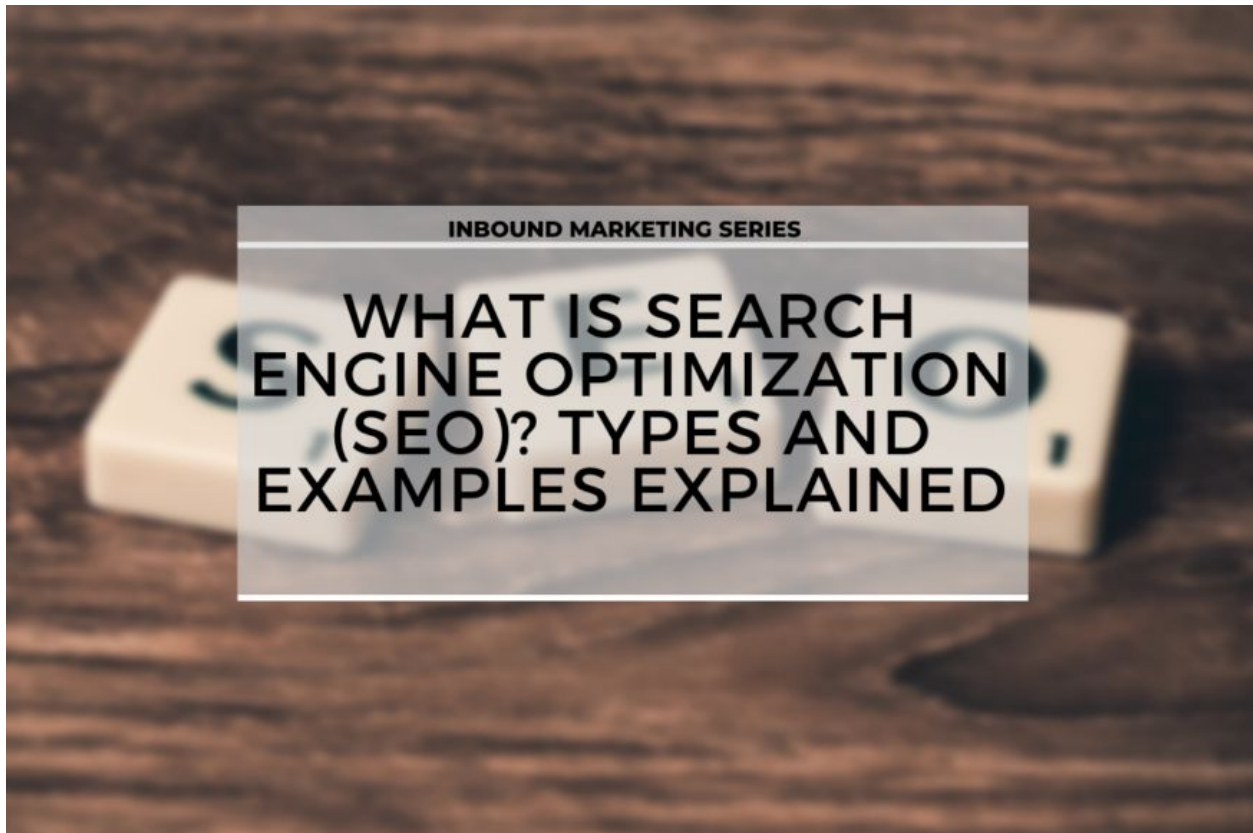# What Is Search Engine Optimization? Types And Example Explained

SEO (Search Engine Optimization) is one of the most popular terms used in 2019 among small and large scale businesses. If you own a website or planning to publish a website, then the term SEO may sound familiar to

you. Before going ahead in the article, we would like to draw your attention to something that may surprise you.

Internet users and websites are evolving day by day. A study says that there are more than 1.5 Billion websites on the world wide web and every minute it is increasing. Click here to check the live stats of websites. There are more than 386 websites that are getting published every minute.

You can calculate for each second how many websites are getting published…..

While you were busy reading the above paragraphs, users might have published more than 800 websites. It can be a Blogging website, e-commerce website, informative or product selling website. Every website wants to be at the top of SERP. But the most difficult part for a website owner is to rank their website on the top of SERP, it requires a lot of efforts and strategies to be on the top. And SEO plays an important role in bringing a website to the top of SERP.

We have explained the **_9 unique content marketing strategy_** that every marketer should know. because "Content is King" and a proper content marketing strategy can help you in generating good ROI.

In this article, we will be giving you in-depth knowledge of SEO and how website owner use SEO to rank their website on the top of the SERP.

What is Search Engine Optimization?

In simple words, SEO (Search Engine Optimization) is a technique used for optimizing the website by making it clear, intuitive and up-to-date to get a higher search ranking. SEO (Search Engine Optimization) is one of the essential parts of **Inbound marketing**. With the increase in internet users, all the businesses are trying to sell their products online, and the internet has become one of the primary sources of income.

In the beginning, I have mentioned that there are more than 1.5 Billion websites and every day it is increasing. From the numbers, you can imagine how websites are evolving day by day. Every website wants to be on the top of the first page of SERP (Search Engine Result Page). Sadly, only 10 websites can be visible on the SERPs (until modified from seating). Now you can imagine the competition between the different site owners and the need for search engine optimization.

SEO helps you in getting organic visitors on your website and considered to be one of the effective ways of inbound marketing. There are factors like on-page optimization, off-page optimization, keyword insertion, etc. which helps a website in getting ranked on the top of SERP. Not only google, but there are different SERP (search engine result page) like Bing, Yahoo, Baidu, yandex.ru, that helps in getting business. An organically ranked website can be identified by looking at the URL. If the symbol (AD) is visible before URL in the SERP (search engine result page), then that is advertised website.

Types of Google Search Listing

If you are planning to own a website or do the SEO of any website then you should be aware of the type of google search listing. Mainly there are five types of search results:

- Knowledge Graph Result
- Ads (Paid Search Result)
- Local Search Result
- Featured Snippets
- Organic search result

Black Hat SEO Vs White Hat SEO Vs Grey Hat SEO

The terms Black hat, white hat, grey hat are very much popular in the SEO world. And using these hats are considered to be best practice in optimizing the rank. But if you are new to the SEO industry and unaware about these hats then these are the things you need to know:

White Hat SEO is considered to be the most viable SEO practice. Generally, it refers to using search engine policies for optimizing website search performance in the search engine result page (SERP). These practices involve Keyword insertion, link building, image optimization, Adding relevant and quality content, optimizing page tile, etc. White hat SEO is a slow process but it helps is going along with the major search engine like Google terms and policies. Most of the times google decreases website ranking and bans the website that fails to engage with the terms and policies of search engines.

Read More: Inbound Marketing Series: What Is Search Engine Optimization? Types And Example Explained

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