How to Use Search Engine Optimization Techniques to Increase Website Visibility

CONTENT

1. INTRODUCTION

Search engine optimization 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. You're likely already familiar with many of the topics in this guide, because they're essential ingredients for any web page, but you may not be making the most out of them. Even though this guide's title contains the words "search engine", we'd like to say that you should base your optimization decisions first and foremost on what's best for the visitors of your site. They're the main consumers of your content and are using search engines to find your work.

2. EXISTING SYSTEM

2.1 Existing System:

Meaningfully visit only a tiny fraction of the web’s sites, a condition that has led sociologist Alex Havana’s to characterize the web’s ecosystem as an “attention economy” driven by competition for the scarce commodity of users’ attention. In such an economy, the key logistic role of channeling users’ attention is played by search engines, which set the competition’s rules and judge its winners from among the contending websites. Nevertheless, two other classes of stakeholders indirectly contribute to the competition’s rules and results: contending web content creators themselves, and search engine users. Search rankings enable web content creators to continually monitor the exact measure.

2.2 Over all Diagram

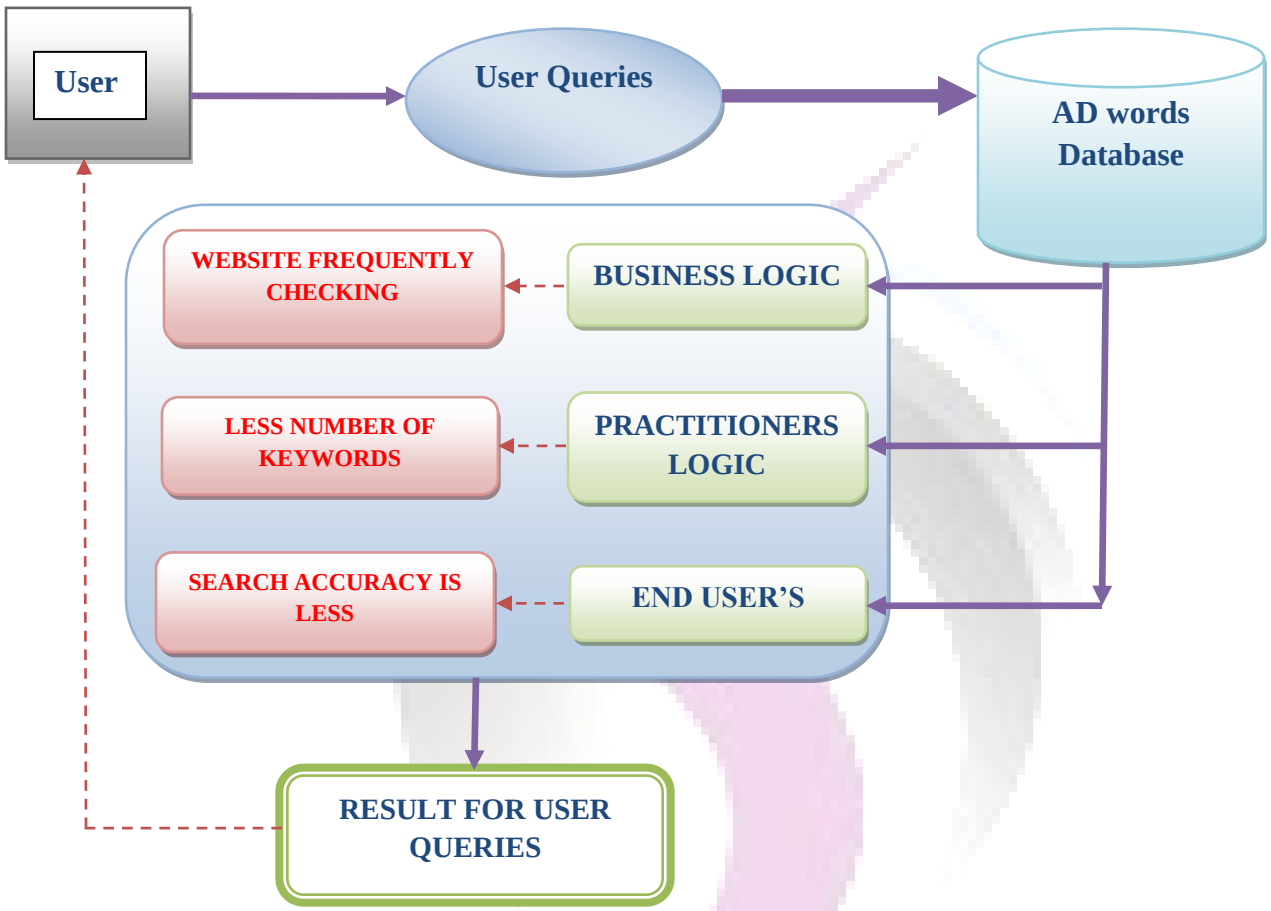

Fig 1.1 Existing System Diagram

2.3 EXISTING SYSTEM PROTOCAL:

Page Ranking Algoritham

Definition:

