iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 2 **Issue:** VI **Month of publication:** June 2014

DOI:

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

ISSN: 2321-9653

INTERNATIONAL JOURNAL FOR RESEARCH IN APPLIED SCIENCE AND ENGINEERING TECHNOLOGY (IJRASET)

Search Engine Optimization: is your website optimized with correct SEO techniques?

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Abstract - Search Engine Optimization is the activity of optimizing web pages or whole sites in order to make them more search engine friendly. First of all if you want to optimise your web site with search engine then you have to understand the algorithm of search engine. Generally all search engines perform five activities i.e. crawling, indexing, processing, calculating relevancy and retrieving results. After performing all these activities any search engine able to provide result on the basis of input keyword. Search engine using their software and algorithm for crawling and indexing the WebPages. For example, googlebot used by Google, Slurp used by yahoo to doing crawling & indexing functions. During searching & indexing procedure, Search engines perform several activities in order to deliver search results. So, if you want to optimise your website with search engine then you have to use correct SEO technique. These technique mentions in this research article after lots of research & study by Mr. Navneet (Research Scholar & web analyst).There are two ways to doing SEO, first is on page SEO – In this technique all pages of website involve which you want to be SEO friendly. Second is off page SEO – in this technique you have to focus on Article submission, Blog Posting, Social Bookmarking, Forum Posting, Micro Blogging, PDF submission , Press Release, Directory Submission and Publish regularly post on Social Networking Site with your website link. This article also guide you "how you optimized your website with correct SEO techniques?"

Keywords – ***Search Engine Optimization, Right SEO technique, Best tool for SEO, Search Engine Processing Algorithm, Tool for off page and on page SEO, Do and Don't for SEO, Website statics & facts.***

I. INTRODUCTION

Search Engine Optimization is the activity of optimizing web pages or whole sites in order to make them more search engine friendly, thus getting higher positions in search results. It's improving the visibility of a website on organic ("natural" or un-paid) search engine result pages, by incorporating search engine friendly elements into a website. Basically, a search engine is a software program that searches for sites based on the words that you designate as search terms. It looks through own databases of information to find the query as entered in search box of the search engine. During searching & indexing procedure, Search engines perform several activities in order to deliver search results such as Crawling, Indexing, Processing, Calculating Relevancy and Retrieving Results. [1]

II. OBJECTIVE

Through this topic (i.e. "Search Engine Optimization: is your website optimized with correct SEO techniques?") we try to focus on search engine processing strategies and discuss about some important tools which help you to performing best optimization for your website. After following all the steps & technique you must be able to optimize your website with correct SEO technique.

III. SEARCH ENGINES AND ITS WORKING STRATEGIES

During searching & indexing procedure, Search engines perform several activities in order to deliver search results. There is some important process which is generally done by search engine. A search engine operates in the following order:

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1. Crawling
2. Indexing
3. Processing
4. Calculating Relevancy
5. Retrieving Results

After performing all the above activities any search engine able to provide result on the basis of input keyword. If we want to understand the work structure of any search then first of all we have to understand the basic process of search engine.

1. Crawling - In this process all WebPages fetched by crawler which is linked to a websites. This task is performed by software, called a crawler or a spider (or Googlebot, as is the case with Google). Some examples of specific search engine spiders are:

Googlebot (Google)

MSNbot (MSN)

Slurp (Yahoo!)

A Web crawler is an Internet bot that systematically browses the World Wide Web, typically for the purpose of Web indexing. A Web crawler may also be called a Web spider, an ant, an automatic indexer or a Web scutter. Web search engines and some other sites use Web crawling or spidering software to update their web content or indexes of others sites web content. Web crawlers can copy all the pages they visit for later processing by a search engine that indexes the downloaded pages so that users can search them much more quickly. Crawlers can validate hyperlinks and HTML code. They can also be used for web scraping. [2]

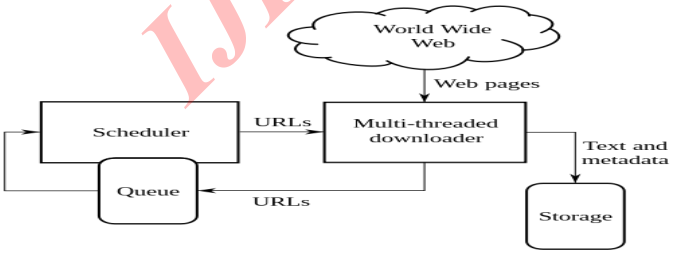


Figure 1: High-level architecture of a standard Web crawler [3]

Following are the some Crawling policy which is generally used by search engine.

