Bluebay Search Engine Optimization(BSEO) Formula

**- Yeshwanth . P**

**- Computer Science and Engineering**

**-** [**https://bluebaycreaters.com**](https://bluebaycreaters.com)

**-** [**yeshwanthfun@outlook.com**](mailto:yeshwanthfun@outlook.com)

### **Introduction**

Search Engine Optimization is the backbone of web development. As of my four years of experience in the field of Web Development and Web Designing. I have come across a lot of Tricks and Logics for breaking Search Rank Algorithm.

We all know why Search Engine Optimization is considered in very high rate on the website. Search Engine Optimisation doesn't just take your website to the top of the google search engine but also it makes it more visible for the user.

Few logics are performed to get the search engine to optimize. Many websites use their algorithms to optimize their websites in Google, Yahoo, Bing, Ask.com etc., The spider used in the google crawls in the website and they collect the common point in the different websites. Few elements make website rank in google.

Many studies showed that nearly 80% of the internet activities is in Search Engine. But companies Google keeps changing the Search Engine algorithm for the next new improved level and the main reason for this continuous change is to improve better user experience. So i is better to get camouflage to the algorithm.

So Search Engine Optimization makes your website faster so what are all the tricks to perform to optimize your website.

If the website SEO and WebPage loading are slow, then the time taken to load the web page may exceed more than 2seconds. But depending on the users mood it is said that people quit the website if the web page exceeds loading more than 3seconds.

* How to rank website in Google?
* Does converting HTTP to HTTPS affects the Search Engine Optimization?
* Does even small change in image resolution can affect Google Algorithm?
* Does cache saves user time of the website?
* How plugins effect the Website Optimization?

### **Tricks of Search Engine Optimization**

Time taken to load the site is fast if the SEO is better. The main trick to get more views and more average CTR(Click Through Rate).

is to increase the site speed. 50% of the user abandons the website if the time taken to load the website exceeds more than 2-3seconds.

If site speed decreases it just doesn't affect search engine but also it affects the search engine user. The main contribution of site speed is dependent on **images** used. If you compress the image by more than 50% it affects the search engine rank and time taken to load the page.

**Tricks and Mix Algorithm**

* Does optimized image affects the SEO?
* Does format or weight of the image affects the SEO?
* Does metadata and the name of the images affect the search engine optimization?
* Does compressing the image affects the search engine ranking and page loading?(Solutions for all the problems are given below)

As of my 4years of experience in web designing and web development image is the key element of the SEO.

Google has discovered Machine Learning Engine(Text Analyser and API’S) that can read the text from the image. So using the essential key elements and keywords in the image effects the Google Search Engine ranking.

* When to use.jpg format? If the image you are posting consists of a lot of different colors and shadings of different intensities then its better use the .jpg.
* When to use the.PNG format? If the image consists of logos and transparencies then it's better to use the.PNG format
* If you want to post the amazing small videos then it's better to opt GIF
* If the image format is not video then choose the image format instead of gif format. In that, if the quality of the image is too high then choose the.PNG format which has more resolution and hence has more size and hence it takes more time for SEO.
* If the image has less quality then its better to choose.jpg format, because the image has low pixels in turn which has low size, therefore the speed of SEO is fast

According to the study in KissMatrices, a one-second delay in page response can result in a 7% reduction in conversion.

Therefore the majority of the weight in the web page is concentrated on the image. I prefer to use Adobe Photoshop because there us an option for both .jpg and .png to get optimized in the website.

Even in the .png, it consists of a bit in the pictures. Converting 32bit png to 8bit png is better for optimization.

**Examples:**

Suppose there are four images, you are about to post in website and its format is .png . Each image of size 400KB, then the total weight of four images you are going to post is 400\*4=1600KB.

On the other-side, if the image are in the format of .jpg, with size of 200kb, 150kb,300kb,400kb then the total weight of the four images you are about to post is 1050kb.

Hence from the above data as the total size of .jpg images i.e 1050KB is lesser than the total weight of images of .png i.e 1600KB.

As the total size of the .jpg format is quite less compared to that of .png, loading time is much faster for .jpg compared to that of .png.

Finding the right image must be the priority while selecting the image (make sure the image you are uploading satisfies minimum 80% of the users) If the mobile display size is 250\*160 and the image you have posted in the server is 2500\*1080 pixels then the time taken to resolve is more, in turn, it leads to decrease an SEO.

Using the ALT text image or naming the image must be done with efficient keywords.

**After repetitive testing of the website for 4 years, I derived a formula called Bluebay Search Image Optimization(BSIO)**

**Bluebay Search Image Optimization=(R-KB)**

Where,

Resolution(R) = (Original Image Resolution uploaded in Server or Source in Bytes)- (User Device Resolution in bytes)

Keyword Bytes(KB) = (Total number of text in original image in bytes - Total number of keywords used in bytes)

\*\*Different color in the pixel has different number of byte, make sure to use the converted number.

