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| ­ | Google Ranking of Website   * **Use common keywords that target audience uses as their query.**   Reason behind this:  As per the study in 2013:  Google 1st ranked website shares 32.50% traffic, while 2nd ranked share 17.6% traffic and, in this way, 15th page shares 0.4% traffic.     * **Length of Content should be as much as any user from scratch get their required solution.**   Reason behind this:  Any user needs in-depth solution to the problem/query in the easiest manner, it would be possible.     * **Keywords should appear as titles/description tag/H1 tag**.   Reason behind this:  Google’s site positioning algorithm recognizes it as important ones or the most matching ones and thus increases its position.   * **Increase in multimedia content over the website.**   Reason behind this:  As we know, visuals are more easily understandable than text either the individual is a small child or matured one. This same happens with algorithm of google. So, as much as we have relevant images and videos, the position of the website would be higher.   * **Decrease in loading speed of the website.**   Reason behind this:  Every client doesn’t have the good access to internet, this thing Google’s algorithm understand, and that’s why high loading time websites are put down as the user might not ably get the required information.   * **Contents should be updated frequently.**   Reason behind this:  Google’s algorithm assumes most updated websites as to be carrying most up-to-date information, that’s why increases the position of these websites.   * **No broken links.**   Reason behind this:  403 or 404 Forbidden error should not be there. So, say no to broken links.   * **Less spelling and grammar mistakes.** * **Site should be module friendly as well as user friendly.** * **Develop an Ongoing Website Content Strategy**   Reason behind this:  Sites will be rewarded for continually improving their content, growing the amount and quality of relevant and resources web pages. If you want your search engine rankings to improve you better build your site out over time (Google Pandas Algorithm 2011).   * **Sign Up for Google Authorship** * **Use Quality Links**   Reason behind this:  Inbound links are created when other websites link back to your website as a relevant resource in support of their content. Obtaining links from vendor sites, supplier sites, and authoritative industry sites can really boost the relevance of your website on search engines. |  |
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| Closed BookPencil  Help  Magnifying glass  Footprints  Footprints  Footprints  ALGORITHMIC CONCEPT   * Panda assesses the quality of each post that you make on your website. It is   concerned with if you are adding meaningful content rather than going to an  unnecessary high word count. To get the most of Panda, stay away from  keyword-driven posts that don’t come across as natural and never duplicate  content from another website.   * Penguin also devalues low-quality sites, but it looks for different criteria.   While Panda assesses your actual content, Penguin looks at how your website  has been promoted. If your website has been promoted through spam like bots  and spiders, or has been linked by a number of disreputable sites, your  rankings will go down. The one thing to note about Penguin is that no site is  automatically assumed to be high-quality by virtue of its address. This means that websites that are immensely popular or belong to .edu domains are  automatically considered high-quality in Google’s eyes.   * Hummingbird is a bit different than the other two algorithms. Rather than   focusing on the actual quality of your website, it is more concerned with the  information you are providing to your readers. In other words, hummingbird  looks at the context of your website or blog and determines if it has relevant  information for the person performing the Google search. This means that if you don’t present information that is helpful or relative, you could be skipped  over in a search query. |

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| E-MAIL Filtering (Bypass) | |  |  |
| * Use a maximum width of 600-800 pixels. This will make them look good in most email clients. * Keep your HTML code as simple and clean as possible. If you are using a template from a reputable email service provider, you should be OK. * Keep your image-to-text ratio low as 80:20. Images are OK to include in your email marketing campaigns, but never send image-only emails with no text. * Optimize your images for email by compressing them first. Don’t use super high-resolution images or other media with a large file size. Say no to large images. * Don’t use obscure fonts. Stick with fonts that work across platforms, like Arial, Verdana, Georgia and Times New Roman. * Optimize for mobile. Make sure your emails are readable and load quickly on mobile devices, and that your links can be pressed easily with a thumb. * Do not type email in all CAPITAL LETTERS and avoid excessive exclamation points. * Email ID should be