Search Engine Optimization: An Illustrious Approach for Web Based Marketing in the Era of Globalization

Ravita Chahar  
Assistant Professor  
Department of Computer Science & Engineering  
Chitkara University, Punjab

Ashma Chawla  
Assistant Professor  
Department of Computer Science & Engineering  
Chitkara University, Punjab

Abstract

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines (Google, Yahoo & Bing) via the “natural” or un-paid (“organic” or “algorithmic”) search results. Other forms of search engine marketing (SEM) target paid listings. In general, the earlier (or higher on the page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine’s users SEO may target different kinds of search, including image search, local search, video search, news search and industry-specific vertical search engines. This gives a website web presence. The whole process includes two steps: ON Page Optimization and OFF page Optimization. Promoting a web site by earning high organic rankings is one of the primary forms of Search Engine Optimization. SEO is a Return on Investment (ROI) strategy. Optimizing the website enables it to rank higher on major search engines. Search engine rank websites based on two major factors: Unique content that contains pertinent keywords, and link popularity - the number of quality incoming links & the back links to our website.

Keywords: Internet Marketing, Website Optimization, ROI, Search Engine, SEO Tools

I. INTRODUCTION

Search Engine Marketing, or SEM, is a form of Internet Marketing that seeks to promote websites by increasing their visibility in Search Engine Result Pages (SERPs) with Organic & Paid ways i.e. with SEO & PPC (Pay Per Click). The industry peak body Search Engine Marketing Professional Organization (SEMO) founded by Barbara Coll in 2003, includes Search Engine Optimization (SEO) within its reporting, and SEO is also included in the industry definitions of SEM by Forrester Research, eMarketer, Search Engine Watch, and industry expert Danny Sullivan. The New York Times defines SEM as ‘the practice of buying paid search listings’. As the initial step of SEO, one of our analysts will review your website and identify which areas need optimization to make the site search engine friendly. Oftentimes, sites may have duplicate content, session ID numbers, flash content, dynamic content and other such problems, which prevent WebPages from being indexed. In addition, we will review your keywords and use keyword research tools to create a list of the most searched terms for your website or industry.

As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. The acronym "SEO" can refer to "Search Engine Optimizers," a term adopted by an industry of consultants who carry out optimization projects on behalf of clients, and by employees who perform SEO services in-house. Search engine optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. Because effective SEO may require changes to the HTML source code of a site, SEO tactics may be incorporated into web site development and design. The term "search engine friendly" may be used to describe web site designs, menus, content management systems, images, videos, shopping carts, and other elements that have been optimized for the purpose of search engine exposure.

Another class of techniques, known as black hat SEO or spamdexing, use methods such as link farms, keyword stuffing and article spinning that degrade both the relevance of search results and the user-experience of search engines. Search engines look for sites that employ these techniques in order to remove them from their indices.

A. “Search Engine Optimization (SEO)”: Promoting a web site by earning high organic rankings is one of the primary forms of search engine marketing. SEO is a Return on Investment (ROI) strategy. All of the major search engines rank sites based on complex mathematical algorithms that weigh the characteristics of not only the web site and its pages, but also by the quantity, quality, and structure of its inbound and outbound links. How well a web site conforms to the algorithm will determine its position in the organic rankings.

It is important to note that each search engine has its own algorithm and that these formulas change periodically. Consequently, a site's ranking will often move around from period to period and vary from search engine to search engine. Part
of mine job is to follow these changes and help our clients determine if and when changes need to be made. The other part is to help you prioritize your efforts in regards to the following factors. Search engines such as Google, Yahoo! And MSN do more than drive traffic - they build brands. They can make or break interactive campaigns. They influence purchase decisions. Search engines are the connection from your organization to your customers.

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We have helped our clients in a diverse range of industries achieve high rankings in the search engines. Our clients realize that successful search engine optimization has no magical formula. It takes commitment and a very specialized expertise. We are proud of what we have helped our clients achieve.

These are the steps required for a web site to make him high at ranking on search engines. The SEO process requires a bit of time for the site to visible on the search engines & to be a user friendly. The whole process requires a continues efforts & working on the site, timely checking & updating according to the changes going on the search engines. If one has to get Revenues from the site then he has to work hard & effectively.

We provide a baseline ranking report before we start work to show you how you rank prior to optimization; additional reports are then provided on a monthly basis. Our staff will monitor your results to make sure you are on the right track. To ensure your satisfaction, our staff will periodically be in touch with you via phone or email and provide you with project updates. As an optional service, we also offer installation of Google Analytics on your website for detailed traffic reporting.

