

Search Engine Optimization (SEO)

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Abstract:- World in today going into so advancement, one touch on 5"-6" screen can change anyone life within 1 second. Our smart and globalization world deal with digitalization instead of traditionalism.

"Search Engine Optimization" can treat as promoting your business or brand citation through Content Optimization. In today, each and everything within a handgrip. So nothing is impossible for today's dictionary.

We crawl any information through the site via internet. The main aim of digital marketing, i.e. to rank your site under guidance in search engine algorithms and more ranking factors followed. For gain profit and increment on the business, it is necessary to analytics the site performance. This is the main object of it, how to defense if manual team banned your site and virus attacked on the site.

Always have awareness on updating rules of search engine and marketing strategy.

I. INTRODUCTION

Introduction: - Digital marketing can treated as promoting or advertising any services or product through digital services is known as digital marketing.

The main fact of it, to monitoring properly in your site. Thus reason we concentrate on various link building techniques, and 200+ SEO factors.

A. Metric using of advertising:- In any advertising medium we have to analyze some following metric

1. **Reach:** - Number of audience or people who may see the advertisement.
2. **Target Audience:** - In our reach who are our target audience.
3. **Price:** - The amount we require to spend the campaign.
4. **Engagement:** - Making the user to remember the brand by the engagement with the advertisement.

R.O.I (Return Over Investment):- The amount you can profit through the advertisement.

SEO (Search Engine Optimization):- SEO is a technique which can improve our site ranking in our various search engine.

b. Components of search engine:-

1. **Crawler:** - Crawler collect the data from site.
2. **Indexer:** - Indexer used to organize a data.
3. **Search Interface:** - Search and display result according to the query basis.

LITERATURE SURVEY

The often-unanswerable prediction is either online advertising and marketing strategies will be great in the little and thus rather long terminologies (Oracle, 2008). Online marketing is difficult to care for successfully and measure satisfactorily (Ranaweera, Pruba, 2003).

The quest for reliable metrics means that some marketers will shy away from implementing online tactics that draw only short-term attention to tactics that actually lead to prospect discovery and capture of behavioral data (Riegner, 2011).

Based on Pauwels (2009)

Much of what happens in social marketing are little more than experimental, or simply about "insights rather than metrics".

Any publishers feel the need to "tick the social media box and demonstrate how cutting edge they are, while the primary drivers of their campaign remain embedded in long-established media ('juba & Lincoln, 1991)

I have found an urge to affect a paradigm shift from a traditional "more is better approach social marketers fixate on volume metrics \$website traffic, hit rates, click-throughs, time spent on-line, postings etc !%, successful social marketing often depends more on qualitative metrics for desirable signs of the tone, quality and customer benefit of the interaction (2008) Much metrics not only measure whether people are engaged, but how they are engaging

However, such metrics often need to be custom for individual campaigns and need to be considered in there-launch phase, ideally incorporated in message testing Robeaker (2002) A.

Stated that consumers learn about brands through social media estimated that consumers generated more than 1 billion impressions about products and services through social media in approximately one-quarter of the number of impressions created through all forms of online advertising. Those earned media impressions help people learn about products

III. METHODOLOGY

Search Engine Architecture: - The crawler can access our web sites in two ways.

- Manual method
- Automatic method

Algorithm: - Algorithm is used to eliminating bad websites and adding more information based on user requirement.

1. **Page Rank Algorithm:-** It determines the value of the page by the analyzing the search engine.
2. **Algorithm Update:-** To fight against the spam Google and other search engine create new algorithms regularly and released, this is called as algorithm updates.
3. Google can change algorithm around 500 to 600 times every year.
4. **Google Panda Update:-** This update will hit those site which are using duplicate content.
5. 12% quires were affected on the initial launch.
6. **Penguin Update:-** This update will target the website which does over optimization and lots of back links. To know whether our website is hit with penguin we can use traffic data from Google analytics store.
7. **Humming bird update:-** This algorithm understands the context of the query analyzing the word in query. All queries which may provide simple answer will be the target of humming bird.
8. **SERP (Search Engine Result Page):-** The Google SERP consists of the lot of segments which make it very competitive any company to rank in search result.
9. **Knowledge Graph:-** For some queries Google can show more information on the right side area which is knowledge graph.
10. **CTR (Click Through Rate):-** It is a measure to understand how many user clicking on the site from SERP. CTR will define the user reaction for our site.
11. **Pigeon Update:-** It will be affected on the site ranking in local result for local SEO.
12. **Pirate Update:-** This update is released to the target the website disturbing pirate content.

- i. E.g. Torrent, movies download, pirate songs and software site etc.

B. Google Webmaster Tools

This tool is used to managing our site in search engine.

Features of Google webmaster tool:-

1. Location Targeting
 2. Search Query data
 3. Links Data
 4. Error
 5. Crawl information
- B. Keyword

Types of Keywords

1. **Generic Terms:-** In this type of keyword we can't predict user intension, the volume of the search will be very high, competition is also very high. E.G:- Web, Web Design, SEO etc.
2. **Specific Terms:-** We can able to predict the purpose of the user query the searches will be in medium range, medium competition. E.G:- Web design services.
3. **Localize Terms:-** We can able to predict intension and location of the user. Competition and search volume are very low.

