

SEO Basics

Search Engine Optimization (SEO)

Definition =

- It is a process by which we help the websites to get better rankings in organic search results of search engines like google, yahoo, bing etc.



baseball cards

Search

"Paid" Search, AdWords

Advanced search

Baseball Cards

Sponsored links

www.deanscards.com/baseballcards

Dean's Baseball Cards Over 800,000 Cards Online

Vintage Baseball Cards

stores.shop.ebay.com/Online-Cards

Huge Collection: Mickey Mantle, Mays Aaron, Ryan

(1950's-1979)

Stores.shop.ebay.com is rated ★★★★★ on Google Products (30 reviews)

Sponsored links

Charm City Cards

Baseball, Football, Basketball, Hockey Boxes, packs, cases. Weekly Specials

www.CharmCityCards.com

See your ad here >

Everything

Shopping

News

Videos

Maps

Images

More ▾

Any time

Latest

Past 2 days

All results

Related searches

Wonder wheel

More search tools ▾

Something different

sports cards

hockey cards

trading cards

football cards

rookie cards

Organic Search

[Upper Deck](#) [Topps](#) [Flair](#) [Dennise](#) [Tuff Stuff](#)

TOPPS - Welcome to the home of topps!

Topps Becomes the Official Card of USA Baseball · The Quirks of 2010 Topps Heritage Baseball · Topps signs #1 Draft Pick Stephen Strasburg to Exclusive Deal ...

www.topps.com/ - Cached - Similar

Baseball Card | Value Price Guide | Selling Cards Worth

CardPricer.com is the web's most comprehensive online baseball card price guide. Our software allows you to research cards, view cards, and organize cards ...

www.cardpricer.com/ - Cached - Similar

Shopping results for **baseball cards**



[1994 Upper Deck Baseball Cards Complete Set \(550 cards\) Alex ...](#)

\$80.00 new - Amazon.com

[2007 Topps Series 1 Baseball Cards Box](#)

\$79.77 new - Amazon.com

[2006 Topps Baseball Cards Unopened Rack Pack \(21 cards including 3 ...](#)

\$3.99 new - Amazon.com

News for **baseball cards**



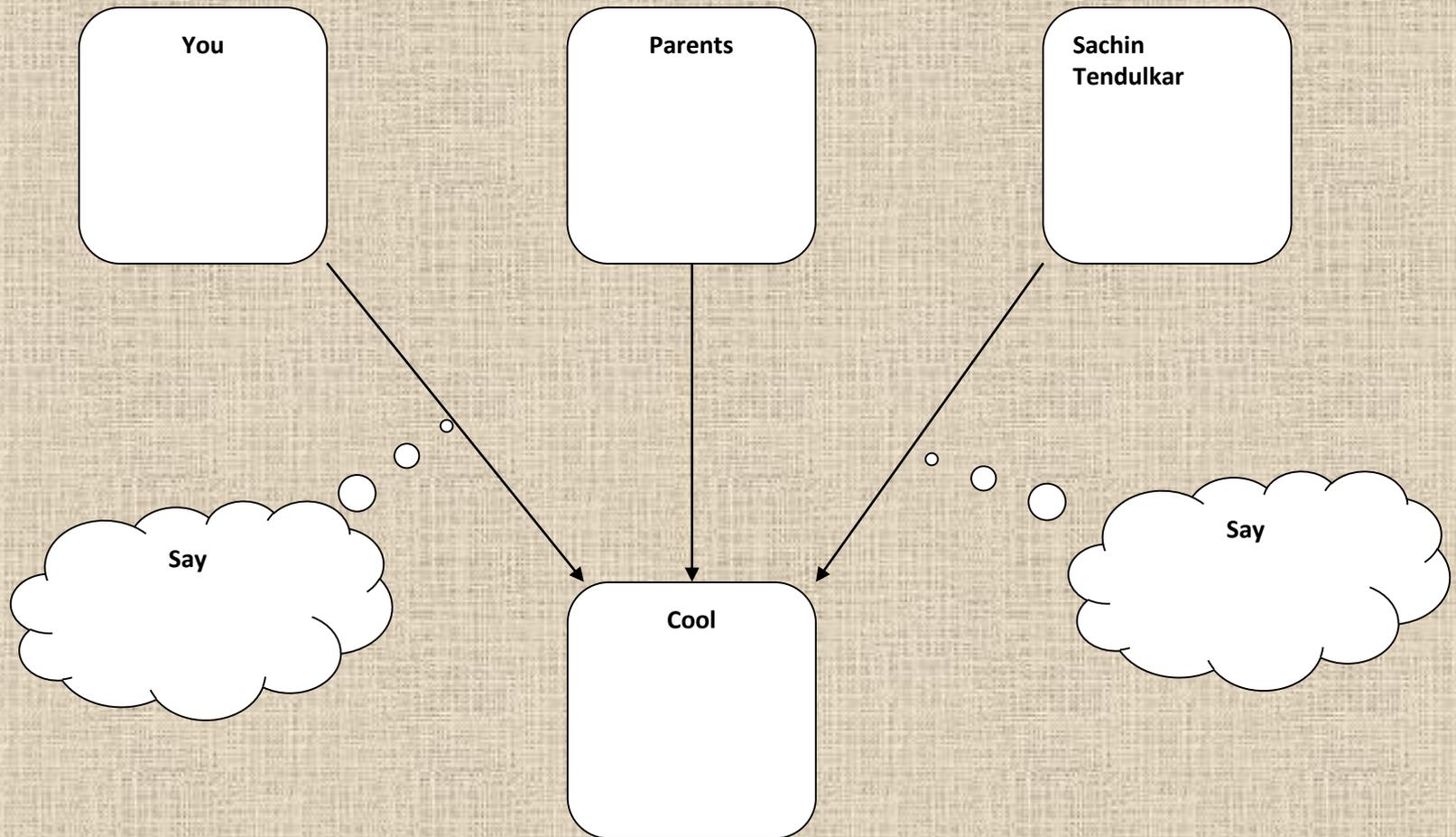
[Even Bob Sheppard had trading card](#) - 10 hours ago

