

A Project Report  
on  
**Advanced Search Engine Optimization**

submitted to

Amity University Uttar Pradesh



in partial fulfillment of the requirements for the award of the degree of

Bachelor of Technology Computer Science

by

**Rajat Jain & Achal Sharma**

under the guidance of

**Mr. Dev Kumar Chaudhary**

**AMITY SCHOOL OF ENGINEERING AND TECHNOLOGY  
AMITY UNIVERSITY UTTAR PRADESH**

**Dec'18 – Apr'19**

### **DECLARATION**

We, **Rajat Jain & Achal Sharma**, students of B.Tech Computer Science hereby declare that the project titled “**Advanced Search Engine Optimization**” which is submitted by us to Amity School of Engineering and Technology, Amity University Uttar Pradesh, in partial fulfillment of requirement for the award of the degree of Bachelor of Technology Computer Science, has not been previously formed the basis for the award of any degree, diploma or other similar title or recognition.

Noida

Date:

(RAJAT JAIN)

(ACHAL SHARMA)

### **CERTIFICATE**

On the basis of declaration submitted by **Rajat Jain & Achal Sharma**, students of B. Tech Computer Science, I hereby certify that the project titled “**Advanced Search Engine Optimization**” which is submitted to Amity School of Engineering and Technology, Amity University Uttar Pradesh, in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology Computer Science, is an original contribution with existing knowledge and faithful record of work carried out by them under my guidance and supervision.

To the best of my knowledge this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

Noida

Date:

Mr. Dev Kumar Chaudhary  
(Professor)  
ASET  
Amity University Uttar Pradesh

### **ACKNOWLEDGEMENT**

We have taken efforts in this project. However, it would not have been possible without the kind support and help of our guide **Mr. Dev Kumar Chaudhary**. We would like to extend our sincere thanks to him. We are highly indebted for his guidance and constant supervision as well as for providing necessary information regarding the project & also for his support in completing the project.

**CONTENTS**

Declaration	.....	i
Certificate	.....	ii
Acknowledgement	.....	iii
Contents	.....	iv
Objective	.....	1
Abstract	.....	2
Introduction	.....	3
Literature Review	.....	5
Approach to Design	.....	7
Methodology	.....	8
Results	.....	32
Conclusions	.....	33
References	.....	34
Appendix	.....	35

## **Objective**

The objective of this project is to understand how Google's search algorithm works and what are the factors on which it compares different websites before ranking them in its search engine, this project also includes optimization of a website and ranking it on Google for a specific keyword.

## **Abstract**

This project is done to understand the concepts of Advanced Search Engine Optimization. There are many popular search engines in the market like Google, Bing, Yahoo, Baidu etc. but among all these search engines Google has the largest market acquisition. Hence it is very important to understand how Google actually ranks websites and all the major ranking factors that are used by Google's algorithm when a search is performed. Ranking on the topmost position in Google is not an easy task as they have been optimizing their algorithm regularly since its inception and have included many aspects on which it compares websites and rank them accordingly. Once a search is performed Google's crawlers starts scanning each and every website that is related to the searched keyword and then by using its advanced search algorithm it compares the websites and then gives them a ranking. Now if we start researching on the factors on which Google compares several websites then we can use those in our own website and make rank it on the topmost Google search results. In order to understand it, we divided the searching factors as On-Page searching factors and Off-page searching factors and started working on the same.

## Introduction

In this project, we are trying to understand the concepts of Advanced Search Engine Optimization. SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. Search Engine Optimization is a way of optimizing your websites' webpages in such a way that it becomes understandable by the Google's search crawlers.

Here's how it works: Google (or any search engine that you're using) has a crawler that goes out and gathers information about all the content that they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query. Whenever we perform a search for a specific keyword in Google, its crawlers start scanning the websites that are related to that specific keyword.

Now there are millions of websites on the internet for a specific keyword or search phrase, hence there must be some factors on which these websites should be compared, so that only the most relevant information on that search phrase is shown in the topmost position. Google also works on the same principle and has some of its own factors on which it compares these websites and gives them a ranking. Google considers mainly two factors that are On-page optimization and Off-Page optimization.

Now On-page Optimization is how the information is written on the webpage itself. Google has its crawlers that are nothing but bots, they don't search for information like the way we humans do. Hence there are many things which these crawlers look for in a webpage. On-page optimization of a webpage should be done in such a way that these crawlers are able to understand what the content of the webpage is all about. The other most important factor that Google uses to compare different websites is the Off-page optimization. This mainly includes the domain authority level, backlinks, and overall brand value. Both of these factors play a very important role in drawing out a comparison between websites.

In the earlier days, it was very easy to rank on Google for a specific keyword but now it has become more difficult to rank number one day by day as Google has been improving its

search algorithms regularly. The main objective of doing this project is to understand how a website should be optimized and structured so that it is ranked in the topmost position



for specific keywords. As in India the e-commerce industry is growing rapidly and if an e-commerce website gets a good ranking then it increases the traffic on the website resulting in overall sales and enhancement of the website itself.

In this project, we will be optimizing a website in such a way that it matches with Google's search algorithm standards and will see if it gets ranked in Google.

## Literature Review

In order to start the research work, we started reading the published and unpublished articles on Search Engine Optimization. Now, one thing that was found after reading all this content was that there is no explanation on Google's actual search algorithms - that means we don't know exactly which factors Google considers while comparing the website but with more and more research work and experimentation that has been done on this topic, many researchers have found factors that actually work and improve the ranking of the website.

The very first thing that Google looks for are the relevant keywords, a website which wants to rank a keyword, say - "Red Apples" should contain this keyword in various places in the website. Now the places where this keyword should be included is also very important as Google's crawler is programmed to look for a keyword in some specific places in the website. These places are the Title Tag, Meta Description and the Slug/URL of the webpage. Keywords should be researched beforehand, there are many tools available in the market which let you know which keywords are being searched and how much search volume they have. If we target the keyword which have low search volume then our website will be ranked in a few days but on the other hand, if we try to target those keywords which have a high search volume then there will be a high competition on those keywords and website will not rank easily.

In such a situation it also becomes difficult for Google to compare websites, hence in these situations they rely on some other factors on which it starts comparing the websites. These factors come under the Off-page optimization like Domain Authority, Backlinks, and Local SEO overall brand value. Here the things start to become complicated as these factors must be understood first and then worked upon. Domain Authority is the value of your domain which is calculated on various factors like the domain age, content history, ranking of other webpages on Google, Bing, etc. Next big factor that plays an important role is the backlinks. These can be defined as the link of your website on someone else's website. Backlinks matters in website ranking, in order to understand its importance we shall understand how searching works in Google. Whenever a keyword search is performed then Google crawlers start scanning relevant websites related to the keyword. After they find a website, they scan the page and if they find any link on that page the crawler moves from that page to the linked page. This is how the internet works eventually.

Now if your website's links are present on let's say hundreds of other websites then Google crawler will come to your website while scanning those websites and hence resulting in improving the overall website ranking. In the Off-page Search Engine Optimization, Brand value and Local Search Engine Optimization also play an important role as Google tries to give a better ranking to those websites which have established as a popular brand or are working very nicely in a particular geographic region for e.g. let's say we search for the keyword "best university in UP" and we all know Amity has a greater brand value and well as popularity in entire UP hence there is a greater chance that Google will put Amity University website in the topmost result.

## Approach to Design

After we have understood how Google uses its algorithm to compare different website and what factors it considers before performing the comparison and giving a rank to a website, we can now move to the next part which is the implementation. In this part, we will be optimizing an actual webpage for a specific keyword and determine if the factors that we have discussed earlier actually work in the real world as well. For this implementation, we have created a website on WordPress and on this website, we will be performing the On-page and Off-page optimizations. Before starting with the implementation part, we must consider the following parts:

- The keyword which we want to rank the website page for, we need the keyword's search volume and the competition information on that keyword.
- After finding the keyword we will include the keyword in all those places in the website where Google's crawlers can easily find it and start ranking our website.
- Focussing on some other On-Search engine optimization techniques like using the HTTPS instead of HTTP, reducing the Bounce Back rate and optimizing the images on the website and making the webpage size smaller in size.
- Examining the websites which are already ranking for that keyword and try to outperform them in the terms of the content, because at the end the main thing that matters the most is the content because if your website's content provides value to the user then most likely Google will give you a better ranking.
- Improving many other smaller factors in the On-page optimization process like the page speed, website security, and encryption.
- After completing the On-page Search Engine Optimization we will move towards the Off-page Search Engine Optimization techniques like creating backlinks and doing local SEO.

## Methodology

Now we begin our website optimization process by doing the first step of finding the keyword for which we want to rank our website in Google.

Keywords as we have discussed earlier that what if we get the data about what people are searching on search engines, what are the key phrases that they are using to find a particular website. Now there are many tools that are available in the market that will give you the data on searched keywords if you want you can go for the paid as well as the free versions, The data of paid software is much more reliable but if you are a beginner then there are many software like Keywords Everywhere, Uber suggest, google search console. For the keyword researching process we can use a free tool called "UBER SUGGEST" by Neil Patel this tool will help us in finding the keyword's search volume & competition and will also provide us the keywords suggestions.

