Search Engine Optimization
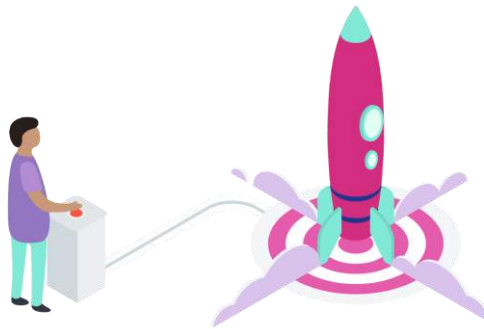Subject Code: 21DMS007

Reference Notes

Session 1 : Mindset of SEO

Mindset Of SEO

Reference Webpage -

https://moz.com/beginners-guide-to-seo/why-search-engine-marketing-is-necessary

SEO is not a new age technology / technique. SEO dates back to 1994 when the first search engine came into existence.

Search is an integral part of our lives today and hence, it's important to be in front of the customers at the right time when they are searching or in buying mode.

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Why is SEO Important?

While paid advertising, social media, and other online platforms can generate traffic to websites, the majority of online traffic is driven by search engines.

Organic search results cover more digital real estate, appear more credible to savvy searchers, and receive way more clicks than paid advertisements. For example, of all US searches, only ~2.8% of people click on paid advertisements.

In a nutshell: SEO has ~20X more traffic opportunity than PPC on both mobile and desktop.

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Types of Search Engines - It's not just about Google

Google has transcended from being just another search engine. It has become ubiquitous, often used as a transitive verb. If you have any doubts, just Google it!With its ever-evolving algorithms, a dominant online advertising platform, and personalized user experience, Google has amassed a global market share of 87%.

No one serves up better search results than Google. At least that's the common perception.

but is that always the case?

Google's easy-to-use interface and personalized user experience comes at a cost.

It's no secret the search engine giant catalogs the browsing habits of its users and shares that information with advertisers and other interested parties.

If you are unwilling to trade privacy for convenience or have specific search needs, there are a number of Google alternatives that offer better search experience.
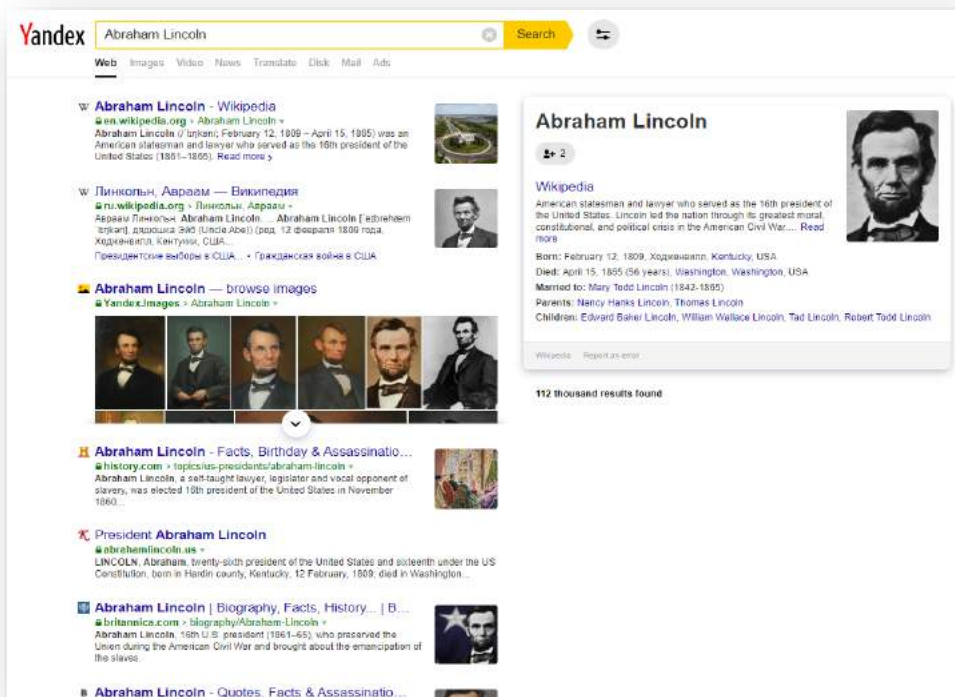
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Bing
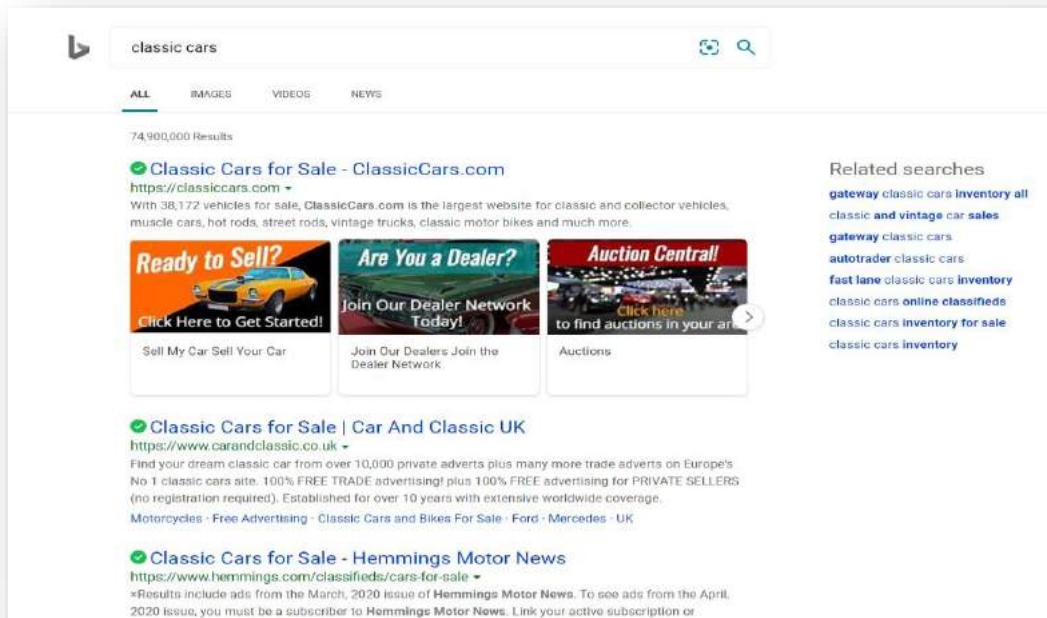
As of January 2020, Microsoft sites handled a quarter of all search queries in the United States.

