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### **RESEARCH ARTICLE**

# **A NEW APPROACH TO IMPROVE BUSINESS USING SEO TECHNIQUES**

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### **Abstract:**

*SEO Stands for "Search Engine Optimization". Increase the website results via paid/natural resources. Search engine optimisation should not be seen as an end in itself. It is a function that should be undertaken to improve the overall commercial performance of a web site. The role of SEO is to legitimately process of improving rankings. There are few genuine guarantees of a top placement, particularly for highly competitive search terms. Good SEO will improve a web site's ranking across a range of selected terms. However, any process whereby a search engine is illicitly manipulated in order to guarantee a high placement is referred to as spamming. The successful execution of a search engine optimisation project requires skills in the areas of analysis, research, planning, copy writing and communication.*

*A comprehensive search engine optimisation project is divided into four interrelated phases.*

- 1. Pre-site activities – The research and planning activities undertaken before an existing or new site or page is actually touched or built.*
- 2. On-site activities – The activities directly involved in the content and design of webpages.*
- 3. Off-site activities – Building a portfolio of quality inbound links to your website.*
- 4. Post-site activities – Analysing and responding to site traffic and user feedback once a website has been optimised. Effective SEO is a continuous activity.*

**Keywords:** SEO; PPC; Metatags; Alttags

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## **INTRODUCTION:**

### How to Optimize Your site?

This section describes the key processes undertaken to obtain a higher organic ranking with the major search engines. How search engines work is part of their proprietary knowledge. The exact workings of their algorithms are closely guarded commercial secrets. However, guidance to how these algorithms work can be found or deduced from various sources. Some general guidance is available free, directly from the search engines' own websites. Some guidance can be found from examining the various Google and related patents. Some general guidance can be found from authoritative articles on SEO forum sites. However, real world applications of this knowledge can only be found by experimentation and trial and error.

There are some general rules. Applying them will provide a route to improved search engine visibility. The guidance in this section could be broadly applied to the three main engines – Google, Yahoo and MSN. However, given its dominance, much of the advice is derived from my interpretation of the Google “Hilltop” patent of 2001. The patent is believed by SEOs to have been the basis of the so-called Google “Florida” update of November 2003.

**The Four Phases of an SEO Project .How Search Engines Gather Information** Search engines gather information by crawling websites. They crawl from page to page visiting sites already known and by following the links that they find. Whilst crawling, the robots, or spiders, gather information from the source code of each site and then send back that information for indexing. The Spiders were designed to read HTML code or code related to it such as XHTML or PHP. The Spiders find it difficult to read pages written in Flash and some other popular web programmes. Spiders cannot directly read Java Script or images. They can however read the alt tags which may be provided with GIF, JPEG or PNG images.

## **SEO1-THE PRE-SITE PHASE:**

Search engine optimisation is a marketing discipline. It is not a stand alone function. Before any specific optimisation activity is undertaken it is essential that two areas are non-search areas are raised: understanding your Organisation's Online Business Strategy Good SEO requires a thorough understanding of your organisation's overall business strategy. How does search fit in with activities such as advertising, e-mail and direct marketing? Is there a marketing plan? What does it say about objectives, strategy and budgets? What is the overall direction of the business and what can search contribute? Researching your Market Category, Customers and Competitors. Good SEO also requires a thorough understanding of the market category within which the search project and web site will compete. What is the category size and how is it developing. What other channels to market are there? What information is available regarding their behavior and attitude of customers? What role in the buying process is played by the search marketing? Who are current and likely competitors? Once the above is fully grasped you can proceed to the first real activity of SEO Keyword .

### **1.1 Keyword Selection Factors**

Keyword selection is the first search specific discipline. Having explained that spiders read and index text, we find that some text is more important than others. That text is keywords. Valuable keywords are the words or phrases that prospective customers use when searching in your market category. Keyword selection is therefore crucial and has implications for so much else within search. I have drawn up a list of factors that should be taken into account when selecting keywords.

