



What is SEO and How does it work?

We are regarded as one of the best [Digital Marketing Company in Jaipur](#) because of our stronghold on our SEO Services. We believe that our clients should also know what SEO is so that can also clearly communicate their goals. Hence, we have written this small article to explain just the basics of SEO for the uninitiated.

What is SEO?

SEO stands for Search Engine Optimisation. It means the process of making your website rank higher on a search engine in organic listings.



Here is what we an [SEO Marketing Agency](#) mean by it. It is an art of optimising your website's content in a way that a search engine would like to show it on top when searched for a relevant keyword.

Even if you are going for a [Digital Marketing agency](#), it is imperative you understand the basics of SEO. If you understand SEO, then it is easier to form SEO strategies for your website so that they can rank higher.

How does SEO work?

At first, it may seem complicated but it is easier than it appears to be.

Search Engines like Google, Bing aims to provide high quality and most relevant content to its users.

In order to do this, Google has robots which will crawl/scan your web pages to determine whether your content is high quality and relevant. If it is, then they add those highly optimised pages to Google index and catalogue them. This enables them to produce better results for those searching for particular keywords/topics.

For example, you own a bakery. Now you need to make sure that your website is highly optimised so when people search with relevant keywords like “buy chocolate cake” or “birthday cakes”, your website should show up on the first page of the search engine.



Main Factors Affecting SEO

Now that you know how it works, you should know how the factors affecting your ranking. The requirements for SEO keeps changing every year due to Google continuously working on its algorithms to make a better experience for its users. But these are the main factors which affect your rank on Google-

- **An Accessible and Secure Website**
- **Mobile Friendliness**
- **Page Speed**
- **Technical SEO**
- **Optimised Content**
- **Domain Age, Authority, and URL**
- **User Experience**

- **Links**
- **Real Business Information**

By actively working on the above factors, you are making sure that your website is highly visible leading to more traffic and engagement from your potential customers.

Final Takeaway

Your ranking on a Search Engine depends on a number of factors which keep updating year after year. But the most prominent and relevant factor is your content. You can do everything but if your content isn't useful to your audience, then you won't rank high on Google.

Remember, SEO is not an overnight process. It takes time for it to work its magic. It will take months for you to see any definite results. However, the key is to never ever lose hope and keep working on it day after day.

If you are struggling to work on it or not seeing any results, then it is time for you to contact a professional SEO Services. Contact Us and our Digital Marketing Company in Jaipur, WireBrains will be happy to assist you.