

Comparative Analysis of SEO Keywords Extraction and Searching (October 2001)

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Abstract: Search Engine Optimization is an essential part for any web site and its marketing. Search engine like google, yahoo or bing uses these keywords for making a website or page searchable using the related keywords. For educational institutes it is becoming equally important to use keywords for their own website to compete with the competitors present in the current market. Your SEO keywords are the key words and phrases in your web content that make it possible for people to find your site via search engines. A website that is well optimized for search engines "speaks the same language" as its potential visitor base with keywords for SEO that help connect searchers to your site.

Keywords: SEO keywords, meta titles, meta tags, link buildups, SEO contents.

1. Introduction

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

To understand what SEO really means, let's break that sentence down and look at the parts:

- Quality of traffic. You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really, you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in products that you offer.
- Quantity of traffic. Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- Organic results. Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

Here's how it works: Google (or any search engine you're using) has a crawler that goes out and gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query.

SEO keywords are the key words and phrases in your web content that make it possible for people to find your site via search engines. A website that is well optimized for search engines "speaks the same language" as its potential visitor base with keywords for SEO that help connect searchers to your site.

Meta tags are the words that are hidden in your code. People browsing your site will just not be able to see them. It is, as Danny Sullivan puts it, a 'legal' way of hiding words in your webpages for search engines. The search engines still read them for it to have a simple, summarized idea of what your site is about and what exactly your keywords are.

There are three important parts of Meta tags that you can use:

1. Title – The title tag is the title text that is shown in search engine listings. I know that this is not necessarily a meta tag, but it similarly functions like one.

```
<title>Title text here</title>
```

2. Description – The meta description tag is where you would want to put your site's summary. This is where you put what your site is all about and what you are offering people. It should not be too long because the search engines only read up to a certain number of words.

```
<meta name="description" content="This is where you put your site's summary"/>
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3. Keywords – The meta keywords tag is where you put all of the keywords you use in your site. This is basically where you want the words which will take you to the top of the SERPs page to be. Your keywords are important – even if you take away all of the other words, the user should be able to know what your site is all about when they read your keywords.

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<meta name="keywords" content="SEO, Hacker, Google, Search, etc"/>
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These three things make up meta tags.

A browser extension is a small software module for customizing a web browser. Browsers typically allow a variety of extensions, including user interface modifications, ad blocking, and cookie management. Examples of web extensions are. com is stand for commercial websites, .edu stand for educational websites, .org stand for organizational websites, .co.in stand for commercial website in India.

2. Related work

Cigarette smoking is the leading preventable cause of death in the United States [1].

With the advent of social media, user exposure to and engagement with tobacco-related content is easier and faster than before. Social media users encounter pro-tobacco more than anti-tobacco information on social media [2].

Mere exposure to such tobacco-related content is known to be higher among youth susceptible to combustible tobacco use [3].

Exposure to pro-tobacco social media messages can create low harm perceptions about tobacco use and/or normalize social norms of tobacco use. The interactive nature of social media also allows its users, including adolescents, to access, create and share social media content related to tobacco use [4].

Recent evidence suggests that, compared to adolescents who did not engage with tobacco-related content, those who engaged with such content reported higher incidences of tobacco initiation, increased frequency of use, and lower incidence of tobacco cessation at follow-up [5].

Targeted smoking prevention communication strategies can address such imbalance in the nature of tobacco information exposure (pro- vs. anti-tobacco) and engagement. Compelling health messaging strategies of successful campaigns have found success in using real stories and testimonials of former smokers with similar demographic characteristics as those of their target audience [6].

Images on bitmaps are not appropriate for certain types of applications, due to the difficulty in staging [7].

Images in Scalable Vector Graphics (SVG) [8] are a good solution for different Web applications, from a simple graph to a more complex application. Description through images directly affects people with disabilities, especially visually impaired persons.

It is estimated that there are over 285 million visually impaired people in the world, of which 39 million are blind and 246 million are low vision persons [9].

The W3C documents for Web accessibility, such as WCAG [10].

Online information search is a ubiquitous and critically important activity in e-commerce. Search engines occupy a prominent position in the online world [11].

Along with the increasing importance of searches, search engine marketing plays greater significant roles in online advertising, and brings about with it the techniques of the SEO. SEO is the process of improving the volume and quality of traffic to a website via search results [12].

The Osing tribe is a native of Banyuwangi Regency and can be regarded as a sub-tribe of the Javanese tribe [13].

The cultural potential and also the nature tourism owned by the tribe of Osing is very diverse. There are various kinds of natural and cultural tourism destinations located in Banyuwangi [14].

All of this potential becomes unique to the Osing tribe. All

these potentials become an attraction for everyone to know more or make it as a tourist destination. Nowadays, Internet couldn't be separated from our life activities. In 2015, the number of Indonesian Internet users reaches 88, 1 million [15].

It's no surprise, for some simple activity such as when we are looking for some information, we often using search engine features that connect with Internet. The ease of Internet access also supported by technological developments on mobile phones, this thing plays a major role in encouraging Internet use by the public. The needs for information by the community can easily be met with the utilization of the Internet, one of them through search engines. Search engine is the most popular activity on the Internet [16].

Search engine is a software system which is useful to find information on the World Wide Web based on the keywords [17].

There is some popular search engine, such as: Google, Bing, Yahoo, etc [18]. The result of a search engine is a website that has relevance to the keywords entered. The growth of websites is increasing sharply nowadays. Everybody can make a website and put any information on it. Website blog, instant website template, infrastructure support and easy tutorial have a big role in this development. It's a good thing that everybody can share an information that might be useful for the others. But in other way it's a bad thing if somebody just put any information without considering its truth.

In 2012, 52% of search engine users say search engine results have gotten more relevant and useful over time, while just 7% report that results have gotten less relevant [19].

Website is one of the media that become the reference for the public to get information. When people search for information on search engines, it is not uncommon for websites that appear on the first page of a search engine to provide information that cannot be justified / questionable validity.

www.osingbanyuwangi.com is a website that provide all about using tribe potential resource [20]. Cultures, foods, natures, handicrafts, etc.

3. Conclusion

From the above studied papers it can be concluded that the SEO Keyword searching and extraction is very crucial and can't be ignored at any level, though the extraction could be complex as the different keywords have different competition. The techniques that can used to analyses the keywords have been discussed and suggests that the keywords can be comprised of the phrases and can be incorporated with the actual content for making the website or the url Page visible and searchable.

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