### **1.2 Category Priorities**

The first thing to remember is that the number of keywords you can use on any one site or page has a finite limit. A general recommendation is that there is an overall limit of 20 individual words. In my opinion – due to other factors – the limit should be drawn much tighter than this. Rather than a limit of words, I prefer, a limit of characters – including spaces - of no more than 64. In essence, you must be sufficiently focused to sum up the key priorities of your business within this limit – typically no more than 6 to 8 words. The only way around this limit is to have an endless number of pages on an endless number of sites – all optimised, monitored and updated on a regular basis. Search Volumes You should use a word or phrases that have sufficient search volumes for your needs. You can find out about search volumes by checking with Word Tracker software or Yahoo's Overture keyword suggestion tool. Read more about these tools below.

### **1.3 Competitive Advantage**

A place to look for keywords is where you enjoy some competitive advantage. How are your products or services differentiated? What are the real strengths of your business compared to your closest competitors? What proprietary advantages do you enjoy? What is it you do better that may persuade prospective purchasers to visit your site? Competition You may have decided on your own keyword priorities but you must also check out the competition for those keywords. Selecting a word or phrase already prioritized by a multitude of competitive sites will see you struggle for visibility. Try to find words or phrases that appear ignored or underutilized by your competitors. An alternative but higher risk approach is to see what keywords are used by competitor sites and then attempt to outmanoeuvre them by better use of links, content and meta tags.

### **1.4 Relevance:**

The keyword terms you select must be relevant, salient and part of the vocabulary used by the audience you are seeking to attract. If that audience is a consumer one it is unlikely to use jargon. The opposite may be true if you are seeking B2B prospects. My experience suggests that consumers will often use entirely different vocabulary from marketing, advertising and IT people. To avoid confusion use simpler but more specific terms. Making your keyword choice In essence, you must synthesise all of the above five factors in selecting and refining your keywords. Ignoring any one of the factors could create problems. Do not rush into this process. Test out your keywords by making trial searches on the major engines and see what company results you might keep. Getting it wrong may involve a large amount of reworking.

## **SEO 2 - THE ON-SITE PHASE:**

Writing Meta Tags There is much debate about the current value of meta tags. I still find them very effective – both as an end in themselves and also as a guide to producing better and more search friendly content. Although Google apparently ignore their contents, MSN and Yahoo9 both still utilise the site title and description meta tags in their search algorithms. MSN's newly launched web site still makes reference to the value of the key words meta tag. Meta tags are so called because they sit above the site – in the "Head" section – and are not visible to the casual site visitor. The meta tags can be found between the <Head> and </Head> lines of HTML code, as the description suggests, at the top of the page. Meta Tag Priorities The Site Title Meta Tag The site title tag is the most important meta tag. The site title meta tag is still read and indexed by all the major engines. How do we know this? Because it appears at the top of each organic search entry in the search engine results pages. However, some SEOs

dispute whether it is really a meta tag at all – because the information the tag contains is clearly visible in the top left corner of the blue area surrounding the screen. The recommendation of RFC 1866, the international standard for HTML, is that the tag should contain no more than 64 characters, including spaces. There is nothing physically stopping you exceeding this limit. I have seen some major sites with 150 characters in this tag. However the typical browser can only show 70 or so characters and secondly, and with more characters, the impact of keywords within the tag is progressively diluted. The keywords in the early part of the tag carry more weight. I personally prefer a limit of 50 to 55 characters. Checking the quality of the title meta tag is the quickest way of assessing whether a site has been optimised. A key debate, given the character limitations, is whether you should include the organisation's name in the title meta tag. Much depends on the name's length and whether it includes desired keywords. My view is that with limited space, you are wasting a valuable resource if you use your organisation name here.

### **2.1 The Site Description Meta Tag**

The site description is the second most important meta tag. It is read by the engines Yahoo and MSN and still plays a significant role in their searches. The site description should tell the engine about the nature of the web site. It is recommended that this is done in no more than 200 characters including spaces. It should be presented using good grammar and avoiding repetition. The site description should include relevant keywords.