- Selection policy that states which pages to download,
- Re-visit policy that states when to check for changes to the pages,
- Politeness policy that states how to avoid overloading Web sites, and
- Parallelization policy that states how to coordinate distributed web crawlers.[4]

2. Indexing - It is the process of creating index for all the fetched web pages and keeping them into a giant database. When any search query perform then its retrieved from database. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.

Search engine indexing collects, parses, and stores data to facilitate fast and accurate information retrieval. Index design incorporates interdisciplinary concepts from linguistics, cognitive psychology, mathematics, informatics, physics, and computer science. Indexing process also known as Internet web indexing.

Below figure shows a simple diagram that displays the process a search engine goes through to provide search results to an end user.

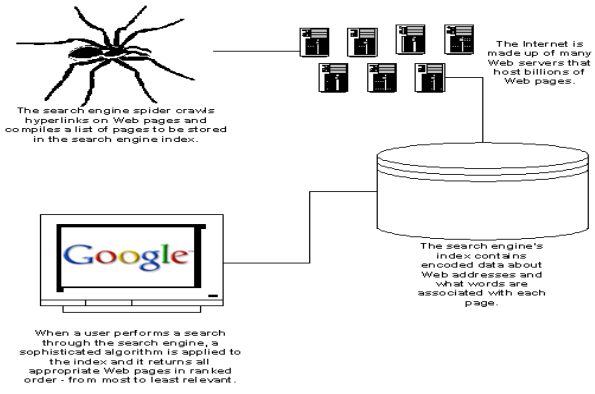


Figure 2: Overall process for the search engine [5]

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Following are some index design factors in designing a search engine's architecture:

Merge factors - How data enters the index, or how words or subject features are added to the index during text corpus traversal, and whether multiple indexers can work asynchronously. The indexer must first check whether it is updating old content or adding new content. Traversal typically correlates to the data collection policy. Search engine index merging is similar in concept to the SQL Merge command and other merge algorithms. [6]

Storage techniques - How to store the index data, that is, whether information should be data compressed or filtered.

Index size - How much computer storage is required to support the index.

Lookup speed - How quickly a word can be found in the inverted index. The speed of finding an entry in a data structure, compared with how quickly it can be updated or removed, is a central focus of computer science.

Maintenance - How the index is maintained over time. [7]

Fault tolerance - How important it is for the service to be reliable. Issues include dealing with index corruption, determining whether bad data can be treated in isolation, dealing with bad hardware, partitioning, and schemes such as hash-based or composite partitioning, [8] as well as replication.

3. Processing - In the case of processing, the search engine processes it when a search request comes. i.e. it compares the search string in the search request with the indexed pages in the database. Following figure show the simple searching algorithm by search engine.

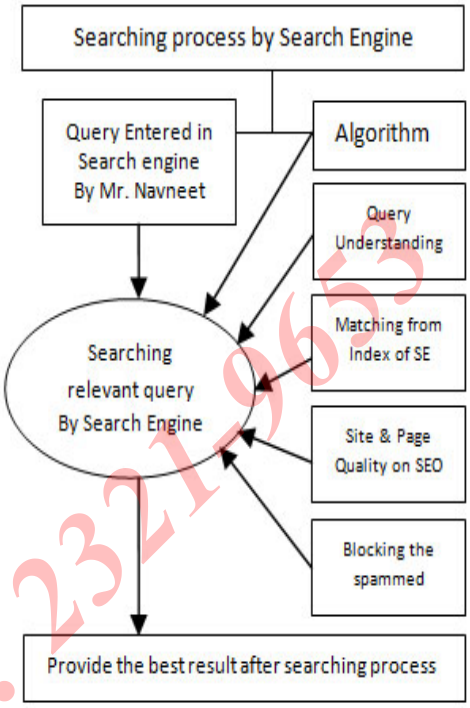


Figure 3: simple searching algorithm by search engine.

4. Calculating Relevancy - Since it is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.

5. Retrieving Results - The last step in search engines' activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser. Search engines such as Google and Yahoo! often update their relevancy algorithm dozens of times per month. When you see changes in your rankings it is due to an algorithmic shift or something else outside of your control. Although the basic principle of operation of all search engines is the same, the minor differences between their relevancy algorithms lead to major changes in results relevancy.