Page Rank is a link analysis algorithm, named after Larry Page and used by the Google web search engine, that assigns a numerical weighting to each element of a hyperlinked set of documents, such as the World Wide Web, with the purpose of "measuring" its relative importance within the set

Applications:

The algorithm may be applied to any collection of entities with reciprocal quotations and references.

2.4 Drawbacks

- Applicable to a broad range of websites, as opposed to sites requiring specialized search functionality, such as libraries and e-commerce sites.
- Free, as opposed to paid search options such as Google AdWords.

2.5 Conclusion

Even though this guide's title contains the words "search engine", we'd like to say that you should base your optimization decisions first and foremost on what's best for the visitors of your site. Successful search engine optimization requires considerable time, professional communicators should progressively apply these lessons in the sequence presented in this tutorial and should keep up to date with frequently changing ranking algorithms and with the associated changing practices of search optimization professionals.

3. COMPARISON OF PROPOSED AND EXISTING SYSTEM

Existing System	Proposed System
Applicable to a broad range of websites, as opposed to sites requiring specialized search functionality, such as libraries and e-commerce sites.	In proposed system there is applicable for all website. Not broad range only.
To paid search options such as Google AdWords	This based on the website keywords. and User how frequently using those websites. No need spending money.
Web master have to watch daily updation based on the ranking strategies.	In proposed system no need for daily updating. And communication to professional communicator.
In this system not giving any advice from search engine companies.because of ranking process.	In this system Published advice from search engine companies.
There is no experience and occasional empirical studies from SEO practitioners.	Much experience-based collective wisdom and occasional empirical studies from SEO practitioners
Page ranking is the vast concept to understanding the existing system.	Web content creators are well known in those website.

4. PROPOSED SYSTEM

4.1 Abstract

In proposed System Search engines' rankings are shaped by three classes of participants: search engine companies and programmers, search engine optimization practitioners, and search engine users. **Key lessons:** By applying three key lessons, professional communicators can make it easier for audiences to find their web content through search engines: (1) consider their web content's audiences and website's competitors when analyzing keywords; (2) insert keywords into web text that will appear on search engine results pages, and (3) involve their web content and websites with other web content creators. **Implications:** Because successful search engine optimization requires considerable time, professional communicators should progressively apply these lessons in the sequence presented in this tutorial and should keep up to date with frequently changing ranking algorithms and with the associated changing practices of search optimization professionals.

4.2 Proposed System

This aims to answer two general questions: (a) What contributes to search engine rankings. and (b) What can web content creators and webmasters do on their pages, sites, and the web in general to make their content and sites easier to find by audiences using search engines. To answer these questions, this tutorial focuses only on general web search engines and delivers lessons that professional communicators can readily implement without specialized technical know-how and without a web marketing budget.

The Key Concepts section introduces a theoretical framework for the tutorial's approach to search engine optimization, describes how the tutorial's literature was selected, defines search-related terminology, and explains how three classes of participants shape search engine rankings.

- Consider the web content's audiences and website's competitors when analyzing keywords.
- Insert keywords into web text that will appear on search engine results pages.
- Involve their web content and websites with other web content creators.

