

Search Engine Optimization for a Website (3PDigital.Co)

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DOI: <https://doi.org/10.26438/ijcse/v7i6.11251128> | Available online at: www.ijcseonline.org

Accepted: 18/Jun/2019, Published: 30/Jun/2019

Abstract- In today's world internet is growing fast day by day. data is very huge and complex. To sort this amount of data over large database search engine plays a very important role. Google is the basic search engine through which we can optimize the website. With the help of search engine, we can actively gather the visitors to our site. Search engine is the most common part of our today's life. Because of this reason, search engines play "a prominent position in the online world"; because of this people can find any information that they want from the internet very easily. Search Engine is the most valuable asset for the company to grow their market in the current business. It increases the market value This research paper provides to improve the ranking of a website(3pdigital.co)

Keywords: Search engine optimization(SEO), On page and Off page optimization. Page Rank, Metadata, Organic Search.

I. INTRODUCTION

Users uses most of the queries by searching on the web. according to most of the users they prefer results of top most pages with high rank. if the company website is not listing on the first page then it will be less productive for the business. for successful business the website of company should be listed on the first page or first 3 ranks. There are millions of searches per day. For example, if someone wants to buy a goods in unknown place in that case he uses search engine to search particular goods. With the help of search engine, it will show the top ten results and top links [3]

II. DESCRIPTION

2.1 Search Engine Optimization -

SEO stands for Search Engine Optimization, which is the action in which it will increase the quantity and quality of traffic to your site through organic search engine results. SEO is the process in which we try to rank our website at the top position.

Ranking is the process in which our website is ranked according to our keywords.it depends upon various factors like our website is updated or not, website should be always updated for proper ranking. There should be proper links are linked to the site. Links provide various ways to connect our website and brings the traffic towards our website. keywords play an important role in the seo. Proper keywords are the best match for best ranking. optimized website is always best for high ranking and high traffic.



Figure-1.1

2.2 SEARCH ENGINE AND HOW IT WORKS?

Search engine is the action in which we can search the desired information which we want. Google search engine is the most used one. It is most secure and scalable. It uses various algorithm to give results and performs various actions. Like crawling, indexing, processing. Crawling is the process in which it crawls the whole page for the information. Indexing indexes, the information and processing processes the information.

2.3 Page Rank

Page rank is the algorithm which is developed by google to rank search engine results. page rank is the measure through which we can measure the importance of web page. Page rank depends on various factors like links to a page. It is

an algorithm used by Google [3]. The numerical weight that it E is referred to as the PageRank of E and express by PR (E). $PR(A)=(1-d) + d (PR(T1)/C(T1) + \dots + PR(Tn)/C(Tn))$ [3].The university received 1.8 million shares of Google in exchange for use of the patent; the shares were sold in 2005 for \$336 million.[3]

III. METHODOLOGY

I have done the SEO on 3pdigital website which is assigned by the company.so for the SEO we have to optimize the

whole page. there are two methods to do that.

1. On Page Optimization

- Page Title- Title tag is the HTML element that specifies the title of a web page. Example: Title tag used to increase the rank by highlighting the website. [5]
- Meta Description- Meta description is the description about your page which is a meta tags or sentence or paragraph. Example:

