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Search Engine Optimization with Google

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Abstract: ***This paper is a finished survey that how various strategies of Search Engine Optimization (SEO) can help to improve product marketing. Search engines have now become an important channel for increasing SMEs' global reach and helps companies to compete with other and large companies. SMEs are using search engine optimization to improve their online visibility as a result (SEO). With the help of Search Engine Optimization small companies can actually now compete with the large companies and can appear ahead of large. The main objective of every website to list at the top of all thelinks on search engines. So, search engine optimization is an art which helps to improves a website's visibility in the search engine results. Search engines makes the business environment more transparent and more competitive. For data collection used literature survey. The findings of this study show that using an SEO strategy can significantly enhance product marketing.***

Keywords: Website improvement, websites, Search engine optimization, search engine, search engine marketing, SEM, SEO promotion technique, Search Ranking.

I. INTRODUCTION

Search Engine Optimization (SEO) is an activity through which companies can optimize their web pages or whole sites in order to make them search engine friendly, thus getting higher positions in search results. Through this we can actually modify the content and structure of web pages so that trafficcan be increased on the website. SEO is a process which helps to improve the visibility of a website through organic searches ona search engine results page.

Search Engine Optimization can actually affect the user experience of a website, and the performance ofthat website's pages in organic search results on the major search engines such as (Google, Bing, Yahoo,Ask, AOL, etc.). then Search Engine Optimization may be viewed as a gaming strategy that involves boosting a website's page rank and traffic to the site.

A site which ranks high on search engine results page are considered as of high quality and trustworthy by search engines, and this, in turn, boosts the credibility of your business which helps in building your brand's authority. When people start trusting your brand, your credibility increases, which makes your brand more valuable and hench it creates brand awareness. As a result, you appear higher in local searches. Therefore, it is an essential ingredient in order to make your business a success.

A part from this if SEO is handled by our own then, SEO does not cost anything like other marketing strategies such as pay-per-click and many more. Search engines crawl your site 24/7, continuously promoting useful content and helping the sites/businesses to find new customers organically. Customers can seek different websites based on their needs, which is where keywords really come into play.

Search Engine Optimization not only helps to make a site search engine-friendly, but it can also improve the experience of a customer when he/she visiting your website which attracts more customers. Therefore, you truly need to enhance the user experience in order to optimise the content of your website for search engines. As much as you make your small business website convenient, then the chances increases that more and more people going to visit your website and buy what you are selling.

Traffic is redirected by SEO to the advantage of small businesses and prospective clients. Even if your stronger competitors are bigger players in the industry than you are, you can still beat them and attract more clients to visit your pages. The key is in optimization. An optimized site brings in quality traffic. Searchers are more likely to spend more time perusing a website with valuable information that matches their goal, which can eventually result in more conversions and a higher return on investment. With the creation of informative material for visitors, including text, photographs, and videos, you may improve your website's SEO. While most marketing initiatives tend to concentrate on a certain target market, SEO can assist you in attracting everyone with intent at any given time, regardless of stage of the buying funnel they are in. You can draw in more customers who could be interested in doing business with you if you target keywords rather than demographics like you do with PPC or social advertising.

Search Engine Optimization, is one of the most important techniques in a Search Engine Marketing (SEM) process and as part of an internet marketing strategy, which can be utilized for enhancing a website's ranking and bringing about web dominance. The goal of SEO is to increase visibility in organic (non-paid) search engine results. Realizing that the web offers enormous and alluring marketing potential, commercial and non-profit organisations from various industries and of all sizes appear to be highly focused on the online market with their projects and ideas.

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As Internet technologies have been changing the way business is conducted, small and medium sized enterprises (SMEs) are investing in such technologies and taking advantage of e-commerce to access global markets and engage in competition with established players in their industries. Now a days Search engines can create a significant impact on business performances. They are not only convenient information providing tools but also powerful agents of a transformation that makes the business environment more transparent and more competitive. By employing the functioning mechanism or algorithm of the search engine, search engine optimization is a set of procedures carried out methodically with the goal of increasing the quantity and quality of traffic through search engine visits leading to particular sites. Engine of Search Optimization is a technique of applying optimization of a website to achieve a higher position in the search engines when entering their keyword search while looking for any content on the search engines. There are various SEO tools that can help a website to grow or optimize their website such as Google Search Console – it is a collection of services Use to determine how Google sees your website. This service provides you with a wide array of free SEO tools, covering many different aspects of optimization, Buzz Stream – it offers various collection of tools to help us with domain research, email marketing, and project management. Google AdWords Keyword Planner - it is one of the most comprehensive keyword research tools you can use. With it, you can look up keywords and get traffic estimates about them and more tools are there which can help a website to grow.