4.3 Over All Diagrams

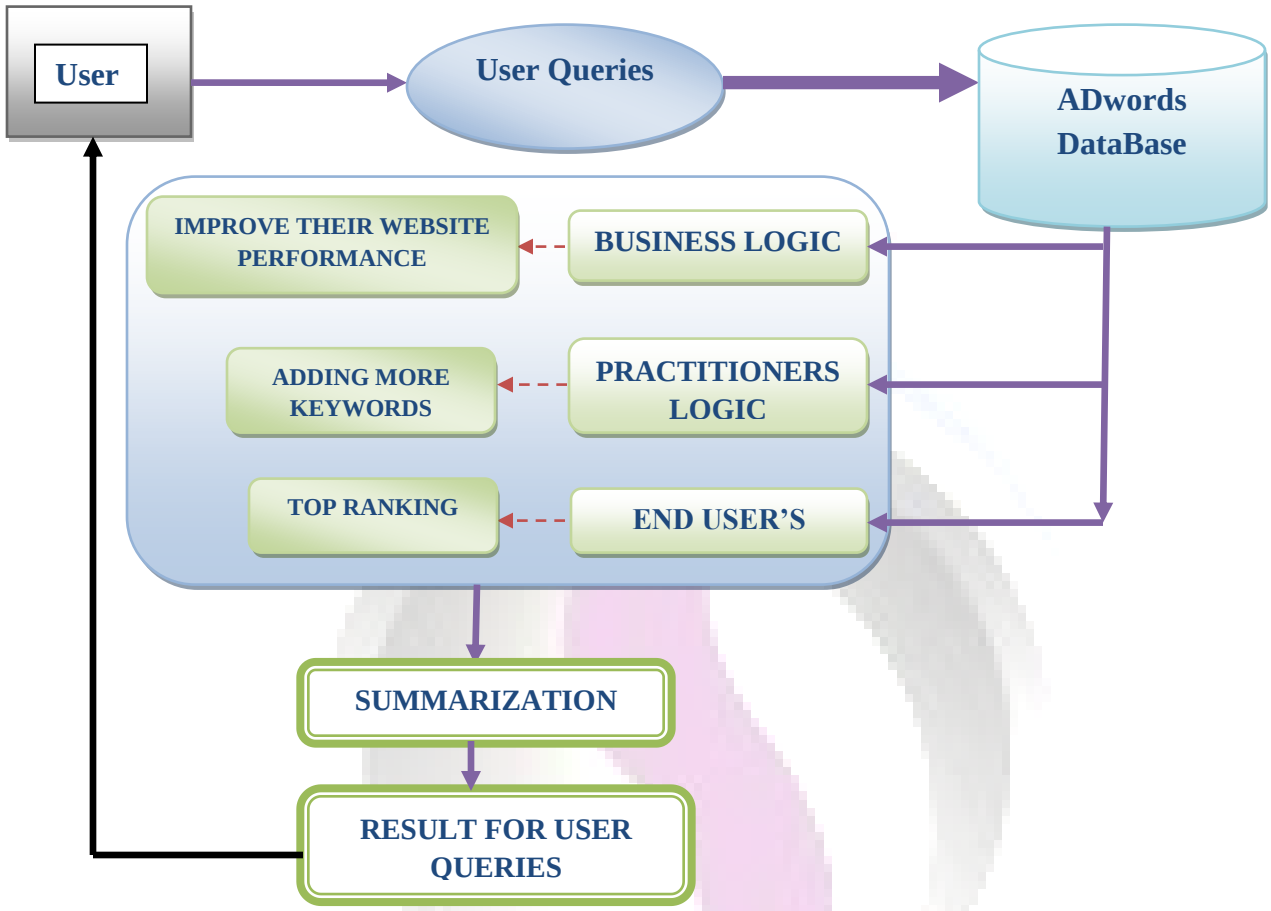

Fig 1.2 Proposed System Diagram

4.4Scope of the Project

Successful search engine optimization requires considerable time, professional communicators should progressively apply these lessons in the sequence presented in this tutorial and should keep up to date with frequently changing ranking algorithms and with the associated changing practices of search optimization professionals.

4.5 Proposed System Model Explanation

Key concepts:

Search engines' rankings are shaped by three classes of participants: search engine companies and programmers, search engine optimization practitioners, and search engine users.

Key lessons:

By applying three key lessons, professional communicators can make it easier for audiences to find their web content through search engines:

- consider their web content's audiences and website's competitors when analyzing keywords;
- insert keywords into web text that will appear on search engine results pages, and
- Involve their web content and websites with other web content creators.

4.6 Advantage

- Published advice from search engine companies.
- Empirical studies from the research community.
- Much experience-based collective wisdom and occasional empirical studies from SEO practitioners

4.7 Application

Search Based Application

Google's search engine rose to prominence. The company achieved better results for many searches with an innovation called Page Rank. This iterative algorithm ranks web pages based on the number and Page Rank of other web sites and pages that link there, on the premise that good or desirable pages are linked to more than others. Google also maintained a minimalist interface to its search engine. In contrast, many of its competitors embedded a search engine in a web.

Microsoft first launched MSN Search in the fall of 1998 using search results from Inktomi. In early 1999 the site began to display listings from Looksmart, blended with results from Inktomi. For a short time in 1999, MSN Search used results from AltaVista were instead. In 2004, Microsoft began a transition to its own search technology, powered by its own web crawler (called msnbot).

