iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** IV **Month of publication:** April 2024

DOI: https://doi.org/10.22214/ijraset.2024.60333

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue IV Apr 2024- Available at www.ijraset.com

SE Rank Tracker

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Abstract: ***SE Rank Tracker tools have emerged as essential for monitoring website performance in a highly competitive online environment. Our research examines the importance ofthe SE Rank Tracker tool in optimizing website visibility andunderstanding user behavior. This article will review the features and benefits of these tools to highlight their role in strengthening your digital marketing strategy and improvingwebsite performance.***
The practical benefits of using the SE Rank Tracker tool aremanifold. It helps you index your website on various searchengines, enabling owners and marketers to effectively evaluate their online presence. These tools provide real-time data on keyword rankings, organic marketing methods, and competitive analysis, empowering users to make data-driven decisions to increase search engine visibility. Through continuous monitoring and analysis, the SE Rank Tracker toolidentifies potential optimization opportunities, allowing businesses to improve their SE Rank Tracker strategy for better performance.
The SE Rank Tracker tool also plays an essential role in tracking the effectiveness of your SE Rank Tracker efforts over time. By monitoring key performance indicators such as keyword rankings and organic marketing, businesses can assess the impact of their optimization plans and adjust theirstrategies based on data. These tools provide valuable insights into user search behavior and preferences, helping you develop targeted marketing programs and campaigns that fityour audience's needs.
SE Rank Tracker tools not only increase your online visibility and drive organic traffic to your website but also provide long-term advantages. By providing real-time data, competitive analysis, and actionable insights, these tools help users optimize their SEO strategies and stay ahead in the competitive landscape. As search engine algorithms continueto evolve, SE-level tracking tools will become increasingly useful for businesses looking to maintain a strong online presence and achieve sustainable growth over time.

I. RESEARCH METHODOLOGY

A. Survey of Existing system

1) T. Joachims. Optimizing search engines using clickthrough data. In Proc. of the 8th ACM SIGKDDIntl. Conf. on Knowledge Discovery and Data Mining, pages 133–142, 2002.
This work introduces a dynamic resource allocationalgorithm based on ranking Support Vector Machine(R-SVM) for particle filter tracking that is useful to reduce observation cost and improve sampling quality in particle filtering.

2) S. Hare, A. Saffari and P. H. S. Torr, "Struck: Structured output tracking with kernels", Proc. IEEEInt. Conf. Computer Vision, pp. 263-270, Nov. 2011.
This work is to evaluate a new tracker, its performanceis compared against existing ones typically byaveraging its quality based on a performance measure,over all test video sequences. Such averaging is, however, not representative as it does not account for outliers (or similarities) between trackers.

Significant challenges in SE Rank Tracker systems include, but are not limited to, the following:

a) Algorithm Updates: Search engine algorithms are updated frequently, affecting your website's ranking and visibility. The SE Rank Tracker tool must adapt tothese changes to provide users with accurate and timely ranking data.
b) Personalized search results: Search engines often provide personalized search results based on user preferences, location, and search history. This makes it difficult for SE-level tracking tools to display relevant lists for different users accurately.
c) Keyword Volatility: Keywords can vary in search volume, competition, and relevance over time. SE- level monitoring tools should account for keyword volatility and show new trends and variations in keyword lists.
d) Data integrity and consistency: The SE Rank Tracker tool faces a challenge in ensuring the accuracy and consistency of ranking data across different searchengines and geographies.
e) Competitive Analysis: The SE Rank Tracker tool offers competitive analysis features, but it is difficult tomonitor and predict competitors' brands and strategies accurately. SE-level monitoring tools should provide a comprehensive view of competitor activity whilemaintaining user privacy and data security.

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f) Localization and communication: Companies operating in multiple geographies find it challenging to track their brand across different languages, locations, and search engines.

g) Scalability and Performance: As the amount of data processed by the SE Rank Tracker tool increases, it becomes more scalable and efficient. It is essential to ensure efficient data processing, storage, and retrieval tomeet user expectations while maintaining fast responsetimes.

B. Limitations of Existing Systems

Traditional SE Rank Tracker systems can be a sourcefrustration due to several issues:

1) Search Engine Optimization: Some SE Rank Trackersystems may only support targeting for significant search engines, limiting their ability to provide an overview of how your website ranks on differentplatforms.

2) Lack of real-time data: Some proprietary SE tracking systems do not provide real-time data updates, which can delay the reflection of changes in website rankingsand changes in search engines.

3) Inaccurate Keyword Tracking: Some SE-level tracking systems may need to help track keyword listsaccurately, especially for long-tail or specific keywords, which can result in reporting inconsistent data.

4) Limited Customization Options: Some SE-level monitor systems need more customization features, making it difficult for users to customize the device totheir needs and preferences.

5) Complexity and learning curve: Current SE-level tracking systems can be problematic for users with little technical experience, as they have complex interfaces or require extensive training to use correctly.