SEO marketing has the ability to change your business for good as now a days if you include SEO into your marketing strategy, you're essentially marketing your business to thousands of people as Thousands of people search in Google every second. If you want to stay ahead of your competition, SEO is a must because now a days companies implement SEO more than ever.

Naturally, the main advantage of SEO is that it immediately helps businesses attract more customers by enhancing their websites.

A. On Page Optimization

It is the initial step which each website admin ought to concentrate, this arrangements with the progressions we do in our page in request to improve perceivability and rank. On Page Streamlining is streamlining your site such that it can rank better in web indexes and improve guest fulfillment. This improvement method relies upon nature and business of our site. It is fitting to refresh the substance of our site and advance the substance each time as these components are straightforwardly identified with the substance and design of the site. Altering Title, Body text, Hyperlinks, URL, Quality and straightforward substance, expanding the recurrence of catchphrase, robots.txt, sitemaps, Picture improvement and so forth which requires broad exploration with the contender webpages. If legitimate Onpage enhancement is finished, brings about extreme expansion in the position and clarity of the site.

B. Off Page Optimization

This is the work which is done separated from the site to improve the perceivability and positioning of a page. Off page search motor improvement is apparently the supplement of On Page Improvement It for the most part packs in making backlinks and online media advertising. It is novel practice to have joins from a website page which has great position what's more, perceivability. It is the best strategy to venture out in front of the contenders if the website admin group is furnished with quality of web analysts. In short it comprises of different connection building techniques like Blog posting, long range informal communication, public statement, Video accommodation, connect trade, Articleaccommodation and so on.

II. TOOLS USED

A. Google Webmaster Tool

Google Webmaster Tools is a no-charge web administration by Google for website admins. It permits website admins to check ordering status and improve perceivability of their sites. It has apparatuses that let the website admins:

1) Submit and check a sitemap
2) Check and set the slither rate, and view measurements about how Googlebot gets to a specific site.
3) Generate and check a robots.txt document. It additionally serves to find pages that are hindered inrobots.txt by some coincidence.
4) List inward and outside pages that connect to the site.
5) See what watchword look on Google prompted the site being recorded in the SERPs, and the navigatepaces of such postings.
6) View insights about how Google files the site, and if it found any blunders while doing it.
7) Set a favored space (for example lean toward example.com over www.example.com or the other wayaround), which decides how the site URL is shown in SERPs.

B. Meta Tag Analyzer Tool

Following are the uses of Meta Tag analyser device: -

1) See how web crawler robots break down your or your contender's site
2) Receive tips on the most proficient method to improve your Meta Tags
3) Check the catchphrases utilized on the page and discover the catchphrase thickness
4) Check web worker working framework where website is facilitated
5) Check site load tim
6) Check site document size
7) Check URLs and connections found on the page.

C. Link Popularity Check Tool

Fame of a site is checked utilizing this apparatus. This apparatus shows the number of different destinations is connecting to the site. Most web crawlers utilize this information to figure how well known your site is. The more connects to our site, the better the hunt motor rankings will be. We can even give a few contenders' URLs to contrast our site with theirs.

D. Keyword Suggestion Tool

This tool provides suggestions for keywords that are relevant to our keyword and can be utilised for optimization.

E. Keyword Traffic Estimator

This tool provides an estimate of the daily searches that our keywords might receive. The most effective keywords for our website are found using this tool.

F. SEO Dictionary

Here is a collection of keywords with definitions that are connected to SEO.

G. Page Snooper

With the help of this application, you may view the source code of any internet website and determineits precise structure.

H. Link Counter

This device checks the quantity of active connections or URL's on a given page and show results. This device could be valuable for connect trade purposes, as we ought not exchange joins with pages with toomany active connections. It is suggested not to exchange joins with pages that have more than 50 connections.

I. Reciprocal Link Counter

This instrument checks if any given rundown of locales is connecting to your site. It is an incredible instrument to monitor the corresponding connections to ensure your accomplice has not eliminated the connection, without visiting their page. You can put up to 100 URLs of locales that you might want to check.

III. LITERATURE SURVEY

A. Seo in The Marketing World

Years and years have passed away but marketing is always a challenge. So, SEO has brought a promotional method for websites to grow their business/website. As most of the consumers due to their hectic life style and specially after covid most of the people shifted to online, so now even most of the traditional business realized that they need to shift the business to digital.

SEO is the most viable and cost-effective way to understand and also reach vast number of customers. SEO can improve a website's overall search ability and visibility which can help website to grow. SEO has proved as an important competitive strategy. The landscape of the search engines has become highlycompetitive.

