**CERTIFICATE OF APPROVAL**

This is to certified that the seminar entitled "*Improving college webpage rank in google search engine using White Hat SEO*"is a bonafide work and it is submitted to the Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

By

**Shivani Shrivastav**

**Dolly Mahatkar**

**Devyani Burande**

**Somesh Ghaturle**

**Ankit Bansod**

In the practical fulfillment of requirement for *for the degree (VII Sem) of Bachelor of Engineering in Computer Science and Engineering, during the academic year 2018-2019 under my guidance.*

**Prof.Gajanan Tikhe**                                    **Prof. V. R. Palekar**

**Guide**                                                            **Head**

**Department of CSE**                                    **Department of CSE**

# ACKNOWLEDGEMENT

# Contents

# List of Figures

# Abstract

SEO is the process of helping your website rise in rank on Google and other search engines, therefore getting your site in front of more people, increasing business and making you an industry leader. It is extremely important that you have a solid strategic plan before you dive in. It is good to rank for keywords, but it also important, maybe even more so, to make sure you are reaching your users in each stage of the buying process. In proposed system we are going to use Google provided SEO tools to perform SEO on college website thus increasing its rank on Google search engine. We will be using Google Firebase, webmasters, structured cards, Google Analytics, Google Ad-words, Text 2 Code Ratio Analyzer and Amazon Alexa tool.