Search Engine Optimization with Google-Web

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ABSTRACT

Search engine optimization is a technique to take a web document in top search results of a search engine. Web presence Companies is not only an easy way to reach among the target users but it may be profitable for Business is exactly find the target users as of the reason that most of the time user search out with the keywords of their use rather than searching the Company name, and if the Company Website page come in the top positions then the page may be profitable. This work describes the tweaks of taking the page on top position in Google by increasing the Page rank which may result in the improved visibility and profitable deal for a Business. Google is most user-friendly search engine to prove for the all users which give user-oriented results. In addition ,most of other search engines use Google search patterns so we have concentrated on it. So, if a page is Register on Google it Is Display on most of the search engines.

Keywords : Search Engine Optimization, Google Optimization, On Page Optimization, Off Page Optimization

I. INTRODUCTION

Normally we required any solution or services we don't know where is it so we are normally go on internet and search it after that the search engine a are display results on available database (5 to 6 pages database).The user are mostly prefer   first page and 20-30% of users go on Next pages , Now imagine if the your company name is on 4 or 5th page then which business can be generated from first page vs this page has a very less chance to given a new business and user are mostly prefer to the 1st page. millions of new websites pages are created per day in a search engine .There are millions of search per day .Most of the visitor's visit the website by hitting the links available in websites and the customer are only believe on this companies which found on the top position on web pages so the user assume the which company are found on first position this is best company in market.

These formula very clearly say that if our company wants to go on top position and increase there sales so they should concentrate on there web site pages ranking and availability on internet. For example, if some one wants to use computer services and we don't know where is it, so normally we are search on internet and after the searching we found some result and display some computer repair shop name which is nearest on your location so as per human tendency or mentality the person are first prefer to first three company he assume this are top most companies in market and this are getting a very good result in very short time with best quality .in this case its very necessary to our company are found on the top position on the google web page.

II. METHODS AND MATERIAL

A. Search Engine Optimization

Search engine optimization is the technique to increase the visibility the website visibility on internet(on google. In the process of website development SEO is the help full for website development and increase the position and visibility. The search engine optimization are basically use the image ,text, and videos processing technique for the finding the accurate result Optimization of page are include the page context or sentence or keyword , html code and the related keyword are available in form of text .This is the most powerful technique to reach the customer and meet them when they need. Most of the users find the target websites during their search.

Fig.1: Search Engine Optimization

B. Website Page Ranking

The website page ranking is very important Process in Search engine optimization concept. The google are used one algorithm those algorithms are given a weight age to the web page document and url of website which are calculate it for accurate result. This algorithm are assign the numerical weight that assigns to any given element E is referred to as the Page Rank of E and denoted by PR (E) [1]. In the 1998 are first page are published and, in this paper, firstly described the page ranking concept.

Page Ranking Concept Formula : -

$$PR(A)=(1-d) + d (PR(T1)/C(T1) + ... + PR(Tn)/C(Tn))$$
[2]

The "Page Rank" is the trademark of Google, and process has been patented. The said patent is of Stanford University are having all rights against the Page Ranking Concept/algorithm .they created the pattern and register it

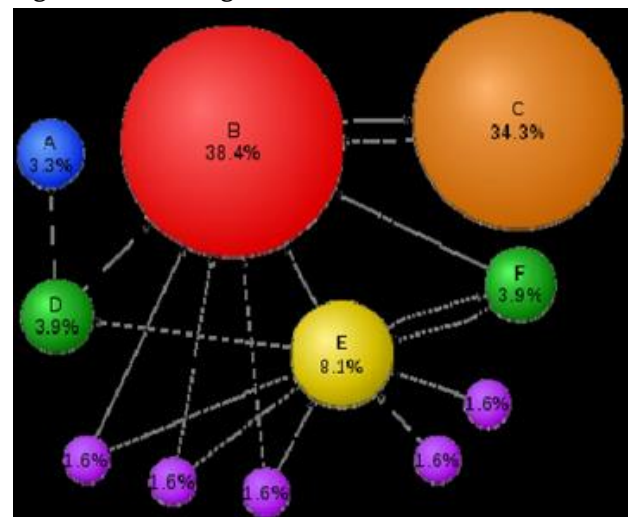The Page Ranking concept are Describe through Diagram those are given bellow.

Fig. 2: Page Ranking in Google

III.SEO Techniques & Tool's

On Page Optimization

On page, optimization is a process where as per the Google or any other search engine guidelines tell us about the changing of our site. We will not be able to get SEO without on page optimization.

There are some factors of On Page Optimization some of them are as follows:

1) Keyword Research

With keyword research, we can predict shifts in demand, services, respond to changing market

conditions and content that web searchers are already actively seeking.

2)Title Tag

The title tag defines page title and informs the search engine about the theme of the website.

3)Heading Tag

It is used to lay proper stress on the important text.

4)Content

Content should have use the proper target key word, perfectly described the theme and idea of the website.

Some on page optimization techniques are:

Page speed Analysis, domain name, static and dynamic URLs name, meta tag optimization, content optimization, heading optimization, keyword optimization, anchor linking, custom 404, image optimization, robots text.

Off Page Optimization

1) Back links Generations

Back linking Generation is know thing but to generating the new other link on web-page .In the back link concept is the create a new link related to the main page are put in the website so the content or database are widely available in the this URL .So Unfortunately increase the visibility of database on this site or url and help increase the position of page

2) Blog posting

Now a days the most of company are started to write a blog and interact with new peoples .Company Are communicate or intact with the people through blog .the blog reading count of people are increase 97 % and it directly effect on your market position

3) Social Networking

The social networking is the best technique to communicate and share the thoughts ,videos and images .The many people are like to share his thought by using social media. there are Different social media tools are available in market which includes Face book , podcasts and community based web portals such as, MySpace, Twitter, Reddit, Linkedin, igg etc. These social media tools come with different features like text, audio-video &images, sharing
The benefits of social networking sites are as Follows:

1) It boosts up the brand visibility
2) It generates free traffic
3) It generates Back link links

4) Press Release

Press Release is one of the important and helpful concept to increase the web page visibility .Press release are increase the database and content related to the company product or information .press release are involve the information as the form of text and images.

Fig. 2: Search Engine Process Flow

Tools Used

There are we uses following tools foe Search engine optimization on Google

1) Google webmaster tool
2) Meta Tag analyses tool
3) Link popularity check tool
4) Sitemap submission tool
5) Keyword suggestion tool
6) Keyword Traffic estimator
7) SEO dictionary
8) Page rank checker
9) Page snooper
10) Broken link checker

IV.CONCLUSION

The study started with the aim to analyze the different techniques related to the SEO and know the aware of search-engine-friendly website is the first step towards SEO success. 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. Thus, with the rapid growth of technology, the search engines will continue to enhance and upgrade their search ranking algorithms, thus the developers or website owners must continue to enhance and learn new SEO strategies to increase the visibility, user base and to sustain higher raking in the search results.

We have discussed many techniques in this paper, which can be used to increase the presence of a webpage on the internet

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