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An SEO Guide for Start-Ups

Monica Rani, PhD
Shweta Paradkar, PhD
Editors

NOVA

Business, Technology and Finance



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Monica Rani
and Shweta Paradkar
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An SEO Guide for Start-Ups



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<https://doi.org/10.52305/EPVN0438>

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Library of Congress Cataloging-in-Publication Data

Names: Rani, Monica, editor. | Paradkar, Shweta, editor.

Title: An SEO guide for start-ups / Monica Rani, PhD, (editor), Shweta Paradkar, PhD, (editor).

Identifiers: LCCN 2023024892 (print) | LCCN 2023024893 (ebook) | ISBN

9798886979145 (paperback) | ISBN 9798886979428 (adobe pdf)

Subjects: LCSH: Information technology--Management. | New business enterprises--Management.

Classification: LCC HD30.2 .S475 2023 (print) | LCC HD30.2 (ebook) |

DDC 658.4/038--dc23/eng/20230601

Published by Nova Science Publishers, Inc. † New York

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Preface

SEO is important for every business no matter its industry or competition. Optimizing a website will enable web developers to create content that is in line with the needs of the audience. While building a brand, many factors can't be controlled but you can improve a few of them by using SEO. By simply optimizing the website, we can make it visible to the target audience without paying anything, unlike the ad campaigns. This book covers aspects of performing SEO in an ethical way and how it can benefit a business to grow leaps and bounds. Apart from ethical techniques of SEO, it cautions the web developers about the penalties of following unethical techniques. It also draws the attention of the readers to the advantages of building a responsive website for different audiences using multiple-sized devices. The book also discusses different approaches that may benefit the start-ups to make informed business decisions converting visitors to loyal customers. Key features include: Requirements and benefits of SEO for Start-Ups; Parameters and tools needed for optimizing the website; Desktop and Mobile SEO; and Recommendations to Start-Ups.

Chapter 1 - This chapter introduces the concept of Search Engine Optimization (SEO). It begins with the meaning and history of SEO and next the working of SEO is covered. The chapter talks about the various techniques and their use for performing SEO. The chapter also explains why performing SEO is very important for any start-up wishing to attract the traffic to its website.

Chapter 2 - Throughout this chapter, you will get to know about how on-page optimization improves the ranking of your website, along with the tools you need to improve it. It will help you to understand the importance for on-page optimization. On-page SEO consists of steps that can be taken to increase the ranking of the website on the search engine results page and increase visitors on the website. A website's architecture, HTML elements, and content all contribute to on-page SEO. This chapter will also highlight the important components you should keep in mind while generating your webpage's URL,

and how it will help you further to generate traffic and good ranking for your website. You will get to know each and every aspect of on-page optimization in depth.

Chapter 3 - This chapter discusses the Off-page optimization techniques. It describes techniques such as link building, blogging, social media sharing. The role of social media in making the website more visible is emphasised. Techniques such as blogging, Directory Submission, video submission, social bookmark submission, email newsletter are explained and how they can help start-up gain the needed attention to their website. The chapter also takes us through the domains of local queries and geo-targeting.

Chapter 4 - The practice of making a website more visible on search engine results pages is known as Search Engine Optimization. This chapter discusses the many forms of SEO, including the desktop and mobile versions, and how websites should be created to draw in more users. It's crucial that a website functions effectively on desktops and mobile devices. SEO is important because it increases the visibility of a website, which results in increased traffic and potential to convert visitors into paying clients. This chapter will also entail about Local SEO, a subset of SEO that concentrates on making a website more likely to appear in local search results. All these various features put emphasis on how user experience can be enhanced and how businesses can grow over the internet, by providing what exactly consumers are looking for.

Chapter 5 - This chapter focuses on the crucial Technical SEO elements that have a beneficial impact on a website's visibility. The technical SEO strategy aids in website infrastructure optimization. The internet traffic to a start-up website would not increase with the simple development of a website with quality content. The checklist of technical SEO approaches for start-up websites is also provided in this chapter, which will aid in the search engine's comprehension of the information on the start-up website.

Chapter 6 - Digital marketing is the process of reaching out to potential customers by using online channels like search engines, websites, and social media. This chapter focuses on the importance of Search Engine Marketing and how it creates a huge impact on the way businesses run. The chapter introduces several techniques like Pay-Per-Click and organic methods to boost the traffic and hence the revenue. Few of the best SEM tools are also discussed that may improve the overall popularity of the start-up.

Chapter 7 - This chapter covers the step-by-step guide on performing SEO for a start-up. The chapter takes through to the important do's and don'ts for the new businesses who want to establish themselves. It talks about all the

important aspects that need to be covered in order to be visible and create a customer base for the start-ups. The chapter also discusses how different industries may have different needs and how it becomes a crucial aspect while performing SEO.

Chapter 8 - This chapter mainly focuses on the how to maintain the all the good work and the efforts put in by the companies over a long period of time. This can only be achieved through continuing with all the best practices and ethical SEO consistently as an on going process for the star-ups. The chapter suggest various measures to improve the ranking in SERP through white hat techniques and how it will pay rich dividends for any business that is finding its feet in the open market.

Acknowledgments

The editors would like to acknowledge the help of all the people involved in this project.

First, the publisher, and support staff at Nova Science Publishers, they were very helpful in the various stages of developing and producing this book.