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ISSN: 2321-9653

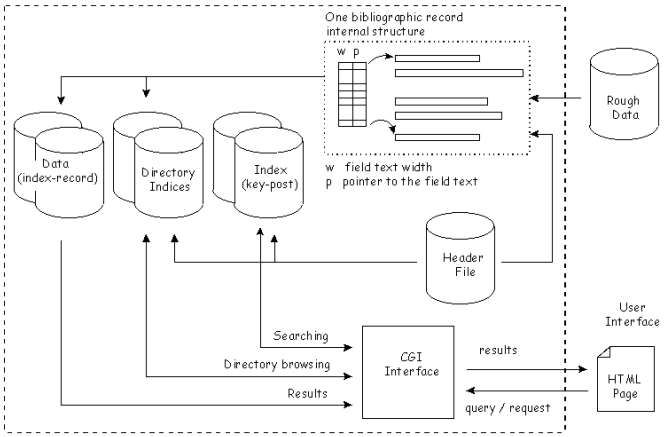


Figure 4: Overall process for the search engine [9]

IV. SEARCH ENGINES OPTIMIZATION WAYS

Before doing SEO we have to know that there are only two ways of doing SEO for our website:

- On-Page SEO
- Off-Page SEO

On-Page SEO – During this SEO technique we focus on every page of the website. That means we have to do all the activities including good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page, defining relative content to the website, proper using all the tags, providing proper alt & title tags to all the image, SEO based domain name, description tags, robots.txt must be updated, proper sitemap & FAQ discussion etc.

Off-Page SEO – Actually in off page SEO technique we focus more and more linking our web from other website. This includes link building, increasing link popularity by submitting in open directories, search engines, link exchange, blogging, pdf submission, image & video promotion etc.

V. SEO TACTICS AND METHODS

SEO techniques are classified into two broad categories: White Hat SEO and Black Hat SEO. In white hat seo technique always algorithm follow search engine's guideline. It ensures that Web Page content should have been created for the users and not just for the search engine. So that it provide good quality content for the web pages from user point of view.

But in the case of Black Hat or Spamdexing, SEO professional always try to improve rankings that are disapproved of by the search engines. For performing Black hat SEO web redirecting users to a page that was different from the page the Search Engine ranked. It serves one version of a page to search engine spiders/bots and another version to human visitors. This is called Cloaking SEO tactic. Sometime in black hat seo professional are using hidden or invisible text or with the page background color, using a tiny font size or hiding them within the HTML code such as "no frame" sections. By performing Meta tag stuffing, Keyword stuffing, Page hijacking and using Doorway or Gateway Pages developer try to make full to search engine. But game is not over, Search engines are smart enough to identify all the above proprieties of your site and ultimately you are not going to get anything. So,

VI. SEO STRATEGIES : ARE YOU DOING THESE ACTIVITIES FOR YOUR WEBSITE

Internal Linking or On Page SEO technique

1. SEO based website domain – Always try to register keyword based domain name. Keyword in the domain name is usually important, but it can be done while keeping the domain name short, memorable, and free of hyphens. Always avoid buying long and confusing domain names. May people separate the words in their domain names using either dashes or hyphen. In the past the domain name itself was a significant ranking factor but now search engines have advanced it is not very significant factor anymore. As per Navneet's suggestion on the basis of research keep approx four or five words in your domain name it will be more memorable. Some of the most memorable websites do a great job of branding by creating their own word. Few examples are Google, Face book, you tube, yahoo, baidu, Wikipedia, qq, taobao, twitter, Amazon, LinkedIn, live, eBay etc.

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2. SEO Relevant File Name - Before writing this article I did lot of research on file names and found that search engines give too much importance to file names. So, you should think what you are going to put in your web page and then give a relevant file name to this page. Filename should preferably be short and descriptive. It's always good to use same keywords in file name as well as in page title. One more thing is that use hyphen (-) to separate file name instead of underscore (_) and Blank space.

3. File Extension - During research I noticed that many Web masters think that it's a good idea to use filename without using extension or extension may help in SEO. But .html, .htm, .aspx, .php and any other extension do nothing for your visitors. They are simply a means of offloading some of the work of configuring your web server properly onto your visitors.

4. URL Sub-Directory Name - As per SEO point of view URL sub-directory name hardly matters. You try giving any keyword in any search and you will not find any sub-directory name matching with your keywords. But from user point of view you should keep very much abbreviated sub-directory name which must help in SEO.

5. Meta Tag - Meta elements are tags used to provide structured metadata about a Web page. They are part of a web page's head section. Multiple Meta elements with different attributes can be used on the same page. Meta elements can be used to specify page description, keywords and any other metadata not provided through the other head elements and attributes. Some important attribute of Meta tag are:

Description - Description of the web page.