### **2.2 Keywords Meta Tag**

You would have read in the previous section on search history that the keywords meta tag is, today, ignored by most of the search engines. So, if the spiders do not take them that seriously, why do we still have them? In my opinion the main role they perform is one of internal guidance and discipline for the web master. If you know what keywords you are looking for it is easy to test your content to ensure there's a match.

### **2.3 Writing Content**

Content is deemed to be increasingly important by many in the SEO field. This is apparently because with all the spamming and other optimisation techniques becoming increasingly sophisticated, only content can give the search engines a true indication of a site's content. There are some general rules, amongst them is the more copy the better – aim for 250 words. Secondly look to use the keywords in two or three word phrases.

### **2.4 Content Location**

Where should content with keywords be located? High up on the first page is the general rule. Certainly put keywords into the opening sentence or paragraph. The latest MSN engine picks out and uses a selection of text from the opening paragraph in their site description. This implies that the MSN algorithm is placing additional emphasis on this text. Keywords should then be spread throughout the first page and the rest of the site.

### **2.5 Content Relevance**

Keywords and their surrounding copy should be relevant to one another. Certain words and combinations of words go together and the search engine algorithms know this. So advertising goes with marketing. Food with drink. Photographs with film. Also derivative words with different utilisation go well. So market and marketed with marketing etc.

### **2.6 Content Density**

There is much debate about density. Too little and the keyword or phrase won't be picked up. Too much and your site may fail the spamming test. Some SEOs suggest repeating keywords no more than 7 times on any one page. Density is always measured in

relativeterms. A page with a lot of copy will have more word repetition than one with few words.

## **2.6 Titles**

Text within title tags has a greater weighting than ordinary copy. Within HTML codetitles are marked up <H1>, <H2>, <H3> etc. Therefore whenever a paragraph title is used it is wise to use a keyword or keyword phrase.

## **2.7 Alt Tags**

Search engines can read the alt tags that accompany JPEG, and GIF images. Everyrelevant image should have an alt tag and this tag should be written to comply with yourkeyword objectives. The text in an alt tag is believed to be given additional weight.

## **2.8 Bold and Cursive Script**

Both bold and cursive script are given extra emphasis by the search engines. A subtle useof bold or cursive script, when using a keyword, will enhance its presence.

## **2.9 Internal Links**

Inbound links are important for two reasons. Firstly, their content is highlighted with ahyperlink and this is given special emphasis by the search engines and secondly it is a way of ensuring the engines can navigate and deep crawl into a site.

## **2.10 Outbound Links (Forward)**

These are apparently growing in influence as the engines realise that inbound links (IBLs– see below) are being widely spammed. Rather link internal links, external links providethe opportunity to include keywords in the hyperlink text.

## **2.11 Site Map**

Engines respond positively to site maps especially on larger sites with several levels. Thesite map is also auseful way of aiding the navigation of a spider for deep crawl purposes. There are two types of sites namely called XML(for server understanding purpose)HTML(for user understanding purpose).

## **2.12 File Size**

Do not make your opening page too large. Even if an engine can read your site manyinternet users are still on a dial up connection.

## **SEO 3 – The OFF-SITE PHASE**

The off-site phase deals primarily with inbound link building. Amongst the major enginesGoogle places the greatest emphasis on links. The relevance and quality of these links hasa significant influence on the ranking of your site in all of the major engines. The searchengine algorithm interprets each inbound link as a “vote” for a site. Not all links are equaland therefore the quality of the vote is important in determining the value of the vote.

### **3.1 Key Factors Effecting Link Quality**

According to SEO convention and the information gleaned from the Google patents, thereare a number of factors affecting the quality of your inbound links.

