

Search Engine Optimization Techniques

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ABSTRACT

Most Search Engine Optimization is nothing but a practice to attract traffic on the website. SEO makes the website SEO friendly and visible within the top results of the search. It increases the quality of traffic on the website and also the results achieved by the SEO are permanent or long lasting. 70% of SEO is in the hands of developer while designing a website i.e. ON PAGE SEO and the rest 30% is done by applying other strategies i.e. OFF PAGE SEO. This paper comprises the study of techniques which makes the website appear in top 10 results of the searches.

Keywords: traffic; seo technics; seo friendly; on page seo; off page seo

I. INTRODUCTION

Noise Search engine optimisation (SEO for short) is just the method of getting web site guests (or traffic) from “free” or “organic” search leads to search engines like Google or Bing. All major programmes have primary search results that area unit hierarchical supported what the search engine considers most relevant to users. we have a tendency to decision these organic results, as a result of they are free and not driven by paid advertisements. Programme optimisation helps maximize the quantity of holiday makers to a selected web site or page by making certain that the positioning seems high on the list of organic results came by a given programme. [18] [19] Methodology of SEO: Start with pages: The page is that the next level of graininess up from the keyword that may be simply measured.

Pair pages to keywords: Catchphrases square measure still the essential motor of the Website design enhancement strategy, since it's however clients see your pages. and furthermore the positioning of your pages on those watchwords is a crucial metric for connecting execution of the page.

Plan , Execute and Track: Page that is the new focus of the Web optimization Universe. Page-driven planning, execution, and measure implies page changes (not watchword transformations) are the metric of progress. the plan of objectives and furthermore the execution of errands can progress in the direction of that wrap up.

Wire the powerful knowledge sources: All information has importance and associated. Incorporated and revise learning from sources tantamount to Google Website admin Devices and apparatuses like Lofty Web optimization square measure fundamental in an exceedingly Secure Pursuit surroundings. Google Website admin Devices' catchphrase snap and impression knowledge provides halfway perceivability into your prosperity inside the substance of "Watchword (Not Gave)." Back link information offers you a picture of what the web crawlers see concerning not exclusively your site however conjointly your rivals' locales.

Utilize technology to manage information at scale: The right innovation stage licenses you to incorporate data from site examination, back link trackers, social

stages and Google Website admin Instruments. After you will see your rank, catchphrase, social and substance data in far reaching dashboard reports, you'll get laser-sharp perceivability into the achievement of your pages and can be prepared to make determinations on an approach to organize future exercises easily. the right innovation accomplices have profound associations with the web crawlers and make visit item improvements, serving to you keep educated the advancing pursuit scene II.

II. PRINCIPLE OF SEO

SEO could be a promoting discipline centered on growing visibility in organic (non-paid) computer programme results. SEO encompasses each the technical and artistic components needed to boost rankings, drive traffic, and increase awareness in search engines. There ar several aspects to SEO, from the words on your page to the means alternative sites link to you on the online. Generally SEO is solely a matter of creating certain your web site is structured during a means that search engines perceive. SEO is not just concerning building search engine-friendly websites. It's concerning creating your web site higher for individuals too.

[11] Principles of SEO:

A. Keywords:

When you accept making content, grasp the words that individual's square measure victimization to look. Each page ought to be engineered around keywords that square measure most vital to you and your company. Do your school assignment. after you square measure manufacturing pages for your web site, use the simplest keywords on each post. Google helps you together with your keywords. after you start to kind into the search bar on Google, it provides you suggestions of common words or phrases that individuals use in an exceedingly search. If you would like to require it one step additional, you'll use a tool

referred to as Google Keyword Planner that may tell you common keywords. it'll tell you true numbers of what percentage average monthly searches square measure occurring with those keywords.

B. Image tags:

folks have pictures everywhere their websites, and that i am perpetually shocked once bloggers do not establish the photographs. Google compartmentalisation sites got to perceive what the image is and once it ought to be served up. You need to tag your pictures. If there area unit none, Google doesn't acumen to spot the image.

C. Meta Description:

Right below your computer address on the search page could be a sentence that is the meta description. this can be a very important outline that tells folks what they'll learn on the page. you would like it to be participating and truthful and prompt folks to click and learn additional. Use call-to-action words similar to "learn" and "visit" to interactfolks and encourage them to search out out why the data on your page is vital to them.

D. Backlinks:

One of the matters that are incredibly valued in website positioning is back links. Back links are incoming hyperlinks from one webpage to any other - - in other words, people linking to your internet site they determine the price in what you are saying. In addition, you will choose to include hyperlinks to supply your readers more useful information and to help build relationships with different bloggers.