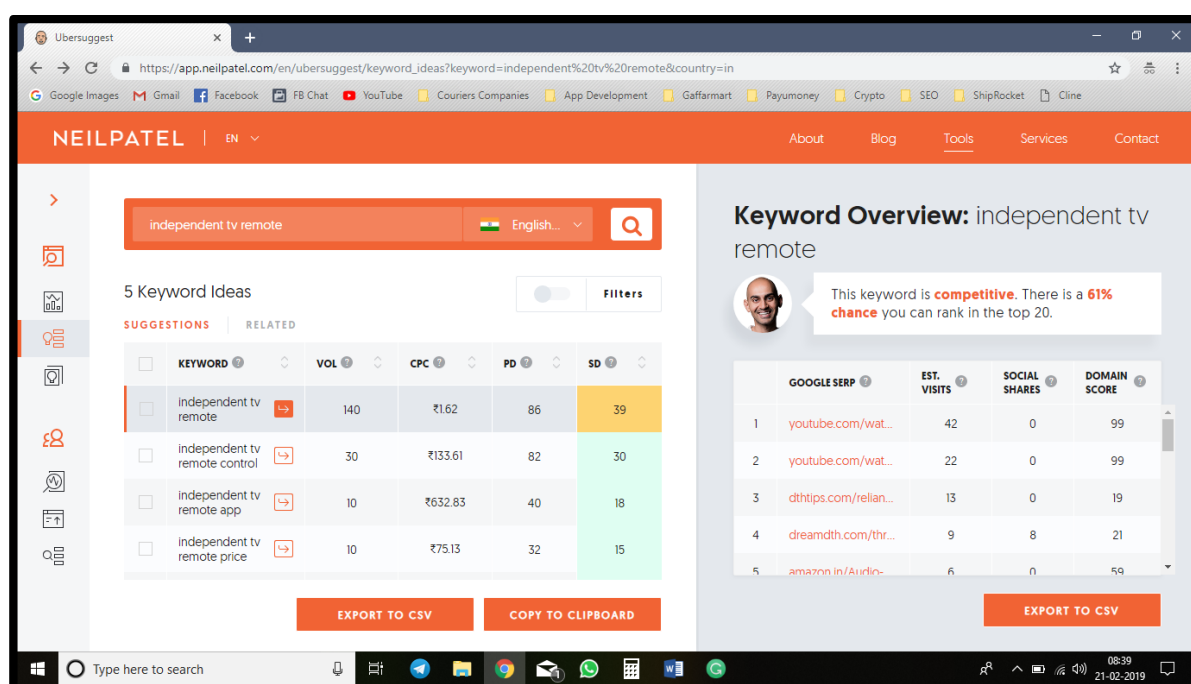


Fig 1.1

In figure 1.1 we searched for a keyword "independent tv remote" in the Uber Suggest Search Tool, and the results that we got are:

1. Keyword Search Volume - 1900 Searches
2. Keyword CPC: Rs. 1.6
3. Keyword Paid Difficulty: 86
4. Keyword SEO Difficulty: 39

And as per the tool, there is a 61% chance that if we optimize our website properly, we might rank in the top 20 search results. The same tool shows us the volume in a graphical format so that we can analyse the trend of that keyword and act accordingly refer to figure 1.1.1 for the same.

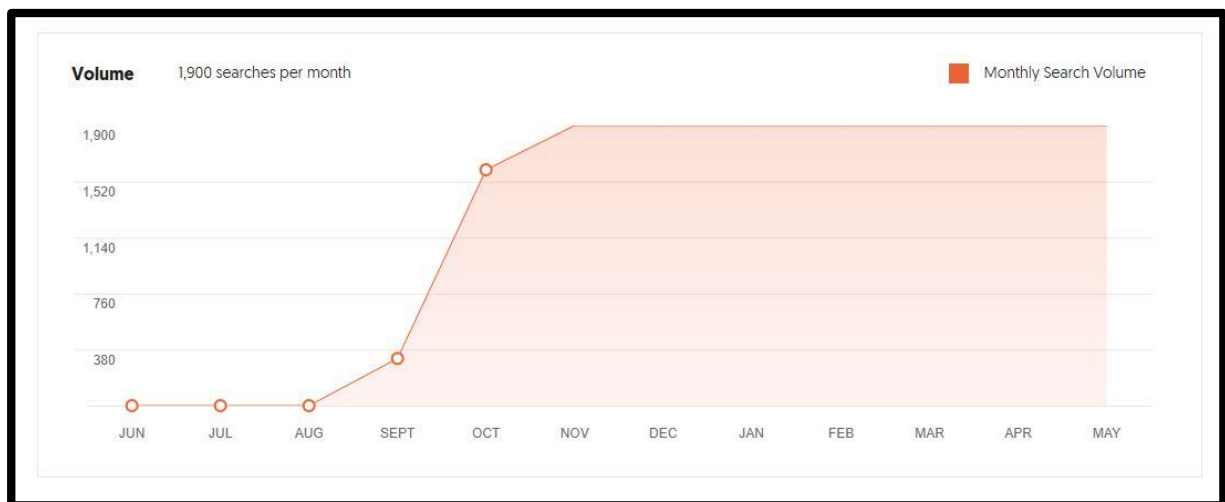


Fig 1.1.1

The same tool describes and gives you the overview of the hardness level which you might encounter while ranking a webpage for that particular keywords. In the figure 1.1.2 you will see that according to uber suggest the keyword is hard to rank for as there are already many website that have gained the first ranking for this particular keyword it also tells that if we do a proper optimization then there is a 82 percent chances that we will get a webpage ranking in top 20 websites for this particular keyword. It also gives a list of related keywords along with their CPC-Cost per Click Rates and their search volumes. We should include all the other related keywords having a high search volume in our webpage as it will eventually improve your website's ranking to a better extent.

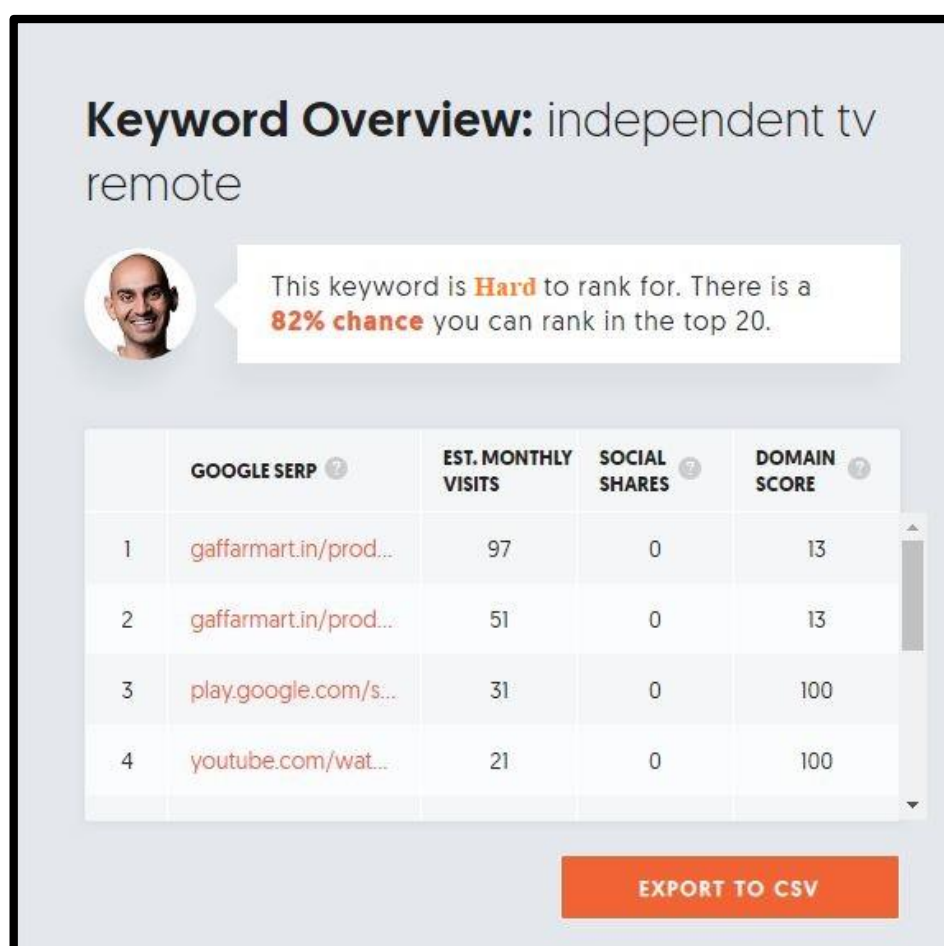


Fig 1.1.2

The Second-Best Tool for keyword researching is “Keywords Everywhere”, this tool is very useful in finding the keywords search volumes as well as the keywords suggestions for different website, like Google, YouTube and many more. In order to use this tool, you need to install its extension to your browser which can either be Google Chrome, Mozilla Firefox or any other browser.

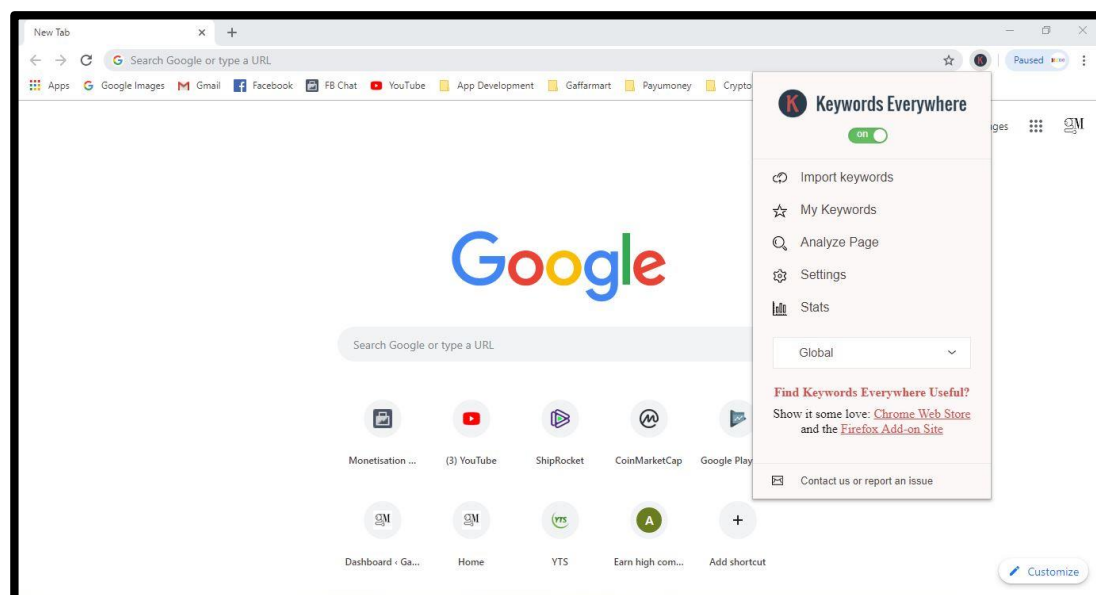


Fig 1.1.1

In fig 1.1.1 you will see the we have installed an extension on our web browser now the extension will help us in finding out the search volumes, Cost Per Click Rates and the competition on that particular keyword.