### **3.2 Google Page Rank**

For Google ranking purposes a link from a high Page Rank site has even greater influence. A link from a PR 6+ site is extremely valuable. At the other extreme, I suggest you are prudent when exchanging links with sites of a PR of zero. The PR0 category contains a number of banned sites.

### **3.3 Site and Page Relevance**

A link from a site and page carrying similar content would carry more influence than from a site without the similar content.

### **3.4 Link Density**

Links from pages with fewer outbound links have more influence than from pages where there are huge numbers of links – see FFAs. Additional outbound links dilute the value of existing links on a page. My suggestion is to accept links from pages with no more than 10 to 12 links. Avoid pages with 20+ external links.

### **3.5 Anchor Text**

Anchor text is the text that contains or sits alongside a link. This text provides additional relevance to the quality of a link. Anchor text is written in HTML. On-screen part of the text shows up as highlighted (usually coloured) or underlined type and part in normal type. The anchor text for your site could be written in HTML code as follows: `<a href="http://www.yoursite.com"> Your Site Title </a>` - A short description of what you do. `<BR>`

### **3.6 Link Age**

A long established link is deemed by Google to have more value than a recent link. A rapid build up in links may also be deemed spam. However Google apparently makes an allowance for a rapid build-up of links generated by news stories. Originating Site has been Crawled and Indexed It may sound obvious, but for search engine purposes a link is not a link if the search engines are not aware of it. The link will only exist in the records of the search engine if the page on which it is situated has been crawled and indexed whilst the link was there.

### **3.7 A Suggested Approach to Link Building**

Obtaining a portfolio of good quality links can be a time-consuming task. There are proprietary software packages to help you in your task of tracking down web sites with relevant content. Many organisations work on a reciprocal basis. Sites with high Page Rank may even charge for links. There are also link marketing and exchanging specialists. However, according to Google, any attempt to exchange or buy links with the explicit attempt to influence the ranking of your web site is considered link spamming. My suggestion is to start close to home, exchanging links with businesses you may have a trading relationship with. Do not rush into the link building process and do not trade links with just anyone. Poor quality links may have a negative impact on your site.

## **SEO 4 THE POST-SITE PHASE (It is also called as SEM)**

Managing and responding to search marketing feedback Search engine optimisation is a continuous process. Having completed phases 1 to 3 your site it should start to behave positively in the rankings. It is important that you measure the performance of your web site against the keywords you have targeted. Has the site actually risen in the rankings? If so, how far? Is ranking performance satisfactory against all targeted keywords and phrases or against just one or two? Has the improvement in rankings led to an increase in site traffic and business? How have your competitors reacted? Do they appear aware that you have optimised your site?

Has anything changed on their sites to suggest they are responding? SEO is a competitive business so you should anticipate a response to any ranking progress you achieve.

#### **4.1 Log Files**

Log files are where the records of web site activity are kept. They reveal what domains have visited the site and what pages have been accessed. The log files should be used as a check for any search activity. A regular check may reveal some useful information.

#### **4.2 Pay Per Click**

I am a particular advocate of utilising pay per click campaigns alongside organic activity. Creating and managing a pay per click campaign will generate lots of valuable data about your specific search category and the terms you use. Given the current arrangements in the pay per click market you will gather feedback about how your site and keywords perform across the Google, Yahoo and MSN networks and a few others as well.

#### **4.3 The SEO Cycle**

Concluding Phase 4 of SEO for ultimately leads you back to Phase 1. The process is essentially cyclical. The next time however, you will tackle phases 1, 2 and 3 with significantly more knowledge and experience.

### **CONCLUSION:**

As this paper consists of about the technology used to increase the business By increasing the web site rankings through generating In bound backlinks to the website. Where if we process all these functions in a certain way google may crawl our site i.e visibility of our site in a first page at SERPs (search engine result pages). It may take time from two weeks to 4 months of sites depending of the site. We can see the results through by seeing the targeted keyword on the search engine. Important thing that it deals with server of the webpage. If anything happens more than the order means It may effect to our website which is currently online to users.

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