These three cards were it for Sheppard, despite six decades in baseball, ... So, in all, Sheppard's baseball card total of four trails Mantle by a mere ...

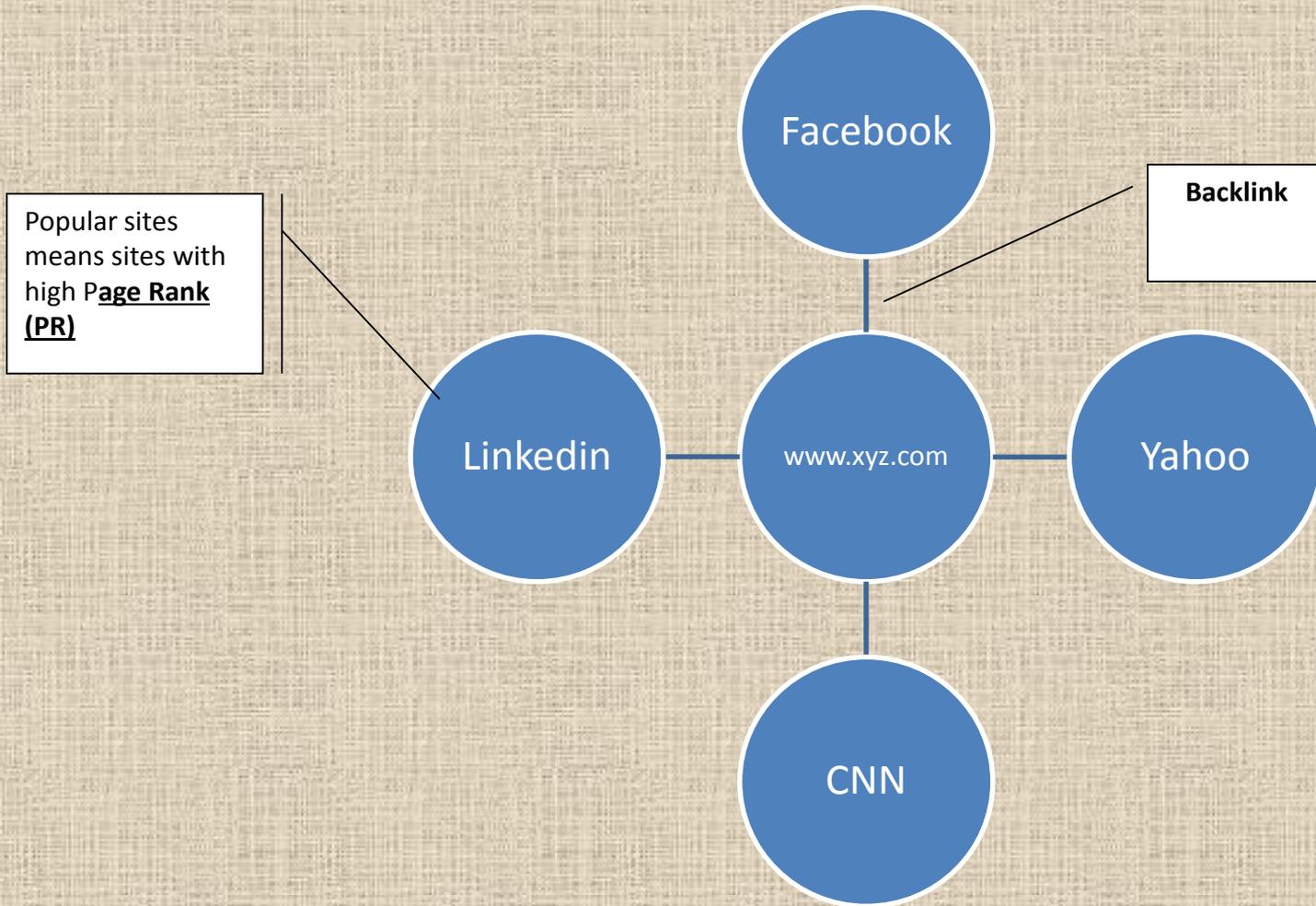
ESPN - 781 related articles >

[Jordin Sparks, Stuart Scott in card set](#) - ESPN - 2 related articles >

How Search Engine Works?



