

Optimizing the Ranking of The Website

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Abstract: Computer programme optimization affects the presence or appearance of an internet site within the first page of a look engine. The visibility of an internet site will be paid or unpaid., but generally if an internet site wants to look within the top position after an organic search then computer programme optimization is that the most significant strategic tool to use. the full internet marketing strategy circles round the SEO. The search optimization processes try and follow the working pattern of all the search engines and more specifically try and consider the algorithm employed in search engines. Online presence of a company isn't only a straightforward thanks to reach among the target users but it should be profitable too if optimization is finished keeping visible of the target users as of the rationale that the majority of the time users get your hands on with the keywords of their use instead of searching the organisation name, and if the page link comes within the top positions then the page is also profitable.

Keywords computer programme, SEO, Website Ranking, Keyword optimization, Link optimization

I.INTRODUCTION

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Citation reveals the amount of times other articles have used and mentioned a piece of writing . The citations measure the significance of the information contained in a research paper

[1]. "The more frequently a paper becomes cited, the larger its effect on the field" is an underlying supposition of citation analysis [2] [3]. The primary indicator of the importance of a search output is direct citation [4] [5].

Besides, in several universities ranking criteria, the amount of citations has quite one-fifth share [6] [7]. Therefore, the university's researchers are encouraged by the schools to write down high standards research

articles which may get significant citations and would reach the most important possible audience [3]. The researchers are agreed that by increasing the visibility of a research article using any method will results in high access and huge citation impact [5] [6] [8] [9] [10].

A research article has the high possibility of becoming cited most whenever got increased visibility [11]. As all the research articles which have the open-access to the users got the more visibility that's why these articles are getting more citations. In a research study, Antelman proved that openly available research papers have the most important research impact as compared to the research papers

which don't have the open and free access to the users [6]. Now, most of the authors realized the importance of visibility and importance of

citation, in order that they are highly motivated to publish their research in free and open access repositories [12].

The biggest advantage of improving the visibility and publishing in open access journals is that it'll step up to 10 percent in citations [13].

Another researcher investigated the importance of visibility and importance of open and free online availability of research papers [14]. Nevertheless, with the visibility of articles, the quality of articles is also important for the greater number of citations [15].

High visibility of an article can be achieved by using search engine optimization (SEO) techniques and existing methods which can improved visibility as well as will increase the number of citations [16]. Researchers are spending a lot of time and efforts in writing their research papers for publication. But still, publishing a piece of writing in leading journal with high impact factor cannot guarantee the high impact on the citation. There is a robust relationship between the number of times a research paper is cited and the possibility that the research paper is online [14]. Self-archiving of a piece of writing by the author can highly increase the visibility of the paper. Storing the articles and research results in researcher's website, blog, web pages or institutional repositories is known as self-archiving [9]. The main advantage of Self-archiving benefits is that the article is available for free and accessible by the larger number of

audience. By applying the SEO (Search Engine Optimization) techniques to these self-archiving repositories it will make the articles more visible to all the audiences by simple Yahoo, Bing, and Google search [17].

Another significant benefit of self-archiving the articles and applying the SEO techniques on these freely available materials is that it will easily be found on researcher's website by simple Google search instead of in the

other repository or free open access journal [6]. Besides this, institutional and organizational repositories can make the research papers more visible and increase the chances of citation by other researchers and students [18].

Therefore, for the best visibility and getting more citation SEO techniques should be applied because more visibility means: Article is cited sooner, a huge number of citations and citations continue at a notable ratio for a prolonged period [19]. Due to less visibility, some very senior researchers from African

universities don't have the many citation impact [20]. By insertion of Keywords during a research article, writing the program friendly abstract and title can maximize visibility after it's published [21] [22].

Furthermore, by making some adjustments in where to submit, how to present and publish the research results, researchers can become productive, highly known for their work, and strongly connected to the researchers of own professional community [23]. There are tons of SEO techniques for enhancing the readership and visibility of research articles. Efficient use of these SEO techniques can result in increased visibility which will directly affect the article citations [3].

In this study, we explored some of the SEO techniques for increasing the visibility of research articles. This paper also demonstrates that the use of SEO techniques can directly affect the visibility of a research article as will be discussed further in the next section

IV. FACTORS AFFECTING SEARCH RANKING

although there are many factors affecting the search rankings, but the foremost factors include the webpage correlation, link weight, and time-based factors. The webpage correlation is decided by the degree of keyword matching, keyword density, keyword distribution, and webpage tag labels. Link weights include internal link weights and also the external link weight. Of two link weights, the external link weight incorporates a greater impact. The external link is especially concerned with the link quantity, quality, correlation, furthermore because the degree of repeated content, etc. Time-based factors would

mostly consider the web site and webpage age, link age, and also the length of name registration time.

The simplified formula of a research engine optimization includes the majority core contents of an honest SEO, and meanwhile the formula is additionally sorted. SEO optimization formula is as follow:

$$SEO = C + L + K + O$$

where is an integral symbol, C = content, L = link, K = keywords, O = others. SEO may be a long-term "time" for integrating process, and also the content is that the core part;

C1-rich content is that the first important element, so user's experience are often satisfied with the first, pseudo-original, and reproduced order of content importance.

