

Website Development and Search Engine Optimization

^{1*}D.Anushri, ²M.Nandhini, ³T.Shanmugapriya

^{1,2,3}Department of Information Technology SNS College of Technology, Coimbatore

DOI: <https://doi.org/10.26438/ijcse/v7i2.780782> | Available online at: www.ijcseonline.org

Accepted: 17/Feb/2019, Published: 28/Feb/2019

Abstract-Search Engine Optimization is a methodology of techniques that are used to increase the traffic of the website through the search results. It is also a method of finding the worth of the pages on the website. The main purpose of the online presence of the website is to get viewed by all over the world. The website which scores a high rank in the SEO results makes number of people to visit the site. Google provides the most user-friendly features for indexing the website. In this project, a simple website is developed and this website is indexed in Google. Various methods are used for the search engine process. Section I contains the introduction of this project, In Section II, the explanation of the project is included. In Section III, the various processes of SEO are included and Section IV contains the Conclusion.

Keywords: Mice planning, Description, Content, On Page Optimization, Off Page Optimization.

I. INTRODUCTION

In this paper, it covers website development and Search Engine Optimization. The website is about providing tourists packages for the tourists. This website is indexed for the search engine. The various process and algorithms are included. SEO plays a major role in This website focuses on organic search results. In this project, there is part of both web development and Search Engine Optimization. The main aim of this project is to index the website in Google and to increase the ranking results. The various methods are done and carried out to increase the performance and the ranking of the website.

II. ABOUT THE WEBSITE

It is the Dubai website. In this website it provides the tour packages. The people can choose their holiday package. In each package, there is a chauffeur services which provides the transport facilities in their tourists place. This website also helps for the business which provides the Mice Planning. Mice planning arranging for business meetings and conference. In existing system, the tourists website provides only the packages and visa facilities. In this website, the packages are included with Mice Planning and with Chauffeur services.

III. SEARCH ENGINE OPTIMIZATION

1. Content:

In SEO, the content is used to engage the ranking of the website. In this website, the content provides the description about the tourists package , Visa facilities,

the offers contained in each packages is described. The main use of this content is to help people to easily understand about the website. It is about creating a quality content which reaches high in search and social.

In the description, the keywords are added to give to indirect link to the website. In the content, the keyword is contained as many times to help the people to easily find the keyword. This website contains the content of Dubai Tourists, Dubai city tour, Mica companies in Dubai, Dubai tour packages etc., In these content, the descriptions of the website.

2. Keywords and Meta tags

The keywords are the familiar words that people searches. The backlinks of the website is given by using the keyword. In this website, the keyword is Dubai Tourism. When people searches for this keyword, this website is indexed. The keyword of the website must be user friendly and related to that website. When the keyword is searched, the maximum number of results are indexed. the website that is indexed, contains meta tag description. Meta tag contains a short description of the website that is readable by the people. This process is done in the category of On page optimization. The stage of the website is analyzed by using the initial audits.

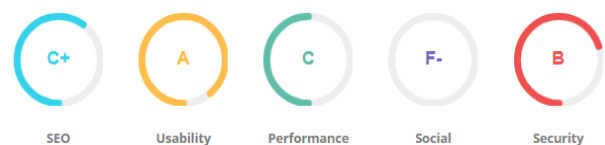


Fig. 1

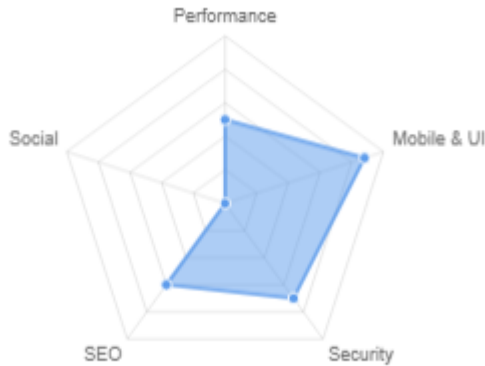


Fig. 2

3. Link building:

There are two types of categories in SEO, they are ON page and Off page optimization. Directories comes under the category of Off page optimization. In the website, the article submission, image optimization, speed loading, URL optimization is done. By submitting these directories, the backlink is created. It is called as backlink. The backlinks that are generated enhances ranking rate of the website. There are seven categories for creating the backlinks. To generate the backlinks, the keyword is analyzed for each description and the link is created for each keyword.

