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Design, Structure and Techniques: A Study on Search Engine Optimization

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Abstract – This article presents and talks about the idea of academic search engine optimization (ASEO). Taking into account three as of late led studies, rules are given on the most proficient method to optimize scholarly writing for academic search engines when all is said in done and for Google Scholar specifically. Also, we quickly examine the danger of researchers' illegitimately 'over-optimizing' their articles.

Actualizing solid SEO tools can drastically upgrade the quality/amount of traffic to a website, and can support in dealing with all the SEO particulars. In addition, numerous ambitious people and business managers stay inquisitive about the most recent SEO strategies. We framework the top Web Analytics and SEO Campaign Tools, alongside the most significant SEO methods acknowledged paramount in 2013.

The key point of an organization's SEO deliberations is to build traffic to their digital environment. We give proposals on enhancing your current SEO process, which includes understanding a mixed bag of new tools/systems/drifts all of which are recommended. Besides, the paper incorporates a Search Engine Market Analysis, especially concentrating on the varieties between Australia and China, and the search engine market share around desktops, mobiles and tablets.

INTRODUCTION

Search engines have one target – to give you the most pertinent results conceivable in connection to your search query. In the event that the search engine is effective in furnishing you with information that helps, then you are an upbeat searcher. Also blissful searchers are more inclined to return to the same search engine consistently on the grounds that they are getting the results they require.

In place for a search engine to have the capacity to display results when a client sorts in a query, they have to have an archive of accessible information to browse. Each search engine has exclusive techniques for social event and prioritizing website content. Notwithstanding the particular strategies or techniques utilized, this procedure is called indexing. Search engines really endeavor to sweep the whole online universe and file all the information so they can reveal to it to you when you enter a search query. How would they isn't that right? Each search engine has what are alluded to as bots, or crawlers, that always check the web, indexing websites for substance and emulating links on every webpage to different webpages. On the off chance that your website has not been filed, it is unimaginable for your website to show up in the search results. Unless you are running a shady online business or attempting to trick your route to the highest point of the search engine results page (SERP), chances are your website has recently been filed.

This article displays the idea of academic search engine optimization (ASEO) to optimize scholarly writing for academic search engines. The principal some piece of the article spreads related work that has been carried out basically in the field of general search engine optimization for Web pages. The second part characterizes ASEO and contrasts it with search engine optimization for Web pages. The third part gives an outline of ranking algorithms of academic search engines all in all, took after by a diagram of Google Scholar's ranking calculation. At last, rules are given on how authors can optimize their articles for academic search engines. This article does not blanket how publishers or suppliers of academic archives can optimize their Web destinations and vaults for academic search engines. The rules are dependent upon three studies we have as of late directed and on our experience in creating the academic search engine Sciplore.org.

ASEO contrasts from SEO in four huge regards. To start with, for Web search, Google is the market pioneer in most (Western) nations. This implies that for Webmasters (concentrating on Western Internet clients), it is for the most part sufficient to optimize their Web destinations for Google. Conversely, no such market pioneer exists for searching academic articles, and researchers might need to optimize their articles for a few academic search engines. In the event that these search engines are dependent upon

distinctive crawling and ranking techniques, optimization can get confused.

INCREASING TRAFFIC TO YOUR WEBSITE THROUGH SEO

Search engine optimization (SEO) includes designing, writing, and coding a website in a manner that serves to enhance the volume and nature of traffic to your website from individuals utilizing search engines.

Effective SEO procedures help you get more potential clients to your website. Websites that have higher rankings (i.e. exhibited higher in the search results) are distinguished to a bigger number of individuals, who will then visit that site. Guarantee that you characterize your market first before taking part in SEO methods.

SEO includes a wide run of systems, some of which you may have the capacity to do yourself as well as other people that will oblige web improvement expertise. Procedures incorporate increasing links from different websites to your website pages, altering the substance of the website, redesigning the structure and association of your website, and coding progressions. It additionally includes tending to issues that may keep search engines from completely "crawling" a website.

As was specified, a standout amongst the most discriminating approaches to enhance your website's ranking in the search engine results pages is enhancing the number and nature of websites that link to your website. Google Pagerank is a framework for ranking website pages utilized by the Google search engine. Pagerank evaluates the degree and nature of website pages that link to your website pages. Since Google is presently the most mainstream search engine worldwide, as stated by comscore Inc. (Press Release, June 2008), the ranking of your website pages accepted on Google Pagerank will influence the amount of guests to your website. Strategies to enhance your page rank are examined below.

On Page Optimization Techniques - As the term proposes, on page optimization incorporates those systems that could be carried out on the pages of a website. On page optimization identify with those things that are inside your control – i.e. the substance of your website. On page optimization systems help the search engine crawlers read the website content. A discernable webpage serves to show quality and will bring about higher ranked site pages.