Keywords - Used to list keywords that describe the content of the web page.

Creator(author) -The organization or person who responsible for creating the webpage.

Date - The date of publication in yyyy-mm-dd format.

Identifier - A unique number identifying a web page.

Language - Language of the page. Use a two-character language code.

Rights – It is used for adding copyright statement.

Robots - This tag is most important for SEO purpose which properties discuss in next section.

6. Robots.txt - The robots.txt is a text file webmasters create to instruct robots (typically search engine robots) how to crawl and index pages on their website. Attribute of robots tags are:

All - Index the page and follow the links. If the robot does not see any meta tag with robots attribute, it indexes the current page and follows all links.

None - Do not index the page and do not follow any links on the page.

Index - Index the page

Nonindex - Do not index the page

Follow - Follow all the links on the page

No follow - Do not follow all the links on the page. [10]

7. Title Optimization - It is put inside head tag. The page title is displayed in the title bar of your browser window, and it is displayed when you bookmark a page or add it to your browser Favourites. This is the one place on a web page where your keywords must be present. Each page must be a unique title. Try to include your Primary Keyword Phrase in every title of every page. Always Use more specific variations to your Primary Keyword Phrase on your specific product, service, or content pages. If you must include your company name, put it at the end of the title. Use the best form, plural or singular, for your keywords based on what Word Tracker says is searched on more often. But don't overdo it - don't repeat your keywords more than 2 - 3 times in the title. Always make sure the <title> tag is the first element in the <head> section of your page - this makes it easier to find by Google and other search engine.

8. Description Tag - Use this tag smartly. Describe your page content and try to use your most competitive keywords in the text. Use no more than 160 characters.

9. Keywords Tag - We all know that Google stated that this tag does not affect your rankings but there are many SEOs, who still use this tag for other search engines. Target your 5 most competitive keywords within the tag.

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10. Anchors Optimization - Use descriptive anchor text for all your text links. Most search engines consider anchor text of incoming links when ranking pages. The Anchor Title plays very important roles and will be seen by most of the search engines. So your anchor title should have appropriate keywords.

11. Heading Tags - Use Heading tags with each of your main article headings / sections. Use h1 for the main headings and the rest in h2, h3, h4 and so on. Try to use your keywords in the headings and highlight them in the eye of search engines with these heading tags.

12. Images - Optimize each image with ALT and Title tags. Image name can also be optimized; try to use the keywords smartly within the tags as well.

13. Search Engine Friendly URLs - Try not to use signs like &, Spaces, ?, etc in your URLs otherwise it can come across as spammed. Ask your developer to make the URLs look easy to read, short and clean.

14. Quality Content Is King - Content is basically includes what you see on the site: the text, graphics and even links to outside world. I would suggest minimum using excessive graphics because they are not Search Engine Friendly and users feel irritation when they get downloaded specially over a slow network. Thousands of articles, books and forum entries detail how to make your site search engine friendly, but ultimately, one rule stands above the rest: Content is king. But I will say this rule is past now and I would like to say unique, high-quality, unduplicated and quality content is the king. Superior the quality of your content, the higher the ranking you achieve, larger the traffic you gain and greater popularity of your website. So we can't ignore this one. Each page should have a minimum of 500 words of great quality content.

15. Navigation - Make sure your navigation is crawl able by the search engine whether it is text or image based.

16. JavaScript/CSS External – Proper using of JS and CSS codes to make your website pages load faster. But it's not always the best choice in any case. Sometimes it's better to use progressively inline JS and CSS for faster rendering and perceived time.

17. Internal linking - Internal linking will help you to engage your customers within the website. Internal linking will also help you to control the bounce rate as well.

18. Geo tagging - Use geo-tagging to let your users and search engines see your actual business location.

19. Authorship Mark-ups - Use authorship to take the ownership of the content you publish on your website.

20. Sociability - Add social media buttons to encourage your readers to share your website's content on their profiles. Websites with social signals can get better rankings in search engines.

21. XML Sitemap - Create xml sitemap and add each of your website in it. You can submit to sitemap in Google and Bing webmaster tools to make your website index soon.

22. Analytics - Make sure you have added and setup the analytics code so you can properly analyse your website.

23. Webmaster Tools - Add and verify the ownership of your websites via Google Webmaster Tools. These webmaster tools will also help to analyse the on-page validations.

