

Search Engine Results Ranking System and Techniques to Increase Website Visibility *

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30. september 2023

Abstract

Search engines are powerful tools that help users find information on the web. They use various algorithms and techniques to crawl, index, optimize and rank web pages based on their relevance and quality. However, not all web pages are equally visible to search engines, and some may be buried under millions of other results.

Therefore, web content creators and webmasters need to optimize their websites and content to increase their visibility and reach their target audience.

This document aims to explain the methods for increasing the website visibility, by first providing an overview of how search engines work, what factors affect their ranking, how are search engine sorting and optimizing found results, in order to give an comprehensive explanation on how to align the website goals with the user needs and expectations. Then, it will describe some of the best practices and strategies that can be applied to improve the web design, content, keywords, links, and social media presence of a website. Finally, we will discuss some of the challenges and limitations of search engine optimization (SEO) and how to measure its effectiveness.

By following these guidelines, web content creators and webmasters can enhance their online presence and attract more visitors to their websites.

1 Introduction

In the contemporary digital landscape, search engines serve as the cornerstone of information discovery on the World Wide Web. These sophisticated tools use intricate algorithms and methodologies to traverse, catalog, optimize, and rank the vast expanse of web pages in accordance with their relevance and quality. Yet, not all web pages enjoy equal visibility. Many remain hidden beneath an avalanche of millions of other results, challenging the prospects of being discovered by users seeking information.

*Semestrálny projekt v predmete Metódy inžinierskej práce, ak. rok 2023/24, vedenie: Ing. Mohammad Yusuf Momand, MSc.

Consequently, web content creators and webmasters find themselves confronted with the request to enhance the visibility of their websites. This endeavor is essential for achieving alignment between the goals of a website and the expectations and needs of its target audience.

This document embarks on a comprehensible explanation of the mechanisms and techniques that underlie the augmentation of website visibility. Initially, it provides a foundational understanding of the inner workings of search engines, elucidating the factors influencing their ranking processes and the techniques employed for sorting and optimizing the results they yield. With this groundwork in place, we delve into an examination of the methods available to harmonize a website's objectives with the demands of its users.

Subsequently, this document delineates a compendium of best practices and strategies, encompassing aspects such as web design, content optimization, keyword selection, link building, and the cultivation of a robust social media presence. By elucidating these methodologies, we endeavor to empower web content creators and webmasters with the knowledge and tools necessary to fortify their digital presence.

Nonetheless, it is crucial to recognize that the realm of search engine optimization (SEO) is not without its challenges and constraints. We shall, therefore, broach the subject of the limitations inherent to SEO and explore methodologies for gauging its effectiveness, and at the end we will discuss the potential future of SEO.

2 core

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