Our optimization engineers are well-experienced Web developers and programmers who have knowledge of all kinds of website technologies such as PHP, ASP, JSP, Cold Fusion, etc. The optimization engineers will take care of the technical parts of your optimization and tweak the backend of your website to make it search engine friendly. This process will include creating or modifying Meta tags, title tags, and alt image tags, internal linking structures, site maps, duplicate content, flash content, and session ID problems, dynamic content and shopping carts.
II. LINK DEVELOPMENT

The development of incoming links from well-established websites is one of the major variables in attaining high search engine rankings. Link development is absolutely essential to your website’s success and is a major part of the optimization service that we offer. A high quantity of quality links can be developed through a variety of means, including:

- One-way links from directories and other related sites
- Reciprocal link exchanges with related sites
- Fee-based directory submissions

We may also offer the following services on a case-by-case basis:

- Article writing and submission to article directories
- Blog postings and/or creation
- Press release writing and submissions
- Social Media Optimization (SMO) and postings

III. SEO TOOLS

A. Similar Page Checker:
Search Engines are known to penalize websites that contain Duplicate / Similar content. Your content could be similar to other websites on the Internet, or pages from within your own website could be similar to each other. This tool allows you to determine the percentage of similarity between two pages.

B. Search Engine Spider Simulator:
This tool simulates a Search Engine by displaying the contents of a web page exactly how a Search Engine would see it. It also displays the hyperlinks that will be followed (crawled) by a Search Engine when it visits the specified web page.

C. Back link Anchor Text Analysis:
It is not enough just to have a lot of back links, it is the Quality of back links along with the Quantity that help you rank better in Search Engines. These tools help you determine the back links of your website and the link text used by your back links to Link to your website.

D. Keyword Density Checker
Keyword Density is the percentage of occurrence of your keywords to the text in the rest of your web page. This tool will crawl the specified URL, extract text as a search engine would, remove common stop words and Analyze the density of the keywords.

E. Domain Stats Tool:
This tool helps you get all kinds of statistics of your competitor's domains. The statistics include Yahoo Web Rank, Pages Indexed by various Search Engines, Back link count, Alexa Traffic Rank, and Age of the domains.

F. Reciprocal Link Check:
This tool helps you ensure that your link partners are linking back to your website. It also determines the anchor text used by your link partners to link to your website.

G. Redirect Check:
It is very important that when a search engine comes to crawl your website it is able to follow any redirects you have set up. This tool help you determine if the redirect you have created is Search Engine Friendly.

IV. ROLE OF SEARCH ENGINE MARKETING IN TODAY’S ONLINE BUSINESS

Today more than 60% literate population in India, buy the product online, women, from grocery item to Home decor, men from Policy to Insurance, children from movie to Study material, surf online, and purchase online because of following reason

A. Time Saving:
Today life is so busy that we don’t have time to actually go Market and get the thing, it’s give ease to sit at one place and u get the item just with one click

B. Hi – Tech Technology:
Today we all want to make ourselves hi tech so that we can utilise the technology at its fullest
C. Plastic Money Usage:
The availability of Plastic money has made this simple to get the online usage, credit card debit card has made the person more dependable, purchase today and pay later on concept has added the benefit

D. Availability of choices:
Online, person can make the choice and can compare one product from other and not only product, can compare price, quality and brand and then make his purchase

E. One Place availability:
Instead of wondering at different places to get the product, internet marketing/shopping allow user to buy the product from one place

V. Our role in search engine Optimization

My works starts form the initial point of the website to see the full site starting form then Analysis, setting of goals with finally Optimization & getting Revenues. The whole process works in steps with the particular & effective procedure to attain the final goal for the customer, client & revenues. The whole process includes On Page Optimization & off Page Optimization. The On Page optimization is a process of working within the website to increase its ranking.