6) Data Security Issues: Users may be concerned about the privacy and security of their data when using the SE Rank Tracker system. This is especially true ifyour devices need to access sensitive information suchas web analytics and competitor data.

7) Limited keyword tracking capabilities. Some SE Rank Tracker systems may need help tracking all sorts of keywords on their website and showing ranking.

8) Pricing and costs: However, there are alternative SE tracking options that can provide the same features at a more affordable price, opening up access to SE features and analytics for small businesses and individual users.

C. Problem Statement

Existing SE Rank Tracker systems need timely updates, accurate keyword tracking, and limitedcompetitor analysis. They also need help with geographic coverage, customization options, and user complexity. Data security and integration concerns persist. These limitations hinder businesses from monitoring their online visibility and optimizing SEO strategies. Thus, there is a critical need for improved SE Rank Tracker systems to enhance website performance and competitiveness.

D. Objectives

1) Develop a leading SE monitoring system with real- time data updates to provide accurate and timely information about website listings.

2) Leverage your keyword tracking capabilities to monitor keyword activity and trends accurately.

3) Enhance competitive analysis capabilities to supportcomprehensive benchmarking and strategic insights.

4) Expand geographic reach to support enrichment in multiple locations and markets.

5) Simplify the user interface and experience to increaseaccessibility and usability.

6) We implement data security measures to protect userinformation and maintain integrity.

7) Streamline integration with other digital marketing tools and platforms to improve workflow.

8) We help organizations optimize their SEO strategiesand improve online visibility and performance.

9) We constantly update and develop our SE Rank Tracker system to solve new problems and meet users' changing needs.

10) It helps you measure your SEO efforts' return on investment (ROI).

II. PROPOSED SYSTEM

The SE Rank Tracker project aims to revolutionize website performance tracking by addressing the limitations of existing tools. It provides comprehensive insight into your webmaster and SE strategy with real-time data updates, accurate keyword tracking, and competitive analysis. Geocoding, additional options, and a friendly interface ensure accessibility and usability for all users. Robust data security practices and seamless integration with other digital marketing tools will focus on user trust and workflow efficiency. The proposed system will set a new SEO monitoring and analysisstandard by helping organizations optimize their online visibility and performance.

A. Analysis/Framework/Algorithm



Figure 1. Working Analysis

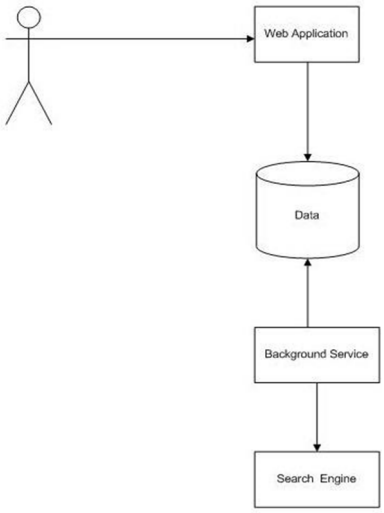
Working:

1) The web application is designed to help you managekeywords and view keyword lists.
2) Database: Keywords and their lists are stored in a database for informational purposes, and users can view previous keyword lists.
3) Background Service: The background service checkskeyword lists and updates the database.

B. Design Details

Search Engine Tracking in .NET Core uses a modular architecture for scalability and flexibility. It uses the best algorithms to retrieve and analyze search engine results and stores the data in a relational database for easy retrieval. It uses a RESTful API to provide easy integration with multiple platforms. The user interface is intuitive and offers dashboards and reports for comprehensive information. Also, strong securitymeasures have been implemented to protect sensitivedata.

1) Detailed Design



The detailed SE Rank Tracker system design comprises backend architecture, frontend front end development, and data management. For our backend architecture, weuse .NET Core for robustness and scalability. Securely store and retrieve proprietary data, keywords, and user information using the Core Infrastructure Framework for efficient database management. The backend uses ASP.NET Core to expose a RESTful API to communicate with the front end.

For the front end, we chose Angular because it requires extensive work with an ecosystem of libraries and tools. The front end interacts with the backend API to provide users with an intuitive interface to view website listings, add keywords, and analyze competitors. Regarding datamanagement, we use the Core Infrastructure Frameworkto implement the schema relational database to ensure the integrity and efficiency of the data.

User authentication and authorization are handled using the .NET Core identity, which provides secure access tosystem functions. With a focus on simplicity, reliability, and performance, the SE Rank Tracker system is designed to meet the needs of businesses looking to improve their online visibility and SEO strategies.

III. CONCLUSION

Finally, the SE Rank Tracker system, built on .NET Core, provides a complete solution for businesses looking to monitor and optimize their online visibility and SEO strategy. The system offers users comprehensive information on Website positioning, keyword performance, and competitive analysis with a robust back-end architecture, front-end interface, and efficient data management functions. The system ensures reliability, scalability, and security using technologies such as Entity Framework Core and ASP.NET Core. In the future, continuous improvements and updates will improve the system's performance and usability, helping companies stay competitive in a dynamic digital environment.

