Search Engine Optimization- beneficial or unacceptable

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Abstract: *The search engines keep an account of every word on a web. When someone searches for Books, the search engine finds out all the webpages that contains "books" as a word. The key to have top ranking is that you make sure our website has all that an algorithm of search engine searches while generating search results. This technique is called Search Engine Optimization (SEO). Our paper proposes the SEO is beneficial or it is unacceptable. The proposed paper will presents the PageRank algorithm and get top rank webpage, SEO techniques, Link Building. The paper also covers the beneficial or the unacceptable.*
Keywords: *SEO, url, SiteMap, White Hat, Black Hat**, Hummingbird algorithm*

I. Introduction

We are often dependent on Google or any other search engine for exact information that we need. But have we ever thought, "How Google or any other search engine serves us with the best of what we ask?".The search engine has a system which stores information about every single web page present over internet and also how these webpages are related to each other. The search engine uses this information to generate an exact search result using an algorithm. Every search engine uses different algorithm. We often believe that the first few search results are the most accurate ones and would provide information that we are looking for. Thus if you are a website owner, it is of great importance to you to get place in first or rather first few search results. Now the question is "How do I get top ranked to my website?, The key to have top ranking is that you make sure your website has all that an algorithm of search engine searches while generating search results. This technique is called Search Engine Optimization(SEO).

The search engines keep an account of every word on a web. When someone searches for Books, the search engine finds out all the webpages that contains "books" as a word. Each page on web has a title, here we are talking about <title> tag. These titles matter, the search engine pays a lot of attention to these titles because they often summarize the page. It also looks for links on various pages, when there is a link , it is usually considered as recommendation. It also takes into consideration if a webpage has lots of incoming links. But few people attempt to jester the search engine by buying or creating fake links that would point towards their private website. Frequently search engines can distinguishthis , and consider only if the links are from trusted webpages. Not only links but link words also matters, the search engine believes that the link word points to the webpage where the information about the link word is stored. Lastly, search engines also care about reputation, a webpage which has fresh, updating, quality content and numerous links automatically helps in developing search ranking to your website. A good SEO is about designing your website in such a way that it has all(words, title, links, link word, reputation etc) that a search engine looks for while generating an exact search result for user's query.

Objectives:
The objective is to determine the factors for being
1. To know the Search Engine Optimization (SEO).
2. To check Search Engine Optimization (SEO) can be optimized and
3. To analysis the SEO is a boon or curse.

II. Related Work

PageRank

Page Rank will use an algorithm which rank a website's page by Google in its exploration query outcomes. This algorithm was named after its co-founder Larry Page. It is not the only algorithm, but the first algorithm used by Google. The Page with top Rank will be displayed on the top most position of the query result followed by pages with lower ranks. The formula or the ingredients of the algorithm are not revealed, but

over time it has been observed that the quality of links, contents and various other factors decide the rank of the webpage.

Webpage and getting as a top rank
Follow below guidelines to get top rank for your webpage.
File Name:
The file should be carefully named for being Search Engine Optimized. Google pays lot of attention on the file names, so the file name should be according the content present in the webpage. The file name should be short,relevant and descriptive, separated by hyphen rather than underscore. It is always a good practise to use same name as title as in File name.
URLs:
A URL should be reflecting the file hierarchy or site's structure having levels of files or navigations. The user should get an idea of what the page contains and what to expect from this page.
For example:
https://www.youtube.com/watch?v=dRq0kmBFa8A
The above URL does not gives an idea about what the URL is pointing to or what is the hierarchy etc.
Whereas,
http://moz.com/learn/seo/url very well gives an idea.
<Title> tag:
The text in title tag helps in describing the online document. It is considered as one of the supreme important elements of Search Engine. The search engine emphasizes on the keywords used in title and this way your webpage can get higher rank or more clicks.

