

## Need of Search Engine Optimization

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### ABSTRACT

Search Engine Optimization is a vital technique to take a web document in top result of a search engine. The main aim of this research paper is to explain about need of SEO with Google. There are many peoples who don't understand about it, because many people are facing problems while doing Google things and SEO. With the help of SEO we can do any website is to list at the top of all the links. SEO is a fundamental part of digital marketing because people conduct trillions of searches every year, often with commercial intent to find information about products and services etc. This work defines the pinch of taking the page on top position in Google by increasing the page rank which may result in improved visibility and profitable deal for an organization. Google is the most user-friendly search engine, this is proved for Indians user which gives user direct result. The most of the other search engine use Google search pattern, so we are condensed on it. And we have to improve the visibility of the website in the body of search engine results by using the more tools and technique that are available in the market.

**KEYWORDS:** Search Engine Optimization, Need of SEO, On Page and Off Page Optimization, SEO tools, SEO techniques

### INTRODUCTION

Search Engine Optimization which is often called as SEO is basically a process of increasing the quality of your website traffic. The major search engine like Yahoo, Google, Bing all have primary search result. The webpage's are displayed and rank based on what the search engine selects as most relevant in accordance with the context. The Search Engine Optimization achieves a better ranking on the search engine result pages that is SERP. When prospect search for particular keywords related to your product or services. This is increasing the quality and the quality of the traffic on your websites through organic results. Search Engine Optimization is also the process that organizations go through to help make sure that their site ranks high in the search engines for relevant key phrases and keywords.

Now say for an example, if you have on the article on what are Digital Marketing?

In instruction to get your content in the front of the right people you want to try to optimize your blog post, so that it will show up on the higher results for anyone who searches for the phrases or keywords what is digital marketing or digital marketing.

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There are so many benefits of using Search Engine Optimization for your business by improving your SEO. You can work to spread your visibility on search engines. This will eventually help you reach and engage more potential customer and also you can create more engaging and effective SEO focused content which will in turn increase your chances of bringing in more targeted organic traffic and also would also put up crush this point search.

The search is a big source for traffic so here is the most breakdown report as you can see her 60% of all the traffic on the web starts with simple Google search. And if you add together traffic from the other popular search engine like Yahoo, Bing, YouTube 70% of traffic actually originates from search engines. If your site is searching Engine Optimization friendly then you drank four hundreds or even thousands of keywords in other industries like real estate insurance and all other part of digital marketing the value of the search engine traffic is significantly higher. We even have something called as organic and paid traffic. Organic traffic is something that has got out of the content that you create, Paid traffic are

you are pushing them so that people can see it and get more traffic out of it.

## WHY DO YOU NEED OF SEARCH ENGINE OPTIMIZATION (SEO)?

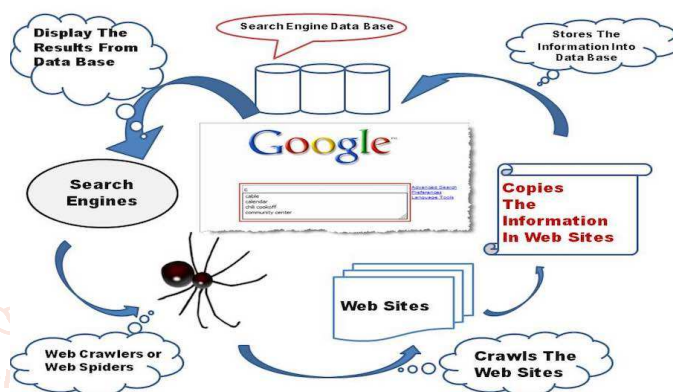
**Search Engine Optimization** is one of the top digital marketing channels used to generate traffic on to your website. This marketing channel is also very important because it is not just the search engine but also it is about having a good SEO which corrects the user experience and finally the website traffic, So what does it have to do with your business? Imagine, you have your own company and you are just surfing through the internet. And what could be the best way to increase the traffic to your website and then the simple answer to this would be SEO. Almost all websites need optimization in order to rank on Google or a SERP that is Search Engine Result Page. So in short if we have to say about SEO then we would say that you need SEO service because it will help send the right signals to search engine send also push your website up the list of result which help in ranking in the first spot. Lots and lots of society search for thing right that traffic can be highly powerful for a vocation not only because there is a lot of traffic but also there are a lot of very specific and high intended traffic directed towards your websites. So what exactly do you think works for driving traffic from search engines? Why search engines are very important?

