

What Is SEO - A Beginner's Guide To Search Engine Optimization



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Are you looking for an SEO guide to apply to your business? Do you want to understand what SEO is and how it works? Well, we have made this process simpler & easier for you. In this guide, we are explaining everything that an individual needs to know about SEO.

You will learn:

1. What is SEO & Why it is Important?
2. How does SEO Work?
3. SEO Keyword Research & Optimization
4. On-Page & Off-Page SEO
5. Content Marketing
6. How Long Does it Take for SEO to Work?

So, let's start:

What Is SEO?

SEO refers to Search Engine Optimization, a practice of maximizing the number of visitors on a particular website by improving the quality & quantity of traffic coming on a website from different search engines

like Google, Yahoo, Bing, etc.

In other words, it is a procedure of getting website pages to rank higher on Google so that the potential visitors can discover a brand online, leading to increased traffic and higher ranking on different search engines. To put it simply, it consists of either paid or unpaid SEO tactics to make a website easy to find & visible at the top of the search engines.

Why is SEO Important?

The internet has brought the world to our fingertips. Just click on a few links on our smartphones or laptops and we can find any type of information or data within a few seconds anytime from anywhere. Whether it is about any online company, services, or products, it is as simple as that.

The moment you think, “How does SEO work?” “What do you do?” Simple, go to Google and click on the very first link you see on the first page. If a website is not as informative as you were expecting, you just click the Back button and scroll down the whole page until you get satisfied. This is where the concept of SEO takes place. Apart from being a dominant name in the respective industry, there is no other way than SEO to tell people looking for someone like you that you even exist or how you are better than the rest. Without SEO, you are missing out on those potential leads. Plus, you are making it easy for your competitors to leave you behind. So, this is high time when you should start taking SEO seriously!!!

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CubicalSEO is a India based digital marketing agency & has an excellence in providing affordable digital marketing services including SEO services & SMO services to client's all around the world. The team CubicalSEO drives specialization in optimizing search engine ranking of client's websites and drive traffic to increase conversions. We offers creative SEO marketing services at competitive rates with a wide range of digital marketing service packages. Team CubicalSEO believe in providing world class & affordable Search Engine Optimization | SEO Services for startup's and enterprises as well. We have a unique results base stories of our client that prove that how far we have involved in providing result oriented services. As a leading SEO company in India we include standard white hat SEO techniques in both on-page SEO and off-page SEO services. In off-page seo we use some standard techniques such as Social Profiles, Blog creation, Video submission, Directory submission, Article Submission, Social media optimization, Press release submission, Social Bookmarking, Classified posting, citations, Forum posting etc. and in On-page SEO services we include onsite optimization techniques like Meta Title, Description, Keywords, Robots.txt file submission. Heading tags (H1, H2, H3), Content optimization, Google analytic & webmaster tool installation, sitemap.html and sitemap.xml, Image ALT tag optimization etc. We

also include internal linking of website, bounce rate and many more factors that are helpful in getting better online visibility. We have a team of dedicated SEO experts that are capable enough to provide the best solution for any industry or any web page. Our SEO professional has vast experience in providing online marketing solution for different industries and follows the standard digital marketing strategies according to google algorithm & efficient in delivering desired results. We are a result oriented and dedicated team of digital marketers based in Jaipur, India and aim to meet our clients expectation. We help you to stay ahead of competition.

For more details, please visit

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