4. Indexing the website in Google:

To index the website, the related keywords are identified. When the viewers searches the keywords, the website is indexed. The website is indexed for the following keywords.

- a. Dubai Tourism
- b. Tourists places in Dubai
- c. Mice planning

5. Speed optimization:

In speed optimization, the content of a website is analyzed. The performance score of each page in the website is analyzed. The performance is categorized as fast, average and slow. Based on the performance, the speed is optimized. In this website, the lighthouse audits is used to improve the speed of the site. The speed optimization may vary in mobile phones and in the desktops. This variation is occurred due to many new devices. Google has updated for the variation of speed in these devices like Android, Ios etc., The speed improvements of the website is done in all the mobile phones and in desktops. The speed of this website on mobile phone is 22%. This data is analyzed by the lighthouse audits. It is in the slower position in mobile.

In desktop, the speed is 80%. It has reached the average speed. In this project, the speed is done only for the desktop.



<http://hashtagme.ae/>

The speed score is based on the lab data analyzed by Lighthouse.

Analysis time: 2/7/2019, 4:34:21 PM

Scale: ● 90-100 (fast) ● 50-89 (average) ● 0-49 (slow)

Fig. 3

6. Speed Console:

The performance of the website can also be calculated by using the speed console. Analyzing of number of clicks by the users could help to record the performance of the website. When the users click the keywords, it is indirectly linked to the website. This maximum number of clicks helps to obtain good results. The good description of the keywords makes the maximum number of clicks. The performance of the website mainly depends on it description. In the website, the lighthouse audit is used to analyze the errors in the website and improves the speed of the website.

7. Google analytics:

In a search engine, the number of times website visited can be analyzed by using Google analytics. It is used to analyze the visitors, their place and how do they visit the website etc., the period of time till which the visitors use this site is also recorded. As this is a Dubai website, it is visited by most of the Dubai people. This analytics gives the count of the visitors and this helps to obtain the ranking rate of the website. In google analytics, usability, performance, Social and the security of the website is analyzed. The usability of a website is analyzing the number of users of the website. The performance denotes speed and functionality. In usability, it has an average percentage. The website ranked C grade in performance. In the above diagram, it shows the performance percentage of this website This website is mostly used in the mobile. Creating maximum number of backlinks increasing the speed and ranking.

The analytics results of the website is obtained by using the analytics code. By using this code, the website range is analyzed.

IV. CONCLUSION

This paper covered the SEO methods for fetching the more number of users. The website is developed and it has more advantages and facilities than the existing tourists' websites. This website has been successfully indexed in Google. Google has provided various methods for the search engine to improve the performance of the site. The website is in the developing process. In Second Edition, the website will be completed and it will index on the first page.

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Authors Profile

D. Anushri pursuing final year B.Tech Information Technology at SNS College of Technology. Her areas of interests are Computer networks and Datastructures.



M.Nandhini M.Tech., working as an assistant Professor in the Department of Information Technology, SNS College of Technology. Having 6 years of teaching experience and published more than 8 papers in reputed scopus and Annexure journals. Her area of Interests are, Mobile Communication, Networks and big data analytics.



T.Shanmugapriya M.Tech.,(Ph.D)., working as an assistant Professor in the Department of Information Technology, SNS College of Technology. Having 11 years of teaching experience and published more than 10 papers in reputed scopus and Annexure journals. Her area of Interests are, Mobile Communication, Networks and big data analytics