recognizable. Do not use sender id like [1338sdsd@domain.com](mailto:1338sdsd@domain.com) , [no\_reply@domain.com](mailto:no_reply@domain.com) . * Text Color should not be Red or white on the white background. Red Color is regarded as ATTENTION Color, that’s why taken as promotional emails. * In their spam filtering algorithms, mailbox providers look at the ratio of active to inactive email accounts on your list. An inactive email account is an account that hasn’t been used for a long time or is very rarely ever used. * Top webmail providers have stated that they look at how many emails are opened and how many are deleted without being opened as a factor in their spam filtering decisions. So, if you have low open rates or read rates, your emails are at higher risk of being flagged as spam. * Set test accounts that can be used to monitor deliverability can also be helpful. * Some spam filters are triggered by certain words in the subject line or the body of the email. Some spam trigger words are:   Amazing, cancel at any time, check or money order, click here, congratulations, dear friend, for only ($), free or toll-free, great offer, guarantee, increase sales, order now, promise you, risk-free, special promotion, this is not spam   * Always there should be unsubscribe link, as it is regarded as genuine mailers. * Apart applying the above steps, if it is necessary to use the above things, we can send the mail by attaching the information carrying document. * Use GLOCKAPPS to get the probability of getting spam or not before sending. <https://glockapps.com/spam-testing/> * List of 202 words:   Act now, Action, apply now, apply online, Buy, buy direct, Call, call now, click here, Clearance, Click here, Do it today, Don’t delete, Drastically reduced, Exclusive deal, Expire, Get, Get it now, Get started now, Important information regarding, Instant, Limited time, New customers only, Now only, Offer expires, Once in a lifetime, Order now, Please read, Special promotion, Take action, This won’t last, Urgent, While stocks last, 100%, All-new, Bargain, Best price, Bonus, Email marketing, Free, For instant access, Free gift, Free trial, Have you been turned down?, Great offer, Join millions of Americans, Incredible deal, Prize, Satisfaction guaranteed, Will not believe your eyes, As seen on, Click here, Click below, Deal, Direct email, Direct marketing, Do it today, Order now, Order today, Unlimited, What are you waiting for?, Visit our website Acceptance, Access, Avoid bankruptcy, Boss, Cancel, Card accepted, Certified, Cheap, Compare, Compare rates, Congratulations, Credit card offers, Cures, Dear [personalization variable], Dear friend, Drastically reduce, Easy terms, Free grant money, Free hosting, Free info, Free membership, Friend, Get out of debt, Giving away, Guarantee, Guaranteed, Have you been turned down?, Hello, Information you requested, Join million, No age restrictions, No catch, No experience, No obligation, No purchase necessary, No questions asked, No strings attached, Offer, Opportunity, Save big, Winner, Winning, Won, You are a winner!, You’ve been selected!, income, All-natural, Amazing, Be your own boss, Big bucks, Billion, Billion dollars, Cash, Cash bonus, Consolidate debt and credit, Consolidate your debt, Double your income, Earn, Earn cash, Earn extra cash, Eliminate bad credit, Eliminate debt, Extra, Fantastic deal, Financial freedom, Financially independent, Free investment, Free money, Get paid, Home, Home-based, Income, Increase sales, Increase traffic, Lose, Lose weight, Money back, No catch, No fees, No hidden costs, No strings attached, Potential earnings, Pure profit, Removes wrinkles, Reverses aging, Risk-free, Serious cash, Stop snoring, Vacation, Vacation offers, Weekend getaway, Weight loss, While you sleep, Work from home, Addresses, Beneficiary, Billing, Casino, Celebrity, Collect child support, Copy DVDs, Fast viagra delivery, Hidden, Human growth hormone, In accordance with laws, Investment, Junk, Legal, Life insurance, Loan, Lottery, Luxury car, Medicine, Meet singles, Message contains, Miracle, Money, Multi-level marketing, Nigerian, Offshore, Online degree, Online pharmacy, Passwords, Refinance, Request, Rolex, Score, Social security number, Spam, This isn’t spam, Undisclosed recipient, University diplomas, Unsecured credit, Unsolicited, US dollars, Valium, Viagra, Vicodin, Warranty, Xanax | | Paper airplane |  |
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| Beach ball |  |
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|  | Table tennis |
| Closed BookPencil  Help  Magnifying glass  Footprints  Footprints  Footprints  ALGORITHMIC CONCEPT   * Techniques used for E-Mail filtering: * Anti-Spam Techniques * Antivirus software * URL filtering * Authentication based rejections * Word Stemming * Word Lemmatization * For word lemmatization, NLTK library is used. * Algorithm that was used earlier: Naïve Bayes * Word Stemming examples: running == runs, runs==run * Word Lemmatization examples: This technique utilizes dictionary of a particular language and convert word to base form, i.e. studies==study, ran==run. | | | |