

ADVANCEMENTS OF SEARCH ENGINE OPTIMIZATION TECHNIQUES

S.Sampoornamma¹, R.Chandana², P.Akhila³, S.Swarna⁴, SK.Rihani⁵

¹Assistant Professor, Narayana Engineering College, Gudur, A.P, India, sampoorna@gmail.com

²Student, Narayana Engineering College, Gudur, India, rokkamchandu2001@gmail.com

³Student, Narayana Engineering College, Gudur, India, pakanatiakhila@gmail.com

⁴Student, Narayana Engineering College, Gudur, India, swarnachowdary162@gmail.com

⁵Student, Narayana Engineering College, Gudur, India, shaikrihani66@gmail.com

ABSTRACT

Because of the presence of an immense number of sites, the Search Engine has a pivotal occupation of giving the applicable pages to the client, Search Engines, for example, Google, use Page Ranking Algorithm to rank site pages as per the nature of their substance and their presence over the internet. Site improvement is a course of expanding the possibilities of a site page to show up in the main page of the item. Since, at whatever point the buyer looks for data, they give a specific expression or a catchphrase rather than the total web address, then, at that At first, during the 1990s, Archie was the main internet searcher which was utilized for looking through the File Transfer Protocol (FTP) records while the primary text-based web index to be created was Veronica. Search Engine navigates billions of pages which are accessible on the internet, so the web search point, the internet searcher utilize that watchword to find the applicable site pages and show it in a rundown with the most important page at the top. Along these lines, an association could utilize Search Engine Optimization strategies to reach up to its

expected customer by showing up at the highest point of the query items. In this paper, we will group and auditing various advancements for website streamlining in light of their significance and their use.

Key Words – SEO, page ranking algorithm, Crawler, Search Engine.

I. INTRODUCTION

tools shows the outcome as well as sorts them in view of their importance. Web search tool is an electronic application program that looks through changed sites, records, and documents for watchwords and expressions given by the client over the web and shows the outcomes as a hyperlink to important website pages. Website design enhancement (Search Engine Optimization) is a method which is executed to work on the importance of the site page in the outcomes created by the internet searcher, these strategies can be useful in expanding the perceivability of a website page by assisting them with acquiring a higher position. Website design enhancement helps in giving the most dependable data to the client by working on the importance of the list items.

II. LITERATURE REVIEW

With the rise in an exceedingly range of internet sites, the computer program is of terribly high importance because it helps find and characteristic the foremost relevant of the websites. computer program uses a crawler to gather the information from the websites that eventually helps in classification and ranking of the websites. As explained by the author with the reference of the present situation, The implementation of the planning and dealing of the computer program may be done victimization varied algorithms, the Page Ranking rule being one in all them. The page ranking is classed into 2 sorts, specifically toolbar page rank, and actual page rank. The paper additionally explains the conception of 'The Bucket Theory' i.e. the ranking of an internet site is predicated on the ranking of its websites.

Two major used algorithms, namely, HITS and Page rank rule has been represented and every of their operating procedures is explained well. During this paper, the author has planned another approach to style and make a case for the operating of the computer program as M-HITS rule. This algorithm could be a modification of HITS because it uses six parameters to rank a webpage whereas HITS uses solely 2. These parameters area unit daring words, Italic words, Keywords, range of distinctive clicks, Hub values, and Authority Values. every of those parameters is assigned completely different weights so the collection of those weights for a specific webpage is calculated that forms the premise of rank of every page.

The planned methodology accurately calculates the ranks because it checks additional parameters for analysis. within the paper, Author has additionally planned a brand new methodology known as mixture Page Rank (APR) whose prime focus is on "knowledge discovery method for net structure mining". each webpage was assigned a singular numeric worth, then the Page Range rule is applied to calculate the importance score of web-pages.

Page Rank rule ranks the online pages in keeping with the content of the page and range of incoming links, higher the incoming links, higher is that the importance. the tactic is way additional correct in shrewd the importance score because it verifies its worth supported 2 factors, i.e., the contents on page and range of incoming links. This paper additionally

III. CLASSIFICATION OF SEARCH ENGINE

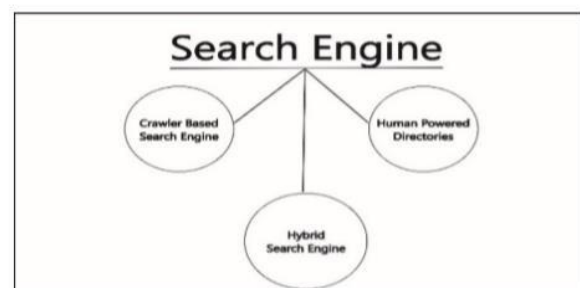


Fig 1. Classification of Search Engine
Crawler-based program has four main steps:

(a) Crawling: Crawling could be a method during which a crawler (spider) searches the planet wide net and visits the relevant websites

to assemble probably matching keywords enclosed within the search question and collects the content (images, position of relevant keywords, backlinks and different compares mixture Page Rank and Page rank methodology. These ideas area unit enforced on Matlab. Generally, improvement works through back links and keywords. during this paper, the author planned a brand new framework that recommended that improvement ought to be supported keywords and traffic on the websites ought to be monitored through referrals. data) of every of those pages to a build a replica of them for additional process

(b) assortment and conniving Relevancy: during this, the program creates Associate in Nursing index from the downloaded copies of the online pages and ranks them per their numerous page ranking algorithms.

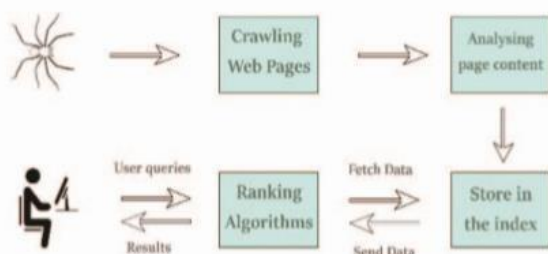


Fig 2. Working of Search Engine

(c) Retrieving the result: because the name suggests, it merely displays the result back to the user within the browser so as of most connection. samples of Crawler-Based Search

IV.SEO TECHNIQUES

There square measure many varieties of improvement techniques that organizations use to reinforce their on-line presence.

A. White Hat: it's the foremost legitimate means of implementing SEO to achieve higher ranking within the search results. it's strictly supported Google's pointers for SEO. It follows Google's algorithmic program and doesn't use any wrong practices. The developer will expect steady, gradual however long-lived growth in page ranking. Its

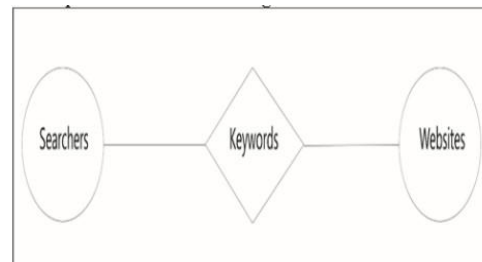


Fig 3 Seo Techniques

Engine- Google, Bing, Yahoo etc. whereas human-powered directories conjointly known as Associate in Nursing open directory system, this relies on human-powered activity for listing the results. In this, the online page owner submits the list of doable keywords and its class to the directory, that is then manually reviewed and sorted into the acceptable class. Hybrid program makes use of each the crawler based and manual assortment to provide their search result.

techniques include- high-quality content development, web site hypertext markup language improvement, and manual analysis and reaching.

B. Black Hat: it's precisely the opposite of White Hat, because it aims to search out the loopholes and weaknesses within the Google Page Ranking algorithmic program. These techniques square measure against Google's pointers and illegitimate. The traffic generated isn't steady, nor do they supply long-lived growth. Its technique includes the subsequent.

- Hidden Texts or Links – Those links or texts that have an equivalent color as that of the background .
- Keywords Stuffing – it's one amongst the foremost ordinarily used techniques, within which the webpage is crammed with an oversized variety of target keywords in hope of deceiving the program.
 - Doorway Pages- These square measure pages of terribly poor content created only with the aim of redirecting the user to the website.

V.TYPES OF SEO

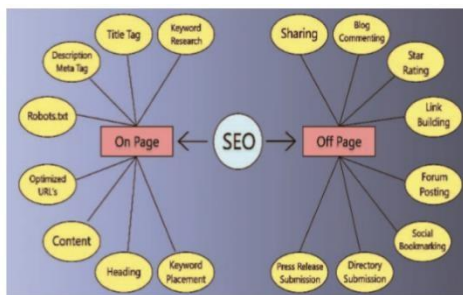


Fig 4. Main Taxonomy of SEO

A. On-Page computer programme optimization

All those that are directly underneath the management of the developer are enclosed in on-page SEO. These embody code and content of your websites like Texts, Images, Heading, links etc. this can be the foremost vital space because it lays the foundations for all of your SEO work as a result of you've got the foremost management over it. Some vital factors are as follows:

- Keyword analysis - From the start of the creating of the web-page, the developer ought to opt for the target keywords fastidiously, so as to create a sure-fire web site. These keywords should be relevant to the theme of net site the web site yet as just like the keywords being searched on the planet wide web.

