##### 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**

This project arose in part out of the efforts that have been done since we came to final year. By that time, we have worked with a great number of people whose contributions in different ways to the research and the making of this thesis deserved special mention. It is our great pleasure to convey gratitude to them all in our humble acknowledgment.

In the first place we would like to record my gratitude to our guide,***Prof. Gajanan Tikhe*,** Department of Computer Science & Engineering DMIETR, Sawangi(M), Wardha for his supervision, advice, and guidance from the very early stage of this research as well as giving me extraordinary patience, throughout the work. Above all and the most needed, he provided us unflinching encouragement and support in various ways.

At times it is not so easy to capture feelings in words. That is the great sense of thankfulness we harbour to ***Prof. V. R. Palekar*,** Head, Department of Computer Science & Engineering,DMIETR, Sawangi(M), Wardha for his truly scientist intuition, support and dynamic supervision, which has made him as a constant oasis of ideas and passions in science, which exceptionally inspire and enrich our growth as a student. We are indebted to him more than he knows.

We also thank to respect ***Dr. P. L. Zade***, the Principal of DMIETR for the constant support.

Our parent deserves special mention for their inseparable inspiration, support and prayers, giving me strength and support to complete this work successfully. We again thank to all those have directly or indirectly helped me to for this work.

Name of Students& Sign**:- Somesh Ghaturle**

**Ankit Bansod**

**Shivani Shrivastav**

**Dolly Mahatkar**

**Devyani Burande**

**Contents**

|  |  |  |
| --- | --- | --- |
| **Chapter No.** | **Title** | **Page No.** |
|  | **Title Page** | i |
|  | **Certificate of Approval** | ii |
|  | **Acknowledgement** | iii |
|  | **Table of content** | iv |
|  | **List of Figures** | v |
|  | **Abstract** | vi |
| **Chapter 1** | **Introduction** | 1 |
| 1.1 | Overview | 1 |
| 1.2 | Problem statement | 2 |
| 1.3 | Objective | 3 |
| **Chapter 2** | **Literature Survey** |  |
| 2.1 | Overview | 4 |
| 2.2 | Implementation Methodology | 4 |
| **Chapter 3** | **Work done** |  |
| 3.1 | Architecture | 8 |
| 3.2 | Module description | 9 |
| **Chapter 4** | **Summary and Conclusion** |  |
| 4.1 | Summary | 12 |
| 4.2 | Conclusion | 13 |
| **Chapter 5** | **References** | 14 |

**List of Figures**

|  |  |  |
| --- | --- | --- |
| **Figure No.** | **Title** | **Page No.** |
| **Fig.1.** | **Basic Steps** | 7 |
| **Fig.2.** | **System Architecture** | 8 |

**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.