

Search Engine Optimization: Google & Other Platforms

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Abstract - With the increasing popularity of the Web, people are inclined towards using the Search Engine. The users are interested in the top websites and this is where SEO helps. Search Engine Optimization affects the presence of the website and it is increasing the quality and quantity of traffic to the firm's website. There are several benefits of SEO such as –increasing relevant and quality traffic, no need to pay for the SEO, resulting more clicks than PPC (pay per click), complementary to PR efforts and dealing with competition. Optimization should be done keeping in view the target user as most searches are done using keywords. This increases the rank in search engines like Google which is profitable for the company. Google is allegedly the most friendly search engine providing the best results. Summarily, SEO is an essential part of the marketing toolkit.

Keywords: Search engine optimization, SEO, Google optimization, Marketing, Keyword optimization.

I. INTRODUCTION

SEO stands for Search Engine Optimization, which is that, the act of expanding the number and quality of traffic to the website through organic computer program results. Below are the key parts of the definition: 1) Quality of traffic: Organizations have to attract visitors who are truly keen on the products that they provide. 2) Quantity of traffic: Once the opportune individuals are navigating from those program results pages (SERPs), more traffic is best. 3) Organic results: Promotions form up a critical portion of diverse SERPs. Organic traffic is any traffic that you simply don't have to acquire. Businesses should care about SEO, because the online traffic will be very powerful, because it is incredibly specific and high intent traffic.

Users use search engines for many of their queries, but they only prefer the results available on first page and 2-3% of users persist further pages (except Researchers). Imagine if the page of a company is on 2-3rd or 4th page then the business which may be generated from that page contains a very less change to return and user will prefer the page approaching the first page. Trillions of websites are indexed per day in an exceedingly program.



This paper consists of following sections:

1. Introduction, 2. Literature Survey, 3. Search Engine Optimization, 4. Types of SEO, 5. Tools Used, 6. Conclusion, and 7. References

II. LITERATURE SURVEY

Search engine results are used to increase the quantity and quality of traffic to a website. Given that we are in the digital age, in a world where the internet is widely used and SEO is becoming more and more important every day. An essential component of any marketer's toolkit. As a result, enhancing a company's marketing strategy include the search engine optimization SEO has a number of advantages. First and foremost, SEO seeks for high-quality visitors. Second, the company does not have to pay for the ads in SEO. There are three types of SEO in which White Hat SEO proves to be the best with time.

III. SEARCH ENGINE OPTIMIZATION

3.1 On page optimization

Search engine optimization is a strategic technique to take a web document in top search results of a search engine. Online presence of an organization is not only an easy way to reach among the target users but it may be profitable too if optimization is done keeping in view of the target users as of the reason that most of the time users search out with the keywords of their use (Say; PhD in web technology) rather than searching the organization name, and if the page link

comes in the top positions then the page turns out to be profitable. This work describes the tweaks of taking the page on top position in Google by increasing the Page rank which may result in the improved visibility and profitable deal for an organization.

It is the first step which every webmaster should concentrate, this deals with the changes we do in our page in order to improve visibility and rank. On Page Optimisation is optimising your website in a way that it can rank better in search engines and improve visitor satisfaction. This optimisation technique depends on nature and business of our website. It is advisable to update the contents of our website and optimise the content each time as these factors are directly related to the content and structure of the website. Modifying Title, Body text, Hyperlinks, URL, Quality and easy to understand contents, increasing the frequency of keyword, robots.txt, sitemaps, Image optimization etc which requires extensive research with the competitor WebPages. If proper on page optimisation is done, results in drastic increase in the rank and readability of the website.

On Page SEO Elements:

- *Title Tag:* the title tag is the really important for good search engine ranking. Search engine crawl the content of this tag on the priority basis. A page the first thing, a search engine will look.
- *Meta Tag:* there are two primary Meta tags used in Search Engine Optimization, that is keyword and description tag.
- *Alt Attribute:* Search engine only reads the alt attribute of the image tag.
- *Header tags:* HTML Heading Tags are equally important for search engine point of view.
- *Permalinks of Web Pages:* The Meaning of Permalink is URL (uniform resource locator) of a webpage. It should be keyword oriented and SEO friendly.
- *Internal Linking:* Internal Links are hyperlinks that point to the same domain. This factor is also important for search engine point of view.
- *Keyword Density:* Keyword Density is the percentage of times a keyword or phrase appears on the web page compared to the total number of words on the page. Keyword Density is really important in terms of SEO.
- *Sitemap:* In Sitemap, all important website links are available with date and updated information of page. Search Engine will crawl the sitemap links on the priority basis.