Off Page Optimization Techniques - Off page optimization incorporates those procedures that might be carried out off the pages to expand traffic to your website, for example, link swaps, directory listings, blogging, and gathering postings.

Link Popularity – Link popularity alludes to the number and nature of links that indicate your website.

Increasing your website's link popularity is discriminating. A Web page that has links from numerous pages that have a high Google Pagerank gets a higher rank itself. The nonattendance of links implies that there is no backing for that page and it won't get a high page ranking.

Notwithstanding the amount of locales that link to your website, you likewise need to think about the nature of the links. It is further bolstering your good fortune to have destinations with high page rankings link to yours. A link from a site with a page ranking of 7 will push your site higher up in the rankings than a link from a site with a page ranking of 5.

SEO FRIENDLY URLS

URL optimization is the capacity to characterize short, static Urls with an envelope sort structure and compelling magic words to help get higher page rank. You can set the decisive word to be utilized within the URL to recognize the class or item being seen. Disentangling the URL is carried out in two parts. The primary part is to abbreviate the connection root. The standard connection root of the store URL is long and holds information that is not important to shoppers. Shortening it to a solitary word like "store" or "shop" definitely abbreviates the URL. The second part to improving the URL is to supplant the element parameters with a static representation. Utilizing watchwords for classes and items makes a URL that is not difficult to peruse and comprehend, for shoppers and search robots indistinguishable. You can characterize default URL catchphrases for all your classifications, items and static pages.

Shortening a store's URL makes it simpler for shoppers to recollect a link and enhances perceivability in search engine results. The default Urls used to get to a Websphere Commerce store have a connection root of `/webapp/wcs/stores/servlet/`. This is not exceptionally descriptive and consumes significant land in the location bar. A shorter setting root, for example, `/shop`, could be utilized.

Setting root shortening is given by URL rewriting guidelines at the web server level. A URL modify principle is rationale run by the web server to change all approaching solicitations to the full URL while indicating the abbreviated URL in the web program. For instance, if a shopper navigates to `www.mystore.com/shop` the URL is changed over by the web server to `www.mystore.com/webapp/wcs/stores/servlet/` before the solicitation is gone to Websphere Commerce. Along these lines no progressions are required at the Websphere Commerce level. The first Urls still capacity not surprisingly. On the off chance that a shopper has bookmarked a store at the first URL it will at present work.

The Websphere Commerce Information Center gives guidelines on the best way to abbreviate the setting root for each one upheld web server. The steps for IBM HTTP Server are indicated on the slide. Step five characterizes the revamp principle for the setting root. When you have finished the web server arrangement, you have to change the Web Sphere Commerce server setup document to add the new setting root to the SEO Configuration segment. This last step permits all the pages in the store to have the same abbreviated setting root.

WHITE HAT VERSUS BLACK HAT

SEO systems are characterized by some into two general classes: methods that search engines prescribe as a component of great configuration, and those methods that search engines do not affirm of and endeavor to minimize the impact of, alluded to as spamdexing. Some industry observers arrange these routines, and the professionals who utilize them, as it is possible that white hat SEO, or black hat Seo.white hats have a tendency to generate results that keep going a long time, inasmuch as black hats foresee that their destinations will in the end be banned once the search engines find what they are doing.

A SEO strategy, method or system is viewed as white hat in the event that it complies with the search engines' rules and includes no misdirection. As the search engine rules are definitely not composed as an arrangement of standards or charges, this is a critical qualification to note. White hat SEO is about emulating rules, as well as is about guaranteeing that the content a search engine files and hence ranks is the same substance a client will see.

White hat exhortation is by and large summed up as making substance for clients, not for search engines, and after that making that substance effectively available to the bugs, instead of endeavoring to amusement the calculation. White hat SEO is from various perspectives like web improvement that advertises availability, despite the fact that the two are not indistinguishable.

Black hat SEO endeavors to enhance rankings in ways that are opposed by the search engines, or include duplicity. One black hat system utilizes message that is covered up, possibly as content hued like the foundation, in locale imperceptible to the client like an imperceptible div or situated off screen. An alternate system gives an alternate page depending on whether the page is continuously asked for by a human guest or a search engine, a procedure known as cloaking.

Search engines may punish destinations they run across utilizing black hat techniques, either by decreasing their rankings or wiping out their listings

from their databases out and out. Such punishments might be connected either consequently by the search engines' algorithms, or by a manual site review.

SEO DESIGN & STRUCTURE

A site configuration and format gives initial introduction about your site. There are locales which are excessively favor and consistent net surfers will only arrive at on those destinations and will turn out even without making a solitary click.