Let us search for a keyword “Bitcoin” on google and see what results do we get, in the below given figure you will see all the findings.

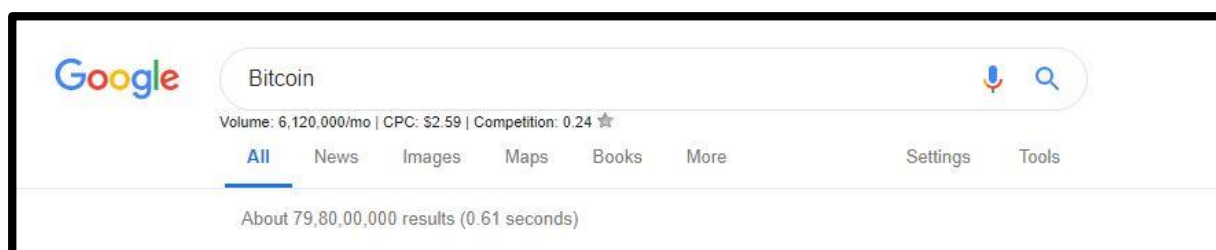
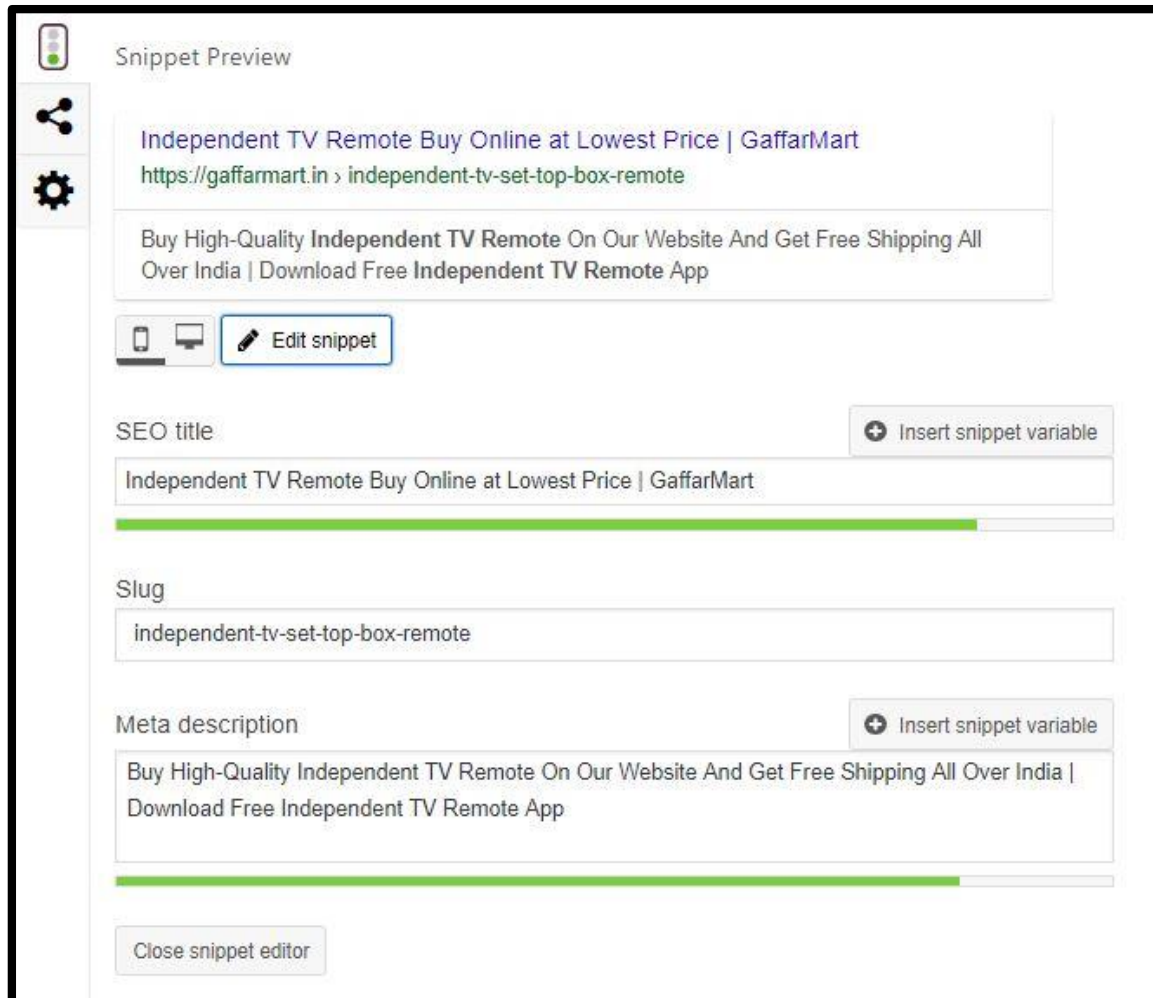


Fig 1.1.2



Now let's begin by performing an On-page Search Engine Optimization on the webpage. For that we will add this keyword in our Title Tag, Meta Description and Slug. It is also important to understand what we are trying to do in our webpage & for whom. Our webpage is nothing but an e-commerce product page where we will be selling a particular product to people who are searching for it.



The image shows a 'Snippet Preview' interface for editing a webpage snippet. On the left is a sidebar with three icons: a list, a share icon, and a gear icon. The main area displays a preview of the snippet with the title 'Independent TV Remote Buy Online at Lowest Price | GaffarMart' and the URL 'https://gaffarmart.in > independent-tv-set-top-box-remote'. Below the preview is a section with a mobile and desktop view toggle, an 'Edit snippet' button, and a green progress bar. The editing section contains three input fields: 'SEO title' with the text 'Independent TV Remote Buy Online at Lowest Price | GaffarMart', 'Slug' with the text 'independent-tv-set-top-box-remote', and 'Meta description' with the text 'Buy High-Quality Independent TV Remote On Our Website And Get Free Shipping All Over India | Download Free Independent TV Remote App'. Each field has an 'Insert snippet variable' button to its right. A 'Close snippet editor' button is located at the bottom left.

Snippet Preview

Independent TV Remote Buy Online at Lowest Price | GaffarMart  
<https://gaffarmart.in > independent-tv-set-top-box-remote>

Buy High-Quality Independent TV Remote On Our Website And Get Free Shipping All Over India | Download Free Independent TV Remote App

Mobile Desktop Edit snippet

SEO title Insert snippet variable  
Independent TV Remote Buy Online at Lowest Price | GaffarMart

Slug  
independent-tv-set-top-box-remote

Meta description Insert snippet variable  
Buy High-Quality Independent TV Remote On Our Website And Get Free Shipping All Over India | Download Free Independent TV Remote App

Close snippet editor

Fig 1.2

In the figure 1.2 you will see the backend of the website, here in the backend of the website we have the ability to add the SEO Title, Slug and meta description for our page now usually you will see that all these three things needs to be embedded in the HTML code for the website which are easily understandable by google crawlers. But in this case, we have installed a plugin on our website which is called as “Yoast SEO” Plugin now this is a freemium tool that means it has both a free and a paid version for beginner a free version is enough to get started with the SEO.

Yoast SEO plugin gives you an actual representation on how your listing will look on google and this plugin comes with great features built in which checks the various conditions necessary for an optimized page. Since we have already done writing the Title, Slug and Meta Description now we shall check if the Yoast SEO plugin should give us a green signal.

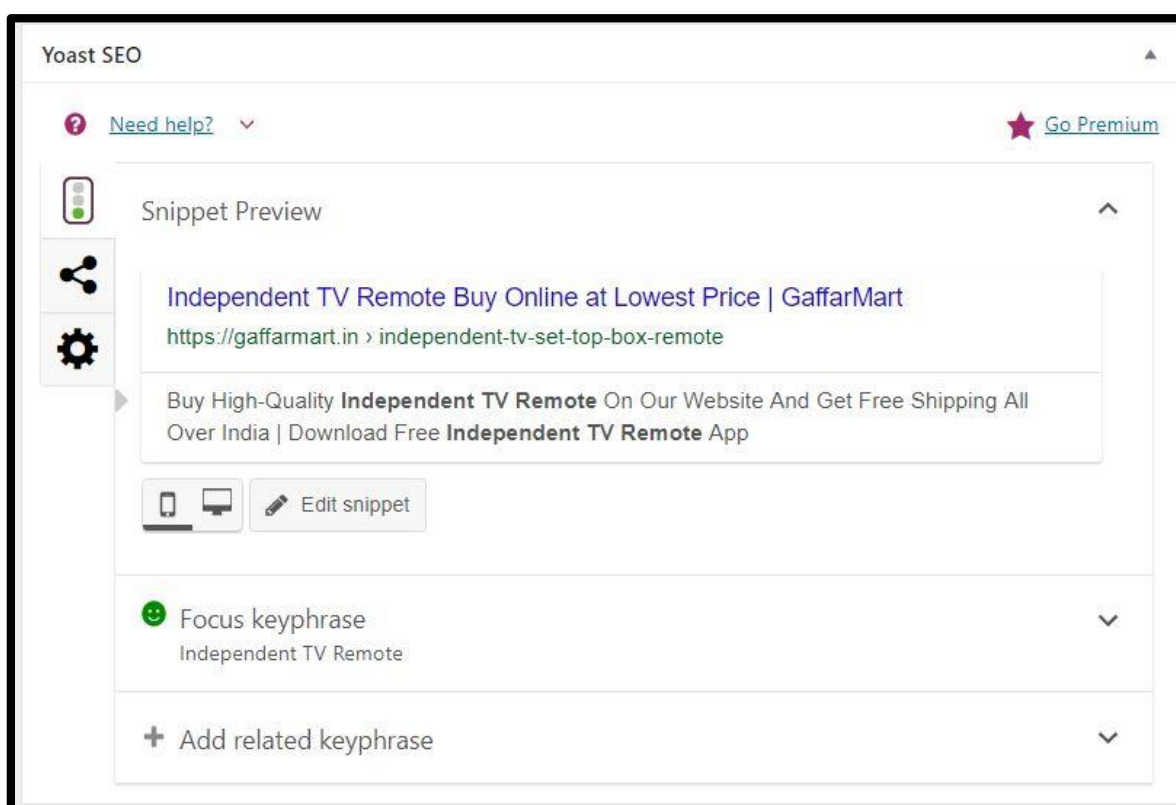


Fig 1.2.1

**SEO Title:** This is the heading of the webpage which appears in Google when you search for anything is known as the Title and in terms of Search Engine Optimization, we call the SEO Title. SEO Title plays a very important role in getting our webpage indexed in google this is because this Title contains the main keyword which describes us what the webpage is all about, the webpages that have a relevant SEO Title are tend to perform better in search results than the ones which are not relevant. In the figure 1.2.1 you will find that the SEO title has been marked with red.



