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Search Engine Optimization: Boosting Digital Presence

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Search Engine Optimization (SEO) is termed as the various methods to enhance the position in Search Engine Results (SER). The equation is quite simple and clear; better the position in SER more traffic and potential customers are drawn to your website.

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Introduction

SEO techniques basically include the various steps taken by the web developers and content creators to make search engines easily understand what the webpage is all about and the kind of business and content it is associated with. The algorithm of a search engine is dynamic in nature and hidden by which it decides the ranking of the webpage in SER page. Beside this, experts suggest that a search engine values most unique, engaging and relevant content. A proper SEO plan includes the factors ranging from geographic location to the relevant keyword addition to the webpage content. SEO is a never ending process and changing trend is an important aspect to ponder upon. Note that – No agency can guarantee top position in SER.

How Search Engine Works?

After, contents being added up now it's on the search engine how it processes the input data. The processing is done in three stages that include

1. **CRAWLING-** Search engine examines and reads HTML code associated with it, by the bots, also known as spiders and learn about web pages.

2. **INDEXING-** Here groups and subgroups of the content is created based on their genre, usefulness, time, location etc which helps to eliminate data redundancy and makes search engines aware, if any false optimization methods are implemented.

3. **RANKING-** Based on the above two processes the ranking of the webpage is provided that can be enhanced by dedicated and continuous work on SEO methodologies. Later ads are triggered in the form of **ORGANIC SEARCH RESULT** and **PAID SEARCH RESULT**. The basic difference between two kinds of ads is the cost (organic refers to unpaid) and the position they occupy on SER page. The bidding is done for the paid search and search engine charges the advertiser on the basis of CPC i.e. cost per click that means the advertiser don't need to pay if their webpage is not visited from SER page. Despite the charges, topmost priority is given to the ideal content while determining the rank of the ad.

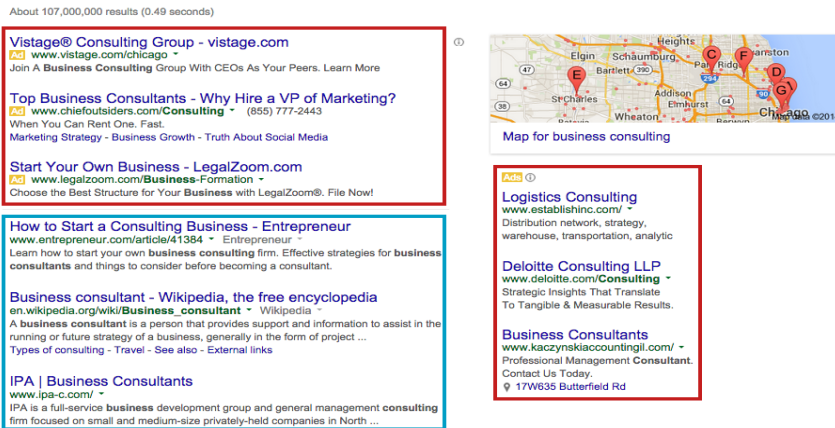


Fig 1: Difference between Organic & Paid search based on their Position

Types of SEO

Different SEO techniques are broadly classified into two categories-

1. **ON PAGE SEO** includes the optimization techniques that are done on website content and code. The various important aspects of HTML coding are-
 - a. Page title tag- This helps both user and search engine to know the genre of content of a particular page. It is the first and foremost element of the HTML code scanned by the crawler. This part appears in the SER page in blue text. So it is very important to provide a suitable title to the webpage relevant to the business one owns.
 - b. Meta Description- It is the part of the HTML code where the brief description of the business needs to be entitled. A Meta description can be in the form of a sentence or paragraph and may appear below the title in the search result.
 - c. Meta keywords- These keywords act the backbone to higher ranking in SER pages. A suitable keyword used at a suitable part of the HTML code has the maximum

chances to draw potential traffic to the website. Note that, stuffing the code with a large number of similar keywords is against the search engine guidelines.

- d. Image alt attribute- images are always a vital component for a website. Optimizing your image filename and alt attribute makes it easier for Google image search to better understand your images.
- e. Sitemap- Bots are incapable to index pages that can't be crawled. So, sitemaps helps bots to know about all the important pages on the website, understanding the website's hierarchy.

2. **OFF PAGE SEO** includes the optimization techniques that are not directly related to the web content and focuses to gain popularity of the website on various other platforms.

- a. Joining Groups- Being a part of the community and presenting your work there can bring in more people to your website.
- b. Social media- Place links of social networking sites like, facebook and twitter on websites. It is also advisable to create web pages or links on these social networking sites by using your website contents and links. This will help to visit more users on your website and probably increase the ranking of your website.
- c. Link building- It is the process of getting another website to show up the link or content. It makes the search engine know that your site has quality resources worthy of citation.