Search Engines are extremely savvy however after all they are software and not individual who will read the substance of their investment. In the event that you make your site excessively confounded then Search Engine might not have the capacity to parse the substance of your site properly and at long last indexing might not be effective which will bring about a low rank.

The real page substance ought to have a watchword density of about 10% and ought to weigh in at something like 200 words - yet there is the same number of estimations about this as there are SEO experts. Some say decisive word density ought to be 5% and some say it ought to be 20%. 10% works for me.

Here are few rules which ought to be acknowledged while designing a page.

- You ought to have more content substance than HTML elements.
- No outlines. They are the foes of Search Engines and Search Engines are Enemies of Frames.
- No ads if conceivable. Since the greater part of the ads utilizes Java Script which is not encouraged to be utilized.
- No Javascript. In the event that you require Javascript, call it from an outer record instead of dumping the code in the HTML document. Javascript drop down menus keep arachnids from crawling past your homepage. In the event that you utilize them, make sure to incorporate content links at the lowest part of the page.
- Nothing that does not fit perfectly into the page point; There ought to be most likely in the search engine's psyche (or in the client's brain) what your page is about.
- No unnecessary catalogs. Keep your documents as near the root as could reasonably be expected.

- No extravagant stuff (Flash, Splash, Animated Gifs, Rollovers and so on.) unless totally vital.

SEO BUSINESS MODELS

Benefit Share - Some Seos may be intrigued by working utilizing a benefit share business model. This sort of relationship obliges an incredible measure of trust from both parties. Generally individuals who don't have any acquaintance with you well won't have any desire to work for a potential share of future benefits.

I can't even let you know what number of individuals set up a nonexclusive, drug store layout driven, subsidiary website and need me to work for future benefits for them. I tell them "no," however somebody gets some information about consistently. Most Seos are not going to need to work by means of benefit share off the begin unless you have a REAL substantial brand. On the off chance that you have an unique extraordinary thought, some may, yet by and large it is going to be hard for most webmasters to discover a benefit share SEO accomplice.

Pay-Per-Click - Some marketers particularly sell administrations for setting up and overseeing pay-per-click search engine accounts. Some individuals charge anyplace from \$300 to \$10,000 to set up the fight, then 10% to 20% of commercial use for administration. Some individuals charge for record setup and let you run things from that point, and some individuals charge repeating expenses.

Diverse business models will be better for you relying upon how intense your market is and how perplexing your battle needs to be. On the off chance that you have an especially modest fight, then it will be tricky to get individuals to make a quality showing for 20% of a couple of hundred dollars.

Sell All Clicks as Pay-Per-Click - Some Seos sell both natural traffic and pay-per-click ads on a cost-per-click support. This has repeating charges, additionally may restrain your up front installment hazard since you are paying for traffic you get. A few systems that do this have you pay to make content where they likewise put ads for others, and they may take years to drain your introductory store. Verify you characterize how the ads will show up (i.e., I might suggest purchasing selectiveness), also get a surmised time extent to convey traffic. Additionally make a few inquiries to guarantee their traffic is genuine traffic and not robotized traffic bots.

CONCLUSION

Taking everything into account, Search Engine Optimization is always showing signs of change as new viewpoints come into play, and others go. On a very basic level, businesses need to distinguish the two critical basics for excellent SEO, on-page and off-page. On-page SEO alludes to what a distributor can control specifically, inasmuch as off-page SEO

essentially depends on client conduct, social engagements, guests, also different publishers.

Clients are continuously additionally utilizing mobiles to get to the web and it is known to soon outpace web get to through personal machines. Ranking for the key terms in a particular industry on mobile gadgets, permits a business to take control of clients who are consistently searching on the go. Mobile search is what's to come for SEO and Google is paying thoughtfulness regarding websites that are 'mobile friendly'. Internetrix proposes that associations ought to begin making SEO methodologies for mobiles, absolutely in light of the fact that SEO on a PC varies from mobile gadgets.

Making, altering, and advertising remarkable astounding substance is troublesome and lengthy. Anyhow at last Golden principle of SEO is that Content is the King. It's a result of a Search Engine as well as its for your site guests. A page that is perused by individuals is superior to a page that is perused by bots.

ASEO ought not be seen as an aide on the most proficient method to trick academic search engines. Rather, it is about helping academic search engines to comprehend the substance of research papers and, therefore, about how to make this substance all the more widely and effortlessly accessible. Surely, we can envision that a few researchers will attempt to support their rankings in illegitimate ways. In any case, the same issue exists in customary Web searching; and in the long run Web search engines figure out how to keep away from spam with extensive victory, along these lines will academic search engines. In the long haul, ASEO will be gainful for all – authors, search engines, and clients of search engines. Accordingly, we accept that academic search engine optimization (ASEO) ought to be a normal system for researchers, like, for example, selecting a proper journal for publication.

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