<meta> tag:

source: http://moz.com/learn/seo/meta-description
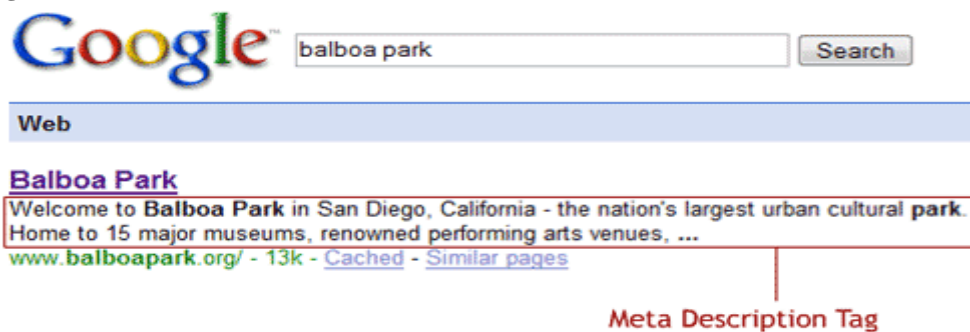
The <meta> tag will contain the text describing the page content shortly and effectively. The content in the text should help in drawing user's attention and assuring him that this webpage has what he is looking for. This would help in increasing in number of clicks gained by the webpage. It is a good practise to keep different <meta> tag texts for all webpages in a website rather than keeping it dynamic or automated. Google is influenced by these <meta> tags only during advance search and not during normal web search.
<h1>tag :
This tag should most of the keywords used in the webpage. It should be placed near to the top or after the opening tag of the page. The heading should be strong enough and relevant to attract the reader. The subheadings in the webpages will be using tags like <h2> or so on.
Keyword ratio:
How often a keyword appears in your webpage title or description is the keyword ratio. Only 10% of keywords should be present in the body of webpage. If there are more number of keywords used repetitively then the webpage will be penalized for "spamming" or "keyword stuffing". The place where the keywords are placed is equally important. They should be placed in titles, headings and links as it would give more relevancy to it.
SiteMap:
A detailed sitemap helps to show search engine spiders and your visitors where to find information on the website.

III. Methods

SEO techniques
The SEO techniques are classified as 2 types:
White Hat : Method where the search engines recommend.

Black Hat :Method where the search engines does not support and approve
The technique is well-thought-out as White Hat if it monitors the following steps:
▪ Guidelines should be followed .
▪ Will not encompass any deception.
▪ It will Safeguards that the content is relevant and useful for users.
▪ Quality of webpages is good(has trustworthy recommended links).
▪ Assurance that the webpage will always be available.

The technique is well-thought-out as Hat if it monitors the following steps:
▪ Using Hidden or invisible text.
▪ Using keywords that are not related to the webpage content.
▪ Repeating keywords in the Meta tags, metatag stuffing.
▪ Inappropriate placing of keywords only to increase the count, keyword stuffing.
▪ Creating false links (untrusted source).
▪ Involves deception.
▪ Forwarding users to a page that was dissimilar from the page , search engine ranked.
▪ Creating low-quality web pages fullwith similar keywords and phrases ie Gateway Page/ Doorway
▪ It Readdresses web surfers to malicious web sites ie Page hijacking.

Finding "my webpage" through the search engine
        The wesite will "crawl" by the search engines, where it goes from one page to another quickly incredibly, and it will act as hyperactive spped readers. And make copies of the pages which get stored in a massive book of web what's called an "index". When type to search something, the search engine flip-flopsdonewith index as big book. It discoveries all the relevant pages and then selects the best one's as per the page rank. For having your webpage a top rank, you need be present in the book. To be in the book, you have to be crawled by the search engine.
        Generally most of the websites don't have crawling issues, but webpages having the flash or the java script which can hide the links. This will make the pages of those links promote towards the hidden in the search engines. Later these two can effect the actual words on the page where it is hidden from the search engine
        Approximately each each site give an amount of time or pages crawl every day by the search engine.this is known as crawl budget, Bigger sites may search to improve their crawl efficiency to ensure that the 'right' pages are being crawled more often. The search engines follow certain earlier mentioned guidelines like pages with certain URL parameters and decide which webpages not to crawl that can all improve crawl efficiency of the search engine. However, most of the crawl problems can be easily avoided with a practice to use sitemaps, both HTML and XML, to make it easy for search engines to crawl your site.