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Yandex

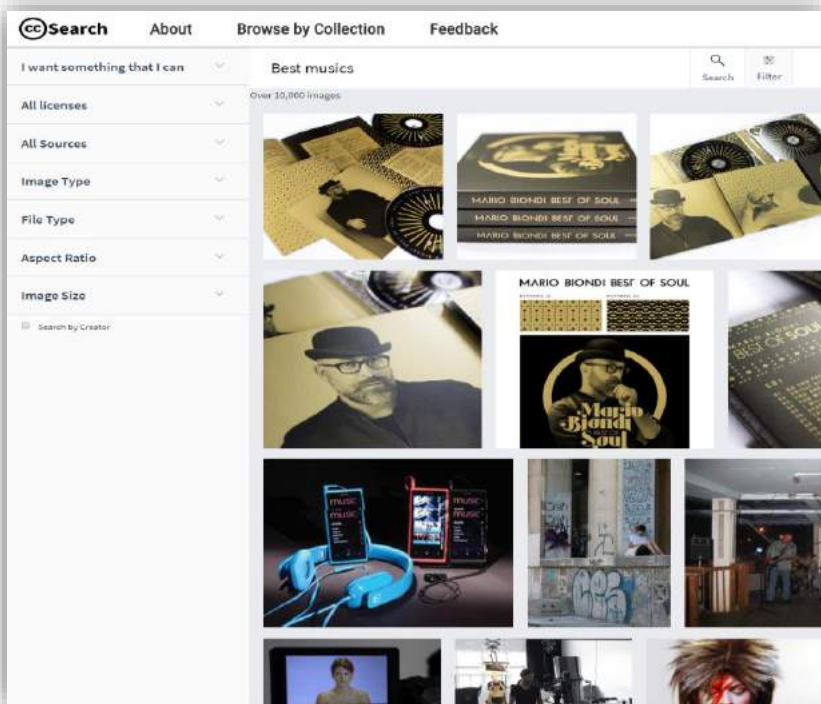Yandex is used by more than 45% of Russian Internet users.

It is also used in Belarus, Kazakhstan, Turkey, and Ukraine.

