

# Fundamental Concepts of SEO – A Review

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## ABSTRACT

Search Engine Optimization affects the presence or appearance of the web pages in a search engine. We enter keywords and click on search button. Then it opens web pages as results. Now what is the main purpose of search engine optimization is to control web pages i.e. which web link comes first. To maintain the web pages SEO follows some algorithms. To Rank pages is the fundamental job of a SEO. Content is the main thing. Which webpage contains maximum information generally that comes top position. How web pages come and which pages comes in which order that all things are maintained by SEO.

**Keywords:** Bots, Spider, Ranking, Web server

## I. INTRODUCTION

Search Engine Optimization (SEO) helps web pages to appear in different search engines. The search results are how they related to the used keywords. The main objective is to gain popularity and knowing a particular web page in different social media platforms. To gain first place in the web search result the page must contain good content. SEO optimizes to find the particular websites easily and it gains good ranking.

## II. TRUE PURPOSE OF SEO

SEO's aim is to provide information what user needs. Through SEO user can reach the web pages that they want to visit. Suppose a user wants to find information about "interface". So he enters the keyword in search box of a search engine. SEO helps to get the good information which are posted in results. It saves time i.e. if he goes to a library and tries to find the information in books, which is time consuming. Another example is, if a person wants to find a library near his then SEO helps him to find that. By using SEO, he can find library online. SEO

matches the search results from millions of information and provide to user.

## III. IMPORTANCE OF SEO

In this competitive situation, SEO is more important. SEO helps millions of people to find their queries every day. If someone has a website or online store, SEO helps to grow their business and meet business objectives.

### SEO is essential because:

- ✓ In a search engine people are more likely to click on top 5 suggestion results. Therefore, to increase visitors to your webpage or customers in your store you need to be in top positions.
- ✓ SEO is not only for search engines, good SEO practices improve the usability and user experience of a website.
- ✓ Users trust search engines and having a presence at top positions for the keywords they are searching, increases the website's trust.
- ✓ SEO is good for social promotions of website i.e. when users search your websites in Google or Yahoo are easy to promote through

Facebook, Twitter, Google+ or other social media channels.

- ✓ SEO is important for smooth running of a big website. A website with more than one author can get benefit direct or indirect way. Their direct benefit is to increase traffic and indirect benefit is to check the content before publishing through a common framework.
- ✓ SEO can put you ahead of the competition. If two websites are selling the same product, then search engine optimized website gets more customers and makes more sales.

#### IV. CONTENT IS A FACTOR

Good content is always a most important success factor. If your website does not contain a very good content, it is very hard to succeed though you use SEO. On the other hand, a website with a very good content always has a better chance to succeed with or without SEO.

#### V. TWO MAIN SEARCH RESULTS

There are two types of search results can be found: Organic or natural search results and PPC (Pay per Click) search results. The organic results index is gotten by searchbots. It is normal to talk about searchbots as if they wander around the web, moving from page to page through links, collecting pages and reading them. Actually, bots are applications, running on search engine servers to grab information. The other major results are PPC ad. Most search results are sponsored search results that cost advertiser nothing until someone clicks the ad, for that advertiser is charged a click fee (i.e. pay per click).

PPC ads are generally placed at the top of search results and in a column to the right of main search results.

There are two types of PPC ads:

- Simple text ads
- Shopping ads (contain images)

Among people who understand the difference, there are several thoughts: some users never click the

ads, some always click the ads and avoid organic results, in those cases some think ads provide really good results for few searches and not enough good for other results.

How search results (Organic results and PPC results) are appeared in a search engine is shown below:

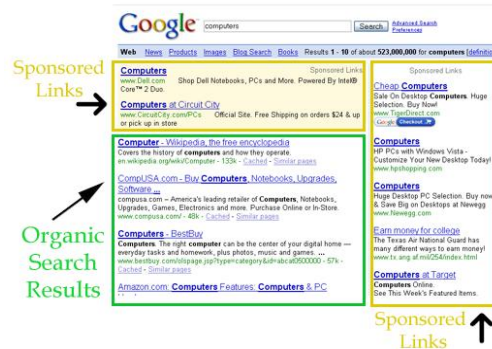


Figure 1

#### VI. OTHER SEARCH RESULTS

The other search results are: local results, video, images results, shopping results, news results, social results, etc. These types of search results are coming based on your past searches. If someone searches for some products for a long it means he is interested to buy that. In a search engine when you search something for a long, when you come next time in the search engine it gives some results based on your past searches. There is a type of search result that become most important nowadays is local result. Suppose one user is at a place and he is new in that place. Now he wants to find a restaurant near him. Now when he searches that it gives a list of search results (a list of restaurant with address). This is how local results help.