People are searching for any manner of thing directly related your business beyond that your prospect is also searching for all kind of things that are loosely related to your business. These represented even more opportunities to connect to those folks and help answer that query solve that problem and become a trusted resource for them regardless of what search engines you use search result are constantly changing in recent days. So Google particularly has updated lot of thing surrounding to hoe they rank website by way of lot of different animals name recently and a lot of easiest and cheapest way to get you pages to rank search result have become extremely risky in recent days. So how does it work? How does Google determine which people to return and respond to what people search for? How do you get all these valuable traffic to your website?

Google is searching for pages that contain high quality relevant information about the searches query. They determine relevance by crawling your website content and evaluating whether that content is relevant to what that person is looking for mostly based on the keywords it contains. And also talking about the quality is determined by the number of means and also the quality of your website that links

to your pages and the whole site as well. There is another factor of Google algorithm that is speed of your site. How long does the loading speed take and is it mobile friendly and how much unique content you processes. If it is a low value content or it is a duplicate content and so many other things then there are mainly hundreds of ranking factors that affects the Google algorithm considering the fact that you get the response searches and also they are constantly being updated and refined by this process.

## HOW DOES SEARCH ENGINE WORKS



**Fig.1 Working of Search Engine**

The search engines have these primary functions that is- Crawling, Indexing, Ranking

### Crawling:-

This process is called as spider or web crawlers. It automatically browses the web and store information regarding the webpage's you visit. It can also be called as a Google bot. They help and finding new and updated content online so this starts out by fetching the web pages that you had looked for and then follows the link on those web pages to find new URL's. To be sincere search engine work by crawling hundreds of millions of pages using their own web crawlers. Crawling is a very easy process. Most Search Engine build an index based on crawling which is the process through which the search engine like Yahoo, Google, Bing find a new way to index mechanism known as Bots or spider crawl the web using new pages.

### Indexing:-

Once the spider has crawled through your pages a copy of it is stored on to a data center. These data center are massive repository which has all copies of the webpage's that were crawled. Webpage's can be easily discovered by search engine and it is done in a better way by adding a data structure called an index. It can also be defining a repository of webpage's that are collectively called an index. SEO advertise website owner's to how they improve their sites traffic and also move up top the list in the ranking. Search engine do not store all information found in

the page in their index but they keep things like when it was created, updated, title, description of the page, classify of the content, keyword incoming and outgoing links and many more.

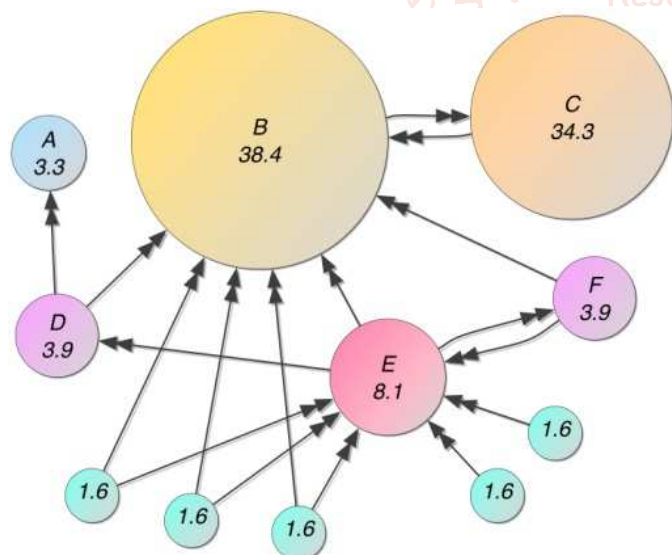
**Why do you need indexing in this process?**

I mentioned, if your website is not in their index, it will not look for any of the searches. This also implies that the more pages you have in the search engine in the index the more are the chances of you appearing on the search result when someone type a query or something. It also suggestion that it is going to appear in the search engine result which means that in any position wants unavoidably on the top pages.

**Ranking:-**

If ranking play a major role in optimizing your websites as well, so it is a process in which the search engine will pick highly relevant content and display it on the highest position on search engine result page i.e. SERP. There are nothing part of the content you create that is handpicked by the search engine for better optimized result for a particular keyword.

**Ranking page:** Rank is one of the best algorithms for improving web search result. It is also considered as one of the way measure the importance of the website and also in addition to this the website and the content that are present on the first page of the search engine are those which page rank things is the best.