Yandex is an overall easy-to-use search engine. As an added bonus, it offers a suite of some pretty cool tools.
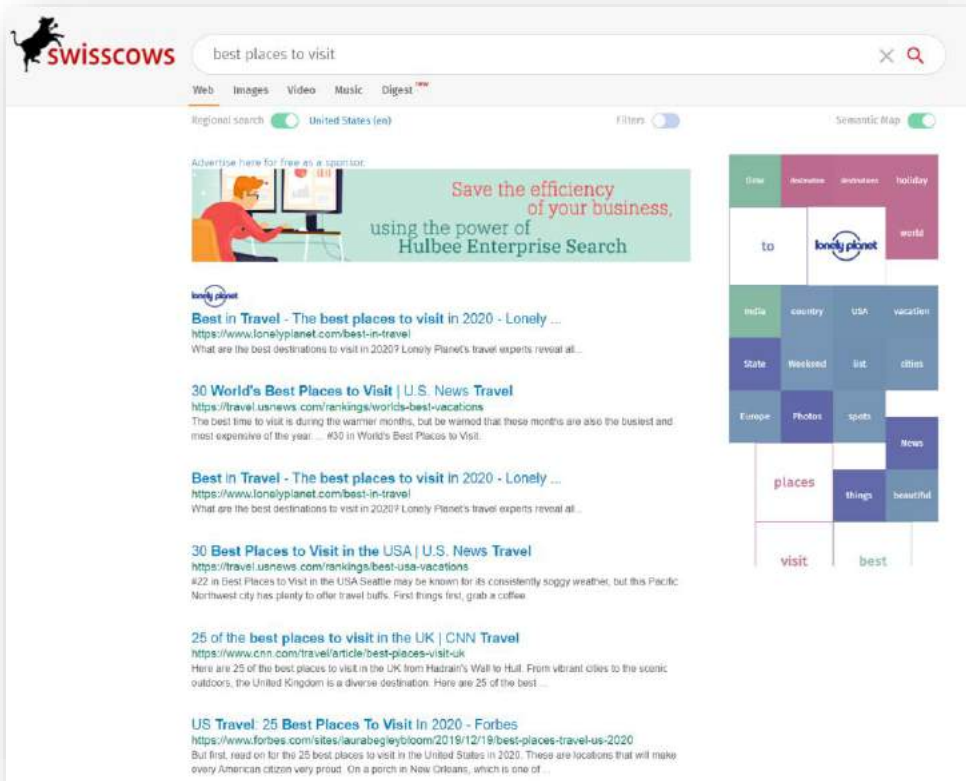
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CC Search

CC Search should be your first stop on the hunt for nearly any type of copyright-free content.
This search engine is perfect if you need music for a video, an image for a blog post, or anything else without worrying about an angry artist coming after you for ripping off their work.

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Swisscows

Swisscows is a unique option on this list, billing itself as a family-friendly semantic search engine.

They also pride themselves in respecting users' privacy, never collecting, storing or tracking data.

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Duck Duck Go
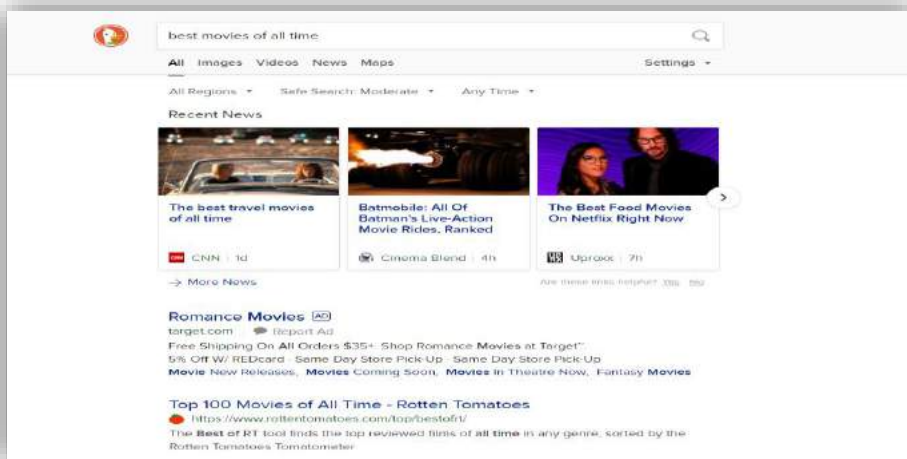
DuckDuckGo doesn't collect or store any of your personal information.