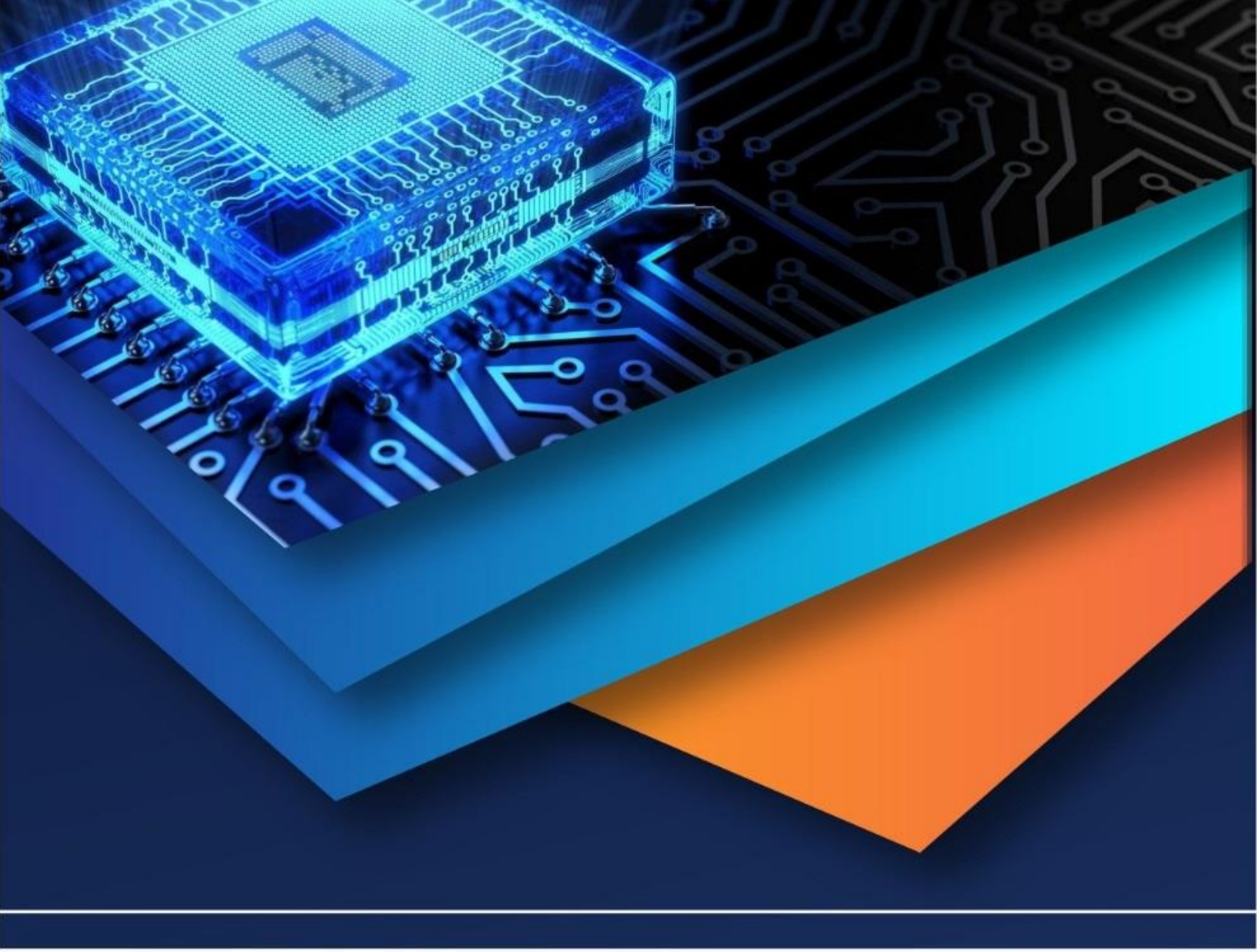
IV. FUTURE SCOPE

1) Real-time tracking.
2) Content ideas.
3) Analysis of competitive keywords.
4) Introduction of Machine Learning Algorithms for Predictions and Recommendations for SEO Optimization
5) It applies natural language processing (NLP) technologies to understand user queries better and extract useful information from unstructured data sources.
6) Exploring blockchain technology to improve data security and transparency
7) Innovation and collaboration with industry experts are needed to drive the development of leading SE monitoring systems.
8) Functionality has been expanded to support the latest trends in digital marketing and SEO strategies
9) It integrates with the latest technologies, such as voice search optimization and augmented reality, for a better user experience.
10) Develop mobile applications to provide users with access to proprietary data and analytics
11) Implement advanced visualization techniques to present data intuitively and interactively.
12) Cloud computing technology has been used to improve the SE Rank Tracker system's scalability, stability, and performance.

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