Microsoft's rebranded search engine, Bing, was launched on June 1, 2009. On July 29, 2009, Yahoo! and Microsoft finalized a deal in which Yahoo! Search would be powered by Microsoft Bing technology.

4.8 Conclusion:

To ensure that their audiences can continue to easily find their work through search engines, web developers should expect to keep up to date with the evolving search algorithms, SEO practices, their website's traffic, and their competition. Along with some of the sources cited in this tutorial, web developers can keep up to date by regularly drawing on the dynamic SEO resources featured in an annotated list in online.

5. TECHNOLOGIES USING THIS PROJECT

In this Project

- Collections:
- Jsp
- Servlet
- Thread:
- MY SQL 5.5 Server

Jsp:

In our project we are using jsp to design the application process. JSP pages easily combine static templates, including HTML or XML fragments, with code that generates dynamic content.JSP pages are compiled dynamically into servlets when requested, so page authors can easily make updates to presentation code. JSP pages can also be precompiled if desired.

Servlet:

In our project we are using servlet to control the application process. Servlets are modules that run within the server and receive and respond to the requests made by the client. Servlets retrieve most of the parameters using the input stream and send their responses using an output stream.

Collections:

The Java Collections API's provide Java developers with a set of classes and interfaces that makes it easier to handle collections of objects. In a sense Collection's works a bit like arrays, except their size can change dynamically, and they have more advanced behaviour than arrays. In this project we are using Array List, Map and Set for saving values and do some function using that values.

Thread:

In this project threading concept is very important. A thread is a sequential path of code execution within a program. And each thread has its own local variables, program counter and lifetime. Like creation of a single thread, we can also create more than one thread (multithreads) in a program using class Thread or implementing interface Runnable to make our project efficient and dynamic. In our project we are using request process with the help of multi threading concepts.

MY SQL 5.5

In our project we are using a backend as MYSQL 5.5 Server. Here we are create and maintaining the tables which are having values used for our processes. We are maintaining the registration table, keywords search table, Business user table, Professional communicator's table, etc.

6. REAL TIME EXAMPLE

Industry Survey:

http://moz.com/seo-industry-survey

Social Sites In Ranking:

http://www.youtube.com/watch?v=qoFf6Kn4K98

http://dir.yahoo.com/

7. FUTURE ENHANCEMENT

Accordingly, some content creators orient their sites not just too directly attracting and maintaining the attention of their prospective human audiences but to accommodating and even taking advantage of search engines and their ranking rules, to the extent that orienting a site to search engines has become a professional specialty: search engine optimization (SEO).

8. SOFTWARE REQUIREMENTS

In our Project we use **Front End** as Java and **Back End** as a MYSQL 5.5.

Jdk 1.6:

In our project we are using java to design the application process. Java contains swing packages that are used to design the view page easily. Since java is an open source and platform independent this makes the application more flexible.

MYSQL 5.5:

MYSQL 5.5 Server is a relational database management system developed by Microsoft. As a database, it is a software product whose primary function is to store and retrieve data as requested by other software applications, be it those on the same computer or those running on another computer across a network (including the Internet). There are different workloads (ranging from small applications that store and retrieve data on the same computer, to millions of users and computers that access huge amounts of data from the Internet at the same time).

9. ALTERNATE TITLE

- The Impact of Web Page Visibility in Search Engine Result
- Analyzing Ranking Through Search Engine Optimization

10. KEYWORDS

SEO

Search Engine Optimization is The process of editing a web site's content and code in order to improve visibility within one or more search engines

SEM

Search engine marketing (**SEM**) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising. SEM may use search engine optimization (SEO),that adjusts or rewrites website content to achieve a higher ranking in search engine results pages or use pay per click listings.

SMO

Social media optimization (**SMO**) refers to the use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event. Types of social media involved include RSS feeds, social news and bookmarking sites, as well as social networking sites, such as Twitter, and video and blogging sites. SMO is similar to search engine optimization in that the goal is to generate traffic and awareness for a website. In general, social media optimization refers to optimizing a website and its content in terms of sharing across social media and networking sites.

SERP

A **search engine results page** (**SERP**) is the listing of results returned by a search engine in response to a keyword query. The results normally include a list of items with titles, a reference to the full version, and a short description showing where the keywords have matched content within the page. A SERP may refer to a single page of links returned, or to the set of all links returned for a search query.