That means you can run your searches in peace without having to worry about the boogeyman watching you through your computer screen. DuckDuckGo is the perfect choice for those who wish to keep their browsing habits and personal information private.

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OneSearch
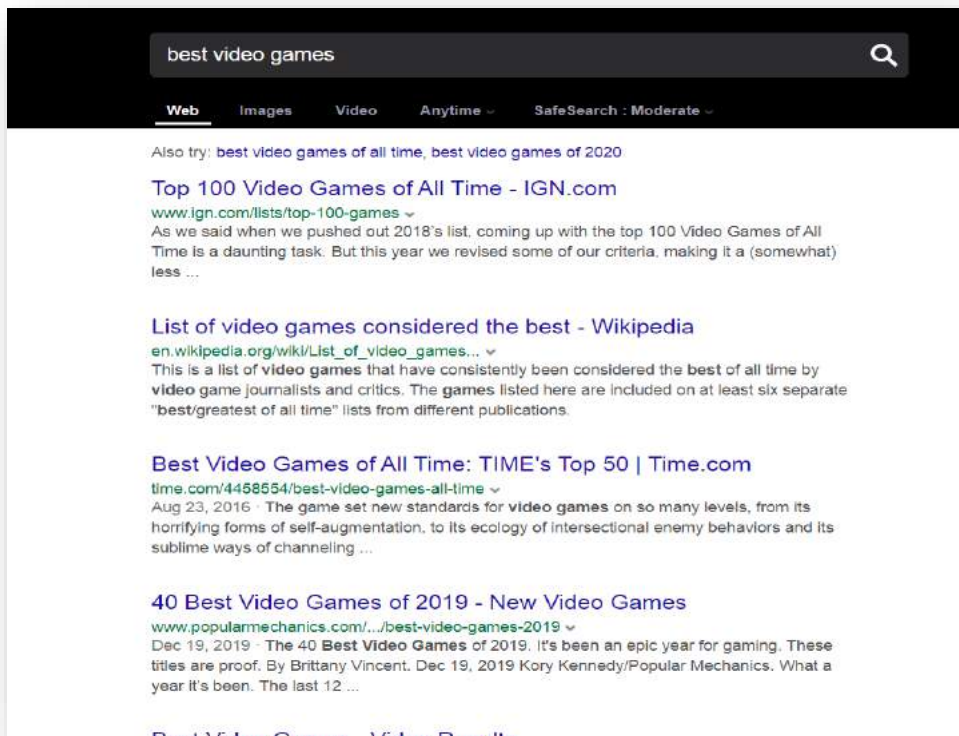
It promises:
- No cookie tracking, retargeting, or personal profiling.
- No sharing of personal data with advertisers.
- No storing of user search history.
- Unbiased, unfiltered search results.
- Encrypted search terms.

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Twitter
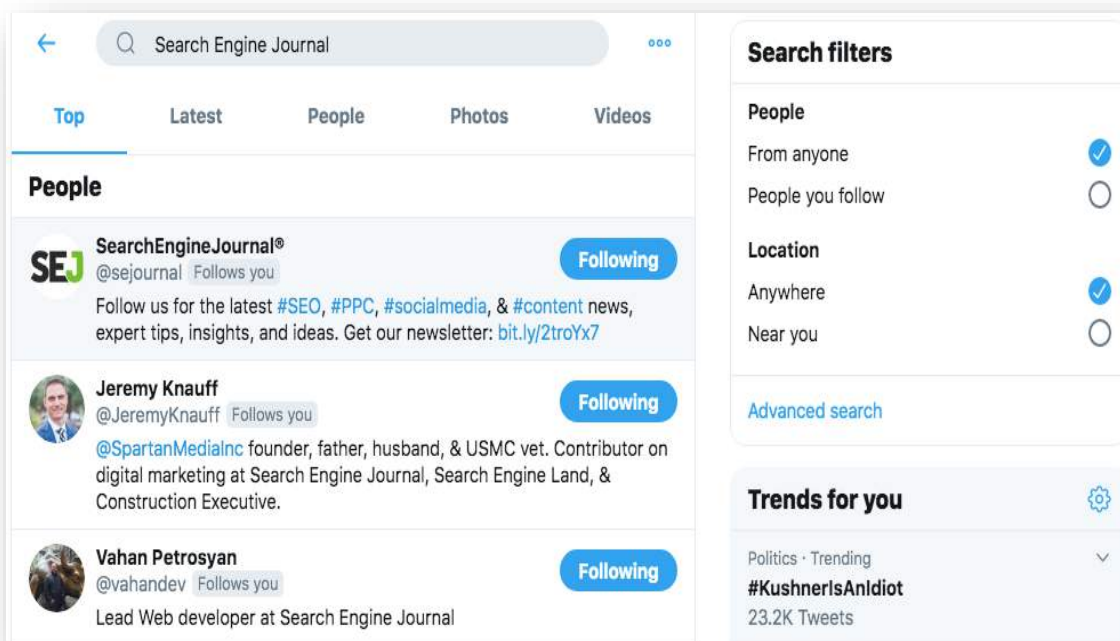
Twitter is hard to beat as a real-time search engine. It's the perfect place to go for minute by minute updates in the case of an emergency.