L2- reasonable and abundant linkage is that the second elements. Reasonable and effective internal link is that the same important as external link, but the webpage with highly correlation and high Priority value is very important;

K3-keyword is that the third important factors including the rational title, description, keywords, webpage keywords, and related keywords density and rational distribution;

O4-other factors, like name, website age, server, the web site architecture, layout, url, and maps, etc. If you follow this formula to optimize, not only can the website's ranking be improved, but is also it good for a long-term development of the web site.

III. RESULTS AND DISCUSSION

Apart from SEO techniques, there are also available some other techniques that can be use in which can increase the visibility of research articles for getting more citations.

(a) Publish research papers in an open-access journal: For more excellent visibility author can make articles open access. There is an advantage of open access articles that articles are accessible to every reader for free of cost including policymakers, and this improves the possibility of being cited by the scholars [32]. Authors can also self-archive the papers on their websites for direct and quick open access to it. Academia.edu and Research Gate are types of free online repositories. On these repositories, the author can share their published work for broader circulation and greater visibility.

Authors can also share their research work on institutional repositories, but before sharing the published work on open access repository, it is essential to check with the publisher for their self-archiving policy.

(b) Sharing research outcomes except manuscript: Besides published research papers every researcher has the evidence of his/her research activity which includes working papers, preprints, presentations, conference papers, reports, print copy, protocols, videos and research data [29]. The author can put all this data on public repositories for increasing the visibility of research work. The research community is extremely frequently using the Slide Share and Scribd therefore the author can upload all the slides for improved visibility. F1000 Research can be used for depositing the research posters and presentations. Research data can be published on figshare, Zenodo or Data Dryad which it will improve the visibility [33].

Few more tools for improving visibility: presenting the research results at a conference or in educational meetings can highlight the author, which may improve the visibility of author's papers. Researchers can promote their research findings together with a measure of their impact with tools like Impact Story and Kudos which are powerful tools for researchers. These tools enable the researchers to showcase their research articles by creating links to full texts and any other supplementary information like a layman language explanation, short title, links to relevant contents, for example, videos, code, slides or any other data [33]. By using these tools, the author can share contents on social media and can also monitor and track the results of every activity through the posts, number of tweets, downloads, visits, and views. Google Scholar is another potent tool for researcher which may improve the visibility of researcher and research contributions. Anyone can create the Google Scholar profile for free of charge and may take the benefits of Google Scholar [34]

IV. CHARACTERISTIC MODULE

Most access control frameworks determine if an invitation to the system is permitted supported a group of static predefined rules. Access control frameworks are extended to deal with complex workflows by accounting for team's tasks and contextual cues. These frameworks assume the system is static and may be clearly modeled, but

the dynamic nature of recent CIS makes it difficult to use these principles in such a setting. Additionally, collaborative systems require a way broader definition of context, and therefore the nature of collaboration cannot always be easily partitioned into tasks related to usage counts.

Query Processing: Here query processing may be a first module for program optimization technique. User gives the query in search engine in the string format. After getting the result are searched and retrieved from the database and give to the particular result for the user asked query and gives our website visibility in high while user searching.

Semantic-Role Analyzer: In the semantic role analyzer module getting the query from the user and splitting into semantic role wise, taking into the database and matching the keyword, and also pre processing is used for splitting the keyword and matching the particular keyword and giving the result for the particular user for top result. **Keyword Content Improver:** Here content improver tracks user query and analyze the particular query and conveys the website developer for the particular query, and ask to improve the keywords used in the website. So, when the user searches a query they get high priority to websites, contains high number keywords present in them. Mainly content improver gives advice to website creator to improve their website to giving high amount of keywords.

Top Ranking: The top ranking for the website based on user visits and end user gives feedback for particular website. Keyword based giving search, search engine provide high priority for the end user, based on the professional communicator give advice to website creators and then top ranking for the particular website **Summarization Block:** Summarization is an important to analyze and giving for user searching result. We getting information from the business people, Professional Communicators, and End Users each thing summarization taking from all output, and giving result for user query. User gets the high and quality website for searching the keyword

V.CONCLUSION

To ensure that their audiences can continue to easily find their work through search engines, web developers should expect to keep up to date with the evolving search algorithms, SEO practices, their website's traffic, and their competition. Along with some of the sources cited in this tutorial, web developers can keep up to date by regularly drawing on the dynamic

SEO resources featured in an annotated list in online. In response, search engines conceal the competition's rules and frequently redefine them in order to prevent agonistic content creators and their SEO specialists from gaming in the system and thereby undermining search engines exclusive logistic roles. Search engine users of course hold the attention economy's key commodity, their own attention, and confer it not only among the sites of contending web content creators but also among search engines themselves, thereby compelling search engines to undertake to raised accommodate users' interests

VI. FUTURE WORKS

Accordingly, some content creators orient their sites not just too directly attracting and maintaining the eye of their prospective human audiences but to accommodating and even taking advantage of search engines and their ranking rules, to the extent that orienting a site to look engines has become knowledgeable specialty: program optimization (SEO).

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