SEO is a technique through which we can alter or develop a webpage in an optimized manner so that it can become more relevant as compared to other pages on the internet search engine. However, the process of SEO has been divided into five major components including, off-page optimization, on-page optimization, selection and research, indexing the site through the search engine, and keywords.

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The importance of SEO is demonstrated by the fact that it improves the amount of traffic that is directedto a person's website from a search engine, making it an effective method for raising a webpage's exposure and visibility. Additionally, it can help to improve consumer interaction and the volume of visitors to the website.

The primary goal of the entire SEO process is to achieve high position in the search engine results pages when a user types in particular keywords or phrases.

Comparative Analysis and Literature Review

Article Title	TECHNIQUE/PROBLEM DISCUSSED	EXPERIMENT/FRAMEWORKSETUP	RESULT
Search engine optimization (SEO) as a dynamic onlinemarketing strategy: Implications for promotion managers from activity theory	The author's research demonstrates the potentialfor expanding Bedny's perspective on the "activity" theory as a framework for the development of new online promotion channels, such as the search engines. This conception was developedas a framework for contextual Search Engine Optimization (SEO) difficulties that may be applied to the design and analysis of studies into SEO promotion technique. For the current investigation, a critical hermeneutic method wasused. The analysis of the crucial example of Increase Visibility Inc. provided uswith useful knowledge regarding the applicabilityof activity theory to contemporary online promotion channels, such as SEO, and ultimately increased the visibility of the phenomenon under study.	The gathering and analysis of data will be guided by understanding Bedny's theoretical perspective on activity theory, which serves asa behavioristic framework for the development of SEO promotion approach.the data tounderstand a lot about how SEO, a cutting-edge web marketing strategy, might function more effectively and efficiently. introducing the activity theory for online marketing strategies and outlining the paper's main argument. The scientific field ofhuman-computer interaction (HCI) has existed for some timeand developed a reputation as one of the essential componentsin creating online applications.	This paper has shown that activity theory constitutes an analytical framework for the activities of a marketing department and especially a valuabletool for e-marketing activities, such as the analysis of the needs for an online information system based on an examination of interactive information retrievalbehaviour Evidence suggested that businesses can only create value througha holistic approach to activities if activity system designers take design components into account.
Search Engine Optimization (SEO): A Study on Scope of SEOin India	Author’s research shows that the contraction "SEO"can refer to "search engineoptimizers," a term adopted by an industry of consultants who bring out	"The web's link structure acts toconnect all of the pages together," Links allow the automated robots used by searchengines, known as "crawlers" or "spiders," to access the many	This paper has shown that based onthe increased effortsat Search “Personalization”, local search will

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	on behalf of clients, and by staff members who carry out internal SEO services. The main aim of the author in the paper is to represent the scenario ofSEO market in India.	billions of web pages of interconnected documents. When search engines discover these pages, they next interpretthe code from them and save chosenportions in enormous hard drives, ready to be retrieved later for a search query.	become more important, and thoseseeking placement on a national or global scale will have to focus on local search methodsto show up in an area outside of theirlocal market.
The Application of Search Engine Optimization in Internet Marketing	Author's research shows that SEO is one of the potential techniques of internet marketing which allows businesses to showtheir online by raising their internet rankings andoptimising visitor flow, businesses may increase their online visibility. Therefore, the purpose ofthis study is to discover how SEO affects online marketing in the contemporary day.	This research has shown in thelast decade of the 20th century, the landscape of the search engine was highly competitive. In the beginning, onpage activities were considered as theonly channel to perform any kind of SEO later on it expanded.	This paper has shown that SEO is one of the significant applications of internet marketing that can aid to enhance the company's website and its online presence both off- page and on-page toraise its search engine rating.
A study of Impact of SearchEngine Optimization to Internet Marketing Strategy	Author's research explored free SEO and social media plug-ins andcompare their performance in increasing incoming web traffics.	Researcher has used three publisher websites: the normalwebsite without any SEO installed on it, the customized website with basic SEO configuration and social mediaplug-in.	This paper has shown that visitorsof customized website coming from 28 countries, whereas visitors ofnormal website coming from only 12 countries. It affirms that combining social media plug-in and SEO offers customers a greaterrange of access.

IV. CONCLUSION

The web search tool is truly a valuable instrument in the present period of the web. There are a significant number of web search tools accessible in the market, yet the most famous web crawler is Google. So, for getting the highest outcomes on the web, we need to use the website improvement strategy. Both the on-page and off-page website streamlining strategies are significant for a better item. In the three kinds of SEO, the White Hat SEO strategy is the best and long term also. The cycle includes a web crawler arachnid downloading a page and putting away it on the web crawler's worker, where a subsequent program, known as an indexer, removes different data about the page, for example, the words it contains and where these are situated, just as any weight for explicit words, and all connections the page contains, which are at that point put into a scheduler for slithering at a later date.