#### VII. IMPORTANCE OF KEYWORDS

In a search engine when you put a word or words, the search engine looks for the word in its search index. It will be easy to understand if we take an example. Suppose you entered the input “good boy”. Now what happens are; it looks for:

- ✓ Pages that have the exact phrase.
- ✓ Pages that have the words “good boy” but not together i.e. in the pages somewhere it contain ‘good’ and somewhere it contain “boy”.

- ✓ Pages that contain word stems i.e. the words are present in other forms.
- ✓ Pages with synonyms.
- ✓ Pages with link pointing to words.
- ✓ Pages with link pointing to words though not together.

The goal is to serve better results to users understanding their queries in a deeper level. In spite of various complications, one thing you have to understand is:

If search engine cannot relate your website with the word somebody searches, then there has no reason that search engine provides your website as search results. Therefore picking keyword is a very complex factor. If a keyword or keyword phrase is not available in your pages then your site will not come when someone searches those keyword phrases. Starting point of a good SEO process is keyword analysis. You have to think like your client. Suppose you pick a few keywords thinking that they are used very often by user. But it may be wrong. For that you do some research on keyword, by doing you get some results such as you have missed some commonly used keywords or you can get some new keywords used very often by users. You could know the name what your customers do call your products. And you can put them as keywords in your keyword list.

## VIII. GET YOUR SITE READY

When you prepare your site the first thing you have to think is where you put your website i.e. the server and domain name. You have to pick a domain name for your site and find a hosting company.

- ✓ **Selecting a host:** Though large companies have their own server, but most small company don't. They shouldn't do so because they cannot manage a web server cheaply and reliably as a good hosting company does. Hosting companies rent space in their web server to other businesses. You need to consider many issues while choosing a hosting company because many are not directly related to search engine issue. From SEO side, you need to be able to upload pages directly to your site, like most hosts allow. It is also important the host you use is reliable. The server must work virtually all the time and deliver pages

quickly. Slow, unreliable server can hurt your search engine rankings. Most hosting companies nowadays are reasonably reliable but not all.

- ✓ **Domain name:** Search engines read URLs to see keywords in them. Suppose, your website's domain name is good-boys.com and someone searches for "good boys" then search engines find a match with your website, because dash appears in between them and search engines take them as individual words. However, if you run them as a word (i.e., goodboys) search engines consider them as a part of one word and it do not find a match. So putting keywords in domain name and separating keywords with dashes provide small benefit. Another benefit is you can come up with the domain name that is not already taken.

Some important factors while choosing a domain name:

- ✓ A domain name should be easy to spell, easy to remember and should be short.
- ✓ Go for .com version of a domain name
- ✓ Don't change the version to other version when .com version is taken. Though you do so people remember .com version because it is easy for them to remember.

## IX. KEYWORDS CONCEPTS

The basic concepts of using keywords are: You need to use keywords in pages such a way that search engines are able to find, read or relate them in a significantly. Keywords list may be long but you need to take a few to work with and you take them either

- ✓ Words or phrases near top position which have more searches
- ✓ Words or phrases bottom of list as they have less competitors

## X. HOW TO USE KEYWORDS

- ✓ Pick one or two keyword phrases for optimization that means create pages such a way that it gets good rankings when someone searches for those keywords. Keep primary and secondary key phrases for each page you are

creating and also consider other phrases you are interested, e.g., you are creating one page to optimize the phrase “good boy”, but you also have other keywords that you want to scatter throughout the site: good day, good girl, good night, man, book, and so on. Basically, you take one main phrase and incorporate the other phrases where they are appropriate.

- ✓ Another thing is prominence that means where the keywords appear and how prominent it is. A word which is in the top or near top is more prominent than one near bottom. A word at the beginning of <TITLE> or description meta tag is more prominent than which is near ending of the tag. Prominence is right. When you create a page for a particular keyword phrase, make them prominent – at the <TITLE>, description, body text and elsewhere – to convey search engine that the particular phrase is important for this page.
- ✓ Keywords Density – when a user searches for a word, search engine looks at all relevant pages and calculate the density – the total number of search phrase to total number of words in the page. Keyword density is important but you can overdo it. Suppose you are searching for a word and search engine finds a page where the density makes up to 50 percent of the words in the page, then search engine understands this page is created only to grab the attention of search engine and then decide to ignore it. In the other case, when density is too low it risks search engine go for other pages as they are more relevant to the search phrase.
- ✓ Spreading keywords throughout the sites – Suppose one user searching for the key phrase “good boy” and he gets two sites that contain the term. One is having only one page and other contains dozens of pages. Now the question is which is more relevant? The one which has many pages, of course.

You are not likely to grab the first place by simply creating a page optimized for the key phrase, in many cases. You may have to create dozens, perhaps hundreds of pages to grab search engine’s attention.

## XI. CONCLUSION

Search engine optimization is a very interesting topic to research. The main aim of SEO is to provide better and most relevant results to users. This paper helps people to make a common idea about SEO

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