24. Manage Broken Links – Broken link must be managed in effective way. Xenu is free software to find broken links within your web pages. Find and fix those broken links as soon as you find them.

25. Hosting - A website hosting server should be up and running 24/7, with at least 99.9% uptime. A website with too much downtime can be de-indexed from and won't be able to rank higher on search engines.

26. Follow W3C Compliance - As a Research scholar and web analyst I suggest that follow w3c rules. Use the XHTML declaration statements to start every XHTML page:

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "DTD/xhtml1-strict.dtd">

Every tag must be closed properly and empty tags get a terminating slash. An empty tag is a tag that doesn't require an end tag. For examples include <br> and <hr>.
 is now <br />. <HR> is now <hr />. <IMG SRC="navneet.jpeg"> is now .

All tags must be in lower case except attributes. For example, both of these formats are acceptable under the XHTML DTD: <FONT color="#ffffcc"> is invalid <font color="#ffffcc"> is valid <font color="#FFFFCC"> is also valid.

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All the attribute values should be put with-in double quote. Tags may not nested Text this is invalid Text this is valid. The <pre> tag should not contain: img, object, big, small, sub, or sup. One <form> tag cannot be inside another <form> tag. If your code contains a &, it must be written as &amp. All CSS code should use lower case.

27. Canonical tags - Search engine optimization is so important for marketers, but it can be a pretty tricky tactic to master with Google's copious algorithm updates. SEO experts & Research Scholar Mr. Navneet say that you should never have duplicate content on your website. However, you sometimes need to display information in multiple ways to help your website visitors navigate your website. Whenever you have duplicate content on your website but need to keep both pages live. So, for this purpose you should use canonical tags. *Canonical tags* speak to search engines and tell them which page to index. Giving them this information ensures that your content is not punished for appearing somewhere else on your website. It also allows search engines to link to the appropriate or dominant resource. For example - to put in canonical tags: Pick the page that you want to be indexed, and write down that URL.

Go to the duplicate pages that should not be indexed, and insert this code in the <head> section: <link rel="canonical" href="Insert Url of Indexed Page"/>

External Linking or off Page SEO technique – Adding links to external high quality website for builds a good relation with search engines and this trust will help the websites to get higher positions on search engines. It is can be done with the help of using off page SEO technique such as:

1. Article submission
2. Blog Posting
3. Social Bookmarking
4. Forum Posting
5. Micro Blogging
6. PDF submission
7. Press Release
8. Directory Submission
9. Publish regularly post on Social Networking Site

1. Article Submission - Increase traffic through article submission. It is a best technique for doing healthy SEO, but always tries to submit good article with best keyword. Must be try to making back link of your website. There are various sites which is used for this purpose and these articles help to gain more popularity to obtain a better page rank.

2. Blog Posting - Blog posting is best tools to doing SEO in effective manner. But when you write article for blog, it must be keep 1-2 long tail keywords. You should write proper Title, Body, Meta Description, Linking and effective design and best content on regular basis so that user always keep visiting on your blog and like or click you back link.

3. Social Bookmarking - It opens the door to new ways of organizing information and categorizing resources. Actually is the practice of saving bookmarks to a public Web site and "tagging" them with keywords. The creator of a bookmark assigns tags to each resource, resulting in a user-directed, "amateur" method of classifying information. To create a collection of social bookmarks, you register with a social bookmarking site, which lets you store bookmarks, add tags of your choice, and designate individual bookmarks as public or private. Some sites periodically verify that bookmarks still work, if url no longer functions, it send a notification to the user. [11]

4. Forum Posting - Forum posting websites are online discussion sites or in other words, 'message board'. It consists of group of contributors who are already registered on the website. It becomes a more and more popular way of increasing the page ranking of company websites and individual blogs. Actually Forums are communities, the members of which share the same interest and passion information about the topic that interests them, helping each other solve niche-related problems. During each posting you also referring to your own website or blog which can benefit to building high-quality, organic back links. If Forum Posting is done the right way then it can drive targeted traffic to a website. [12] Following are some advantages of Forum Postings:

- Forum link building/Posting service is a SEO technique which helps in building back links to your website.

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- It is an Internet Marketing service which uses forum communities to build inbound links.
- It is an ideal method to quickly build inbound links to your website.
- It produces targeted traffic and generates more sales.
- Deep linking is possible through forum posting which will help in augmenting the SERPs.
- It attracts a lot of referral traffic.

