Free Guides
How to do Search Engine Optimisation on your own website

USEO
united search engine optimisation

In this digital era, access to the Internet (particularly, Google) is no longer a luxury – it's a necessity. Want to look for a nice restaurant for dinner? You do a Google search. Need to know if the food you're ordering is halal? You do a Google search. Want to find the recipe for the order you just polished off so you can cook it at home? You do a Google a search.

Modern day living is so deeply reliant on Google that it is said to process around 63,000 search queries every second. That's 5.6 billion searches per day, and a whopping 2 trillion global searches per year.

"If you consider that results on the first page of a Google search get over 90% of search traffic, you cannot afford not to be there, especially if your competitors are."

Forbes, 10 Key Benefits of SEO For Your Business

What is Search Engine Optimisation or SEO?

Demystifying Google Search and search engine optimisation.

So before we start discussing the HOW, let's quickly cover the WHAT of it all. Essentially, in this chapter, we'll briefly look into the inner workings of the Google search engine and how search engine optimisation fits into the equation.

This will give us a solid foundation for the more technical concepts and topics that we'll be covering later.

So how does Google Search work?

Put simply, Google Search is a software system designed to help people find what they need online. It is a fully automated search engine that answers people's queries by providing a list of results that it deems most relevant or appropriate to their questions. How does it do this? Through a Three-Stage process that involves (1) information gathering, (2) data storage and analysis, and (3) query resolution.

Information Gathering or "Crawling"

For the Google search engine to provide answers, it must first collect information. This process of data collection is called "crawling."

Basically, Google has deployed software called web crawlers that endlessly scan the world wide web to find all the web pages that are currently active and online. When a crawler finds a web page on the internet, it downloads all the content it finds, including videos, images, and text. This is Stage One.

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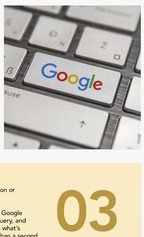
Data Storage and Analysis or "Indexing"

The next step for Google is to determine what the "meat" of the content means and to which "queries" or "questions" is it relevant. This entails analysing the raw data that it has gathered (i.e. images, text, and videos) and storing that information in the Google index, which is its proprietary database. This is Stage Two.

For this process, Google utilises a number of key signals, including keyword use and website freshness. As "crawling" is an endless process, the storing of data or "indexing" is also an endless process. Thus, according to Google, the Google Search index now contains hundreds of billions of web pages and is well over 100,000,000 gigabytes in size.



Query Resolution or "Information Serving"

When a user enters a query in Google, the search engine goes through query resolution or "information serving," which is Stage Three.

The search engine processes the query to determine what it means, goes back to the Google Search index, finds the webpages that it has determined to be most relevant to the query, and serves that information in list form. This "list" of website links to relevant webpages is what's called a "Search Engine Results Page" or "SERP," and it often takes Google no more than a second to serve a SERP after a query has been entered.

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Oversimplified it may be, this quick description gives us an idea how the Google Search engine works, and it serves as the fundamental basis of our next topic of discussion which is...

Why it's Beneficial to Play by Google's Rules (also known as, Search Engine Optimisation)

Now that we've peeked under the hood (so to speak), it's time to talk about how search engine optimisation plays a role.

Search engine optimisation or SEO is a process of increasing your website's visibility for the search engine queries to which you want it to appear. It's a multi-faceted process that includes optimising elements on and off your website.

How do you properly optimise your website for search? By adhering to "best practices" as approved and recommended by Google. In other words, if you play by Google's rules, you stand to benefit with improving search visibility.

And as your search visibility improves, you are more likely to gain more trust and attention, which consequently allows you to attract more customers for your business.
This can directly impact your business's bottom line.

As such, businesses and brands are setting aside a significant portion of their budget towards search engine optimisation. In fact, **businesses are spending $5,000 on average on their SEO efforts**. This investment is going towards capturing various potential customers, including:

- 65% of people who use their phones in their I-want-to-buy moments
- 45% of global shoppers who make purchases online and retrieve items in store
- 90% of consumers who use the internet to find a local business or shop
- 39% of purchasers whose purchasing decisions were influenced by a relevant search

Not only does it allow you to cast a wide net in terms of marketing and visibility, but it also delivers reliable return on investment. Search engines are responsible for almost 50% of all website traffic, and around 40% of online revenue comes from the same. Plus, if you can get to the 1st result on Google for a search query or keyword, you can expect to get more than 32% of all traffic from that keyword.

How Can SEO Help Your Business?

If you play by Google's rules and optimise your website for search properly, you can significantly improve your:

- **Lead Generation**: By making you easily "available" online (by virtue of being on the 1st page of SERPs), SEO can help you stay visible and top-of-mind to your target audience. If done right, this can accelerate your lead generation process and have more potential customers enter your sales funnel.

- **Brand Recognition**: SEO can make your brand easily recognisable, which can help you in gaining the trust of your target audience. And if you can gain their trust, then you can have an easier time turning them into customers.

- **Digital Advertising ROI**: If all you've ever done so far is run traditional marketing campaigns for your business website, search engine optimisation can help boost your efforts significantly. Research shows that new leads acquired through SEO have a close rate of around 14.6% – that's much higher than the 2% close rate of leads from traditional marketing efforts. This is because SEO basically puts your business in front of people who are already searching about your products or services. This reduces the friction between you and your customer.

These are just some of the benefits SEO can deliver to your business. If that's got you interested, follow this blog series in the following weeks, as we talk more about the strategies, hacks, and best practices so you can do SEO on your website!

In the next blog, we'll talk about **Chapter 2. Planning a Successful SEO Strategy** and everything that goes into the process of setting up your search engine optimisation campaign for success.