SEO techniques

[12] [13] [14] The tactics and methods used for Search Engine Optimization are as follows:

On page SEO is the technique in which the content on the website is modified in order to make it Search

Engine friendly. It includes modifying the text, XML Sitemap, HTML, CSS, Graphics etc.

III. COMPONENTS OF ON PAGE SEO

Following are the components of on page SEO:-

1. Page Title:-

The two web page titles are one of the most necessary search engine marketing factors on the site. Each of your pages & posts have to have its very own special title, which consists of the primary key phrases for that page.

2. Use the key-word phase in URL:

Using the key-word phrase in the URL of your page or put up is convenient to do in Word Press as lengthy as permalinks are enabled. Word Press robotically generates publish slugs from a post's title, and you can edit the slug to contain your exact key-word phrase.

3. The Meta Description:

The META description is generally the short "snippet" paragraph displayed below a link in a Search Results Page. However, relying on the search term, Google will now and again show something different than the META description, highlighting words used in the content that are applicable to the user's search terms.

4. Avoid Keyword stuffing:

Keyword stuffing is repeating the same phrases or phrases so frequently that it sounds unnatural.

5. Internal Linking:

After the web page is optimized, be certain to create hyperlinks lower back to the page from other content material on your website. Look for locations where you point out the keyword phrase on other posts and pages and take that chance to link returned to the web page your are optimizing for that phrase.

IV. Off Page SEO



Off page SEO refers to techniques that may be wont to improve the position of an internet site within the programme results page (SERPs). Many of us associate off-page SEO with link building however it's not solely that. In general, off Page SEO must do with promotion ways – on the far side web site style –for the aim of ranking a web site higher within the search results.

1. Social Media Involvement:

A major Off-page SEO technique is social media engagement. If you would like to create your business, website or diary common, interact with folks on multiple social media platforms. Social media presence can facilitate grow your business and additionally assist you get additional back links.

2. Social Bookmarking Sites:-

Social bookmarking websites are one of the quality systems to promote your website. When you bookmark your webpage or blog publish on famous social bookmarking websites, you obtain high traffic to your webpage or blog. 3. Submissions:- This includes submitting different documents which include:

- ✓ Forum Submissions.
- ✓ Video Submissions.
- ✓ Image Submissions.
- ✓ PDF Submissions.
- ✓ Articles Submissions.
- ✓ Document Sharing.

V. OFF PAGE SEOBBLACK HAT SEO TECHNIQUES

Black Hat SEO is most ordinarily outlined as a disapproved follow that yet may increase a page's ranking in a very computer programme result page (SERP). These practices are against the computer programme's terms of service and might end in the positioning being illegal from the search engine and affiliate sites. A listing of ways and techniques utilized by black hat SEO practitioners are overtly denounced on Google's Webmaster tips and Bing's Webmaster tips.

Components:-

Content Automation

Doorway Pages

Keyword Stuffing

Sneaky Redirects

Link Manipulation

Creating pages, subdomains, or domains with duplicate content

Pages with malicious behavior, such as phishing, viruses, trojans, and other malware

VI. GRAY HAT SEO TECHNIQUES

It is what its title suggests. It's somewhere in the center of white and black and if used by using a professional, can nonetheless be effective. However, it's secure to say that taking a gray hat method is playing with hearth if you're not one hundred percent sure of what you're doing. Components:-

- ✓ Cloaking
- ✓ Purchasing old domains
- ✓ Duplicate content
- ✓ Link buying

Social media automation and purchasing followers

VII. WHITE HAT SEO TECHNIQUES

White hat SEO is that the opposite of Black Hat SEO. Generally, white hat SEO refers to any apply that improves your search rankings on a look engine results page (SERP) whereas maintaining the integrity of your web site and staying at intervals the search engines' terms of service. These ways keep at intervals the bounds as outlined by Google. samples of white hat SEO include:

Offering quality content and services

Fast site loading times and mobile-friendliness

Using descriptive, keyword-rich meta tags

Making your site easy to navigate

Components:-

Focus on User Experience (UX).

Keyword Research.

Rich and Attractive Content.

Link Building

V. CONCLUSION

This paper shows the study of various Search Engine Optimization methods on various experimental results in order to depict and formulate the best technique and the most efficient one that needs to be undertaken by a person for getting the most proficient outcomes. According to the researches, it can be concluded that for having the website to be in top ten results of the search, one has to follow the best suitable techniques such as the ones enlisted above and the results will be more than satisfactory in terms of increase in traffic, business development, page ranking, web ranking and to be more specific the results will be long lasting or permanent.

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