Fig. 3:
VI. THE ON PAGE PROCESS INCLUDES

- Web Site Analysis – Analyze the Structure or Theme of site i.e. whether the website is related with Travel, Insurance, Medical or any type then after this we see that how much Traffic & Competition related to that Theme on the particular theme is present, after this we see the Content whether it is Copied or not because Fresh Content on Site is Needed for the good Results in the Search Engines.
- Objective Settings- after seeing the Theme, Structure, Competition & Content the next step is to set the objective & goals for working.
- Keyword Research & Optimization – The important step is to research the Effective, Relevant, and Customer Friendly & Search Engine specific i.e. to find out the Relevant Keywords which can attract the Customers & then resulting in the Sales Conversion.
- Google Analytics- Google analytics is a tool by Google to see the records of our site on Google which includes the many reports like the Total Clicks, total Visitors, Total Transactions, Web Page Visited, and Traffic Source Review i.e. from where the Traffic is coming to our site i.e. from Search Engines, from Referring Sites or it is a Direct Traffic.
- Google Webmaster Tool- It is tool given by the Google used to see the Links of the site is use of putting a Code given by Google which helps us to Track the records of our site i.e. from How many Going Links our site have, How many Dead Links, to check Back Links so for this we have to Add our site to Google Webmaster Tool & verified from the Google.
- After the selection of the Keywords then starts the Optimization part of the website which works in sequence as:
  - Web Page Optimization – Optimization of the Home Page or Web Page. In web page optimization all the included things in the page i.e. Content Optimization, Text Optimization, Images Optimization and then check the Navigation of Site & put it in the desired pattern according to the Search Engine Crawling strategy which can help the Search Engines to list the website in his Directory, after site navigation it comes to the part of Optimization of Meta Tags.
  - Meta Tags- Meta Tags are the Tags used for the Particular page which includes the three parts as Title <title>, Keywords <keywords> & Description <description>, then optimization according to the rules set by the Search Engines so as that they help in optimization process.
  - After having these important functions inside the website we have to do something outside part i.e. is the Off Page Optimization of the website to submit/indexing it to various Search Engines i.e. we called it an Off Page Optimization which relates to the getting of Valuable Links from other websites which helps in Ranking High on Search Engine. The Off Page optimization includes:
    - Directory Submission- Submission of Sites to various Directories with relevant Categories so as to show the Existence of our sites.
    - Link Building & Optimization – It includes the exchange of Links of our website with other relevant website & they should be of High Ranking Websites.
    - Blog Submission- Submit Blogs related to our site to various blogging sites.
    - Article Submission- Make a Article for the website that what it is meant for i.e. whether it for Travel or Insurance then according to the theme make articles & submit them on different sites.
    - Social Bookmarking- Submit the site on various social media site so that users can get maximum information regarding the search from our site & which result the presence of our site in Search Engine directories.
    - Press Release Submission
    - Forum Submission

The search Engine Optimization Process is understood by taking a live example of the site named WWW.LONDONPARISTRAINS.COM. When we started working freshly on this site before 8-9 months starting from the development & resulting in optimization. Before 5-6 months the site ranked on the position of 7th position. Then by doing continuous effective work regularly on the site it is now ranking at a position of 2nd & 3rd position giving a handsome amount of Revenues. The ranking before 5-6 months and now is showing below with the Revenues of last 2-3 months.

VII. BEFORE RESULTS
VIII. RESULT 1 – 10 OF ABOUT 20,000,000 FOR TRAIN LONDON TO PARIS. (0.39 SECONDS)

A. Search Results:
1) Eurostar: Tickets, Bookings, Timetables, fares and offers
   Eurostar (Official Web site): Train ticket, short break, city break, weekends. Travel to Paris, Brussels, Lille, Disneyland Paris, Bruges, Avignon and more...
   www.eurostar.com/ - Cached – Similar
   Eurostar – London to Paris - buy cheap Eurostar tickets Book your trip now! Cheap train and hotel package with Eurostar ...
   www.eurostar.com/static/micro_site/eurostar_london_to_paris.htm
   Travel Information-Eurostar has joined forces with 10 UK train operating companies to put High ...
2) How to travel by train from London to France | By Eurostar & TGV..Eurostar is the high-speed passenger train from London to Paris via the.... It's still possible to travel from London to Paris by train and ferry if you ..
   www.seat61.com/Travel/Transport/Coach.htm - Cached - Similar Show more results from www.seat61.com
3) Buy coach tickets in uk or europe / plan bus journeys Coach travel is usually cheaper than going by train, but journey times are.... There is also a London-Paris linking service. See: http://www.busabout.com ...
   www.ukstudentlife.com/Travel/Transport/Coach.htm - Cached - Similar
4) Train from London to Paris | NoTags.co.uk Beta Get the best deals for a Train from London to Paris. Find out all the information for your train ride and make the right choices all in one place.
   www.notags.co.uk/rail/train_from-London-to-Paris.html - Cached
5) Eurostar Trains: Tickets from London to Paris or Paris to London ...Get instant real time availabilities for all Eurostar tickets and reservations. London to Paris, London to Brussels and more...We ship anywhere in North
   www.raileurope.com › Train FAQ - Cached - Similar
6) London Paris Train – Book Eurostar London to Paris Train Tickets ...
   London Paris Train - Buy cheap train tickets online for Eurostar rail travel from London to Paris. Book Eurostar train ticket for London Paris train travel...
   www.londonparistrains.com/ - Cached - Similar
7) Eurostar : Speed Between Paris and London In 2.5 Hours
   The Channel Tunnel's upgrade will allow travelers to zip between Paris and London in just two hours and 35 minutes. Find out all about the changes and deals...
   gofrance.about.com/cs/trains/a/eurostar.htm - Cached - Similar
8) London to Paris Eurostar Train Tickets from Euro Railways
   Reserve Eurostar train tickets online to travel from London to Paris. Euro Railways offers reservations to the fastest european train connection across the...
   www.eurorailways.com/products/...trains/.../london_to_paris.htm - Cached - Similar
9) London To Paris Transport and Tours
   Whether you are travelling independently or on a tour between London and Paris, the benchmark means of transport are the Eurostar trains. ...
   www.londontoollkit.com/tours/london_paris.htm