3.2 Off page optimization

This is the work which is done apart from the website to improve the visibility & ranking of a page. Off page search

engine optimization is supposedly the complement of On Page Optimization It mainly concentrates in creating back links & social media marketing. It is very novel practice to have links from a webpage which has good rank and visibility. It is the best technique to go ahead of the competitors if the webmaster team is equipped with quality of web researchers. In brief it consists of various link building methods like Blog posting, Social networking, Press release, Video submission, link exchange, Article submission etc.

Off Page SEO Elements:

- *Backlinks generation:* In this process we tend to increase the link of our website on other websites. According to search engines if a page has more and more number of backlinks means there is something relevant in a page because of which other pages are providing links to it, Backlinks are the best way to increase the rank of a page/website and the best way to increase backlinks is link exchange or submitting the URL while doing online advertisements.
- *Blog posting:* It is always a good practice to be on a blog like Blogspot, word press, thoughts, link orbits etc. Social networking It is the latest technique to have better brand visibility. It is a process sharing information on sites that facilitates content sharing, data exchange, adding unique content etc. Different social media tools includes blogs, podcasts and community based web portals such as Facebook, MySpace, LinkedIn, Twitter, Digg, Reddit etc. These social media tools come with different features like text, images, audio & video sharing among users' contents.
- *Press release:* Optimizing a press release provides some additional lift to a web site when that press release is distributed and syndicated through other relevant industry or news sites. We shouldn't miss the opportunity to generate valuable backlinks back to our site, driving up our rank and increasing the authority of our site with search engines.

IV. TYPES OF SEO

4.1 White Hat SEO

The proper and best way to optimize any website is called WHITE HAT SEO technique. This type of optimization is well supported and appreciated by all search engines, mainly by Google. Because this technique of SEO is a natural way to achieve better results, if the website is regularly updated with quality and unique content, gets better links from relevant niche websites and blogs. This means that the webmaster does not take a single attempt to mislead search engine and does not try to cheat.

4.2 Gray Hat SEO

If the webmaster uses some irrelevant techniques to optimize their website is known as GRAY HAT SEO technique, simply we can say if the optimizer may buy or exchange links with other websites to get better search engine ranking but it will be not accepted by the search engines. This technique is not long term for search engine ranking.

4.3 Black Hat SEO

If a webmaster or optimizer is doing spamming in link building or making irrelevant links with some irrelevant niche websites, this will be considered as Black Hat SEO Technique. This technique of SEO is very dangerous for long term results because as the regular updates in search engine algorithm crawler will easily judge the spammed techniques to optimize websites.

White, gray and black hat comparison



V. TOOLS USED

5.1 Google webmaster tool

Google Webmaster Tools is a no-charge web service by Google for webmasters. It allows webmasters to check indexing status and optimize visibility of their websites.

It has tools that let the webmasters:

1. Submit and check a sitemap.
2. Check and set the crawl rate, and view statistics about how Googlebot accesses a particular site.
3. Generate and check a robots.txt file. It also helps to discover pages that are blocked in robots.txt by chance.
4. List internal and external pages that link to the site.
5. See what keyword searches on Google led to the site being listed in the SERPs, and the click through rates of such listings.
6. View statistics about how Google indexes the site, and if it found any errors while doing it.

7. Set a preferred domain (e.g. prefer example.com over www .example.com or vice versa), which determines how the site URL is displayed in SERPs.

5.2 Meta Tag analyser tool

Following are the uses of Meta Tag analyser tool:

1. See how search engine robots analyze your or your competitors' web site
2. Receive tips on how to improve your Meta Tags
3. Check the keywords used on the page and find the keyword density
4. Check web server operating system where site is hosted
5. Check website load time
6. Check website file size
7. Check URLs and links found on the page

5.3 Link popularity check tool

Popularity of a website is checked using this tool. This tool shows how many other sites are linking to the site. Most search engines use this data to calculate how popular your website is. The more links to our site, the better the search engine rankings will be. We can even provide some competitors' URLs to compare our site to theirs.

5.4 Sitemap submission tool

This tool is helpful in submitting sitemap to various search engines.

5.5 Keyword suggestion tool

This tool suggests keywords related to our keyword which can be used while doing optimisation.

5.6 Keyword Traffic estimators

This tool shows us approximately how many daily searches our keywords would get. This tool is used to research the best keywords for our website.

5.7 SEO dictionary

It is the list of SEO related keywords with their definitions.

5.8 Page rank checker

This tool is used to check the rank of the page so that further actions can be taken to improve the rank of a page.

5.9 Page snooper

This tool is used to see the source code of any online site to see the exact structure of the website.

VI. CONCLUSION

Search Engine is a very vital tool in today's world. Google is supposed to be popular amidst all the Search Engines available. To obtain best possible results, both on page and off page techniques are used. Amongst the three types of SEO, White Hat SEO is the best as it provides us with quality content. Nevertheless it is slow in giving results but good in long run. Black Hat SEO gives quick results but for a short period of time. There are various tools which also helps to the optimize the search.

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