

SEO (Search Engine Optimization)

1. Introduction to SEO

SEO (Search Engine Optimization) ek aisi technique hai jisse hum apni website ko search engines (Google, Bing) ke results mein top par laate hain. Iska main maqsad **Organic Traffic** (muft ke visitors) haasil karna hota hai.

2. Core Pillars of SEO

SEO ko mukhya roop se 3 hisson mein baanta gaya hai:

- **On-Page SEO:** Website ke content aur structure ko optimize karna (Keywords, Titles, Meta Tags).
- **Off-Page SEO:** Website ki authority badhana (Backlinks, Social Sharing).
- **Technical SEO:** Backend structural fixes (Site speed, XML Sitemap, Mobile-friendliness).

3. How Google Works: Crawling & Indexing

Google aapki site ko 3 steps mein samajhta hai:

1. **Crawling:** Google ke bots (spiders) links ke zariye naye pages dhoondte hain.
2. **Indexing:** Content ko samajhkar Google apne database (Index) mein save karta hai.
3. **Ranking:** User ki search query ke hisaab se sabse best result ko top par dikhata hai.

4. Essential Tools & Setup

Tool	Purpose	Practical Action
Google Search Console (GSC)	Site Health & Indexing	Sitemap submit karein aur errors check karein.
Google Analytics (GA4)	Traffic Tracking	Dekhein ki log kahan se aa rahe hain.
Keyword Planner	Research	High volume aur low competition keywords dhundein.
PageSpeed Insights	Speed Test	Website ki loading speed optimize karein.

5. Google Search Console (GSC): Step-by-Step Practical

1. **Verification:** Search Console par apni site ka URL daalein aur HTML tag ke zariye ownership verify karein.
2. **Sitemap:** Sitemaps tab mein jaakar apni site ka sitemap.xml link submit karein taaki Google saare pages crawl kar sake.
3. **URL Inspection:** Agar koi page index nahi ho raha, toh uska URL top bar mein daalein aur Request Indexing par click karein.
4. **Removals:** Agar koi page search se hatana hai, toh yahan se request karein.

6. How to do SEO: Step-by-Step Guide

- **Step 1: Keyword Research:** Aise keywords dhundein jo log search kar rahe hain (e.g., "Best Digital Marketing in Indore").
- **Step 2: On-Page:** Title Tag aur Meta Description mein primary keyword daalein. H1 tag ka sahi istemal karein.
- **Step 3: Content:** 800-1000 words ka original content likhein jo user ki problem solve kare.
- **Step 4: Internal Linking:** Apne ek article ko doosre article se link karein.
- **Step 5: Image SEO:** Images ko compress karein aur Alt Text zaroor likhein.

7. Image SEO Mastery

Images se traffic laane ke liye ye 4 kaam karein:

1. **File Name:** IMG_001.jpg ki jagah digital-marketing-notes.jpg rakhein.
2. **Alt Text:** Image kya hai, uska description daalein (e.g., "Student learning SEO").
3. **Format:** Hamesha **WebP** format use karein (fast loading ke liye).
4. **Compression:** [TinyPNG](#) jaise tools se image size 100KB se kam rakhein.

8. Technical SEO Troubleshooting

- **404 Errors:** Agar koi link toot gaya hai, toh use **301 Redirect** ke zariye sahi page par bhejein.
- **Robots.txt:** Check karein ki Disallow: / na ho, warna Google crawl nahi karega.
- **Sitemap:** Yeh ek map hai jo bots ko saare raste (links) dikhata hai. Ise hamesha update rakhein.
- **Lazy Loading:** Images par loading="lazy" attribute lagayein taaki site fast load ho.

9. Practical Checklist for Success

- [] Website mobile-friendly hai.

- [] Sitemap GSC mein submit hai.
- [] Har page ka unique meta title aur description hai.
- [] Images compressed hain aur Alt tags lage hain.
- [] SSL Certificate (HTTPS) active hai.

SEO Practical

Phase 1: Search Console & Sitemap Setup (Technical)

Goal: Google ko batana ki aapki website live hai.

1. **Open:** [Google Search Console](#).
2. **Action:** "Add Property" par click karein aur apna domain (e.g., digitalthinks.com) enter karein.
3. **Verification:** * Google ek **HTML Tag** dega.
 - Ise apni website ke <head> section mein paste karein (Ya WordPress use kar rahe hain toh 'Rank Math/Yoast' plugin ke 'Webmaster Tools' section mein paste karein).
4. **Sitemap Submit:**
 - Apni site par check karein: yoursite.com/sitemap.xml (zyadatar plugins ise auto-generate karte hain).
 - Search Console mein "Sitemaps" par jayein aur sitemap.xml likhkar **Submit** karein.
 - *Result:* Google ab aapke saare pages ko crawl karna shuru kar dega.

Phase 2: Keyword Research (Planning)

Goal: Sahi words chunna jo log search kar rahe hain.

1. **Tool:** [Google Keyword Planner](#) ya **Ubersuggest** kholein.
2. **Action:** "Discover new keywords" par jayein aur apna topic likhein (e.g., "SEO Course in Indore").
3. **Filter:** Aise keywords pick karein jinka **Search Volume high** ho aur **Competition low/medium** ho.
4. **Final Script:** Ek primary keyword chunein (e.g., "Digital Marketing Training") aur 3-4 supporting keywords.

Phase 3: On-Page SEO (Execution)

Goal: Page ko keyword ke liye optimize karna.

1. **Edit Page:** Apne website ke backend (WordPress/HTML) mein jayein.
2. **URL Fix:** URL ko clean karein. site.com/services/seo-training (Short aur simple).
3. **Title Tag:** Meta Title likhein: Best SEO Training in Indore | Digital Thinks.

4. **Meta Description:** Ek attractive summary: Learn SEO step-by-step with practical projects at Digital Thinks. 100% job guarantee. Join our free workshop today!
5. **Headings:** * Check karein ki page par sirf ek **H1** ho (Main Title).
 - o Sub-topics ke liye **H2** aur **H3** use karein.
6. **Internal Link:** Apne content ke beech mein kisi doosre relevant page ka link daalein (e.g., "Check our [Performance Marketing] course").

Phase 4: Image SEO (Optimization)

Goal: Images ko fast aur searchable banana.

1. **Rename:** Computer par image file ko rename karein: seo-practical-class.webp.
2. **Compress:** [TinyPNG](#) par upload karke size 100KB se kam karein.
3. **Upload & Alt Text:** Website par upload karein aur **Alt Text** field mein likhein: Student practicing SEO on Google Search Console.

Phase 5: Technical Audit (Checkup)

Goal: Galtiyan pakadna.

1. **Speed Test:** [PageSpeed Insights](#) par URL daalein. Agar score 80 se kam hai, toh images compress karein aur unused plugins hatayein.
2. **Mobile Friendly:** Check karein ki buttons aur text mobile par sahi dikh rahe hain ya nahi.
3. **Broken Links:** [Broken Link Checker](#) par site scan karein. Agar koi **404 error** mile, toh use Redirect plugin se kisi doosre page par point kar dein.

Phase 6: Indexing Request (Final Step)

Goal: Google ko turant update dena.

1. **GSC:** Search Console ke top search bar mein apna page URL paste karein.
2. **Inspect:** Google batayega ki URL index hai ya nahi.
3. **Action:** "**Request Indexing**" button par click karein.
4. *Wait:* 24-48 hours mein aapka naya content Google par dikhne lagega.