Fig 1.2.1

**SLUG:** Slug is the part which appears in the URL (Uniform Resource Locator) it is very important that your keyword should be included in the URL of the webpage itself as Google's crawler scans for it while performing the search. The slug should contain your target keyword for which you are trying to rank in google. One more important point to notice in slugs is that webpages with a short slug length are tend to rank higher than others, also the slug containing your target keyword should be close to your website's domain name. In the figure 1.2.2 you will find the we have marked the slug parts in a google search result with red.



Fig 1.2.2

**Meta Description:** Meta description is a small description of the webpage that is shown in the search results. A meta description provides a gist of what the webpage is all about and hence Google's crawlers are designed in the same fashion to check the meta description of the webpages hence your keyword should be present in the meta description.

Meta Descriptions are meant to be a small description that should contain the targeted keyword for which you are trying to get ranking for your page, the website developer should make sure he include a small description in the meta description in such a way that it fits most of the content in the smallest no. of words and also provokes the reader to click and open the link of the website.

In the figure 1.2.3 you will find a search result for keyword “Independent TV Remote” the paragraph that is marked with a red box is called as the meta description and if you pay closer attention to figure 1.2 you will find the same meta description we added in the backend of the webpage and the same paragraph appears in the google search results.

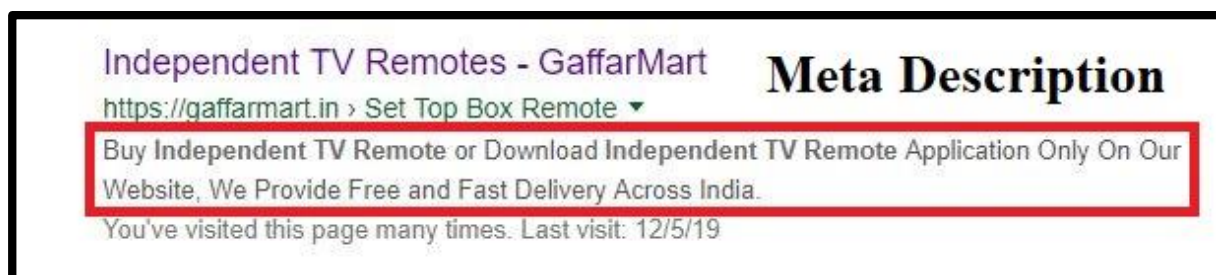


Fig 1.2.3

The first part of the On-page optimization is complete but only this much is not enough, let's work on some other optimizations like the following:

**Content:** It is the major part of whenever you are making a webpage make sure that you write relevant content for the keyword you are trying to rank for. Because, if the content is bad and does not provide any value to the user then people will bounce off that webpage and Google's algorithms will easily understand that your content is not liked by people and Google will keep on decreasing your rank. In case of a better SEO strategy they say that content is the king and it matters the most because if you are ranking for a keyword and the content that you are trying to provide to your reader is not interesting or even not relevant then people will bounce off from your website and google will eventually notice it and starts decreasing your ranking for the same.

In the figure 1.3.0 we can see that the backend of the website is open and the editor is the content editor, here in this space we need to add the content of the webpage that we want our users to read. Since our webpage is about a physical product, we are providing all the relevant keywords along with the details our customers might be interested in reading.

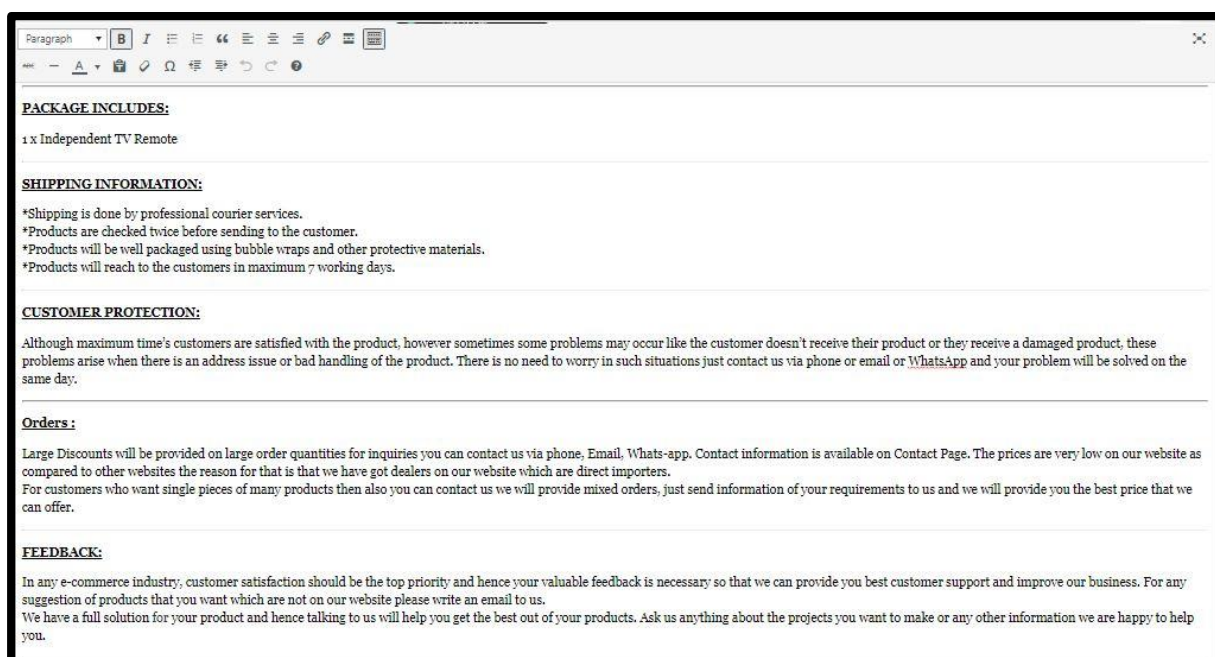


Fig 1.3.0

**Word Length:** It is recommended to include at least four hundred words on the webpage and also try to focus on your keywords. You can see in figure 1.3.1 we have included 359 words including the keywords.

A large content has more room to expand on a particular topic like for e.g. if there is a person who has a blog about top SEO strategies and the article is a 200 words in length while on the other hand if there is any other website which also has the content on the same topic but the length of the article is 400-500 words then that article will have more keywords included it in. As we know google keeps on updating its algorithms and with the latest Humming Bird algorithm the search algorithm focusses on those webpages which have a greater content and also in-depth analysis is preferred over other small word length contents.

In the figure 1.3.0 you can see that we have written a lot of content and with a tool on our website we can get the Realtime results and analysis:

Text Length: 359 Words

Key Phrase in Title: Included

SEO Title Width: Accurate

Key phrase in Slug: Included

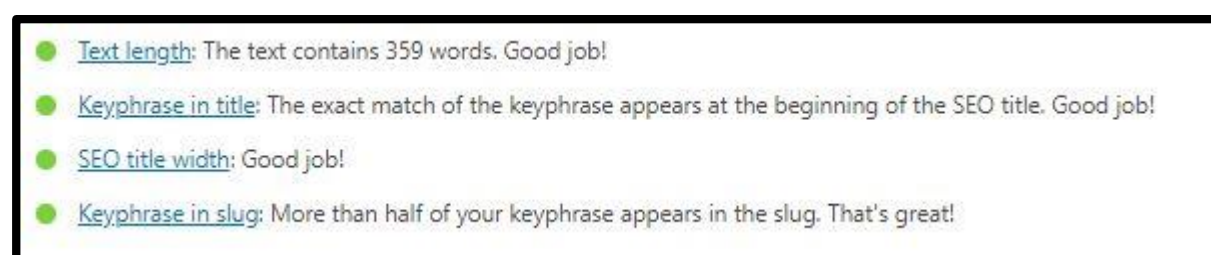


Fig 1.3.1

**Internal Links:** Google's algorithm is designed in such a manner that they keep a track of your website's bounce back rate that means the average time a user spends on your webpage, if the bounce rate is very high Google will start decreasing your ranking but on the other hand if the bounce rate is low then the algorithm thinks that people are liking the content on the website and eventually your ranking will start improving. To decrease the bounce back rate we need to engage the user on our website and this can be done by including internal links as shown in figure 1.4

In the given below figure you will find the our webpage is about a set top box remote and it belongs to a company called as Independent TV, Now the same company has more than one remote for their set top boxes and the visitor who lands on our webpage may not find his remote listed on the webpage instead he might find the other remote offered by the company now to engage the user on the website we can add a button “ Check Out Other Remotes “ now when the user presses this button he will be taken to another webpage which has all the remotes of this company listed on a single page as shown in figure 1.4.1.