**Fig.2Page Ranking**

**TACTICS AND METHODS**

There are a few tactics art will help you rank your content on the top of the search engine pages so want to be header in analyzing and optimizing your content to rank in the first page.

**Good User Experience:-**

So peoples are landing your websites would often be looking for a smooth interface and you should be able to provide them with this with ease. This is because Google only picks those website which put up

relevant and quality results or quality content, so for Google to include you website as a unique content. You should have a good User Interface(UI) and justifying solution to the queries that I put up and according to a recent survey that the content that you create should be useful usable, describable, findable, valuable, credible and accessible. There are some important factor that is required to help have a better user experience.

**Content Creation:-**

There is also a scene that longer the content higher going to be the ranking this is the actual truth. Longer the content higher going to be the ranking of it say there are videos which go beyond laminas and also is close to five hours, four hours straight, so these content have a better chance of ranking because you will be learning everything from scratch. If the video is up to 5 to 10 minutes you will have information which is straight forward to it. You will not be revolving around the topic that is associated with it. Longer the content higher the like hood of its ranking at the top of the search engine result page (SERP).

**Keyword Research:-**

Keyword is an important factor of Search Engine Optimization. SEO is mainly dependent on the keyword that you get how to generate keyword? How to build your content on that particular keyword? How to make them rank?

So keyword plays of strategic role in making your content rank. Google is evolving and so on, its algorithm now the main aim is to understand the intension of the viewer or the prospects. What do they want their interest the search volume of a particular keyword and to be more specific? What search results to the keywords will help answer the queries.

**Content Marketing:-**

The content marketing be a hero of the field of creating good content and delivering it to the right audience. Content creating is a must but promoting the content and distributing it across the marketing channels is a task in hand but if you company is in a private sector say industrial or educational it is required to have corresponding article or videos. Content marketing is something that is related to creating and promoting it and it is a technique or marketing channels which you go for to get more view to get more people to know about your brand or your product.

**Create a lot of Back links:-**

Back linking is important to make your websites ranked on Google length are still the number one factor that determine the website ranking because without these links ranking your website would be

very hard also links can be earned through high quality content influential marketing and so on. So these are considered to be extremely efficient. A lot of back linking is also important.

### TYPES OF SEO

The different types of SEO that exist we have a wide range of SEO sin use of your notable ones among there are-

1. White Hat SEO
2. Black Hat SEO
3. Gray Hat SEO

#### White Hat SEO:-

White Hat SEO basically refers to the most upright practice adapted by the digital marketers worldwide to help rank your product high on the search engine result page. This type is strictly abided by the Google guideline, so you should follow the guideline of Google for better SEO. You will also be able to focus more on the Meta tags, keyword in the title and body of the content. It is also called as ethical SEO. White Hat SEO utilizes the technique the search engine ranking of a website which does not run a fool of search engine mainly the Google guidelines.

#### Gray Hat SEO:-

Gray Hat SEO is a little though but it is not something i.e. midway of the black hat and white hat search engine optimization. It is a practice of using legal method that helps in improving website traffic. These are also refers to as devious with one day turn into black hat also falls somewhere in the middle as these traffic and technique are specifically present in Google’s guidelines.

#### Black Hat SEO:-

The Black Hat SEO includes certain practices that focus on finding loopholes in Google’s algorithm for ranking a particular content higher on the SERP. If compare black hat and white hat SEO then black hat SEO is dead opposite to the white hat SEO by this black hat SEO are too against the guideline provided by Google and it algorithm. The technique that it includes spam links, keyword stuffing, cloaking, hidden text and links.

**Spam Links:** It is nothing but linking your blog or over linking your content.

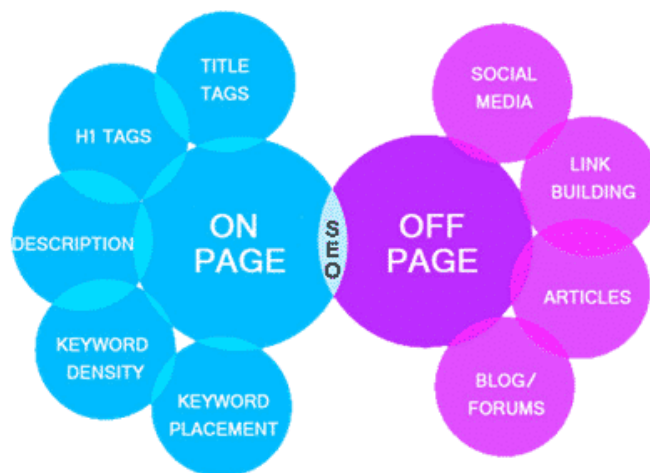
**Keyword Stuffing:** It is something i.e. required if you are going to write on article off close to 5000 to 6000 words and you are not able to being add your keyword at a particular place you stuff those keywords at some points.

