Search Engine Optimisation (SEO) Basics

Search engine optimisation, or SEO, means making our pages easier for search engines to understand and easier for people to find and choose. No one can guarantee a particular position in the results, so the honest goal is steady, earned improvement rather than a trick. Four steps build that improvement: intent, content, technical and measure, and each step answers one simple question. In this lesson, Nader, marketing manager at an air-conditioning maintenance company, tries to bring office managers to a website that almost nobody visits, and since the examples are teaching illustrations, every claim should be checked in the official documentation.

1. Intent

Every search starts with a need, and the words typed are only a clue to it. The question is: what does the person searching really want? Someone who types a short question usually wants an explanation, and someone who types a service and a city often wants to hire. A keyword is a word or phrase that people type, and search intent is the goal behind it, so we match each page to one clear intent. We use the natural words of our audience in the title and the opening lines, because repeating a phrase unnaturally is keyword stuffing, which Google's spam policies treat as a violation. When two different needs share one page, the page serves neither, so each need gets its own page.

Example: A hotel notices that people searching for a cheap room want to compare prices, while people searching for a meeting room want to book for a company. The Intent question separates the two needs, so the hotel gives each need its own page. Each page opens with the answer its searcher wants.

At work: Nader finds that office managers search for air conditioner repair for offices, not for climate comfort solutions, which is the phrase on his home page. They want to hire someone quickly and to know the response time, so, using the Intent question, he gives that search its own page, titled with their words. The page opens with the response time and a way to call.

2. Content

Search engines try to reward content made to help people, not content made mainly to attract searches. The question is: was this page made for people first? Google's guidance asks us to show first-hand experience, to be clear about who wrote a page and how it was prepared, and to be honest about why it exists. A page earns trust when it answers the visitor's question completely, in clear language, with original details that a competitor cannot simply copy. Pages produced in bulk to catch many searches, or text that only repeats other sites, add little and may break the spam policies on scaled content.

Example: A reader compares two guides to choosing a laptop for work: one was written by a technician who tested several laptops and shows photographs and results, and the other repeats the specifications from the makers. The Content question asks whether the page was made for people first. The first guide passes.

At work: Nader writes a page signed by the senior technician, Hamad, with his name and role. It explains the common causes of a unit that blows warm air, with photographs from real visits and a note on when to call a technician. Office managers stay on the page, and the phone starts to ring.

3. Technical

A page can be excellent and still be invisible if search engines cannot reach it. The question is: can search engines reach, read and understand this page? Google finds most pages by following links from pages it already knows, so every important page should be linked from other pages with descriptive wording. A sitemap, which is a file that lists our pages, helps discovery but is not required. The robots file tells crawlers

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which addresses they may visit, but it is not a way to hide a page from results, and a noindex instruction is the tool for that purpose. Each page needs its own clear title and a short description, although Google may sometimes show a different title when ours does not fit the page. The URL Inspection tool in Search Console shows how Google sees a page.

Example: A shop with a locked door and no sign cannot receive customers, however good its goods are. The Technical question checks the door and the sign, and a page that is blocked or linked from nowhere is in the same position. A quick check shows whether the page can be reached.

At work: Nader inspects his page and discovers that an old instruction told crawlers not to visit the services folder. He removes it, links the page from the home page and the services menu with the words air conditioner repair for offices, and gives it its own title and description. After a few weeks the page appears in the results.

4. Measure

SEO is slow, so it needs measurement and patience. The question is: what changed, and what do we do next? Search Console is a free tool from Google, and its Performance report shows impressions, clicks, click-through rate and average position. An impression means that a link to our page appeared in the results, a click means that someone chose it, and the click-through rate is clicks divided by impressions. Many impressions with few clicks suggest that the page is found but the title or description does not attract the right people. Google says that changes can take from a few hours to several months to show, so we change one thing at a time and wait a few weeks before judging.

Example: A café owner changes the sign over the door and counts how many passers-by come in each week, noting the numbers on a chart. After a month, the owner compares the counts before and after, and keeps the new sign only if more people come in. That is exactly what the Measure question means: it turns a feeling into evidence.

At work: After five weeks, Nader opens the Performance report. His new page has many impressions but few clicks, so he rewrites the title to include the response time and leaves the rest unchanged. He notes the date, and two weeks later the click-through rate is higher. The calls from office managers now repeat the words of that page.

Conclusion

In summary, SEO is earned in four steps: understand what the searcher wants, write content made for people first, make the page reachable and clear for search engines, and measure the results with patience. Nader's page now matches a real search, tells the truth with real photographs, can be reached by crawlers and carries a measured title. Nobody can promise a first position, so the lasting plan is to be useful, clear and consistent. As with any teaching example, every claim should be checked in the official documentation before it guides a decision.

Sources

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