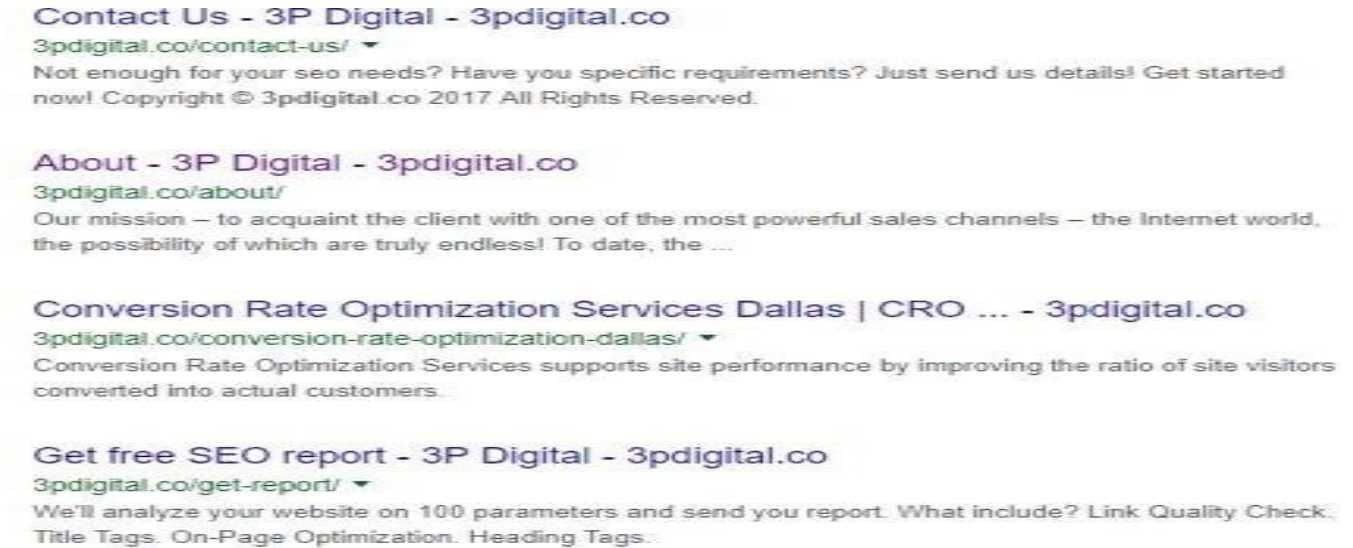


figure-1.2

- Meta Keyword- Meta Keyword is the information which is required to tell the content information in your page. words and phrases that describe what your content is about. [7]

The image shows a screenshot of a Google Sheets spreadsheet titled "3Pdigital.co - SEO". The spreadsheet contains a table with the following data:

	A	B	C	D	E	F	G	H	I
1	Keyword	Volume	Position	EST.Visits	CPC	Paid Difficulty	Search Difficulty	Page URL	Competitors URL
2	dallas search engine optimization	140	3	14	0	6	7		
3	seo companies in texas	90	4	6	21.74	26	13		
4	best seo companies dallas	30	2	5	0	28	14		
5	dallas seo firm	40	1	12	0	12	17		
6	dallas seo experts	390	6	13	0	16	18		
7	seo agency dallas	90	3	9	46.95	16	18		
8	dallas seo consultant	210	7	5	0	16	18		
9	seo companies in dallas	720	1	219	31.03	44	19		
10	seo consultants dallas	90	4	6	0	25	21	http://3pdigital.co/	https://clutch.co/seo-firms/dallas

figure-1.3

It is present in the HTML code. meta keywords provide the actual volume of the keywords and their position among the others, it gives approximately estimated visits and cpc like cost per click. paid difficulty provides the ratio of that keyword to be in favorite to be paid. Search difficulty also provides the comparison between different keywords to be searched. [9]

- **Heading Tag-** It is the most important tag for search engine optimization .it uses HTML, CSS to handle the process.



Fig. 1.4

Heading tags are `<h1>` to `<h6>` are used to define heading on a web document. `<h1>` is the bold and `<h6>` is the smallest. heading tags are used to make website readable and attractive. it shows the structure of the website. [10]

2-Off Page Optimization-

Off page optimization uses the strategy where it not connected directly to the webpage. It is the action where we make a social submission to increase the rank of our site. it is used to improve the performance of our site and keyword research. [11]

- 1-Social Submission- Social Submission is the process in which we submit our website link to different social networking sites. with the help of this our ranking of page is increases as the people visits our site. Quora is the best platform for social activities. it is the platform where we can ask questions and can also give the best answers. here we can choose the relevant questions and give the answer with our company website for linking. Blog posting is also a very important aspect where we post our blogs to different sites with website URL, so people can visit our site for reading the blogs. [11]
- 2-Link Building- it is the process in which we tried to link other website links to our site by linking links to their sites. because of this all the traffic will be directed to our site. [12]

Advantages and disadvantages of SEO

- **Advantages-**
 1. You can rank among the top 10 sites
 2. It will increase the traffic and sales of our business.
 3. ROI increases as the rank of our site increases.
 4. It is very cost effective, and it increases the marketing ROI. [3]
- **Disadvantages-**
 - 1- SEO process is very much time taking.
 - 2- Need to update the information always.
 - 3- Over Success-As much as every business wants to be a success there is a real danger of too much and too fast. [3]

HOW YOU CAN IMPROVE RANKING OF A WEBSITE-

- 1- Use proper title tag so it can visible over the other tags.
- 2- Use proper keywords so that people can easily search the desired results.
- 3- The most important is the content. content should be accurate and correct.
- 4- To improve the rank of site we can post a blogs and new content to improve visibility.

- 5- We can update our site regularly.
- 6- Links plays a very important role to rank high.
Try to link sites to our site.
- 7- Use advance tools to tune up the sites.

IV. CONCLUSION

At last, I would like to give my opinion on search engine optimization that it is the most important and most advance process through which we can find what we want. With the help of SEO more optimized websites are created. Because of this we can rank our website very high. I suggest that every organization will opt for SEO for their sites to improve their Ranking. With the help of SEO 3PDigital site will improve its market value and it gradually rank better in the search engine. SEO improves the Traffic of 3PDigital website to grow the business. So, at the end I would suggest every organization to adapt SEO to improve the ranking of website.

FUTURE WORKS

I will try to implement the advance tools and techniques to obtain high ranking and performance of the site.

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