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SlideShare
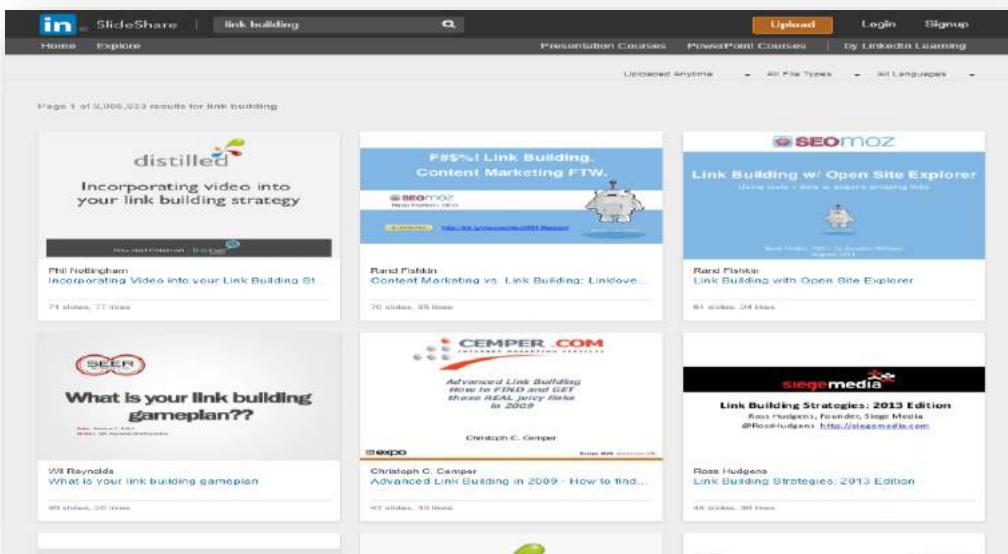
SlideShare allows you to search for documented slideshow presentations.
You can also search for ebooks and PDFs, making it an excellent tool if you have a business presentation to prepare for.SlideShare also allows you to save slides and even download the entire slideshow for use on your local computer.

