Search Engine Optimization

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Abstract: Search Engine Optimization affects the presence or appearance of an internet site within the first page of an enquiry engine. The visibility of an internet site are often paid or unpaid, but generally if an internet site wants to seem within the top position after an organic search then program optimization is that the most vital strategic tool to use. When search engines rolled out, the information quality thus produced created issues. When search engines deliver the results for search queries, results limited to certain keywords due to keyword stuffing, and in addition to this people started using spammed back-links.

Keyword: Search Engine Optimization, On Page, Off Page, White Hat SEO, Black Hat SEO.

I. INTRODUCTION

"Natural" or "organic" program optimization is designing, writing, and HTML-coding an internet site to maximize the prospect its pages will appear at the highest of spider- based program results for selected keywords and phrases. SEO is an acronym for program Optimization. It describes a series of techniques which improve the visibility of an internet site in program result pages. The goal of such optimization is to rank as highly as possible for a particular search query. When asked to explain what SEO is, we often choose to call it a strategy to ensure that when someone Google your product or service category, they find your website. But this simplifies the discipline a bit. It will not take elements like different customer information needs into consideration.

II. Literature Review

In this Article Author has introduces that SEO techniques are various means utilized to form website dominant within the search engine results. The main goal for SEO engineer is to form their websites appears frequently within the results and attracts more visitors. As a marketing strategy to extend a website's ranking, SEO considers how search algorithm works and for what people search. After considering to the methods taken by previous studies, SEO techniques are realized from three aspects: link optimization, keyword optimization and content optimization.

As an Online marketing strategy, SEO considers how search engines work, the computer-search engine algorithms that dictate program behavior, what people look for, the particular search definitions or keywords searches into search engines, and which search engines are preferred by their targeted users. SEO is performed because an internet site will receive more visitors from a search engine the upper the website ranks within the SERP. These visitors can then be formed into customers. Normally people visit a website to seek out information consistent with their query. But if they didn't find relevant content, they became discourage and immediately click away from site. So as to draw their trust and convey them back maximum number of times, website is made up with proper keywords and quality content. It satisfies visitors need as well as enhances rank position in SERP.

III. Methods

1) **White Hat SEO:**

In SEO, White Hat refers to the usage of strategies, techniques and methods that specialize in a person's audience against search engines and completely follows search engines rules and policies. Techniques that search engines recommend as part of an honest design. It makes sure that webpage content should have been created for the users and not just for the search engines. It establishes the availability of useful content on the WebPages.

2) **Black Hat SEO:**

Black Hat SEO refers to a set of practices that are used to increases a site or page rank in search engine through means that violate the search engine's terms & services. The main feature of black hat SEO is that it redirects the users from a page that's built for search engines to at least one that's more human friendly. It serves one version of a page to search engine spiders/bots and another version to human visitors which is called Cloaking SEO tactic. Always stay away from Black Hat tactics to improve the rank of your site. Search engines are good enough to spot all the properties of your site and ultimately you're not getting anything from it.

IV. Types

1) **On Page SEO:**

When you consider the foremost basic program optimization tactics like using keywords in your copy and optimizing the Meta description, HTML code, title tags, and alt tags, that's the inspiration for on-page SEO. On-page SEO refers all the measures which will be taken directly within your website to enhance its position within the search rankings.

2) **Off Page SEO:**

While on-page SEO refers to the factors you can control on your own website, off-page SEO refers to the page ranking factors that occur off your website, like back links from another site. The number and quality of back links you have to your site is undoubtedly the biggest factor of off-page SEO. The more sites attached to your content, the more domain authority Google gives to your site, improving your ranking. This has led marketers to undertake question able paid link-building methods, but there are several natural approaches you will take that produce effective results, like guest blogging, being featured in industry trade publications, and seeking out contacts in the industry who would be happy to share your content.

V. Tools

1) Google Webmaster Tool:

Google Webmaster Tools may be a free web service by Google for webmasters. It allows webmasters to see indexing status and develop visibility of their websites. It will helps you to search issues with your site and can even remind you that if it has been infected with virus (attack).

2) Keyword Traffic Estimator:

It shows us approximately how many daily searches our keywords would get. It helps to research the best keyword for our websites.

3) Page Rank Checker:

This tool checks the rank of the page so that further actions can be taken to improve the rank of the page.

VI. CURRRNT R&D WORK IN THE FIELD

1) E-A-T:

In the year 2020, Google will continue to look at the overall reputation and E-A-T (Expertise, Authoritativeness, Trustworthiness) of a given company and the individuals who publish content on behalf of that company. Companies that struggle with a bad reputation, consumer care service issues or other trust issues will have a long time competing. Trustworthiness will be more important for researchers in 2020. There will be tight focus on quality content and battling against fake news. It will be more important than ever to specialize on the trust value of authors and sites as an entire.

2) Voice Search:

In the world of search, voice is a very useful trend and therefore, we as SEO should keep an eye on it. Voice search will become a most used search method in today's generation. People say that voice search is quick and increases productivity that's why it becomes a more important and useful trend. The new SEO trend should shift to focusing more on user intent, problem-solving and local searches.

VII. Conclusion

This paper contains latest opportunities in the Search Engine Optimization (SEO). The importance of SEO is primarily the very fact that it improves the visibility of your website. In modern day's technology, visibility is everything if you want to go ahead. People need to be ready to find you and this is often not a simple task, having in mind the amount of competitors. SEO tools are a crucial consideration to assist optimizes an internet site for search engines. Many tools differ within the scope of their function yet also analyze different SEO factors. A number of the foremost important areas to be analyzed are keywords, content, back links, domain and social media. SEO offer users huge and magnificent amounts of data , available with a speed and convenience few people could have assumed years ago. Their capabilities are expanding practically by the day. Soon it'll seem routine to be ready to search the contents of vast libraries of books; to seek out selected portions of video streams or audio recordings; to profit from customized searches that remember a user's partiality and keep track of altering geographical locations.