Site proprietors began to perceive the estimation of having their destinations exceptionally positioned and obvious in web search tool results, setting out freedom for both white cap and dark cap SEO professionals. Web pages that contain the words that your intended audience is composing into greater search queries have more visibility than pages that contain next to zero keywords.

How your website pages are connected likewise influences your webpage's web index perceivability. If web search tool spiders can discover your pages rapidly and effectively, your webpage has a vastly improved possibility of showing up at the highest point of list items.

If two sites have a similar book segment and connection part "loads," the site that ends clients click the most will typically rank higher. Once in a while, a mainstream site will reliably rank higher than sites that utilize a lot of keywords. Consequently, building a site that requests to both index editors and your intended interest group is vital for most extreme web search tool perceivability.

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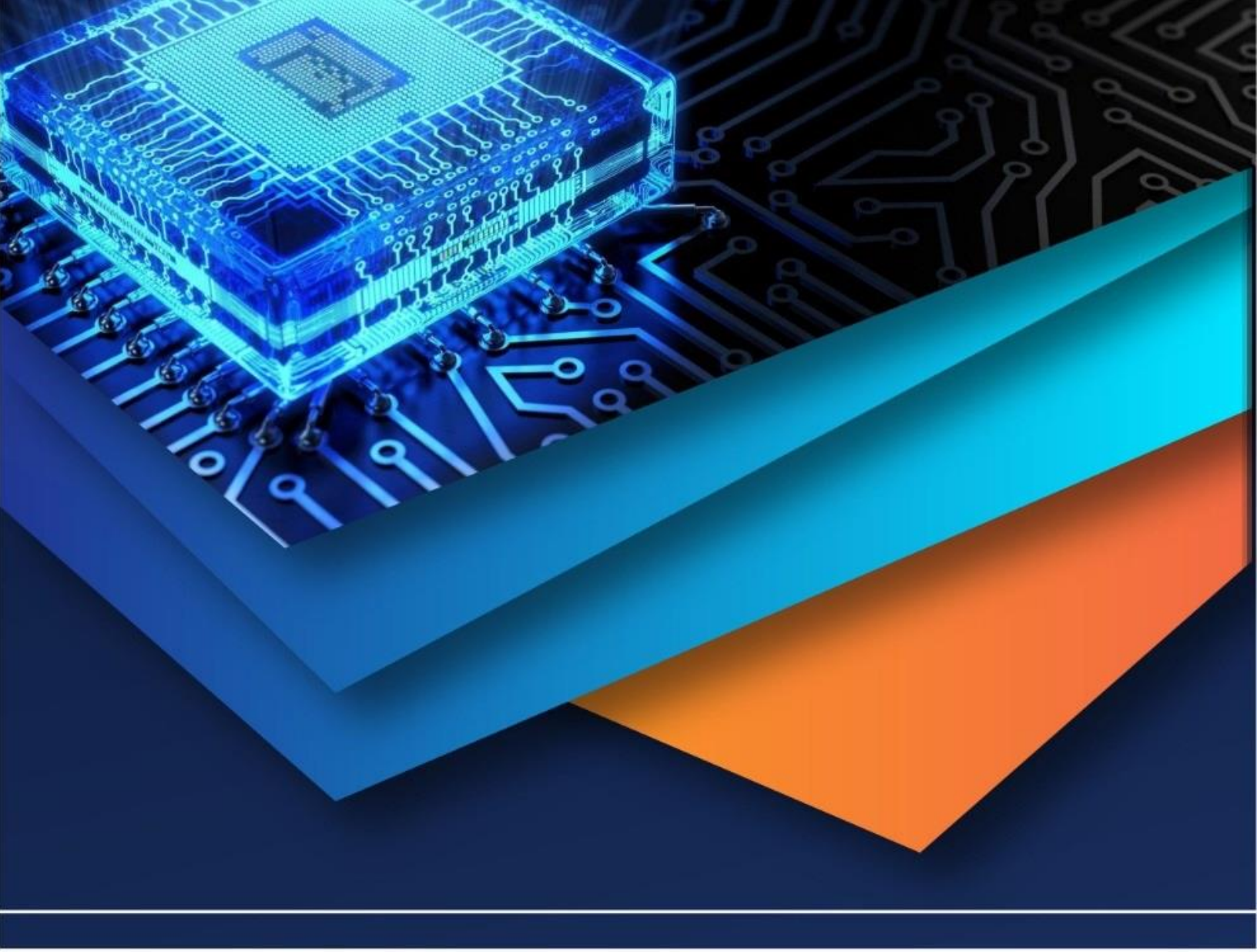

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