5. Micro Blogging - It is a broadcast medium that exists in the form of blogging. A micro blog differs from a traditional blog in that its content is typically smaller in both actual and aggregated file size. Micro blogs "allow users to exchange small elements of content such as short sentences, individual images, or video links". [13] These small messages are sometimes called micro posts. As we compare with traditional blogging, micro bloggers post about topics ranging from the simple, such as "what I'm doing right now". Commercial micro blogs also exist to promote websites, services and products, and to promote collaboration within an organization. Some micro blogging services offer features such as privacy settings, which allow users to control who can read their micro blogs, or alternative ways of publishing entries besides the web-based interface. These may include text messaging, instant messaging, E-mail, digital audio or digital video. [14]

6. PDF Submission - It is very important for SEO. You can create a pdf brochure for your website and promote it. The pdf should be search engine optimized for better results. It can be optimized the same way as HTML pages. There are so many PDF websites available for sharing your PDF file. Search engines can read PDF same way as HTML. These sites are frequently updated and hence search engines crawl these sites more often. Getting a back link here will get your keywords optimized and bring more traffic. For doing proper pdf submission Write your article in MS Word or any word processor. Use heading tags in document where required. The title and article body should contain your keywords. You can place your images and give alt tag. You can give hyperlinks for your keywords. The PDF should be created in text format. Don't use Photoshop/CorelDraw since it will create an image file. Search engines cannot read image files. They can read text based PDF. So, convert your word document into PDF. Upload it to your website or other PDF sharing sites. It must help to boost your website with search engine.

7. Press Release - The internet has dramatically shifted the focus of press releases from getting to news desks of the traditional media. You can easily distribute your release to a much wider audience of internet journalists and bloggers, in addition to the traditional media. It may be the launch of a new product or service, a new partnership, or other company information, releasing your breaking news in an optimized press release. It can help you gain more traffic to your website. It also increase search engine visibility, and get higher keyword rankings. In order to take full advantage of press release benefits, implements SEO practices and factors into your press release page of website.

8. Directory Submission - It refers to the process of adding your website to a web directory. In this process involves submitting your website URL along with other details of your website to the most appropriate category. In the SEO world, directory submission is the basic step taken by marketers to improve link popularity of a website. Actually Links to your website by directory submission on the web serves as the travelling path to your website. It is a way to create such links to make your presence felt throughout the web. Submitting links to directories serve as the directions for the search engine spiders. The more frequently they see a link the more the chances of getting to your site. The more the number of times a search engine visits your site from external references the more the ranking they will give, considering your website is very important. You can also target specific keywords or key phrases using directory submissions. Use the important keywords/key phrases as titles for your directory submissions. [16] It is helpful to increase the visibility of a website. Links are considered as references to the website. Higher the number of references, the better will be the priority given to the website by the search engines.

After lots of research Mr. Navneet, Research Scholar & Web Analyst recommended that to submit directory for seo purpose slowly. The directory submission shouldn't happen in a single day; if you do lots of submission for directory, it may be negative for seo purpose. Directory submission should be a manual process. You should not go for automated submissions, as they will simply submit your websites to their own network of poor directories. So, always focus on quality directories which must be seo friendly.

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9. Publish regularly post on Social Networking Site - Online social networking is viewed by many as the next new paradigm in personal, professional and organizational networking and marketing. Social media are the tools that people use to do social networking, such as Facebook, LinkedIn and Twitter. Using regular post on these social networking sites with your website link help you to boost web page rank. Major Social Networking Tools are, Blogging, LinkedIn, Facebook, MySpace, Twitter, YouTube etc.

VII. WEBSITES GROWTH STATICS AND FACTS

By the end of June 2014 there are approx 1 billion websites available over the web. From 1 website in 1991 to over 700 million in 2013, the chart shows the total number of websites by year throughout history:

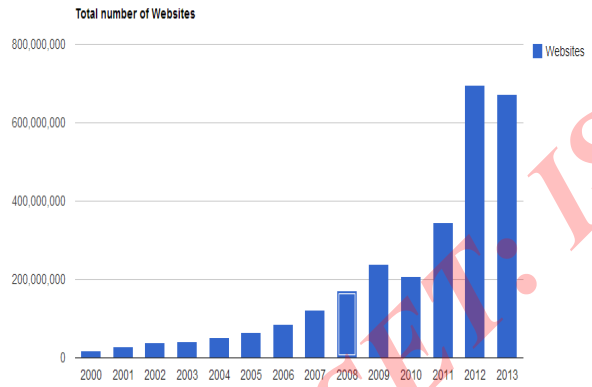


Figure 5: Website Growth Statics [17]