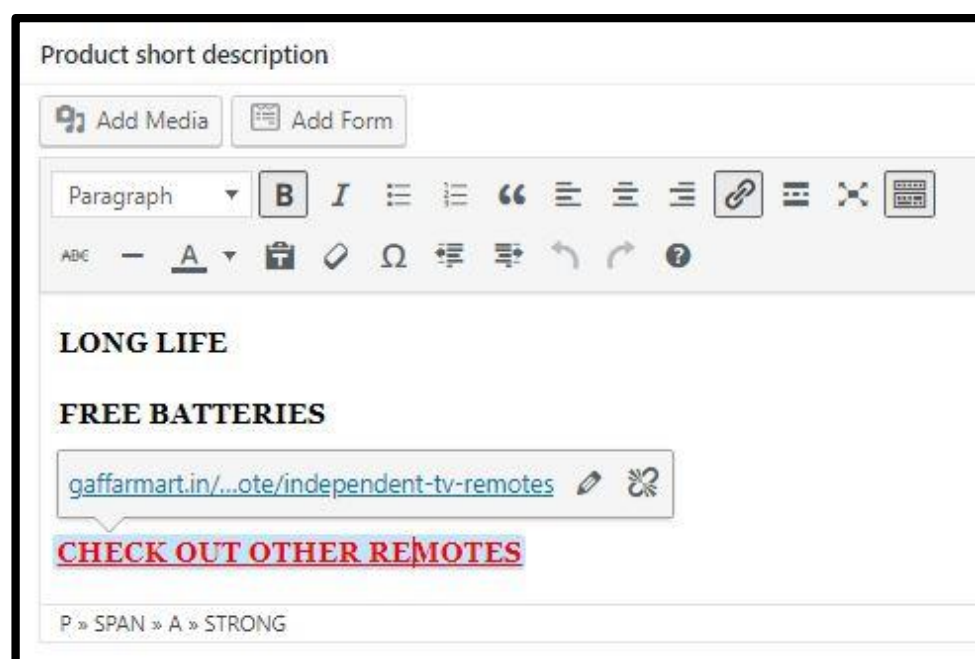


Fig 1.4



In the figure 1.4.1 you will see that this webpage contains both of the remote models that are offered by this company and if the user who was unable to find his remote earlier will now be able to find it on our website, now the increases the chances of sale as well as increasing the ranking of our website. Let us suppose if a user had come earlier on the webpage and he didn't find his remote then most probably he would click the back button and bounce off the website but now since he pressed the "Check Out Other Remotes Button" so he will be redirected to another webpage on the same website and instead of bouncing off he spends even more time and thus google sees this and thinks that your webpage is interesting and users are spending more time on your website and eventually will try to push your website on the top results.

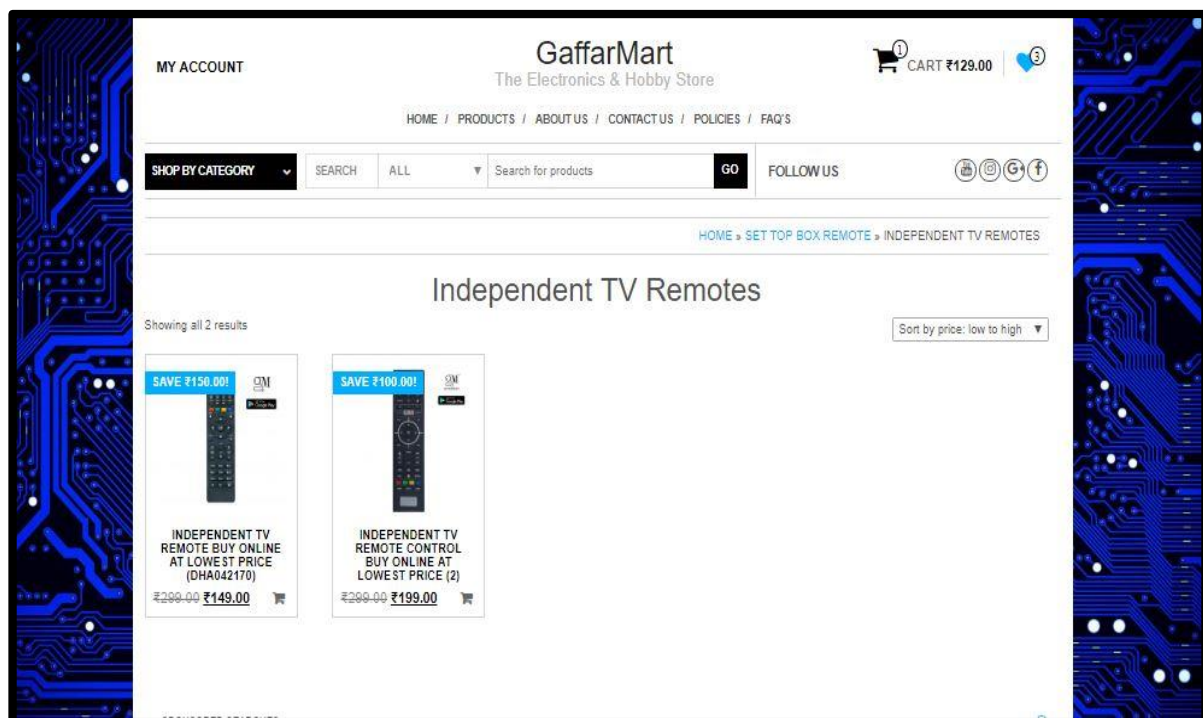


Fig 1.4.1



**Product Tags:** The next thing to focus on in the On-Page Optimization is the product tags or simply the tags, tags play an important role:

- Tags provide a useful way to group related posts together and to quickly tell readers what a post is about. Tags also make it easier for people to find your content.
- Tags are similar to categories, but they are generally used to describe your post in more detail. The use of tags is completely optional.
- Depending on the theme and widgets you have activated, tags can be displayed at the top or bottom of posts or pages, on the individual post view, and/or in the sidebar. You can assign multiple tags per post/page.
- Tags in a WordPress website can be added using a Tag module that is on the right side of the backend page.

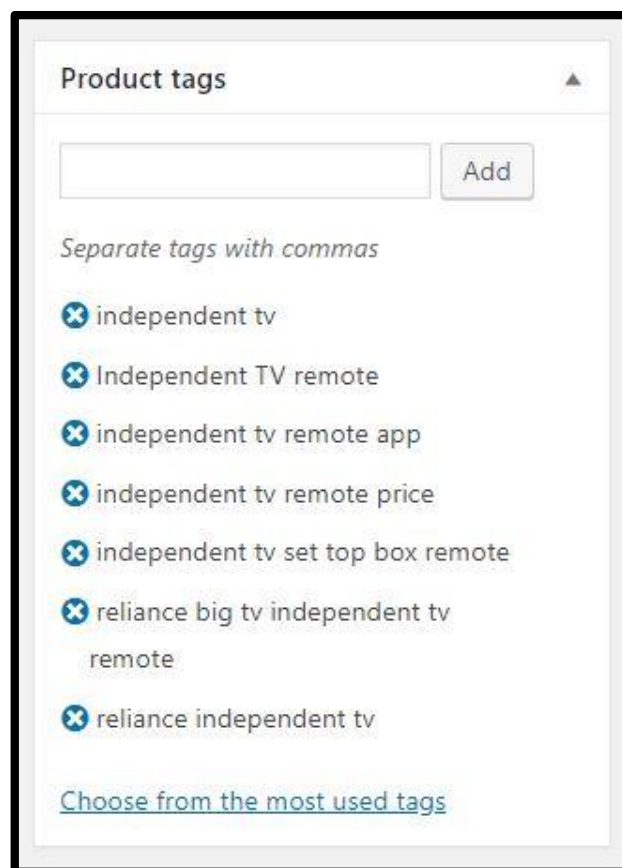


Fig 1.4.2

**External Links:** If you are writing content on a specific topic you cannot include each and every detail on that topic so if you want to provide your user a value then you can include links of some other website that has more info on that subject. External links are very important as this is how the whole internet works. Internet means one thing is connected to another and another thing is connected somewhere else which in turn creates a web of network called the internet. We should contribute to the internet by adding the links of some other websites on our webpage now the main purpose of doing this is to improve ranking as we all know but while creating external links, we should keep some things in our mind.

Our ultimate aim should be to provide value to our reader, the external link that we have added must be referring to something that your reader might be interested in or you want them to get a deeper knowledge of the subject.

You can see in figure 1.5 how we have included external link in our webpage, the user who will come to our website can press this button and he will be taken to play store where he can download a related app.

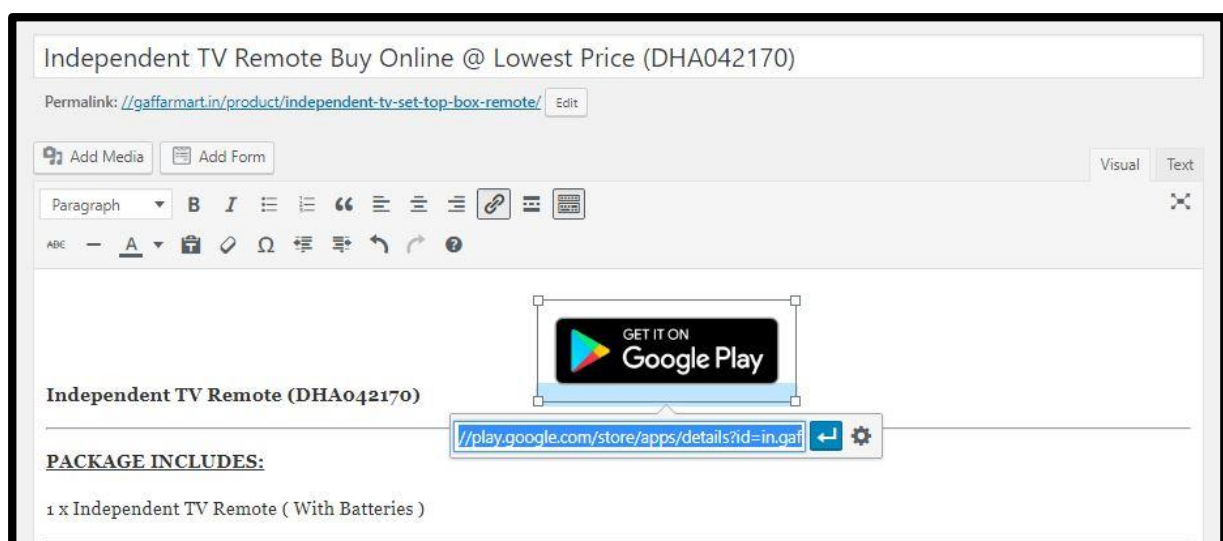


Fig 1.5

**Alt Text in Images:** It is seen that many times the images in the website gets ranked in Google images even faster than the webpage itself because Google crawlers search for images in a different manner. If you want your website's images to be ranked then you must include an alt text to the images. An alt text is a description of the photo and what the photo is about as shown in figure 1.6.

