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### **RESEARCH ARTICLE**



# Enhancing Search Engine Optimization using Web Content Mining

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**ABSTRACT**-*Most of the website suffers from technological issues, some which are conscious and some which are not aware. Its capacity depends upon the background done in web content mining, when changed domain or web mining or just common mistakes often have done by webmasters. Deciding to hire an SEO is a big decision that can potentially improve your site and save time, but you can also risk damage to your site and reputation to research the potential advantages as well as the damage that an irresponsible SEO can do to your site. It is not just an implementation for measuring privacy of data but can also be used as a tool for business and market research, and to access and also improve the effectiveness of a web site. By understanding how and when your projection and clients are interacting with your content and applications, you can successfully optimize your online presence according to both their needs and your business goals.*

**Keywords**— *Content development, SEO, optimization, technical, versions, webmaster*

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