Following are some statistics and facts which show, how things have changed in the last few years: [18]

- 78% of Internet users conduct product research online.
- 78% of business people use their mobile device to check email.
- 40% of US Smartphone owners compare prices on their mobile device while in-store, shopping for an item.
- 91% of email users have unsubscribed from a company email they previously opted-in to.
- 84% of 25-34 year-olds has left a favorite website because of intrusive or irrelevant advertising.
- 57% of businesses have acquired a customer through their company blog.
- 67% of B2B companies and 41% of B2C companies have acquired a customer through Face book.
- The number of marketers who say Face book is "critical" or "important" to their business has increased 83% in just 2 years.
- Companies that blog get 55% more web traffic.
- 200 Million Americans have registered on the FTC's "Do Not Call" list.
- 57% of consumers start their research on a product or service with a search query.
- 70% of consumers said a positive referral from a "friend" on Face book would positively influence their purchase decision.
- 89% of searchers will modify their search and try again if at first they don't succeed, 79% will try a different search engine. Thus, 9 out of 10 trust that the information they seek is available to them via internet

VIII. QUICK TIPS FOR SEO BASED WEBSITE (DO & DON'T)

After lots of Research, Mr. Navneet wants to share few tips and guidelines which should be considered while designing a web page.

Do the following:

1. You should have more text content than HTML elements.

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2. Frames are enemies of Search Engines and Search Engines are Enemies of Frames. So, avoid frames in web designing.
3. If possible avoid JavaScript based ads in website.
4. No JavaScript in main file, if you need JavaScript, call it from an external file rather than dumping the code in the HTML file.
5. JavaScript drop down menus prevent spiders from crawling beyond your homepage. If you use them, be sure to include text links at the bottom of the page.
6. Always try to choose perfect topic or heading of page, there should be no doubt in the search engine's mind as well as user's mind about your web page.
7. Always avoid unnecessary directories. Keep your files as close to the root as possible.
8. Avoid unnecessary fancy stuff like Flash, Splash, Animated Gifs, and Rollovers etc.
9. There are some places where you should try to use your main keywords. Such as <title>,<meta name="description">,<meta name="keyword">,<h1>,keywords, keyword in body tag, alt tags, Keywords in <!-- navneet> comments tags, Keyword must be present in URL or site address.
10. Keyword is very important so, try to put related keyword to your web page. And try do use different keyword in every page.
11. Meta description tags are very good for SEO purpose so use keywords in your meta description tag.
12. Try not to repeat the words overly often, but try to use multiple syntaxes of your key words.
13. There should not be more than 150 characters in a description meta tag of a single web page.
14. Use a different Meta description tag for each page. So, use synonyms, unique keywords, No need to repeat any given phrase etc.
15. The important Meta Tag that you may need sometime is the Robots Meta Tag which looks like this: meta name="robots" content="noindex,nofollow">
16. Each page should have a unique title. Try to include your Primary Keyword Phrase in every title of every page.
17. Begin the title of your home page with your Primary Keyword Phrase, followed by your best Secondary Keyword Phrases.
18. If you must include your company name, put it at the end of the title.
19. Don't overdo it - don't repeat your keywords more than 2 - 3 times in the title and make sure the <title> tag is the first element in the <head> section of your
20. Submit your site in popular search engines manually. Don't go for automated submission.
21. Get your site listed in Open Directory Projects which give your site a boost in link popularity and improve search engine ranking in other search engines.
22. Provide high quality content - people will naturally link to your site if you have what they want and nowhere is available.
23. Try to build reciprocal links and exchange link between sites, it affect the ranking of websites in the Search Engine.
24. Do forum posting with you web page link.
25. Submit your site to bookmark sites like DIGG, and Slashdot etc. Before submitting please go through their spam policy.
26. Write good articles in blogging sites and give few references of your links with-in that article.
27. Keep providing good content to your site visitors and try to keep them busy on your website.
28. Buy a place on high rank website where you can put your link.
29. Subscribe for google's Adwords program to drive traffic towards your site.
30. Advertise your site link to other most traffic website
31. Create logs of pages and each page should however contain a minimum of about 200 visible words of text to maximize relevance with Google.
32. Create a Sitemap, Help, FAQ, About Us, Link to Us, Copyright, Disclaimer, Privacy Policy pages on mandatory basis.