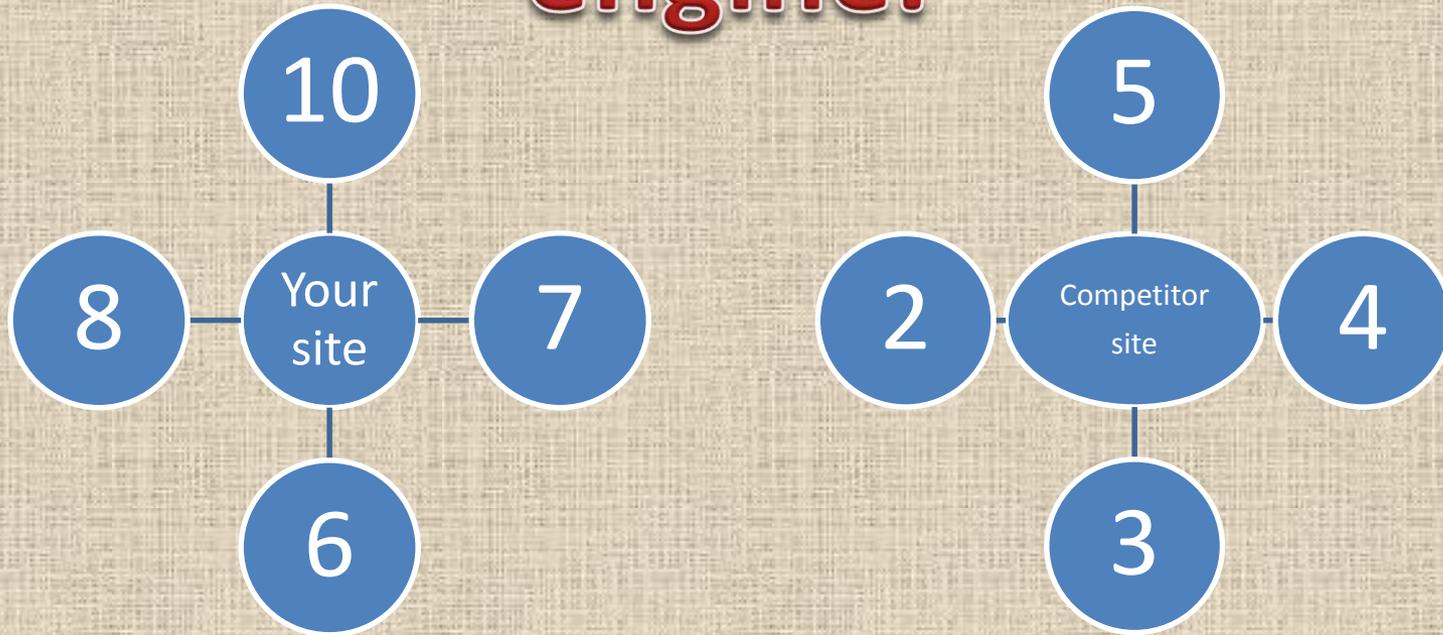
Similarly



**Your Backlinks more
than your competitors**

=

**Better rankings in search
engine.**



How Search Engine Collects Data?

- Spiders / Crawlers = Collects data from internet about various websites
- Robots = Set of protocols / Rules for spiders to crawl on website
- Sitemaps = Two types = .xml and .html = Gives a complete website briefing (Index page of Website)

Optimization Techniques

- Onpage Optimization = Related to website structure, i.e. coding, meta tags, web content, website opening speed, etc.
- Offpage Optimization = Related to creating backlinks (linkbuilding)

Meta Tags:

- Website Source Code:

```
<html>
```

```
<head>
```

```
<title>Brandon's Baseball Cards - Buy Cards, Baseball News, Card Prices</title>
```

```
<meta name="description" content="Brandon's Baseball Cards provides a large selection of vintage and modern baseball cards for sale. We also offer daily baseball news and events in">
```

```
</head>
```

```
<body>
```

Meta Tags:

- On Search Engine:



The image shows a screenshot of a Google search interface. At the top is the Google logo. Below it is a search input field containing the text "baseball cards". To the right of the input field are two buttons: "Google Search" and "I'm Feeling Lucky". A large downward-pointing arrow indicates the search results. The first result is for "Brandon's Baseball Cards - Buy Cards, Baseball News, Card Prices". The description below the title reads: "Brandon's Baseball Cards provides a large selection of vintage and modern baseball cards for sale. We also offer daily baseball news and events in ...". At the bottom of the result is the URL "www.brandonsbaseballcards.com/" followed by "Cached - Similar".

Google

baseball cards

Google Search I'm Feeling Lucky

Brandon's Baseball Cards - Buy Cards, Baseball News, Card Prices
