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Search Engine Optimization and Importance

Rajani [1], Dr. Anand Prakash [2]

Assistant Professor of Computer Science [1]

GDC Memorial College, Behal, Bhiwani

Assistant Professor of Computer Science [2]

Govt. College, Kanwali, Rewaril

Haryana - India

ABSTRACT

Now a day Search Engines are very powerful tool for Internet surfers as well as new comers in Internet world. Most of the users do not bother to remember the URL of the websites they simply type the main content or name of website in search box of Search engine and open the web site through Search Engine. Search Engine Optimization (SEO) is a ranking practice use for betterment of position of a web page or web site provided for keywords entered for search. SEO is framework with rules and processes. SEO can be broken down into 2 main stages, On-site SEO and Off-site SEO. This paper we describe the Search engine optimization and importance.

Keywords: — SCO, URL, Search Engine, On-Page, Off-Page, Crawling.

I. INTRODUCTION

Search engine could be a internet software program or web primarily based script available over the internet that searches documents and files for keywords and returns the list of results containing those keywords. Today, there are a unit numbers of various search engines accessible on the web, every with their own techniques and specialties. Search engine optimisation could be a technique to boost visibility of a website in search engine.
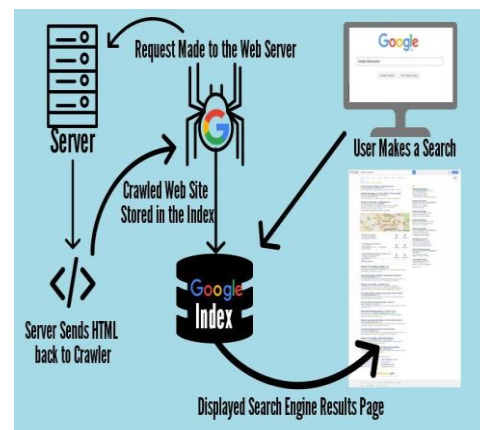
II. BACKGROUND

In search engine business Archie was the primary search engine, that was accustomed search for FTP (File Transfer Protocol) files and within the alternative facet the primary text primarily based search engine is understood as flower. As a result of massive search engines contain millions and generally billions of pages, several search engines aren't scarcely looking the pages however additionally show the results relying upon their importance. This importance is often determined by victimization numerous algorithms. There are a unit presently differing kinds of search engines accessible like Google, Yahoo, Ask.com, msn, bing, About etc. these are displayed in Figure one within the diagram below, there's an in depth example that, however an enquiry engine works.
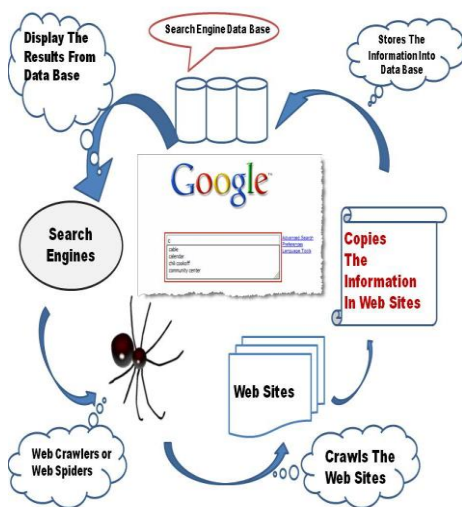

Figure 1: Some popular Search Engines

The operating of search engine is split into 2 components 1st one is crawl and other is compartmentalisation. A Crawler could be a program that retrieves web content, normally to be used by search engines. In crawl method, spider or crawler visits the pages which will be enclosed within the search and grabs the contents of every of these pages. When the crawl method compartmentalisation method is started in information. In short, the operating of search engine is largely divided into 2 components, 1st one is crawl and other is compartmentalisation. Usually this involves removal out stop words, grabbing the situation of every of the words within the page, the connectedness they occur, back links to alternative pages, pictures and then on. This information is employed to

rank the page and is that the primary technique of an enquiry engine uses to work out if a page ought to be shown and in what order. Finally, once the info has been processed it's usually uneven into one or a lot of files, enraptured to totally different computers or servers, or loaded into memory wherever it will be accessed once users perform online Crawlers follow links from one page to a different and index the content. It's tough for crawler to go to a web site on regular basis. Generally crawlers might not find yourself visiting the web site for a month or 2, however currently all the search engines like Google is functioning on real time content update algorithmic rule. The diagram shown below describes the operating of Google.

Figure 3: Working diagram of Google search Engine

There are a unit several of search engines like Google, Yahoo, Bing and raise however hottest search engine is Google. As per study more than 82% of first visits to a website come from web search, in these visits, more than 78% use Google's Search Worldwide. And it is found that "81%" of Google searchers never visit the go the second page of search results, and merely 68% click on sponsored results. Therefore, getting top position in search engine results is critical to the constant flow of users to the websites, and this is where the value of Search Engine Optimization comes in. So as to work out the foremost relevant pages, the search engine algorithmic rule has the intimidating task of parsing and analysing HTML pages so as to reason them. To bring order to the web by serving to reason web content and increase their visibility, Search Engine Optimization (SEO) has enlarged quality in recent years.