ON-PAGE SEO VS. OFF-PAGE SEO

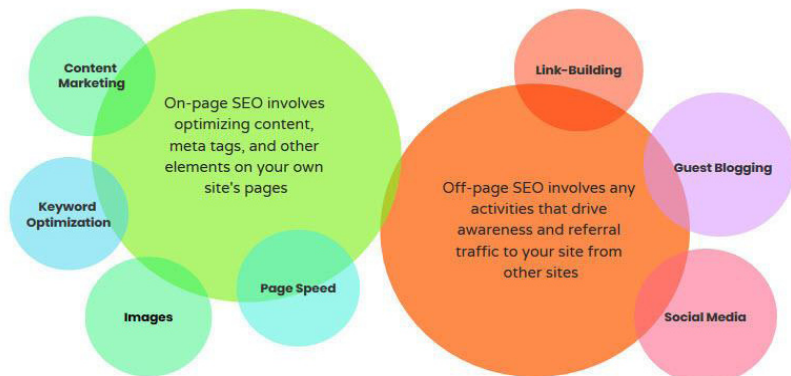


Fig 2: Difference Between On Page & Off Page Seo

Mobile VS Desktop SEO

Today, there are internet users all around the globe and there are various kinds of screens on which internet surfing is done. To target the potential audiences a business should have knowledge regarding the audience behaviour and where they will search for their services. The mobile and desktops have different ranking algorithms. This is done in order to provide even better device compatible and screen friendly experience to the user.



Nowadays every search engine recommends creating a screen responsive website (a website that automatically adjusts its content as per the screen) to reach more number of people. The searching behaviour of a user changes from device to device, for example while searching for a service on a mobile phone we generally use the term “near me”, which triggers the GPS and provides suitable results. So, the keywords that are being searched also differ from device to device. User engagement is one of the most important aspects that make a huge difference. A desktop user is going to read the content and then choose the best among them but on the other side a mobile user is on the go- they need accurate answers of their query and do not waste time in scrolling down the result page. This requires the media included in the website should be of small size therefore minimizing the page loading duration.

SEO TOOLS

Nowadays, there are many search engines available to us, but the most popular search engine is GOOGLE. Google has been providing many

SEO tools which are needed to know the insights of customers and helps in making futuristic SEO plans. The following are some SEO tools by Google-

- Google webmaster tool – It lets the developer to know how the search engine interacts with the website and let you know the parts where crawlers are facing difficulties, therefore enhancing website- search engine relation.
- Google Analytics- This tool makes us know stats and figures from where the traffic is coming. It is one of the best tools to know which of your ad campaigns are being boon for your business hence helps in saving expenditure. It tracks the traffic down e to their demographic location, devices, interaction duration etc providing all the essential data required for optimizing the website to a next level.
- Google Pagespeed tool- The page loading duration is an important aspect for any user. In this modern era everyone wants things to be done quickly. Pagespeed tools provide the data related to page load duration and recommends the changes which can be made to enhance the speed.
- Google adwords- It acts as intermediate between advertiser and search engine. Adwords also provides other facilities such as keyword auction, initialising and halting an ad campaign, restricting the ad in a certain location etc, therefore targeting the potential audience and saving the advertising budget.



Google SEO Tools

Conclusion

Search engines are a useful practice for boosting the digital presence. Both on page and off page optimization plays a vital role in the whole process. Once the spider performs crawling all the contents it stores the data to its own server. To be ahead in the market, SEO practitioners have to keep an eye on the market drift, keyword search volume, user behaviour etc as these elements need to be analysed and proper steps are to be taken in order to amplify business. Note that-burdening yourself with too much data and figures can be confusing. The search engines also update their policies to tackle unfair SEO techniques. In the past, some of the most visited websites had been adversely affected by these updates.



Some of Google Algorithm Updates

The author starts the paper with introducing the topic of search engine optimisation and tries to explain its functioning and how it works, it then explains the stages involved in working of search engine optimisation. The author then explains the difference between paid and organic search engine optimisation. The next part explains about the types of search engine optimisation i.e on page and off page and also explains the difference between the two with the help of a figure. The author then lists out the various tools of search engine optimization. The author concludes by stating how search engine optimization is boosting the digital presence.



Aditya Shantanu is a second-year graduate student, pursuing Bachelor of Computer Applications from Amity University (Noida). He is having a great interest in new trending technology and is perpetually dedicated to learning them. Digital marketing, data analytics are some of the areas he recently learned about. Recently, he got certified from Microsoft as an Advertising professional. Being a keen reader, helps him to write and create new contents. His father is his inspiration as well as a role model. Quote of his life is "TO KEEP GROWING ONE MUST KEEP ON LEARNING".

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Annexure I

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Reviewers Comment

Reviewer's comment 1: The paper is presented in an apt manner with words and figures rightly used making it more lucid and understandable for the readers.

Reviewer's Comment 2: The article is comprehensive in nature. The author has tried to cover all the aspects of Search Engine Optimisation by listing out its various tools and explaining how it is boosting the digital presence.

Reviewer's Comment 3: The theme of the article is very emergent in nature, it has very well described about the search engine optimisation alongwith its functioning and hows it works in various stages.



Editorial Excerpt

The article has 08% of plagiarism which is accepted percentage for publication the finding related to this manuscript , Search Engine Optimization and how it Boost the Digital Presence. Search engine optimization is the process of improving the excellence and extent of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic. It has been earmarked finalized for publication under the kind of "View Point (VP)".

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