- Title Tag - It defines page title and informs the computer programme concerning the theme of the web site. Google recommends "A title that effectively communicates the pages content". during this manner, Google's rule will reason it and grasp what your web site is all concerning.

- Description Meta Tag - because the name suggests, it provides the outline of an internet page or web site. Google recommends that "A page description meta tag provides Google or another computer programme a outline of what the page is all about". This tag additionally seems in Google's search result slightly below the title tag. The target keyword ought to seem within the description meta-tag a minimum of once.

- Robot.txt - it's a computer file created by the developer to instruct the crawlers that sections of the web site are accessible to them.

- Optimized computer address - The computer address of the web site should be simplified, obvious and decipherable to the user, it ought to be simple to scan and write. The names of the pages and sub-directories ought to have important names so different users will offer back links to your web site simply.

- Content - rather like the user, the search engines additionally crawl the web site within the same manner i.e. from left to right,

prime to bottom. the most content ought to be at the highest of the webpage, it ought to have

B. Off-Page computer programme optimization

It is opposite thereto of On-Page SEO, it primarily consists of these components that aren't in direct management of the developer primarily promotions outside the web site, back links, promotions on social platforms etc. a number of the off-page SEO factors are as follows:

- **Sharing** - Since several individuals connect and act with one another on a social media platform, it a really effective manner wherever the developer will share the the target keywords and may properly describe the theme/idea of the web site.
- **Headings Tags** - The headings tags are accustomed lay correct stress on the vital text. It informs the user concerning the content of the page. These tags vary from `h1` to `h6`, the `h1` having the foremost vital and therefore the later having the smallest amount. To effectively implement SEO one ought to embody the target keyword into the `h1` tag.
- **Keyword Placement** - The keyword placement is one amongst the foremost vital call factors within the ranking of the web site within the search result. the concept to develop a perfect webpage is to position the target keywords at the foremost effective & key places of the webpage. knowledge concerning their web site to extend the traffic and recognition of their web site
- **Blog-Commenting** - Those blogs or posts that receives likes or comments from the users are a lot of seemingly to realize higher ranking in search results.

- **Star Rating** - several search engines like Google are a lot of seemingly to rank a web site with a lot of likes and star rating given by the user

- **Link Building** - If heaps {of web sites of internet sites} includes a link to a given website, then the computer programme finds the given web site a lot of relevant as several different websites are providing a back link thereto.

- So, bigger the amount of back links suggests that bigger the page ranking in search results Of that website.

CONCLUSION

With the exponential growth of the planet wide net, the supply of knowledge conjointly grows. So, the demand for processed info will arise which may only be consummated with the assistance of strong and economical search engines. we've got reviewed numerous papers that have planned numerous algorithms like m HITS, Apr etc which may be accustomed rank the web-pages by the computer programme. Therefore, additional economical SEO techniques should be applied properly to totally utilize the capabilities of the search engines. we've got mentioned several such techniques within the paper which may be accustomed increase the presence of a webpage on the net. These techniques square measure applied for additional economical and correct page rank by the computer programme for higher ranking of pages.

REFERENCES

- [1] R.S. Bhandari, A. Bansal. "Impact of Search Engine Optimization as a Marketing Tool." Jindal Journal of Business Research

7.1 (2018): pp.23-36

- [2] K. Kanathey, R. S. Thakur, and S. Jaloree. "Ranking of Web Pages Using Aggregation of Page Rank and HITS Algorithm." International Journal of Advanced Studies in Computers, Science and Engineering 7.2 (2018): pp.17-22
- [3] M. N. A. Khan, A. Mahmood. "A distinctive approach to obtain higher page rank through search engine optimization." Sādhanā 43.3 (2018): pp.43
- [4] D. Dandwani, M. N. Punjani, "Search Engine Optimization (Working of Page Ranking)", April 2016. [Online]. Available: <https://www.irjet.net/archives/V3/i4/IRJETV3I4402.pdf> pp.2040-2046
- [5] M.R. Baye, B. D. L. Santos, and M. R. Wildenbeest. "Search engine optimization: what drives organic traffic to retail sites?." Journal of Economics & Management Strategy 25.1 (2016): pp.6-31.
- [6] S. Gupta, N. Agrawal, and S. Gupta. "A Review on Search Engine Optimization: Basics." International Journal of Hybrid Information Technology 9.5 (2016): 381-390M pp 383-385