Backlinks and Link Building**
2. **All Link Types:** Dofollow links, no-follow links, sponsored links, UGC links
3. **Analyzing Your Backlink Profile**
4. **Determining the Equity of a Link**
5. **Using Google's Disavow Tool**
6. **Social Media Marketing**
7. **Guest Blogging**
8. **Building Brand Awareness**
9. **Influencer Marketing**
10. **Social Bookmarking**
11. **Forum Submissions**
12. **Blog Directory Submissions**
13. **Web 2.0 Submissions**
14. **Distribution of Video Content and Infographics**

On-Page SEO

1. **Optimize Your Content Through Keywords**
2. **Do Keyword Research**
3. **Present an Absolute Solution**
4. **Make Your Content Lengthy**
5. **Link to Reputable Sources**
6. **Do Proper Internal Linking**
7. **Write Capturing Titles**
8. **Get Attention with Meta Descriptions**
9. **Heading Structure**
10. **Optimize your URL (Slug)**

SEO SERVICE PROCESSES

Analysis　　　Planning　　　Execution　　　Reporting

https://www.instafollowers.co/