**Cloaking:** Cloaking is a SEO technique in which text presented to the search engine spider is different from that present to the user browser. This done by

delivery the content based on the IP address of the user agent HTTP header of the user requesting page.

**Hidden Text:** It is invisible or unreadable ,so hidden text is mostly achieved by setting the font color to the same color as a background and rendering the text invisible unless the user highlight it.

### TECHNIQUES OF SEO



**Fig. 3 On-page Off-page Optimization**

There are two way of optimization there are –

On-Page SEO

Off-Page SEO

#### On-Page SEO:

It includes providing a excellent keyword selection, good content, putting keyword on accurate place, giving appropriate title to each web pages. It is advisable to modify the content of our website and optimize the content each time as these factors are directly related to the content and structure of the website.

#### Off-Page SEO:

It includes search engine, link exchange, increasing link recognition by submitting open directories, link building. It is the work done apart from the website to improve the visibility and ranking of a page. Off page supposed to the complement of the On page optimization.

### METHODOLOGY

#### On-page Optimization

##### Title Optimization:

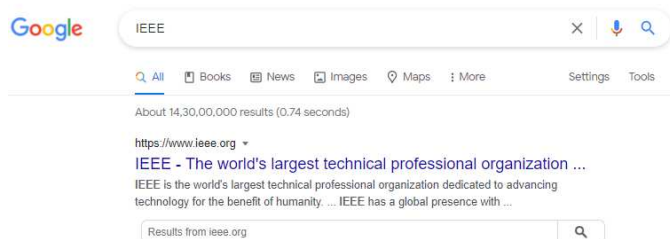
This is a part of HTML keyword which is describe what is website all about to the search engine and users, this is the very important part of a website which is used by search engine to find the relevant content of a website.

```
<head>
```

```
<title>IEEE</title>
```

```
</head>
```

Following screenshot shows how the search engine gives this fetching out user query.



**Fig.4 Title optimization**

**Body Text:**

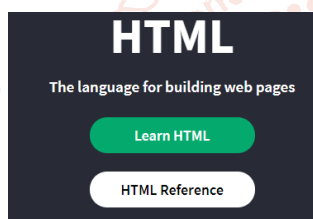
Elements are success key for ranking in search engine, so it is important to understand on the element or content of the website which help element to the considered by search engine crawlers at time of assign the ranking.

**Hyperlinks:**

The hyperlink is navigate the content one page to another page document that automatically bring the referred information to the user when the link selected by the user.

**HTML Links**

[Visit W3Schools.com!](http://Visit W3Schools.com!)



**Fig.5 Show Hyperlinks**

Visit W3School.com! is a hyperlink show more details about HTML.

**URL:** URL stands for Uniform Resource Locator, it is unique address used to website.

**Quality & Easy to Understand Contents:**

Creating and used the useful contents that increase the impact and visibility of our page more than all the pinch.

**Meta Tag Optimization:**

Meta tag is most important in search engine that are providing the real information of a website. The meta tag is nothing but metadata is data (information) about data. It is define in HTML tag.

**Sitemaps:**

It is a normal or you can say very simple page of our website, it is containing the listing of our page on website. It is shows the structure of our website in pecking order or you can say hierarchical way.

**Off-page Optimization**

**Social Networking:**

It is an updated technique to have very good brad of visibility. This is a process of sharing data over the

site that smoothly content sharing, data transfer, adding unique element on our site etc.

**Back links Generation:**

In the back links generation, we attend the link of our website on another website. The back links is the better way to increase our ranking of the website.

**Blog Posting:**

In this blog posting, we share our thought, word press, BlogSpot etc on our website.

**Video Submission:**

Video is used in several ways to enhance the search engine optimization only the things are that the videos are relevant, informative and full of the information. Video should be under stable and useful. Give the videos are good title that uses the related key phrase your product, service and brand. And optimize the video for important key phrase using tag with this term including the name of our video. To the make sure about logo in video it will generate brand with your viewers. And used to descriptive metadata or information with relevant keywords and including the keyword rich description of the video and in the last video is submitting by using SRR.