Figure 2: Crawler or Spider Methodology

Assortment of search engine:

Search engine is split into following types:

- ❖ **Full Text Search Engine**: Full Text Search Engine retrieves info from net, establish information and retrieve the records in line with user's question. It will be divided into 2 parts: 1st one has its own crawler. Another one is to rent alternative search engine's information.
- ❖ **Directory Search Engine**: we tend to cannot decision it a real search engine. It retrieves all the entries of directory listing.
- ❖ **META Search Engine:** It provides search results from multiple search engines at the same time in line with user's question.
- ❖ **Vertical search engine**: Vertical Search Engine focuses on specific search field and search demand.

What is search engine optimisation?

During a common person language regarding computer program Optimization, whenever we tend to enter question during a search engine and press enter key we tend to get a listing of web content as a results that contain that putted query term. Users ordinarily visit those websites or web content that area unit at the highest of this list as they establish those to be a lot of applicable to the question applied. If we've got ever questioned why a number of these we tend to sites rank higher than the others then we should grasp that it's owing to an excellent internet selling technique known as search engine optimisation (SEO).Search engine optimisation could be a best observe that has right methods, powerful techniques and right techniques accustomed enhance the number of users to a web site by getting a high ranking placement within the search results page of an search engine (SERP) -- as well as high search engines like Google, Bing, Yahoo and others. SEO helps a webmaster or an internet owner to confirm that a site is accessible to an enquiry engine

and develops the probabilities that the web site is found by the search engine. it's a best observe for internet users to not click through pages and pages of search results, therefore wherever a web site ranks during a search is important for guiding a lot of and a lot of user traffic toward the web site. If a web site naturally ranks in organic results of an enquiry, the possibility to go to that web site are enlarged. SEO is that the technique of rising the visibility of a web site or an online page during a search results. In common, the sooner (or higher hierarchic on the search results page), and a lot of oftentimes a web site seems within the search results list, the lot of guests it'll receive from the search engine's users. SEO could target totally different forms of search, as well as image search, native search, video search, tutorial search, news search and industry-specific vertical search engines.

Figure 4: Search Engine Optimisation

As an excellent internet selling Strategy, SEO considers however search engines work, what individuals hunt for, the particular search terms or keywords written into search engines and that search engines area unit most well-liked by their targeted audience. Optimizing a web site could involve written material its content, HTML and associated secret writing to extend its connexion to specific keywords and to get rid of barriers to the compartmentalisation activities of search engines.

Type of Search Engine Optimization:
Search Engine Optimization will divide the Search Engine optimisation techniques into 2 components. 1st one is On Page SEO and another is Off Page SEO. The Search Engine optimisation techniques divided into 2 parts:

On Page SEO: during this technique, the optimisation half would be worn out the secret writing of web site.
On Page SEO Elements:

Title Tag: the title tag is that the extremely vital permanently Search Engine ranking. Search Engine crawl the content of this attach the priority basis. A page title is that the very first thing, an enquiry engine can look.
Meta Tag: there are a unit 2 primary Meta tags employed in Search engine optimisation, that's keyword and outline tag.
Alt Attribute: Search Engine solely reads the altitude attribute of the image tag.
Header tags (H1, H2 and H3): HTML Heading Tags area unit equally vital for Search Engine purpose of read.
Permalinks of internet Pages: The means of Permalink is uniform resource locator (uniform resource locator) of a webpage. It ought to be keyword orienting and SEO friendly.
Internal Linking: Internal Links area unit hyperlinks that time to a similar domain. This issue is additionally vital for Search Engine purpose of read.
Keyword Density: Keyword Density is that the share of times a keyword or phrase seems on the net page compared to the entire range of words on the page. Keyword Density is admittedly vital in terms of SEO.
Sitemap: In Sitemap, all vital web site links area unit accessible with date and updated info of page. Search Engine can crawl the sitemap links on the priority basis
Off Page SEO: this is often the technique for creating back links. Back links area unit ordinarily termed as link back from alternative web site to our web site. Back links area unit vital for SEO as a result of Search Engine algorithms offer credit, if any web site has sizable amount of back links. Likewise as back links increase, web site quality can increase.
Benefits of Search Engine optimisation:
Popularity: By this system quality can increase.
Increase Visibility: Once a web site has been optimized, it'll increase the visibility of web site in Search Engine. A lot of individuals can visit web site.
Targeted Traffic: Search Engine optimisation will increase the quantity of tourists to the web site for the targeted keywords.
Good gain of investments: a good SEO campaign will bring a high come back of investment than the other selling. It will increase the degree of sales. On-line selling And Promotion: best strategy for promotion

III. CONCLUSIONS

Search Engine is admittedly very useful tool in present world of Internet and Web. There are lot of Search Engines are present but Google is top on the popularity of search engines. For getting best results of search, we have to use both on page and off page search engine optimization techniques.

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