C. Factors of the keyword search:-

1. Competition Analysis

SWOT (Strength Weakness Opportunities Threads) Analysis

Competition Analysis factor:-

1. Age
2. PR
3. PA
4. DA
5. Link
6. Content Quality
7. Website Creation

D. On Page Optimization

It is a process of the changing our site as per Google guidelines other search engine also. Without on page optimization we don't get SEO. Landing page quality will also affect Ad _words campaign.

ON PAGE OPTIMIZATION TECHNIQUES:-

1. Page Speed Analysis
2. Domain Name
3. File name or url optimization
4. Static & dynamic URLs
5. <title> tag optimization
6. Meta tag optimization
7. Content optimization
8. Heading optimization
9. Social Sharing integration

10. *Keyword optimization*
11. *Anchor linking*
12. *Image optimization*
13. *Rich snippets integration*
14. *Robots.txt*
15. *URL re-directory*
16. *Custom 404*

E. Off-Page Optimization

1. *Link Building Strategies:-* In this process we have to generate back links from other websites to improve our page rank & other factor.

2. *Link:-* When a website A referred to website B then we can consider B is getting an inbound link which is called as back-link. It will be valuable for B to get backlink.

Types of link schemes

1. *One way link:-* This link has highest priority in search engine.

a. A→B

2. *Two way link:-* This link is not recommend as it is consider as spam.

a. A↔B

3. *Multi way link:-* Multi way linking is a technique used for website promoting whereby websites may create similar one way links that each involves or more partner sites. This provides each websites with a one way non-reciprocal link. This technique has evolved from reciprocal linking.

Link types:-

1. *Do-follow:-* This link which will pass link juice or page rank to other websites by default every normal links is do-follow. By increasing do-follow links we can increase PR,PA,DA

2. *No-follow:-* In this link type we get a back link but PR is not passed. By default all public sites no-follow back links. In real time we work with follow back linking to generate traffic metrics, industry connection.

Guidelines for link building:-

1. Generate back links from high quality websites which has PR of three plus.(Min PR=3)

2. Avoid buying link from link networks

3. Do not submit sites to low qualities directories, social bookmarks and article sites.

4. Do not generate site wide links from other sites or your own sites.

5. Anchor text can't be same for all links the new rule is 60% links should be on brand name, 20% links should be general words .

High quality directory submission:-

1. *Business, Directory submission*

2. *Social book marketing*

3. *Blog links*

4. *Business specific websites*

5. *Local listing back links*

6. *Classified posting*

7. *Question & Answer link building*

8. *Guest blogging*

9. *Press release*

10. *Brand citation*

11. *Social media links*

12. *Spam link building*

Negative SEO: - any competitor can attack other websites to decrease its ranking and reputation.

1. *Un-natural links to sites:-* any competitor can use this service.

2. *Detection of penguin penalty by using Google web master tools query reports* we can know when traffic was started dropping.

3. *Use Google Analytics to see the traffic report and when match these details with algorithm tracker.*

Detecting hit with penguin update:-

1. *Download all your links from GWT*

2. *Download links from (www.opensite.org)*

3. *Download links (www.ahrefs.com)*

How indentify the problems and resolved it:-

1. *Identify websites which are giving maximum links.*

2. *Check the links is do-follow or no-follow, if the links is no-follow then it will not consider by penguin.*

3. *See anchor text which are been used for back link, if anchor text is keyword base it may be cause for Penguin update.*

4. *Removal of links:-* To recover from penguin update we have to remove all bad links printing to our site.

5. *Disavow links:-* We have tried to remove all back links but were not successful in some sites for disavow where automatically Google will disqualify links.

6. *Link detox:-*

a) *We know site is good or bad manually checking site or using link detox service.*

b) *To submit link to disavow tool we have to prepare text. After submitting to Google it will take 2 weeks time to process.*

c) *We have to wait until the next penguin or refresh to recover from penguin.*

7. *Stay Update:-* On the connect with social media site (like :- twitter, facebook etc.)

8. *Website Monetization:-*

a) *It is a process of generating income from our website.*

b) *To generate income we have followed methods*

c) *Advertising (Main Ad -Sense)*

d) *Affiliate Marketing (Commission junction, click bank, V commission, E -Commerce)*

- e) Freelance (personal, o-desk, freelancer.com)
- 9. Advertising:-
 - a) Do market research to find the products or services which user are searching.
 - b) Using keyword planner tool search for different keyword which can be our target.
 - c) Try to generate any relevant ideas in the same theme of our product.
 - d) Book a domain and hosting and create all social profiles for your brand name.
 - e) Create site with unique content and for at least 3 months and then apply for Ad-sense account.

CONCLUSION

The study started with the aim to analyze the different issues related to the SEO. Based on the discussion it has been found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has also revealed that in order to utilize the digital marketing in an effective way, the companies are required to design an effective platform. With the example of Pinterest the effectiveness of a social media platform has been discussed. The current trends in the digital marketing have also been discussed in the study. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of newspaper from the printed version to the online version has been exemplified the current trends of the digitalization. As conclude that site monitoring to stay updated on with Google analytics and Google webmaster tool and neglected all negative SEO and black SEO technique. At first Decide aim of your site according to business and targeted to right audience also follow the Google algorithm updatically.

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