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Start Page
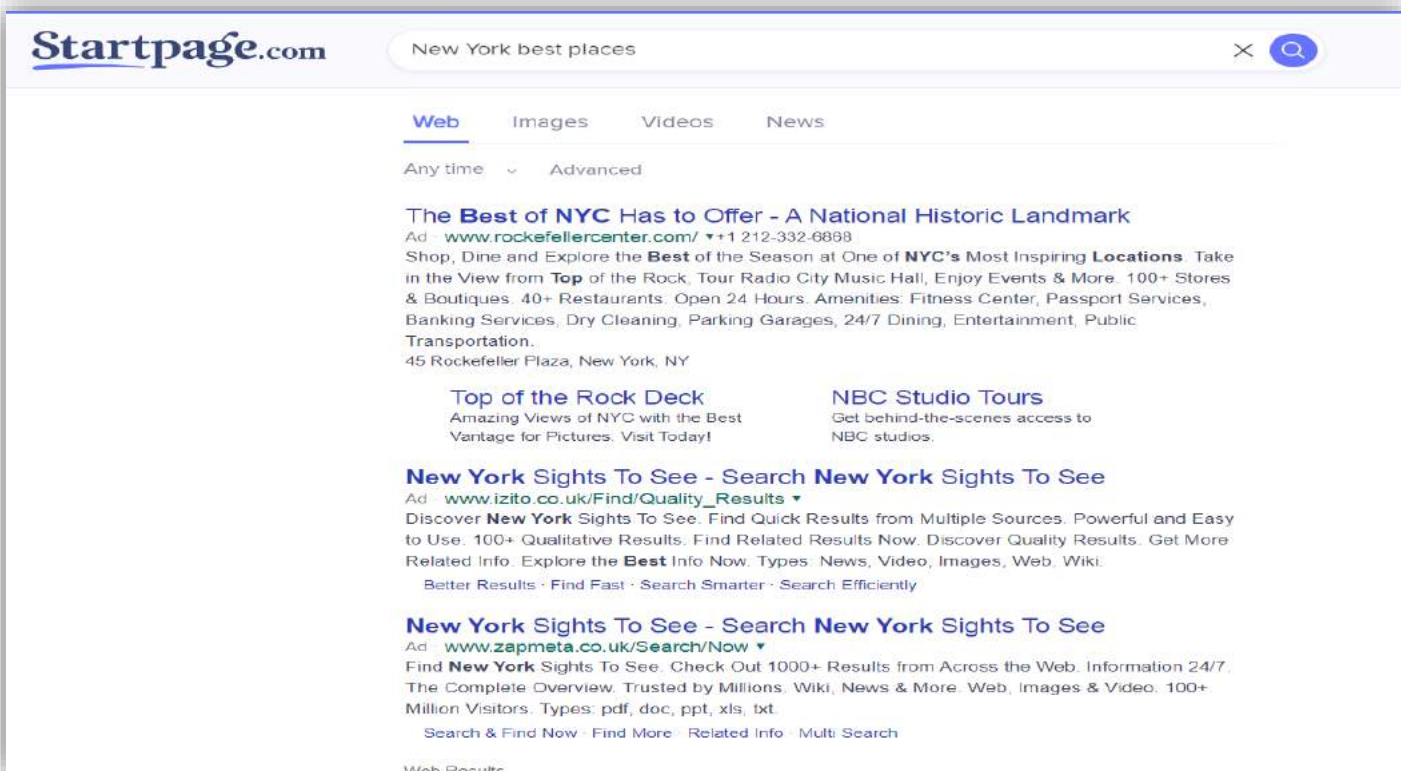
StartPage serves up answers from Google, making it the perfect choice for those who prefer Google's search results, but aren't keen on having their search history tracked and stored.It also includes a URL generator, a proxy service, and HTTPS support.The URL generator is especially useful because it eliminates the need to collect cookies. Instead, it remembers your settings in a way that promotes privacy.

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Search Encrypt
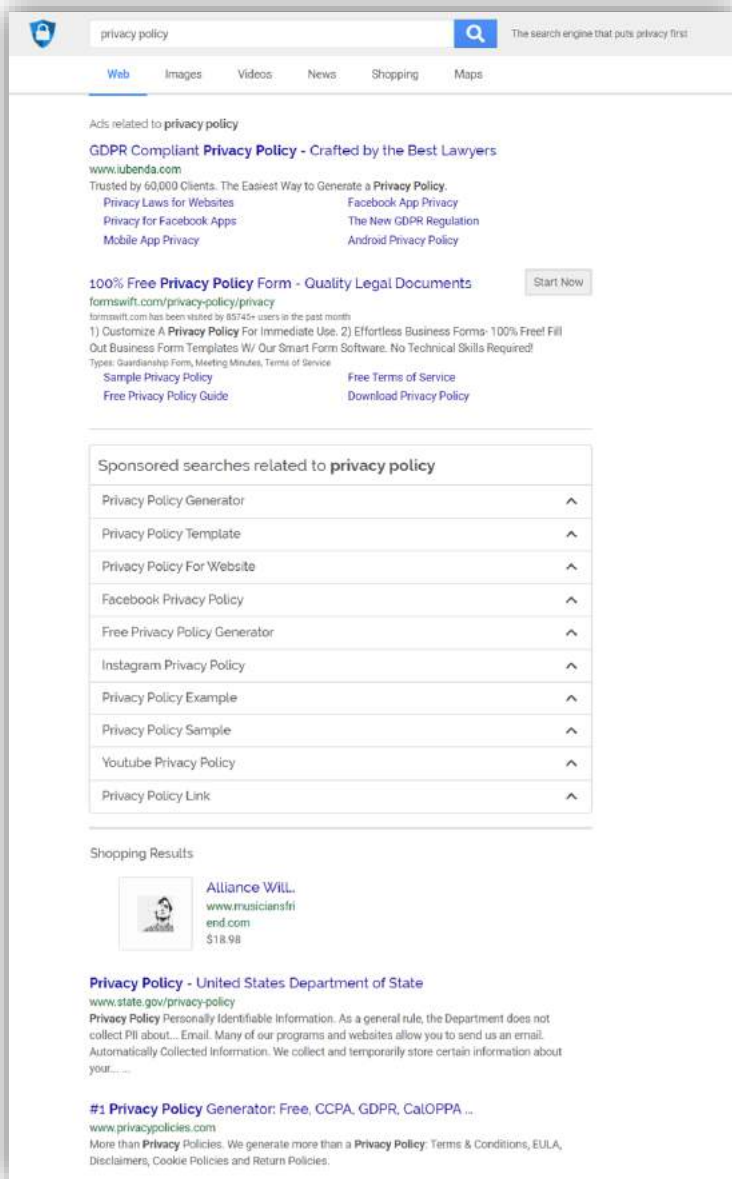
Search Encrypt is a private search engine that uses local encryption to ensure your searches remain private. It uses a combination of encryption methods that include Secure Sockets Layer encryption and AES-256 encryption.