Brandon's Baseball Cards provides a large selection of vintage and modern **baseball cards** for sale. We also offer daily **baseball news** and events in ...
www.brandonsbaseballcards.com/ - Cached - Similar

Link Building Techniques

1. Article Submission = Comparison of products, explanation of your products, categories already present, media such as video and image cannot be embedded every time
2. Blog Submission = Expression of anything, similar to website making, categories can be defined, media such as image and videos can be embedded
3. Social Bookmarking
4. Directory Submission = Two types = B2B (Indiamart.in) and B2C (Sulekha.com) Similar to yellow pages

Link Building Techniques

5. Classified Submission = Ads, similar to olx where buying and selling takes place
6. Image Sharing = photo sharing
7. Video Sharing = Submitting videos to sites like Youtube
8. Document Sharing = Similar to Whitepapers or research papers you find on Internet, Catalogs can be shared here.

Link Building Techniques

9. Commenting = Giving good reviews for blogs and on news sites
10. Review = Reviews about products or services
11. Forum Submission = Discussion board, where queries can be asked
12. Google / Yahoo Groups = Group services popular for making a community
13. RSS Submission = Submitting to live feeds
14. Press Release = It is a kind of media release similar to press conference where people are introduced to new company or services

Types of SEO

1. White Hat SEO = Done according to Guidelines of Search engine
2. Black Hat SEO = When we do not follow the Guidelines of Search engine. Create Spam Or promote in / for unethical sites like adult, gambling or few medicines which are considered not appropriate by Search engines for promotion
3. Gray Hat SEO = Not a proper definition provided, but falls in between white hat and gray hat.