Alt Texts also known as Alternate Texts are the texts that are used to identify an images, you must have experienced this situation in which the internet speed is so slow that after the webpage has loaded the images that are on the webpage itself are not able to load properly because of their large size, in these situation you will find some text appearing instead of the image. This text is the alt text only and as per the feedbacks and experiences of the website developers google uses the image alt text in order to identify the images on the internet. And sometimes the developers have seen that their images gets ranked in the google images faster than their webpages hence it becomes a very important factor of indexing by google.

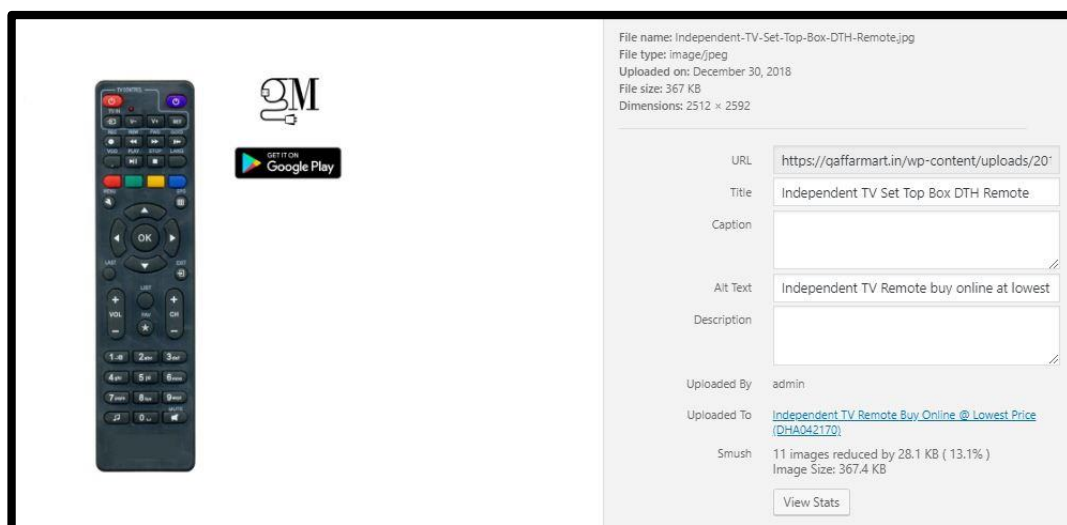


Fig 1.6

After doing all the above changes to our website we are finished with the On- Page Optimization, now it is very important that we should check our webpage with the “Yoast SEO” analyser and see how much green point we get, the plugin will automatically analyse our webpage and check for all the thing that we have done above and if everything is right then we could move onto our next segment that is Off-Page optimization.

In the figure 1.7 you will see the following results:

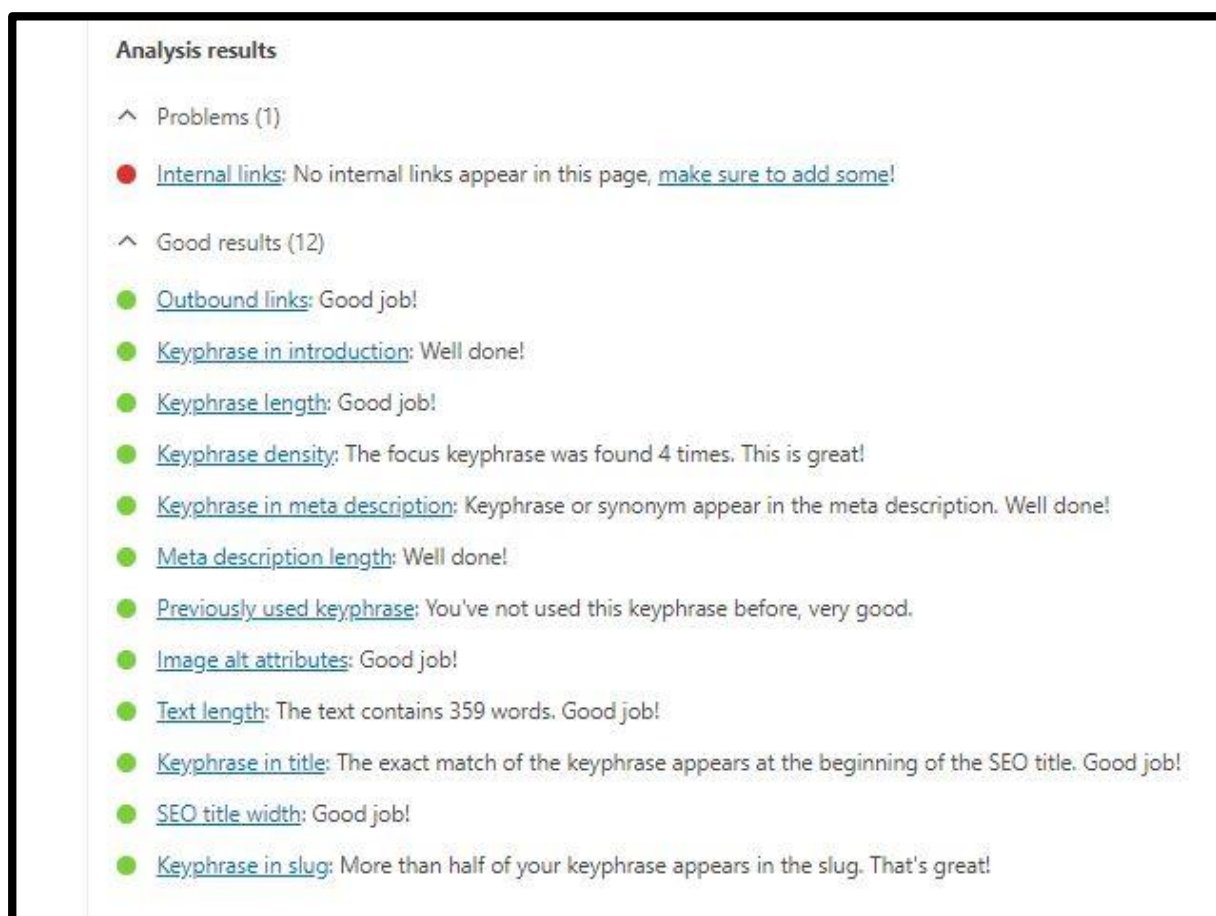


Fig 1.7.1

Now as we can see that “Yoast SEO” has scanned the Contents of our webpage and every thing has got a green score which is an indication that we are on a right path, now if you will notice carefully then you will see one point in red and the point says:

“No Internal Links Appears”

This error is appearing because we have forgot to add an internal link in the content page and instead we added an internal link to the short description so in order to sole this problem we will be adding the internal link to the content portion and then we will be publishing the page and we will receive a final comment from the “Yoast SEO” plugin.

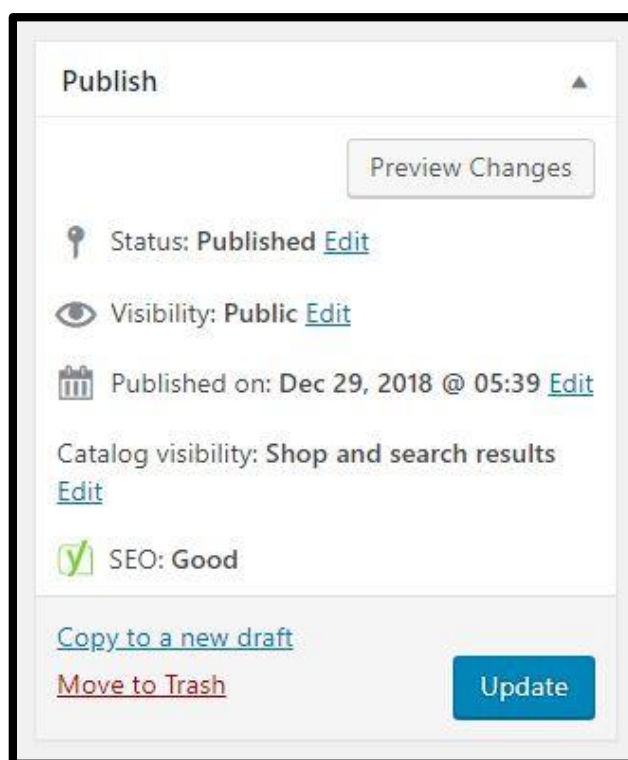


Fig 1.7.2

In the figure 1.7.2 we can see that on publishing the page we got a “Good” remark by “Yoast SEO” plugin, a Good remark means we have done everything correctly and now it is time that we shall move on the next segment of the project.

Now once we are done with the "On-Page" optimization then it is the time that we should move to "Off-Page" optimization. Now we shall understand what "Off-Page" optimization is, suppose there are two websites on the same topic and similar content and both of the websites have done a very good "On-Page" Optimization, then how will Google decide which website to put on top of the other website. In such situations, Google considers some other factors on which it decides the ranking of the websites and optimization of website for these factors is known as "Off-Page" Optimization.