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GIBIRU

According to their website, "Gibiru is the preferred Search Engine for Patriots." They claim their search results are sourced from a modified Google algorithm, so users are able to query the information they seek without worrying about Google's tracking activities. Because Gibiru doesn't install tracking cookies on your computer they purport to be faster than "NSA Search Engines.
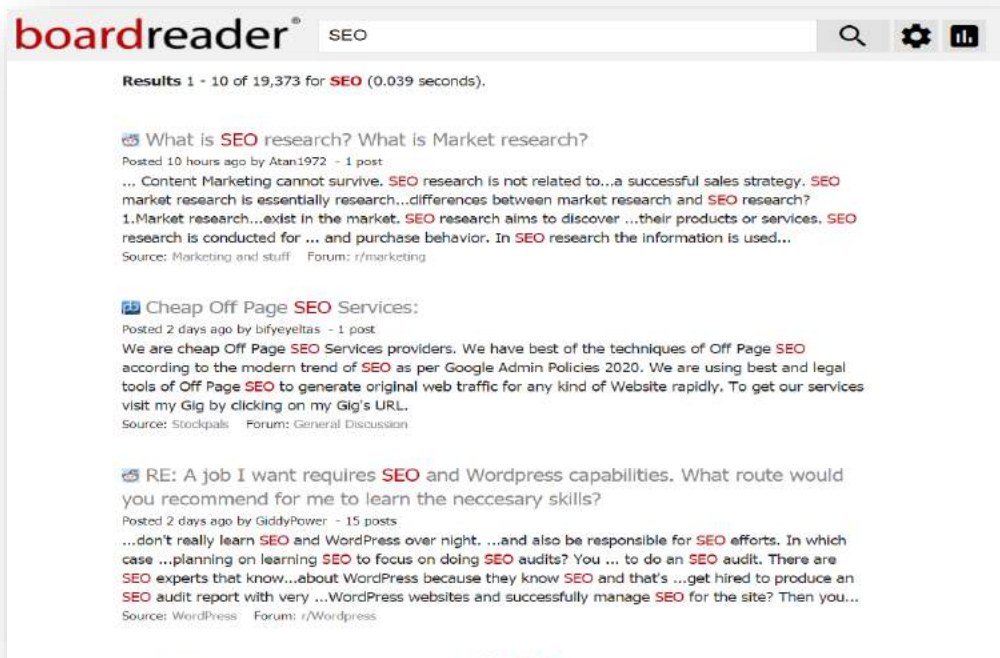
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Wiki.com

Wiki.com pulls its results from thousands of wikis on the net. It is the perfect search engine for those who appreciate community-led information as found on sites like Wikipedia.

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Boardreader

If you're interested in finding a forum or message board about a specific subject, Board reader should be the first place you turn to. This search engine queries its results from a wide variety of message boards and forums online. You should be able to find the forum you want with just a few keystrokes.