B. Current Position:

C. Web:
   Show options...
   Results 1 - 10 of about 30,900 for london to paristrains. (0.31 seconds)

D. Search Results:
1) Eurostar:
   Tickets, Bookings, Timetables, fares and offers
De Voorwaarden het van de website Cookies en Persoonsgegevens Technisch VereisteLondon gids Guide Londres London guide © 2008 Eurostar Group Ltd. Alle...
Book Online - Latest Deals - Little Break, Big Difference
www.eurostar.com/ - Cached - Similar -
2) **London Paris Train:**
Book Eurostar London to Paris Train Tickets...
London Paris Train - Buy cheap train tickets online for Eurostar rail travel from London to Paris. Book Eurostar train ticket for London Paris train travel...
www.londonparistrains.com/ - Cached - Similar –
3) **Eurostar high-speed-train from London to Paris | From £59 return**
A beginner's guide to the Eurostar high-speed train service from London to Paris & Brussels via the Channel Tunnel: Eurostar times & fares...
www.seat61.com/London-Paris-train.htm - Cached -
4) **Eurostar Timetable London to Paris Train | Paris by Train**
6 posts - 5 authors - Last post: 11 Feb
The first Eurostar train departing London from St Pancras International Station leaves at 05:25, arriving at Paris Gare du Nord at 08:50.
parisbytrain.com/eurostar-timetable-london-to-Paris-train/ - Cached - Similar -
5) **Eurostar London to Paris Train**
Eurostar London Paris train takes just 2 hours and 15 minutes. The actual flying time for aLondon to Paris flight might be less than the train ride,
ezinearticles.com/? Eurostar-London-to-Paris-Train&id=2956634 - Cached -
6) **London to Paris train ticket Tickets London**
London to Paris £30. London Departure: Tue 17th Nov 2009 - 14:04 Paris Arrival: Tu... Tickets London. Tickets London for sale. Buy & Sell Tickets London on...
buy.vivastreet.co.uk/travel...london.../london-to-paris-train.../19860221 - Cached -
7) **From London to Paris Train Travel: Take the High Speed Eurostar**
Travel under the English Channel on the London to Paris train, a high speed Eurostar between the two European cities.
France-travel.suite101.com › ... › W Europe Travel › France Travel - Cached - Similar -
8) **London to Paris: trains, planes and automobiles: As the first**
BY HOVERCRAFT: 'Eiffel Tower appears to have been moved'
www.independent.co.uk › News › UK - Cached - Similar -
9) **London Paris Train - Eurostar tickets and booking**
London Paris train - book tickets, find the best deals, for Eurostar trains from London to Paris.
www.londonparistrain.co.uk/ - Cached - Similar -
10) **Paris Pages; Paris Train Stations Traffic, Impressions, Valid Transaction & Revenues of site:**
In the current month up to 22nd November the total valuable Transactions are: 102 & the Total Commission were: £1567.33 i.e. a Total Revenue of Rs. 45593.16. In the month of October the total valuable Transactions were: 125 & the Total Commission were: £599.91 i.e. a Total Revenue of Rs. 81868.72. In the month of September the total valuable Transactions were: 211 & the Total Commission were: £1567.33 i.e. a Total Revenue of Rs. 117549.75.

So in last we can say that if we want to earn revenue Online from a website without spending any money on Search Engines like Google, Yahoo, MSN etc. then Search Engine Optimization (SEO) is only a process through which we can attain our goal. The above example of LondonParisTrains.Com fulfills our aim of optimization & without optimization as after the proper optimization the owner of the website earning a handsome amount of money which was our initial & last goal to achieve.

### IX. CONCLUSION

SEO which is known as Search Engine Optimization is the back bone of all the companies of Online Marketing. without which their success in entire world is not possible at any cost. For Online Marketing, SEO is as important as fish without water, tree without leaves and human without oxygen. SEO increases the visibility of the website. If your website is not getting traffic then it means you are not getting visitors and thus you are not able to sale your product through your website. And ultimately the company will not grow and it may be possible that the company will lose its market value and after that it may lose its name in the market.
REFERENCES