Don't do the following:

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1. Don't keep hidden text on your web pages.
2. Don't create alt image spamming by putting wrong keywords.
3. Don't use meta tags stuffing.
4. Don't use frames and flash on your site.
5. Don't exchange your links with black listed sites.
6. Don't try to fool your site visitors by using miss spelled keyword.
7. Don't send spam emails to thousand of email IDs.
8. Don't use too much graphics on your site.
9. Don't create too many doorway pages.
10. Don't try to create duplicate content of pages.
11. Don't submit your website many times in a single search engine.
12. Don't use sub-directory depth more than 1-2.
13. Don't create too many dynamic pages. Try to convert them into static pages.
14. Don't bloat your pages with code.
15. Don't nest your pages.

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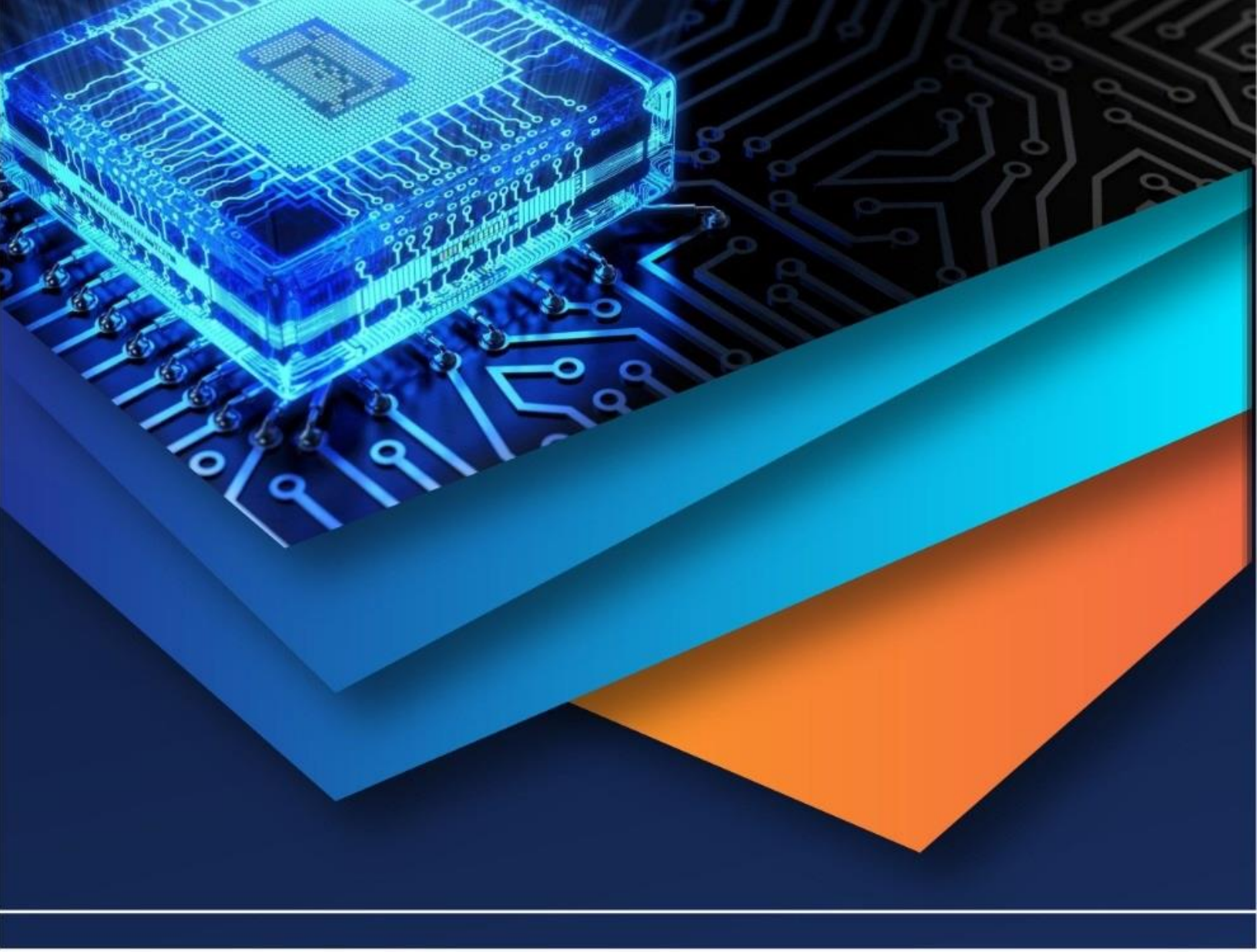
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