**How this formula works?**

Here, the formula states the Image optimisation for the website.

Point to be noted.

Bluebay Search Image Optimization(BSIO) is inversely proportional to the (R - W).

If the value of the RHS decreases then the image optimization is considered to be higher.

‘Resolution’ states that Original image uploaded by the server in the system may have higher resolution compared to that of the user who will be seeing the image in smaller resolution device. Then image resolution decreases from the source to the mobile.

Therefore, time taken to resolve is more. If it exceeds more than 3 seconds then probably user gonna quit the website.

Therefore, lesser the resolution better the image loading speed in the web browser.

Note: If the image in source is added with smaller resolution and the image resolution in the client gets bigger. Then the ‘R’ value gonna turn out be Negative. If the value is Negative it is one of the best outcomes.

But too much negative can enhance speed, but it decreases the quality of the image viewed by the user device.

Keyword Bytes(KB): It is now examined that Machine learning can read the text in the image.

In the search engine optimisation the image, gets optimized majority through this process. So adding the better image with rich keywords is the goal.

So this formula mainly dependent on the total number of characters present in the image minus total number of keywords used. If more the keywords used, then obviously the value of the final outcome is going to be very low. Therefore, the less the number the more is the Search Image Optimisation(SIO).

Image pixel must be converted to bytes. So specific value wasted gonna be obtained.

Similarly for the contents in the website, is mainly going to be through the Total number of bytes and the total number of keywords used.

Machine learning Takes place in the computer and search engine. So when the user gives the specific input to the system.

Voice search is trending now, Majority of the voice search is done using Siri. The maximum number of people are teenagers next comes the adult. So it has been estimated that by 2020 nearly 50%of the user gonna start using the voice search.

So machine learning plays a very important role over here.

Majority of the views goes to Youtube, so therefore it is better to upload the video with the link into the website. Make sure the link that gonna be uploaded is gonna contain keywords too. Even small variation can lead to a change of the result of n number of users.

**Video Tricks and Mix**

When you upload the video, make sure the video is uploaded through the youtube link.

Because if a direct video is uploaded into the website then the time taken to load the website is gonna be very high.

Even if the video is uploaded by the external links other than youtube such as google drive etc. Then the time taken will be more because the video is buffered in the drive and the video is sent to the website.

So it is much better to use the youtube links.

Keywords in Video plays a vital role in search engine optimization. It's like attacking the search engine from all the possible sides.

If video link takes 400kb, if net speed is 400kb/sec then obviously the loading speed gonna be 1 sec.

Faster the internet speed more will be a benefit for the user.

**Search Engine Optimisation Trick and Mix**

The point is, SEO and content marketing are constantly changing.

It's changing drastically.

SEO (search engine optimization) is the pursuit of trying to rank your website or a certain page on Google and Bing.

This is an important tactic for obvious reasons.

Social Media plays an important role in Search Engine Optimization.

It is said that Pinterest has a million number of users all around the world and nearly the majority of them are girls.

So if you have a website that considers being having a lot number of images it is better to choose the Pinterest as your backlink in the social media site.

If the website consists of Article and news that are within 140 words. Then it is better to improve with Tweeter. Nearly lakhs of tweets are shared in one hour in the Tweeter. So if the tweet you gonna is posting should bring you to the website as the backlink make sure the keywords you used in the website and the tweet matches. So ranking in google and tweeter gonna turn super easy.

If you want to prefer Advertising marketing it is better to post it on facebook. With a billion people using Facebook, make sure the Search Image Optimization is applied before posting the image into that content. Similarly, In Instagram make sure to use the hashtag and the best image.

So using the BSIO formula, you can determine how to get search engine optimized in the social media and backlink.

So when it comes to the website, it consists of content, images, videos, and some other factors.

So the final formula that lands in 70% of the search engine optimization.

**Bluebay Search Engine Optimization(BSEO) = BSIO + (Total number of Text in the website in bytes - Keywords in the website in bytes)**

**How does it work?**

Keeping BSIO on the one side, the total number of characters or content present on the website defines the total size of the website.

So if the content of keywords in the website is more then the search engine optimization of the image is gonna be more.

Probably number of unwanted keywords are used on the website.

So subtracting them with the keywords is gonna be the result of search engine optimization.

If the value is low, then the search Engine Optimization is gonna be high.

Therefore, from summing up the formula we get 70% of the search engine optimization.

If the value is low, then SEO of the website is said to be very high.

**Conclusion**

From the above Formula, we can optimize the website.

Trick the spider in the web which is crawling through machine learning.

If the website is having better-optimized value, the indexing the website in the google search engine is gonna be faster.

This formula (BSIO) and (BSEO) formula can change the ranking of a single website.

Even a small change in the small value can give result in a very high extent.