**Press Release:**

The press release provide the additional heft to a website when the press release is distributed and cabal through other relative industries or you can say other websites then we are not missing the opportunities to generate the back links back to our site and driving our rank and increasing our authority with search engine.

**Reputation Management:**

The reputation management can help the bring back to good name and helped in business preserved and protected. In the search engine reputation management is helped out of first result page those navigate post.

**Article Submission:**

This is nothing but impact same as blog promotion and press release submission.

**SEO TOOLS:**

There are some search engine optimization tools is given in the list below there are-

Meta tag analyzer and Google Analytics tools, Google webmaster and Google Ad words tools, Link counters tools, Reciprocal link counter tools, Keyword suggestion tools, Link popularity check tools, Keyword traffic estimator tools, Google Recommendation and Google trends tools, Page rank checker and Page snooper tools, Broken link checker tools, SEO dictionary tools.

## DATA ANALYSIS AND INTERPRETATION:

Following are 7 different ways you can use your data to improve your SEO rankings.

1. Spruce up your website's navigation structure
2. Build content around organic search queries
3. Edify your page loading speed on mobile devices
4. Convert highly performing posts into lead magnets
5. Utilize channel parts to better target your campaigns
6. Maximize your top referrers
7. Geo-targeting for local SEO

## LITERATURE REVIEW:

Many Inventors have illustrated about the SEO and its importance in our daily life. Search engine marketing is the instantaneous developing promoting medium on the planet, anticipated to progress toward becoming many times more intense and mighty than customary media outlet. Search engines are the needed search tools utilized for data reconstruction on the Web. It has been assessed that most of Web clients use search engines take data from the Web. The search engine acts as a mediator into shoppers and sites. Marketers use SEO to build the position of their postings in the organic indexed search results which are generated by the search engine's restrictive ranking calculations. The positioning portray the importance of the match between the searcher's search inquiry and the sites in the web crawler's file. SEO is good for marketers because they do not have to spend for web traffic from organic ads.

The basic understanding of SEO starts with considerate how a search engine works. There are three basic classification of web search engines crawler-based search engines, human powered directories, and hybrid search engines or mixed results. SEO exclusively applies to the crawler-based search engine, which is the big search engines, Google, and Yahoo are using. There are three major components of crawler based search engines, the spider known as the crawler, the index, and search engine software. Spider works by crawling around a website scanning the content.

The index is where the content from the crawled site is saved. For a website to be exploration able it must be indexed first. The procedure of crawling may take months before the website is indexed. Once the website is indexed it is exploration able using the search engine and the procedure of crawling continues and indexes any updates or changes made to the site. The third section of the search engine is the search engine software. Google and Yahoo are similar in the regard to the previously described

crawler search engines but have their own formula for how results are classified. For Google the specific formulas are unknown, but there are planner in the industry who study and interpret how Google works.

## OBJECTIVES/PURPOSE OF THE STUDY

The main Intention of SEO is to take the website on the first page of search engine results page. SEO is used to improve ranking of website on search engine and to save people from the cost, time and frustration.

To understand the impact of SEO on the marketing act of the brand.

To contrast SEO as an advertising tool with other traditional marketing tools.

To identify the implications on the customer's understanding about SEO as a marketing tool.

Increasing the Significant Traffic, Generating E-commerce Sales, Branding, Reputation Management, Lead Generation this are the objectives of seo.

## RESEARCH METHODOLOGY

We collect information from Google search, research paper, news, personal study regarding this research topic and etc. after collecting all this information we put all this information into research paper. We did Research on why we need SEO in day to day life. In this research paper we put all those information and come on conclusion that what happen if we not used seo and how importance it is for us.

## SCOPE OF THE STUDY

This paper is for why we need SEO means when customer want their website at top of the all links that time what things we need to do how SEO is useful in that, because of SEO how we can do website at top of all the links very easily. that why SEO have huge scope in this study.

## CONCLUSION:

Present work is implemented on a live website and various search engine optimization techniques were incorporated on it. The speed up of website was improved with the promotion of large number of keywords. The advantage of search engine optimization is the fact that it raises your website's popularity. There are many of search engines available in

market, but most famous is Google search engine. In all three types of Search Engine Optimization techniques, White Hat SEO technique is the best and long term as well and White Hat SEO is long lasting. In addition, White Hat Search Engine Optimization techniques are best for securing the top ranking on Search Engine Result Pages. There is the importance

of both on and off-page optimization method to edify website ranking. Both optimization methods have their own advantages and Significance.

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