

Let us take the SEO Journey

Do you know how many website are present on internet today?

How many blog posts are done everyday?

And don't ask me about the number of webpages out there!!

Are you familiar with the number, **1,740,000,000?**

These are the number of website present on the internet as of January 2020.

The Digital World of internet has become the most competitive today and I promise you that it is not going to be any easier by the time passing.

Might be you are wondering that why I am scaring the freak out of you by showing this humongous numbers! But this is not to fear this is to understand the importance of Search Engine Optimization (SEO).

As per the **official Definition of SEO** "**Search engine optimization (SEO)** is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine."

Thus to breakthrough this tough competition and get more traffic to your website, you need to have a good understanding of SEO.

Ahhh here one more bad news for you, SEO has become most complex today in 2021 then ever before!

But don't worry we are here to solve your problems, so lets understand the game of SEO in this Complete SEO Guide.

Let's start with the basics....

The Basics of SEO :

Search Engine Optimization is the process of optimizing your website and content on website to increase its visibility and make it reach for potential searchers.

Here to focus the word **Process of Optimizing**, the process consists of steps and this is how SEO works. Here to notice process consists of steps that keeps going in an hierarchy format.

The founder of Moz, Rand Fishkin has made a pyramid to make us understand the process of SEO, here is how the ***MOZ Pyramid of SEO*** looks like.



As you could see it goes from the bottom to top, crawling accessibility to schema, snippet and the complete process between.

Ok, Ok I know that if you are not an SEO Expert then you might face some problem understanding these terms but here I am to explain.

Wait a minute, if you are not an SEO Expert and just wondering to do SEO for your company, check our [SEO Services](#), we promise the results and the best price.

And coming back to the point, if you are a SEO Enthusiast.....

We had divided this complete guide in few chapters so that it will be easy for you to understand this step by step process in a step by step fashion.

Chapters for Complete SEO Guide :

1. [Introduction to the "SEO" : Something everyone miss to know](#)
2. [Crawling, Indexing & Ranking : The essentials we ignore](#)
3. [Types of SEO : Do you know OOT?](#)
4. [SEO Ranking Factors : Bet you don't know the all!](#)
5. [On Page SEO Explained Deeply](#)
6. [Off Page SEO Explained Deeply](#)
7. [SEO Tools : That are really free to use!](#)
8. [SEO Tips & Tricks 2021 : This will really help to advance SEO game](#)

We had deeply researched and also experimented everything written here so I could say that if you read all the chapter in detail and have a notebook with you

to note points, you will learn more than any basic SEO Courses present out there.

So lets rock.....

Chapter 1 : Introduction to the "SEO".

Something everyone miss to know

If you are a true beginner, then you first need to know [Why SEO & What SEO](#), rather than How SEO. If your basics are clear, you are the winner.

Even if you are in the game of SEO from a long time we are sure that you will enjoy reading it and will find something new. And I bet if you don't find something interesting, we will stop uploading the blogs.

Read full chapter.....

Chapter 2 : Crawling, Indexing & Ranking.

The essentials we ignore

Ok you have a great website, completely mobile optimized and user friendly and people are coming to it with direct links.

But what if search engine could not find you on the internet? What if search engine don't know that you exists or not at all? This could be a needle in the grassland, it is invisible but can bleed you out.

So let us understand them and difference between them

1. Crawling

The first step in doing SEO for your website to to let the search engine know that you exists in the internet world. Nobody will find you in the dense world unless you go and tell them that you exists.

Crawling is the process in with you tell Search Engine Crawlers that your website exists in the online world. Search Engine then scans your website and know details about you.

Once Google's Crawlers finds your page URL they visits, scans and crawls through the web page and linked pages from the given URL

This way search engine gets all the related information about you and your website.

2. Indexing

After crawling when your page is discovered by Google, it tries to find out what your page is about from the meta information that you have filled. This process is known as Indexing.

The meta titles, descriptions, schemas, alt tags and everything helps crawlers in finding out what your page is about and helps to index your page at the right place.

To improve indexing process make sure you are filling every meta information like titles, description, schemas and more so that you will get benefit of it.

3. Ranking

When any internet user enters a search query on the internet or search engine to find information, product, service or anything else there are a lot of websites that are indexed that provide solution for that particular query.

Search Engine Algorithms decides whom to rank higher and whom to rank lower on the SERP (Search Engine Result Page)

[Read full chapter.....](#)

Chapter 3 : Types of SEO

Do you know the O-O-T Brothers?

Some of you might know these three Musketeers and some of you don't, but all of you are missing out on something.

That something could be the synchronization of these three types of SEO or it could be the importance or it could be anything that is mentioned in the whole chapter.

Read full chapter.....

Chapter 4 : SEO Ranking Factors

Bet you don't know all of them!

What are the ranking factors for SEO? Keywords? Title and meta tags? Number of Links? Come on 2016 is long gone, these factors are updated and outdated.

As I told before 2021 has made SEO the most complex as it could be and thus ranking factors has also become so much complex, find out what are the modern SEO Ranking Factors.

Read full chapter.....

Chapter 5 : On-Page Search Engine Optimization (SEO)

Now here is the chapter where you will learn the real execution part. All the prior understanding of your from the chapter will Come to play here.

On page Optimization is the kickstarter for SEO and your website to increase the visibility find out how...

Read full chapter.....

Chapter 6 : Off-Page Search Engine Optimization (SEO)

This is the phase in SEO where you really start Expanding your influence and expand your wings to get more traffic.

Building Links is a no joke and that too high quality links are crucial for growth of your website. We had shared some secrets that how you could win at link building.

Read full chapter.....

Chapter 7 : SEO Tools

That are really free to use

Top Digital Marketers says that a digital marketer without proper tools is not a digital marketer and that is true to some extent.

But as a beginner It Is not everyone's cup of tea to get paid tools so here is a list and use of some important but free tools for SEO.

Read full chapter.....

Chapter 8 : SEO Tips & Tricks 2021

This will really help to advance your SEO game

I am telling it again and again that SEO in 2021 has become the most complex version ever and thus you have to had your tricks with you.

Every SEO expert have their own tricks, [our SEO Team has their own tricks](#) which we are telling you in this final chapter.

Read full chapter.....

Hey you, I KNOW THAT YOU HAVE BEEN SCROLLING THROUGH THE WHOLE BLOG.

Now go and start *READING THE **Chapter 1 to win the SEO game:*** [INTRODUCTION TO THE SEO.](#)