

Published based on [What Is SEO?](#)

# What Is SEO?

Hundreds of thousands of results will be displayed on searching for a popular keyword on any search engine. In this competitive scenario, Search Engine Optimization or SEO enables a company to figure among the top search results for a search relating to a specific word. The reason for the increasing popularity of SEO in past few years is that the presence of the website in top search results helps in getting more visitors to it, which very often translates into more business.

Black hat and white hat are the two primary classifications of SEO techniques. Black hat SEO involves somewhat unethical ways to get a website to the top of the search rankings. In contrast, white hat SEO abides by all the rules prescribed by the search engines and concentrates on the techniques which are largely approved of.

In order to understand the relevance of a web page for a particular keyword, search engines traditionally used the page's Meta data, which is inserted into the code of the page by website managers or developers. However, these days most search engines use highly complex algorithms, involving the use of over 200 distinct factors to decide on the results.

SEO specialists try to figure out the significance of various components in the search algorithms and stay in touch with the newest advancements that are brought about by different search engines. This information aids them in improving the SEO strategies for their customers to enable them to figure in top results of popular keywords. When the search results were only dependent on Meta data and the content of the web page, this job involved optimizing the Meta tags of the web pages and making sure that the keyword density of every page was just right.

Despite the continued significance of the onsite factors, the search engines now put much more stress on how popular a page is. The number of links pointing to a web page indicates the popularity of that web page. It is more like a democratic process as every link to the web page can be seen as a vote. Because of this major change, SEO now also involves a lot of offsite strategies like giving away free content to get inbound links, and creating an external presence through blogs and other forms of social media.

You should always remember that SEO is an ongoing and dynamic process. The field is always changing and your techniques need to adapt to those changes. That is the reason why it is so important to engage a seasoned SEO consultant to help you.

Learn more about the available [SEO Singapore](#) and [SEO trainings](#). This article, [What Is SEO?](#) is released under a creative commons attribution licence.

categories: business,SEO training,SEO services,SEO,SEO services Singapore,internet,SEO training,advertising,marketing

You can also find this article published on [What Is SEO?](#), and on the tag pages [Advertising](#), [business](#), [internet](#), [marketing](#), [seo](#), [SEO services](#), [SEO services Singapore](#), [SEO training](#).