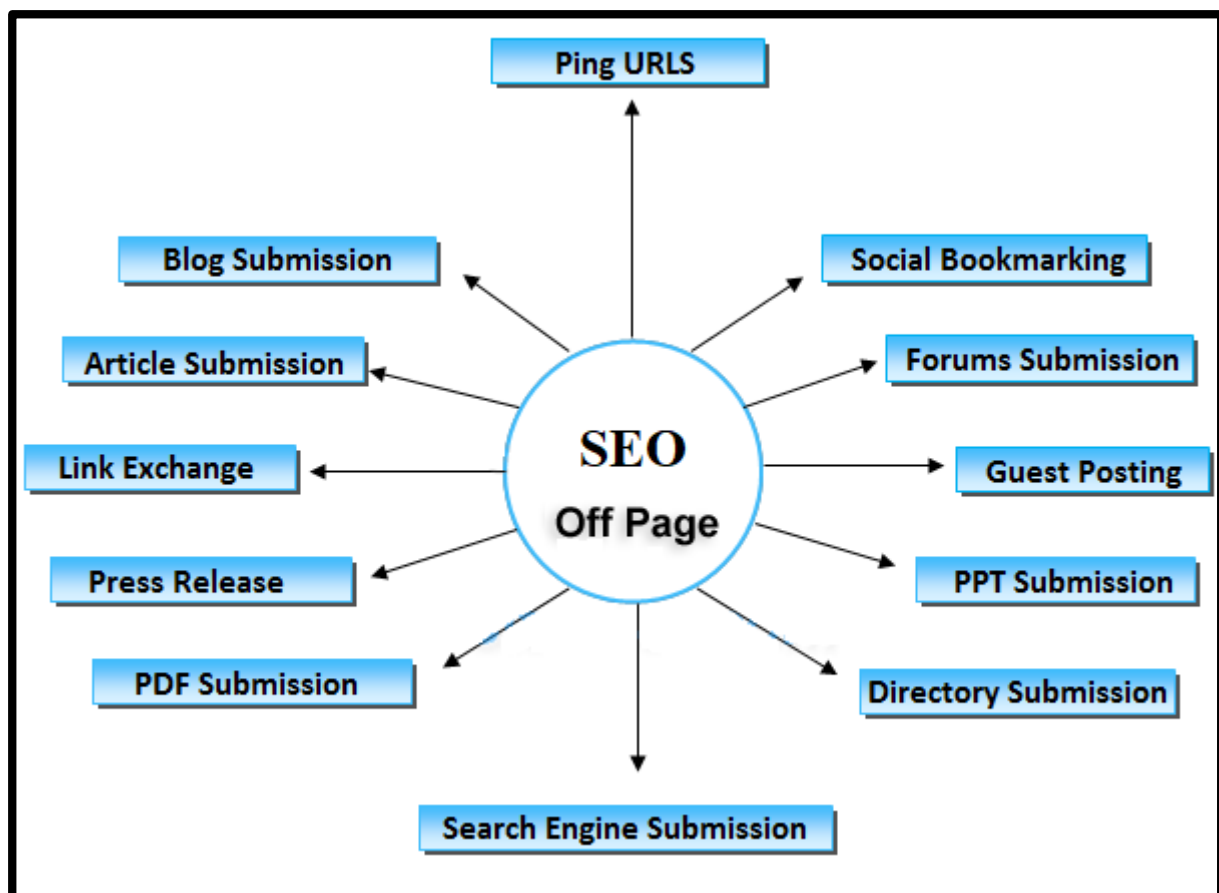


Fig 2.1

Before understanding the concepts of the Off-Page Search Engine Optimization we must understand how important is the Off-Page optimisation, now a days many developers know how search engine optimization work and gradually these developers have become an expert in creating professional website with each page highly optimized. So, it is becoming harder and harder to rank for a specific keyword in general.

Now google also faces a similar kind of problem where it is not able to decide which webpage to put on the top search result and hence its algorithms need some other factors on which it can rely and compare different websites accordingly.

Off-Page SEO is somewhat related to get the traffic from outside sources like social media, mobile application and by other such sources.

- In Order to do Off-Page SEO we can submit links to a open directory, create our website link onto someone else website, writing blogs, PDF Submission, PPT Submission, Link Exchange, Video Submission, Blog Submission, Blog Commenting, Guest Posting, Classified Submission, Bookmarking, Pinterest Marketing, Image Submission, Forums Submission, Search Engine Submission, Directory Submission



Fig 2.2

Following are the "Off-Page" Optimization factors:

**Backlinks:** Backlinks play a very important role in determining a website's ranking if there are other websites on the internet that include our website's link in their webpages - then it is considered as a backlink.

- Now backlinks can be taken from other websites by asking the website admins to link to your website or other ways may include commenting on blog posts about your website.
- The number of backlinks plays an important role as more are the backlinks better will be the ranking of the page, but what's more important is the quality of the backlinks.
- If a website has 100 backlinks from the websites that do not have a high authority and another website have just got 5 backlinks from the website that have a greater authority then Google tends to rank your website higher and higher in search results. Some of the high authority domains include domains like .gov domains, .edu domains etc. You can see the backlinks of our website from this paid tool called ahrefs in Fig 2.3
- Back links should be created with an utmost care because not all the backlinks are healthy and good for your website, if the backlinks are coming from websites that have a history of doing spams and wrong stuff as per google policy then these backlinks can result in decreasing the overall ranking of your website.
- If anytime you face a problem where too many backlinks are created and you have not created them then you can disavow those backlinks by uploading a file onto the google search console. That file will declare that you were not the one who created those backlinks and your website should not be penalized for the same.



The most popular tool that we can use for Off-Page Optimization is ahrefs however this a paid tool, but this tool can show you a lot of data which no other tool in the industry can show you. It can give you insights on data like the backlinks, your website ranking, keywords and the keywords that you are ranking organically. In the figure 2.3 that is given below we can see the number of backlinks.

The data that we can get from this is:

Backlinks: 130

Referring Domains: 38

Organic Keywords: 1.9K

Ahrefs Rank: 99,186,183

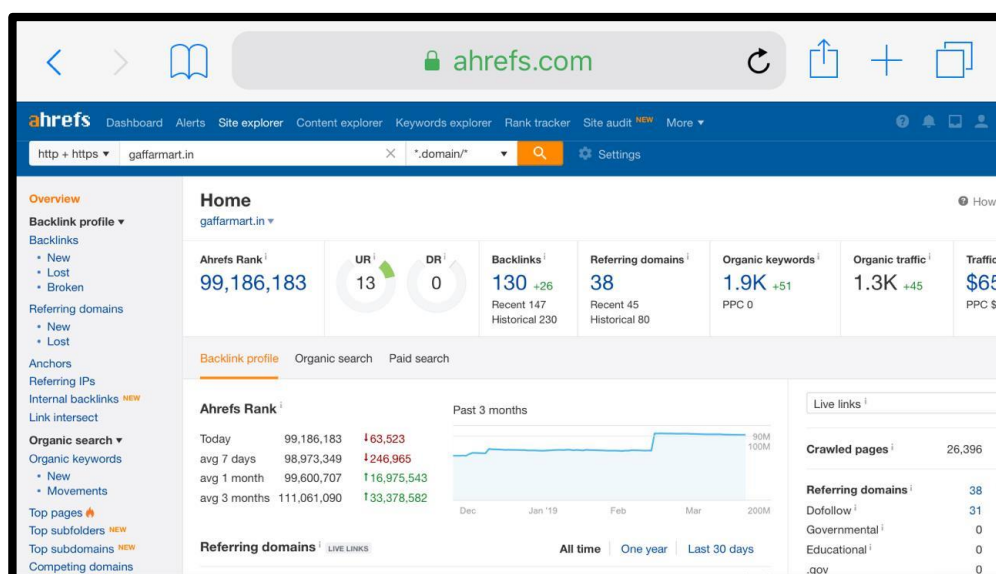


Fig 2.3

**Direct Traffic:** It is when your reader come directly to your website instead of searching and finding your website, direct traffic increases the website traffic and makes Google think that many people are interested in your content and will push your listing to the top. But when bringing the direct traffic to your website you need to consider following two most important factors:

**Bounce Rate:** It is the percentage of visitors to a particular website who navigate away from the site after viewing only one page that means a user which came to your website immediately moved to some other website. A website which has a higher bounce rate is often considered as non-interesting to the readers and Google tries to push down the ranking of the websites which have a higher-bounce rate.

**Back Clicks:** If a user who has opened your website immediately click the back button, then also it is considered as a ranking factor by Google. Suppose you made a search for a particular keyword and you opened a result and didn't find any useful information then you will press the back button, Google just tracks the number of times people click the back button as it helps Google to understand which pages actually have relevant content and which do not.