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GiveWater
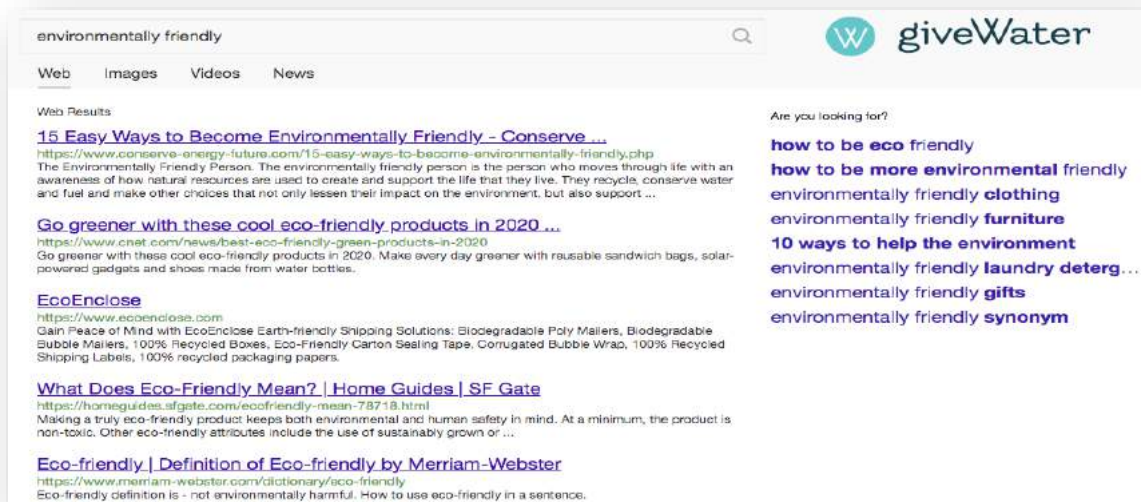
Give Water is a self-described "social impact search engine" which aims to have a positive impact on the world by empowering users to solve the issue of poor quality water and ineffective sanitation across the developing world.

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Ekoru
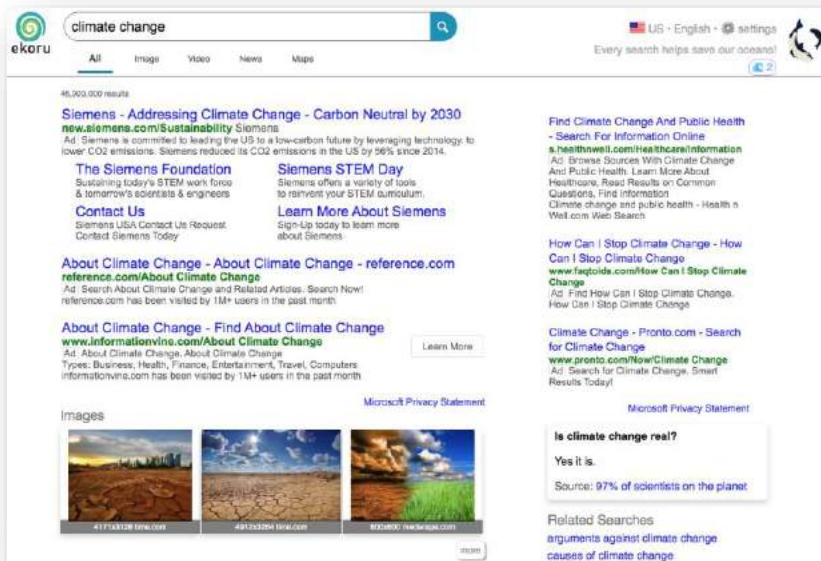
Ekoru is taking on the ever-present threat of climate change by donating 60% of its monthly revenue to one of several partner charities, ranging from those focusing on reforestation and climate action to those who are dedicated to animal welfare and conservation.

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Takeaway

Google may be the most popular choice in search engines, but it may not always be the best choice, depending on your needs and priorities.

Many of these alternative search engines can provide a **better user experience** than Google.

Whether you are concerned about privacy or just want to explore your options, there are plenty of search engines to experiment with.

When understanding and learning SEO, it's important to consider the other search engines as well and plan site strategy according to the audience and their search engine preference.

THANK YOU

Ms. Saba Karimi

Search Engine Optimization

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