**Abstract**

Search engine optimization (SEO) is the practice of getting targeted traffic to a website from a search engine’s organic rankings. Since organic search is one of the ways through which people discover content online, higher rankings can translate to higher organic traffic to a website.

SEO is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results.

SEO includes both technical and content practices aimed to align with the best search engine algorithm needs. Common tasks associated with SEO include creating high-quality content, optimizing content around specific keywords, and building backlinks.

In other words:

SEO is all about improving a site’s rankings in the organic (non-paid) section of the search results

The project titled SEO friendly website aims at bringing these changes to an e-commerce website, With the intention to make the website more SEO friendly and thus rank higher in SERPs

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1. **Introduction**
   1. **SEO friendly website**
      1. **Definition**

A SEO friendly website is an ordinary website (mostly E- commerce ) but with highly optimized code such that it is highly optimized in accordance with searching Algorithms of Search Engines which leads to a higher ranking.

* + 1. **SEO Structure**

The best SEO friendly structure is hierarchical, which moves from general pages, with optimized URLs, to more specific ones. Hierarchical navigation is tree-like in nature. The home page is at the top, underneath which are category pages that can be further broken into different sub-categories.