

Search Engine Optimization

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Abstract—Search engine optimization is a strategical technique to take a web document in the top search. Search engines such as google use algorithms to try to push relevant result to the top of the page so that when a user searches for particular things (say computer network) the page appears on the top position. Even google helps the website owners improve the chance of earning coveted top results. It is the idea of optimizing pages metadata. Metadata is the data other than the content that people see in the browser window. Google is the most user-friendly search engine proved which give user-oriented results.

Index Terms— search engine optimization

I. INTRODUCTION

Spider (crawls) the web to find new documents typically by following hyperlinks from websites already in their database. Introduced in the year 1997 and Search Engine Optimization (SEO) refers to the process of “optimizing” both the on page and off page ranking factors in order to achieve high search engine ranking for targeted search terms. Refers to the “industry” that has been created regarding using keyword searching means of increasing relevant traffic to a website.



Fig. 1. Search engines

II. PROCESS OF SEO

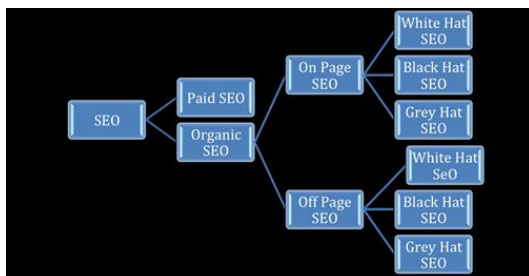


Fig. 2. SEO process

Researching and analyzing the words commonly used by visitors to search for what they want. Using crawlers and

identifying keywords. Implementing the keywords on your website and also changing the website code as per the data found by crawls. Creating high quality content which is copy righted. Increasing website navigation speed and sight performance. Doing proper marketing and building links tracking down the result and rankings.

III. WHITE HAT SEO

It can able to utilize those techniques and methods to develop the search engine ranking of a website that adhere to the condition of search engine. Techniques include high quality content development, website HTML optimization and restructuring, ins-depth research. Using white hat SEO results in gradual, study but lasting growth in rankings.

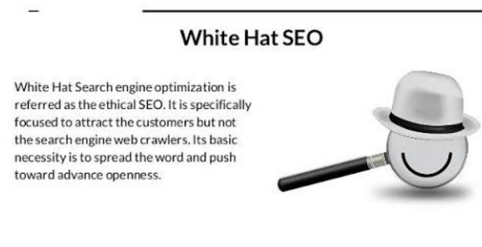


Fig. 3. White hat SEO

IV. BLACK HAT SEO

It uses techniques which go against the rules of search engines. The exploit weaknesses in the search engine algorithms to obtain high rankings in search results. It contains keyword stuffing, links spa, hidden text and links. This results in quick, unpredictable growth in rankings but it does not last for long.

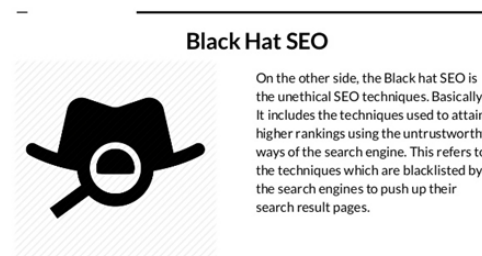


Fig. 4. Black hat SEO

V. GREY HAT SEO

This is the latest SEO techniques followed by many companies. Grey hat SEO is a mix of both white and black hat SEO. These techniques don't quite cross the line into black hat SEO, but are well outside what would be considered white hat search engine optimization. This optimization is famous for its "affordable pricing".



Fig. 5. Grey hat SEO

VI. SEO ALGORITHM

Top secret only selects employees of a search engine company know for certain. Reverse engineering, research and experiment gives SEO's (search engine optimization professionals) "a pretty good idea of the major factors and approximate weight assignments". The SEO Algorithm is constantly changed, tweaked and updated. Website and documents being searched are also constantly changed. Some give more weight to on-page factors, some to link popularity are the varies of search engine.

A. On page and off page optimization

On page SEO means changing settings of the website so that it is optimized for search engine. It includes having proper URL structure and user-friendly navigation, etc.

Off page SEO means concentrating on activities outside the boundaries of web page, it includes link buildings and social media, etc.



Fig. 6. Off page SEO

VII. CONCLUSION

SEO is a smart way of increasing your visibility online by saving time and cost of marketing. But before going for SEO, one must understand how it works and the effect it can have on the business. Besides this there are certain things like service/product quantity, customer relationship etc. one must keep in mind that business can run successfully without SEO, but they can't run without these things.

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