

Semantic Search Will Be Even More Prominent

Search Engine Optimization (SEO) became a thing in the late 1990s. Now, for more than 20 years, numerous SEO practices and strategies have been introduced and applied by various companies and specialists to attract and funnel web traffic towards them. After short stints with different search engines like Yahoo and Bing, it is Google that has solidified its mark on SEO. With their revolutionary algorithms and backend programs aiming to target appropriate content to the appropriate web audience, companies swarmed in and were delighted with the results. And ever since, Google has been continually looking to ensure efficient and effective optimization to their users by constantly observing and understanding the various factors related to data search results and how this data is processed.

One such practice and technique that has been doing rounds recently is Semantic Search. If you happen to be associated with an [SEO company in Pune, India](#) you might have already come across this term, if not, we will try and explain in the simplest terms possible what Semantic Search is, how it functions and why you as an SEO company must look to apply this technique in your practice.

Search engines generally have two ways to process data received; the first being string-based and the other being phrase-based. Originally, search engines worked with string-based searches. This is where your keywords became vital to SEO. Known as Lexical search, the focus was firmly on the exact and literal query words and maybe a few limited synonyms of it. Companies and brands adapted and evolved their content around it and they began to reap rewards and even to this day. Lexical searching does help and assist various companies. But with innumerable search data being collected and stored in, especially Google's knowledge bank, and the change in behaviour of user searches, it brought about Semantic Search. Semantic Search is a data searching technique that looks to focus on the intent and context of the words or phrases in a user's search. It still aims at finding keywords but looks at trying to understand the search phrase a human would and put out the desired search output.

Semantic Searching puts light on three main elements to provide accurate results -

- 1) Searcher Intent
- 2) Context of the search query
- 3) Understanding the relationships between words or Semantics

And this was made possible due to the introduction of the Google knowledge graph in 2012, which brought about immense algorithmic changes based around the context and intent of searchers, as it records and stores the searcher's interests and pages visited.

The best [SEO companies in Pune, India](#) will know how important rankings in SEO are, and applying the semantic search strategy into your content is a great way to ensure that your page's visibility is up there. As data continues to be uploaded in massive amounts over the internet, coupled with the change in searcher behaviour and the latest tools, algorithms, and features available, Semantic search will push on to be even more prominent. If you happen to be a company or brand looking at implementing this new technique, get in touch

with an [SEO Services Company in Pune, India](#) to learn more about how Google processes data and accordingly upload user satisfying-and-attracting content.

About Us

Kaizen Design Studio is a multi-faceted [digital marketing company in Pune](#) with an unwavering focus on attaining numerous Uno status amongst advertising agencies in Pune. We do this through creativity, dedication, technological advancement, and unmatched customer service. Get in touch with us for the right marketing and advertising solutions.

Continuous improvement', as our tagline reads, is the main principle of Kaizen. We at Kaizen Design Studio, strive to continuously improve ourselves and our services. We believe in pushing the boundaries of creativity, and setting new standards of achievement for ourselves. Applying these principles and more, Kaizen Design Studio has grown from strength to strength, and is now one of the most sought after, corporate video production in pune ,India.

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