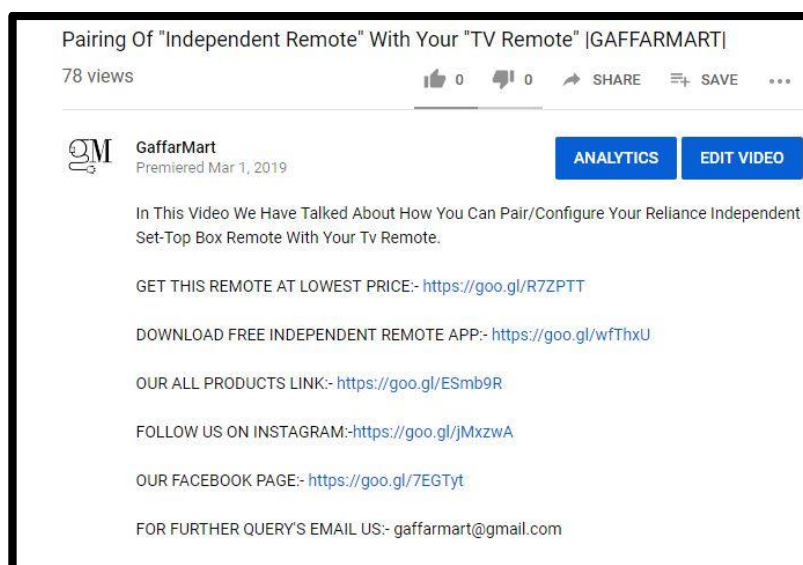
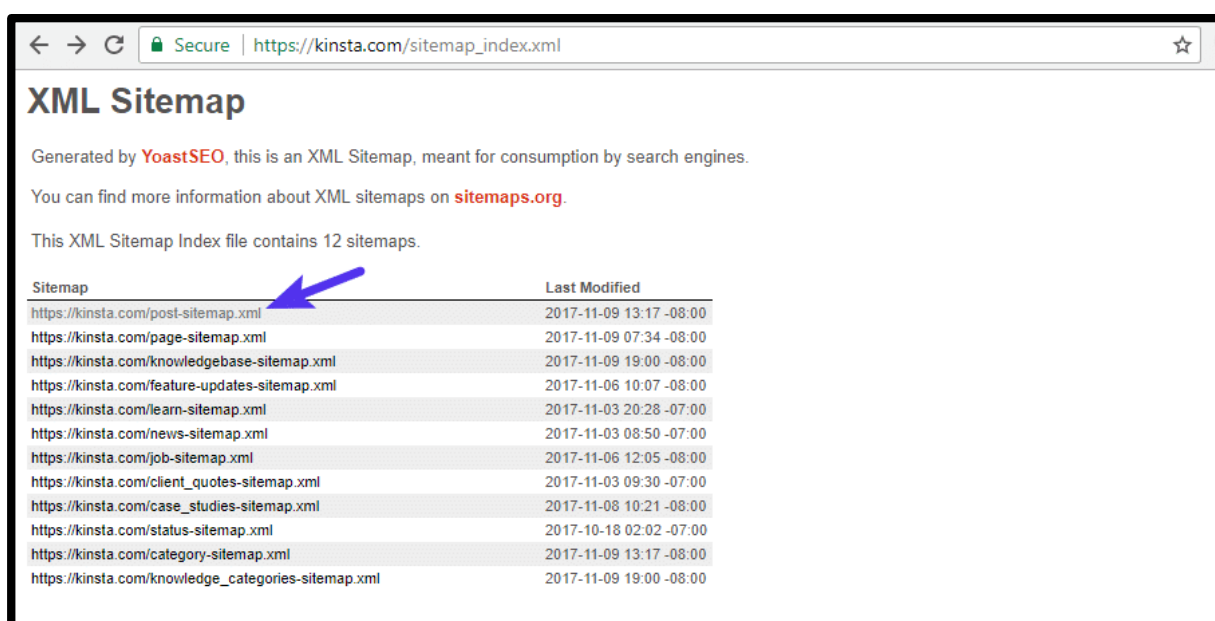


Fig 2.4

**Sitemap Organization:** A sitemap is a way of organizing a website, identifying the URLs and the data under each section. Previously, the sitemaps were primarily geared for the users of the website. However, Google's XML format was designed for the search engines, allowing them to find the data faster and more efficiently. For each search engine we need to submit a site map now in order to do that we can submit our sitemap to Google Webmaster Tool, Bing Webmaster Tool etc.

In figure 2.5 we can see how does an xml sitemaps looks, sitemaps can be submitted using various webmaster tools, there are many webmaster tools available namely Google webmaster tool, Yahoo Webmaster Tool and Bing Webmaster Tool.



Sitemap	Last Modified
<a href="https://kinsta.com/post-sitemap.xml">https://kinsta.com/post-sitemap.xml</a>	2017-11-09 13:17 -08:00
<a href="https://kinsta.com/page-sitemap.xml">https://kinsta.com/page-sitemap.xml</a>	2017-11-09 07:34 -08:00
<a href="https://kinsta.com/knowledgebase-sitemap.xml">https://kinsta.com/knowledgebase-sitemap.xml</a>	2017-11-09 19:00 -08:00
<a href="https://kinsta.com/feature-updates-sitemap.xml">https://kinsta.com/feature-updates-sitemap.xml</a>	2017-11-06 10:07 -08:00
<a href="https://kinsta.com/learn-sitemap.xml">https://kinsta.com/learn-sitemap.xml</a>	2017-11-03 20:28 -07:00
<a href="https://kinsta.com/news-sitemap.xml">https://kinsta.com/news-sitemap.xml</a>	2017-11-03 08:50 -07:00
<a href="https://kinsta.com/job-sitemap.xml">https://kinsta.com/job-sitemap.xml</a>	2017-11-06 12:05 -08:00
<a href="https://kinsta.com/client_quotes-sitemap.xml">https://kinsta.com/client_quotes-sitemap.xml</a>	2017-11-03 09:30 -07:00
<a href="https://kinsta.com/case_studies-sitemap.xml">https://kinsta.com/case_studies-sitemap.xml</a>	2017-11-08 10:21 -08:00
<a href="https://kinsta.com/status-sitemap.xml">https://kinsta.com/status-sitemap.xml</a>	2017-10-18 02:02 -07:00
<a href="https://kinsta.com/category-sitemap.xml">https://kinsta.com/category-sitemap.xml</a>	2017-11-09 13:17 -08:00
<a href="https://kinsta.com/knowledge_categories-sitemap.xml">https://kinsta.com/knowledge_categories-sitemap.xml</a>	2017-11-09 19:00 -08:00

Fig 2.5

**Feedback:** Google also considers the feedback of a website from the readers or users, now this can be seen in e-commerce website. The e-commerce websites which have registered themselves on Google's My Business have a feedback section. Google keeps on monitoring the feedback that the user of the website is giving for the company and it uses that information to rank the website on the top which have the best feedback.

In Figure 2.6 we can see the google review card in which various customers have given our website a positive feedback and this intern helps in increasing the rating of the website.

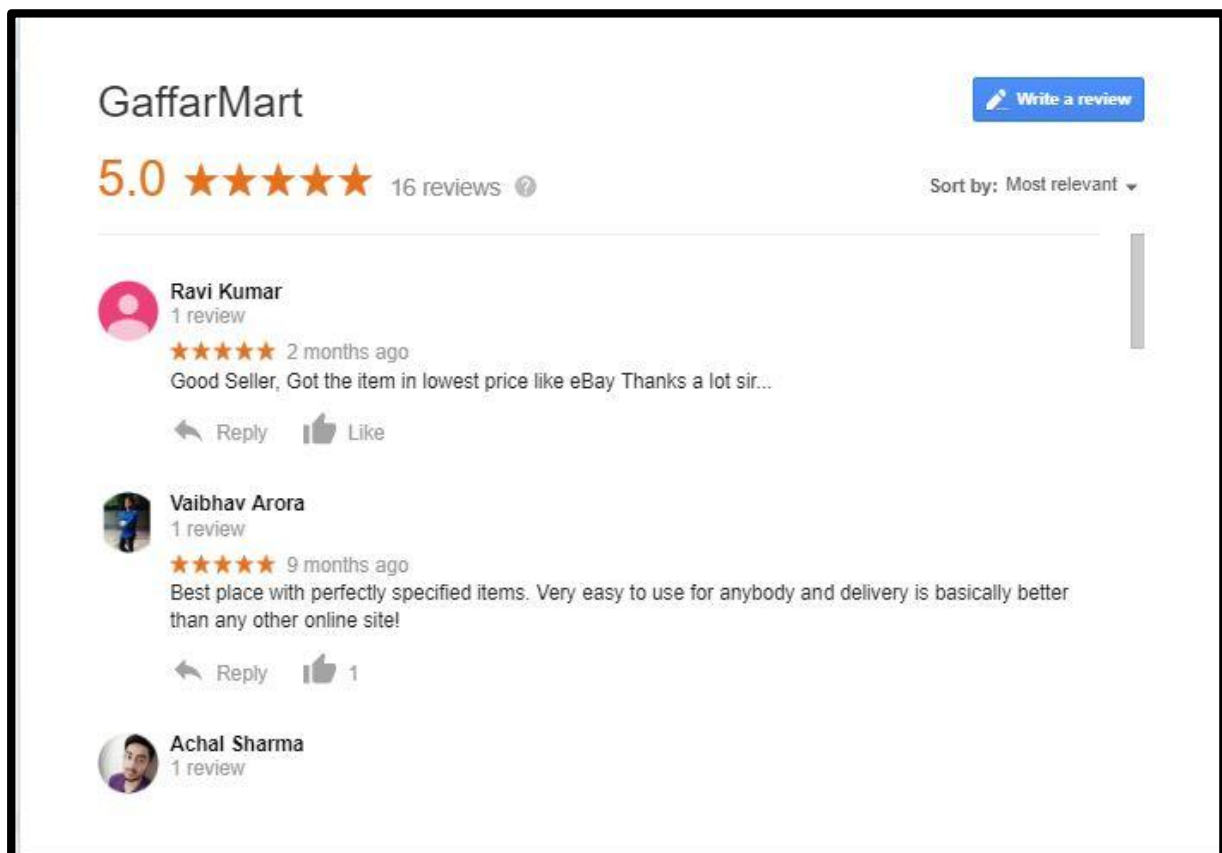


Fig 2.6



**Conclusions:**

After doing the project on Advanced Search Engine Optimization we were able to understand many factors that Google considers before ranking and comparing one website to other websites. They mainly focus on the "On Page" SEO which means we need to focus on the content that we are offering to our readers i.e. its Title & Meta description and Image Alt texts are equally important. However, if there is a situation where more than one website has a similar content and a good "On-Page" SEO then Google compares the websites based on "Off-Page" SEO, hence comes under the category of Advanced Search Engine Optimization. And by studying the concepts of Advanced SEO we can improve the ranking of a website for any keyword we want.

## References

- [1] Understanding SEO, <https://www.seo.com/seo/>
- [2] Vita J., "Automatic Planning of External Search Engine Optimization", Mokslas - Lietuvos ateitis, vol. 7, 2015.
- [3] Cui, M., Hu, S.: Search engine optimization research for website promotion. In: ICM 2011
- [4] Evans, M.P.; Analysing Google rankings through search engine optimization data, Internet Research, Vol. 17, No. 1, 2007
- [5] Harsh Jhamtani, Rishiraj Saha Roy, Niyati Chhaya, Eric Nyberg, Advances in Information Retrieval, vol. 10193, pp. 506, 2017.

## **Appendix**

Abstract - 2

Alt Text in Images - 22

Approach to Design - 7

Back Click - 29

Backlinks - 27

Bounce Rate - 29

Direct Traffic - 29

External Links - 21

Feedback - 31

Internal Links - 18

Introduction - 3

Literature Review - 5

META Description - 15

Methodology - 8

Objective - 1

Product Tags - 20

References - 33

Results - 32

SEO Title - 14

Sitemap Organization - 30

SLUG - 14

Word Length - 17