

What is SEO?

Search Engine Optimization

The complete guide for business owners:
what it is, how it works & why it matters

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WHAT IS SEO? (SEARCH ENGINE OPTIMIZATION)



AGENDA

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The Future of SEO

The Invisible Customer Problem

68%

of online experiences begin with search

27.6%

of all clicks go to the #1 result

0.63%

click anything on page 2

- Two businesses. Same services. Same city. One is invisible on Google.
- The visible business gets 400+ enquiries/month — the invisible one, 90.
- SEO = the mechanism that makes you visible to people already searching for you.
- It works 24/7, compounds over time, and costs nothing per click once ranked.

How Google Changed the Game

1998

Google Launch

—

PageRank: quality pages earn links from trusted sources

2011

Panda Update

—

Thin, low-quality content penalised — content farms collapsed

2012

Penguin Update

—

Manipulative link building punished — businesses lost rankings overnight

2015

Mobilegeddon

—

Mobile-unfriendly sites dropped — over 60% of searches now on phones

2022-24

Helpful Content

—

AI-generated, SEO-first content sites lost 50–90% of traffic

Lesson: Google always moves toward rewarding what's genuinely useful.

Crawl → Index → Rank

1

CRAWL

Googlebots follow links across the web, reading and reporting every page

2

INDEX

Pages are stored in Google's vast library of billions of web pages

3

RANK

Algorithm decides which pages best match the search — in order

4 TYPES OF SEARCH INTENT

Informational

"What is SEO"

Educational content — top of funnel

Navigational

"Junaid Tariq consulting"

Brand health — ensure you rank for your name

Commercial

"Best SEO agency Lahore"

Comparison content, reviews, case studies

Transactional

"Hire SEO consultant"

Service pages with clear CTAs — highest intent

Six Types of SEO Explained

ON-PAGE

- Title tags & meta descriptions
- H1-H3 heading structure
- Content quality & keyword use
- Internal linking

OFF-PAGE

- Backlinks from credible sites
- Brand mentions online
- Guest posting & PR
- Domain authority building

TECHNICAL

- Site speed & Core Web Vitals
- Mobile-first structure
- XML sitemaps & robots.txt
- Structured data (schema)

LOCAL SEO

- Google Business Profile
- Map Pack top-3 visibility
- NAP consistency
- Customer reviews strategy

E-COMMERCE

- Product page optimisation
- Category architecture
- Schema for rich results
- Faceted navigation

VOICE SEO

- Conversational queries
- Featured snippet targeting
- Question-based content
- Local intent optimisation

What Makes SEO Actually Work

Keyword Research

Target long-tail, high-intent queries — not just broad terms. 'Emergency plumber near me' converts. 'Plumbing' does not.

E-E-A-T

Experience · Expertise · Authoritativeness · Trustworthiness. Google refers customers like a trusted friend — to those with real credentials.

Core Web Vitals

LCP (load speed) · INP (interactivity) · CLS (layout stability). Poor scores = lower rankings regardless of content quality.

Backlinks

#1 pages have 3.8× more backlinks than positions 2–10. Earn links through original research, guides and genuine industry relationships.

Content Depth

Write comprehensively for human readers. Cover related subtopics naturally — Google's AI understands context, not just keywords.

Click-Through Rate by Search Position

Position	Avg CTR	What It Means for Your Business
#1	27.6%	Gets more clicks than positions 2-10 combined
#2	14.8%	Roughly half the traffic of position 1
#3	9.5%	Less than a third of position 1 volume
#4-5	4-6%	Meaningful but requires high-volume keywords
#6-10	1-3%	Page one but practically invisible
Page 2+	<1%	The business equivalent of not ranking at all

White-Hat SEO: The Rules That Last

- Create topic cluster content (pillar + supporting posts)
- Design for mobile first — Google ranks the mobile version
- Write for humans, optimise for search — not vice versa
- Earn backlinks through original research & relationships
- Use Yoast or Rank Math on WordPress for on-page checks
- Never buy links — penalties last 6–18 months to recover
- Never hide keywords in white text or use cloaking
- Black-hat shortcuts have a shelf life; white-hat compounds
- Content freshness signals matter — update key pages yearly
- Track results in Google Search Console from day one

SEO vs PPC: Honest Comparison

SEO — Organic

- No per-click cost once ranked
- Takes 3-12 months to build
- Traffic persists after you stop
- High user trust (no 'Ad' label)
- Compounds over time
- Best long-term ROI: 4-10×

VS

PPC — Paid Ads

- Cost per click scales with volume
- Immediate — live on day one
- Traffic stops when budget stops
- Some users skip ad results
- Linear — no compound benefit
- Ideal while SEO builds authority

5 Mistakes That Kill SEO Results

- 01 X Keyword Stuffing** → Write naturally and in depth — keywords appear at the right frequency organically
- 02 X Ignoring Mobile & Speed** → Google ranks the mobile version. 1-sec delay = 20% fewer conversions
- 03 X Buying Links** → Penguin penalties last 6-18 months. Earn links through real content
- 04 X Stopping Too Early** → Measure ranking progress, not traffic, in months 1-5. Traffic follows ranking.
- 05 X Skipping Voice/AI Search** → Use Q&A format, featured snippet optimisation and conversational content

Essential SEO Tools

FREE

- Google Search Console — rankings & indexing
- Google Analytics 4 — traffic & conversions
- Google Keyword Planner — search volumes

PAID

- Ahrefs — backlinks & competitor research
- SEMrush — full-suite SEO + PPC intelligence
- Screaming Frog — technical site audits

AI ASSIST

- Surfer SEO — content optimisation guidance
- Clearscope — semantic keyword coverage
- Note: AI tools assist strategy — they don't replace it

LEARN

- Moz Beginner's Guide to SEO (free)
- Google Search Central Documentation
- Search Engine Journal — industry news

Timelines, Metrics & ROI

Situation	Timeline	What 'Meaningful' Looks Like
New site — competitive niche	9-18 months	Long-tail rankings, 500-2k visits/mo
New site — low competition	4-8 months	Page-one rankings, 300-1.5k visits/mo
Established site — tech issues	6-12 weeks post-fix	Recovery to pre-issue performance
Local service business	6-16 weeks	Top 3 Map Pack for primary queries
Legal / Finance / Insurance	12-24 months	Mid-competition terms on page one

ROI Example: 80 organic leads/month × £300 avg value = £24,000/month pipeline. Divide by £2,500 SEO investment = 860% ROI.

SEO in 2025 & Beyond

AI

Google AI Overviews (SGE)

AI summaries appear above results — be the authoritative source AI cites, or get bypassed entirely

0%

Zero-Click Searches

50% of searches end without a click — but brand visibility at #1 still drives recall and branded searches



Voice & Conversational Search

27% of users search by voice — optimise with Q&A formats and featured snippet targeting



Cookieless & Privacy-First

Organic search (declared intent) grows in value as paid ad targeting loses precision

3 Things to Remember About SEO

1

SEO is not optional

It's the mechanism that decides whether customers who are already searching for you find you — or your competitor.

2

It compounds over time

Unlike ads that stop working when you stop paying, SEO builds an asset. Rankings from year 1 serve you for years.

3

Quality always wins

Every Google update for 25 years has pointed the same direction: reward what is genuinely useful for the searcher.

LET'S GROW YOUR BUSINESS

Ready to Rank

on Page One?

Get a free, no-obligation SEO audit for your website.

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JUNAID TARIQ 18+ Yrs · Award Winner · Google Certified

FOLLOW & CONNECT

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