Link Building:
        The search engines crawl and use the web links as streets between pages. By using a sophisticated link analysis algorithm, the engines can discover how pages are inter-related to each other. Through links, engines can analyse the popularity of a website & page based on the number and popularity of pages linking to them. It can also consider metrics like trust, spam, and authority. Trustworthy sites tend to link to other trusted sites, while spammed sites receive very few links from trusted sources. This helps the search engine to distinguish between relevant and irrelevant links.
A site like Wikipedia is globally popular having approximately more than one thousands of sites linking to it, which means it's undoubtedly one of the current and most significant site. To earn faith and authority this way with the engines, you'll need the help of other link partners too.
Links can be naturally earned by,
▪ Holding your customers to link with you in business.
▪ Making a webpage valuable and informative resource for searchers.
▪ Put in the content which may inspire natural sharing by users.
▪ Keep updating the content of your webpage.
▪ Ensure that the content or product of your webpage is relevant and trustworthy.

        The search engines can very well understand the "link neighbourhood" your website exists in. Thus, one should be careful while choosing a site you link to and also be equally selective with the sites you attempt to get links from.

IV. Results

SEO- beneficial
Yes, Search engine optimization is very beneficial because,

It's free
Search engines don't charge to search engine optimized website have your website displayed in results. But to develop a search engine optimized website, you need to pay the developer of the website which is a onetime long term investment.

Provides solution
Google a search engine which will give us immediate solution to the problem, issue or concern of user. SEO tries its best to provide accurate organic solutions to user queries, later its user choice to choose suitable for the one.

Business growth
A predominetnt role will be played by SEO to secure the good online presence and it will play a key role to th businesses to stand in the global market. The online visibility will hold on your customers with you that will usher in better business growth.

Trustworthy
People usually trust organic results a lot more than paid advertising. They are much more likely to click on organic listings by search engine than on a paid advertisement.

Business Exposure
Search engine optimized website is more likely to appear in top lists of the web search results. If your business website is present in these listings then your business is at exposure.

Long-time investment
The website needs to be only once developed by SEO, that can be measured as investments easily.

User friendly
SEO can lead to better user ability, browser compatibility and accessibilitywhich leads to brand awareness.

Profitable
It is considered as the best and cost effective forms of marketing.
It's unlike any other marketing, it builds momentum and increases yield results with less long time effort.

Search Engine – Unacceptable
Yes, Search engine optimization is unacceptable because,

Unpredictable rank
Unpredictable position can be find in search engine .it is algorithm based so there is no control of an individual over the search engine ranking.

Long time to get an ROI
It will take long time to achieve a good Return Of Investment (ROI) from all your efforts. This may not be favourable for small scale business which needs substantial growth in short terms. Sometimes you have to wait for months and years to be in spotlight.

No guarantee for results(especially 1st ranking)
Every user prefers to visit the first result webpage blindly believing it to be the most accurate solution to the query. Whereas SEO does guarantee that you will land in the first pages of search results using keywords the user is targeting for.

No Regulator to control
There is no control on traffic and how it will generate andyou will not come to know the what all type of traffic you will be getting. It is not like paid marketing where your money will buy all that you remunerated.

However, the top source is SEO of traffic for numerous websites concludedon internet. Although it is beneficial and acceptable, we need to make a decision that how we make use of SEO? It is hard to predict and hard to measure. It has evolved into more significant and more sophisticated marketing channel

New Hummingbird algorithm

Hummingbird algorithm represents a huge shift from keywords to question-based, conversational, semantic search in Google's search algorithm. It also considers your network of contacts, previous searches, and current trends, connecting words, social shares and your geographic locations too.

V. Conclusion

Our primary goal behind this paper is to know the SEO and its Beneficial's .We find the future search environment will be
▪ Search continues to become more and more advance and complex over the time goes on.
▪ All the organic searches will be made more and more secure.
▪ Social world will also evolve with SEO hand in hand.
▪ More sophisticated technologies like virtual reality, sixth sense, gestures will be seen working with SEO.
▪ SEO will concentrate more on branding and business royalty.
▪ Local search will be quicker, accurate, relevant and customized.

As long as our hunger for data and knowledge exists, search technology will be in picture and optimization techniques will be in demand. The user platforms, hardware, software may all change but the basic generic DNA of search algorithm may remain the same.

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