**How to Use Search Engine Optimization Techniques to**

**Increase Website Visibility**

**ABSTRACT:**

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.

**SYSTEM ANALYSIS:**

**EXISTING SYSTEM:**

Meaningfully visit only a tiny fraction of the web’s sites, a condition that has led sociologist Alex Havalais 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.

**DRAWBACK IN EXISTING SYSTEM:**

* 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.

**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.

**ADVANTAGES IN PROPOSED SYSTEM:**

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

**SYSTEM REQUIREMENTS:**

**HARDWARE**

PROCESSOR : PENTIUM IV 2.6 GHz, Intel Core 2 Duo.

RAM : 512 MB DD RAM

MONITOR : 15” COLOR

HARD DISK : 40 GB

**SOFTWARE**

Front End : J2EE (JSP, SERVLET), STRUTS

Back End : MS SQL 05

Operating System : Windows 07

IDE : Net Beans, Eclipse

**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).