Second, our sincere gratitude goes to the chapters' authors who contributed their time and expertise to this book. Last but not least, our special thanks to Dr. Deepika Rani, Department of Mathematics, Dr. B. R. Ambedkar National Institute of Technology, Punjab, India, and Dr. Abhishek Nayak, Director, Master of Business Analytics, EGADE Business School, Mexico for their invaluable support.

Chapter 1

Understanding the Origin and Relevance of SEO in the Current Business Landscape

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Abstract

SEO stands for search engine optimization and refers to the techniques that help websites rank higher. Built to improve organic traffic on search engine result pages (SERPs) such as – Google, Yahoo! and Bing, SEOs target both the quality and quantity of the output generated. This boosts visibility, gaining attention from people searching for solutions that a brand, product, or service can provide through different search engines. SEOs were first developed in 1990. In 1996, Sergey Brin and Larry Page began building what would come to be the world's biggest, most-used search engine to date, called Backrub. This was eventually renamed Google and registered as a domain in 1997. SEO has since evolved and now when more than hundreds of small businesses are set up every year, the intersection of entrepreneurship with technology is impossible to ignore. SEO strategies are one of the most powerful tools for any startup primarily because they do not restrict the budget and help companies increase traffic – yielding conversions and revenue. Due to their ability to extract customer data for the calculative benefit of the companies, SEOs familiarize the companies with their target audience. Completely

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In: An SEO Guide for Start-Ups

Editors: Monica Rani and Shweta Paradkar

ISBN: 979-8-88697-914-5

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free of cost in nature, SEOs are the optimal choice for building long-term consumer trust and values, while helping companies make informed business decisions. A top rank on a search engine can greatly benefit businesses. It not only increases website traffic but also increases the authenticity of the business as customers perceive the first few results on the web page to be the most authentic businesses in the industry. For businesses to succeed and fully realize their potential, having a website is a must, but not enough. That is where SEOs step in.

In simple words, SEO pushes up an organization's website amongst the thousands of websites available on the internet, increasing visibility and consequently, unlocking a wide customer base. The first step towards creating effective and realistic strategies is to specify SEO goals depending on the nature of the enterprise and the revenue generated. This involves refining content and design to appeal to the eyes of the consumer and constructing a basic measurement system catering to google analytics and web page linking. The target for the marketing strategy creates a sense of foundation for SEO implementation involving keyword optimization tools to improve user analytics. This can be further refined as per critical updates for business growth.

Keywords: SEO, Google Analytics, search engine, startup, business strategies, history, working, website traffic, crawling, indexing, ranking, on page, off page, SEO strategy, user experience, organic visibility, website linking

Introduction

At a time when technology integration with business operations is growing rapidly, it is of utmost importance to implement digital marketing strategies that put websites at the top when customers are looking for the products and services a company provides. SEO does that and so much more! Before creating any strategy, it is crucial to understand what SEO is, how it works, and other technical aspects that can be immensely helpful while personalizing one's strategy. Elaborating on relevant basics, terminologies, and strategies that can be adopted to make sure the website is visible to users, this chapter aims at breaking down the concept of SEOs right from scratch.

1.1. History of SEO

Although there is not a lot of information available about the exact time when SEO came into existence, industry experts believe it all started in 1991. With a huge number of websites coming up, users needed quick access to the most relevant results for their purposes. Today, the number of users is rising every day, and the need for the most relevant and contextual results has become very important. It was realized that indexing and organizing the enormous amount of online data was essential in order to make retrieval simple, efficient, and quick. In 1945, Dr. Vannevar Bush, Director of the Office of Scientific Research and Development had come up with a directory or database for the world's online data. But it was only in 1990 that the first search engine, Archie, was created by Alan Emtage. It indexed Files Transfer Protocol (FTP) files based on text. In February 1993, a group of six Stanford University students created Architect, which was officially introduced as Excite in 1995. It sorted online information and content based on the keywords found in it. In June 1993, Wandex (earlier called World Wide Web Wanderer) was introduced by Mathew Grey. October 1993 saw the launch of Aliweb by Martijn Koster which permitted the submission of web pages by their owners and December 1993 saw the launch of three search engines - World Wide Web Worm, RBSE Spider, and JumpStation - that used web robots to crawl various sites. 1994 was a landmark year in the development of search engines as four popular search engines were introduced - Yahoo, Alta Vista, Lycos, and Infoseek. Search engines then really took off in 1996 Sergey Brin and Larry Page began building what would become the world's most popular and most used search engine to date: Backrub. It was eventually renamed Google and the domain was registered in 1997. The term Search Engine Optimization itself was coined in 1997, although stories about it differ. Since then, Google has evolved with hundreds of algorithm updates. In the very beginning, due to a lack of concrete rules, marketers would indulge in hacking practices, spam links, and keyword stuffing to ensure that their page ranks higher on the webpage. However, as Google evolved, so did the tactics used by SEO experts to achieve higher search rankings. Google AdWords was launched in 2000. In 2004, search results started bearing a geographical intent as personalization in search results became a major trend. Users' search patterns, history, and location helped Google customize SERP (Search Engine Results Page). In 2005, Google Webmaster Tools (now called Google Search Console) and Google Analytics were launched which enabled web publishers to view the search keywords for which their sites ranked higher, errors in inclusion and crawling,