GALGOTIAS UNIVERSITY

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SEARCH ENGINE OPTIMIZATION

A Report for the Evaluation 3 of Project 2

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TABLE OF CONTENTS

1.ABSTRACT

Search engine optimization affects the presence or appearence of a website in the first page of a search engine. The visibility of a website can be paid or unpaid., but generally if a website wants to appear in the top position after an organic search then search engine optimization is the most important strategic tool to use. The whole internet marketing strategy circles around the SEO. The search optimization processestry to follow the working pattern of all the search engines and more specifically try to consider the algorithm used in search engines. Online presence of an organization is not only an easy way to reach among the target users but it may be profitable too if optimization is done keeping in view of the target users as of the reason that most of the time users search out with the keywords of their use rather than searching the organization name, and if the page link comes in the top positions then the page may be profitable.

2.INTRODUCTION

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a web search engine's unpaid result. It is the process of getting traffic from the "free," "organic," "editorial" or "natural" search results on search engines.

Search engine optimization is a strategic technique to take a web document in top search results of a search engine. Online presence of an organization is not only an easy way to reach among the target users but it may be profitable too if optimization is done keeping in view of the target users as of the reason that most of the time users search out with the keywords of their use (Say; PhD in web technology) rather than searching the organization name, and if the page link comes in the top positions then the page turns out to be profitable. This work describes the tweaks of taking the page on top position in Google by increasing the Page rank which may result in the improved visibility and profitable deal for an organization. Google is most user-friendly search engine proved for the Indian users, which gives user-oriented results. In addition, most of other search engines use Google search patterns; so, we have concentrated on it. So, if a page is optimized in Google it is optimized for most of the search engines.

To understand what SEO really means, let's break that sentence down and look at the parts:

- Quality of traffic. You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in products that you offer.
- Quantity of traffic. Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- Organic results. Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

- The O part of SEO—optimization—is where the people who write all that content and put it on their sites are gussying that content and those sites up so search engines will be able to understand what they're seeing, and the users who arrive via search will like what they see.
- Optimization can take many forms. It's everything from making sure the title tags and meta descriptions are both informative and the right length to pointing internal links at pages you're proud of.

A search engine optimization company plays a huge role in a site's marketing endeavours. Search engine optimization entails hiking up the chances of the user logging in the particular sites when they search with the help of the related keywords on any of the search engines.

The project will include making of a user-friendly and interactive website based on experiences and reviews' sharing and providing the users to get an idea about the same in a very unique and interesting way. This process would also include buying of a domain name as well as web hosting for it. This will be preceded by an exhaustive keyword research on our part. The website would include original content by all the reviewers and this will be ensured by the site admin. Once the website goes live various SEO techniques (off-page) would be applied to constantly improve and/or maintain the ranking of the website in the SERP. Apart from this we will be using Google web analytics to constantly monitor the site speed, site content, search engine traffic, bounce rate, clicks per page, etc.

3.EXISTING SYSTEM

The project will include making of a user-friendly and interactive website based on experiences and reviews' sharing and providing the users to get an idea about the same in a very unique and interesting way.

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Apart from this we will be using Google web analytics to constantly monitor the site speed, site content, search engine traffic, bounce rate, clicks per page, etc.

4.PROPOSED SYSTEM

The proposed system will help the website owner to know whether their website has all the necessary content that would make it search optimized. An important aspect of Search Engine Optimization is making your website easy for both users and search engine robots to understand.But before going for SEO, one must understand how it works and the affects it can have on the business.
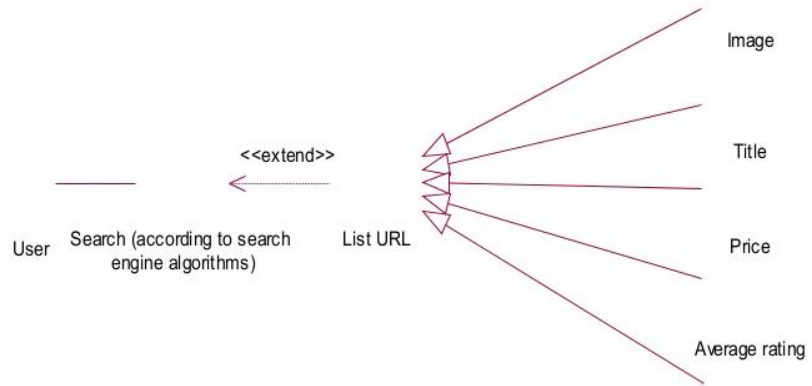
Beside this, there are certain things like service/product quality, customer relationship, pre-sale service etc.which are the bases of any business.

One must keep in the mind that businesses can run successfully without SEO, but they can't run without these things.
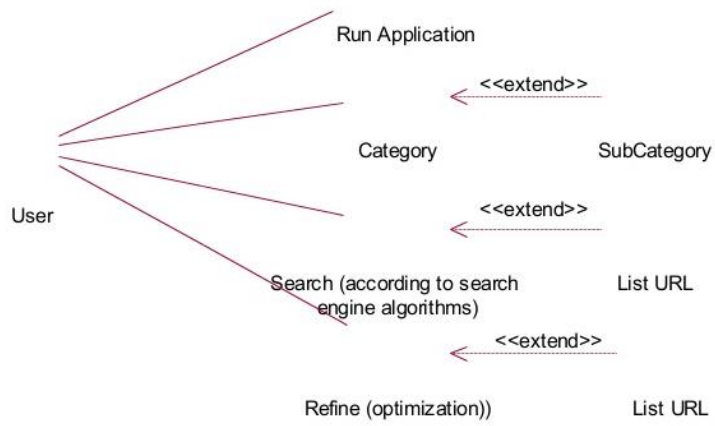
This work describes the tweaks of taking the page on top position in Google by increasing the Page rank which may result in the improved visibility and profitable deal for an organisation.

5.IMPLEMENTATION

Search Use Case

User Search (according to search List URL
engine algorithms)

<<extend>>

Image

Title

Price

Average rating

User Use Case

Run Application

<<extend>>

Category SubCategory

User

<<extend>>

Search (according to search List URL
engine algorithms)

<<extend>>

Refine (optimization)) List URL

Class Diagrams

```
                                    ┌──────────────────────────┐
                                    │     Run Application      │
                                    ├──────────────────────────┤
                                    │ ● date : date            │
                                    │ ● category : string      │
                                    │ ● subcategory : string   │
                                    │ ● searchtext : string    │
┌──────────────┐                    ├──────────────────────────┤
│    Users     │ 1..1        1..1   │ ♥ getcategory()          │
├──────────────┤────────────────────│ ♥ getsubcategory()       │
├──────────────┤                    │ ♥ search()               │
└──────────────┘                    │ ♥ refine()               │
                                    │ ♥ view()                 │
                                    │ ♥ close()                │
                                    └──────────────────────────┘
```
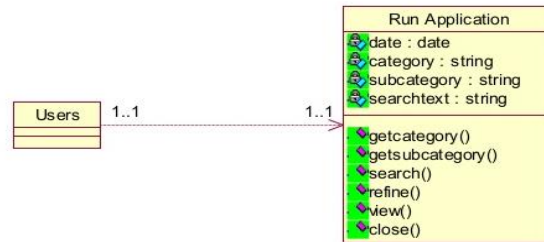
User Sequence

Search Sequence
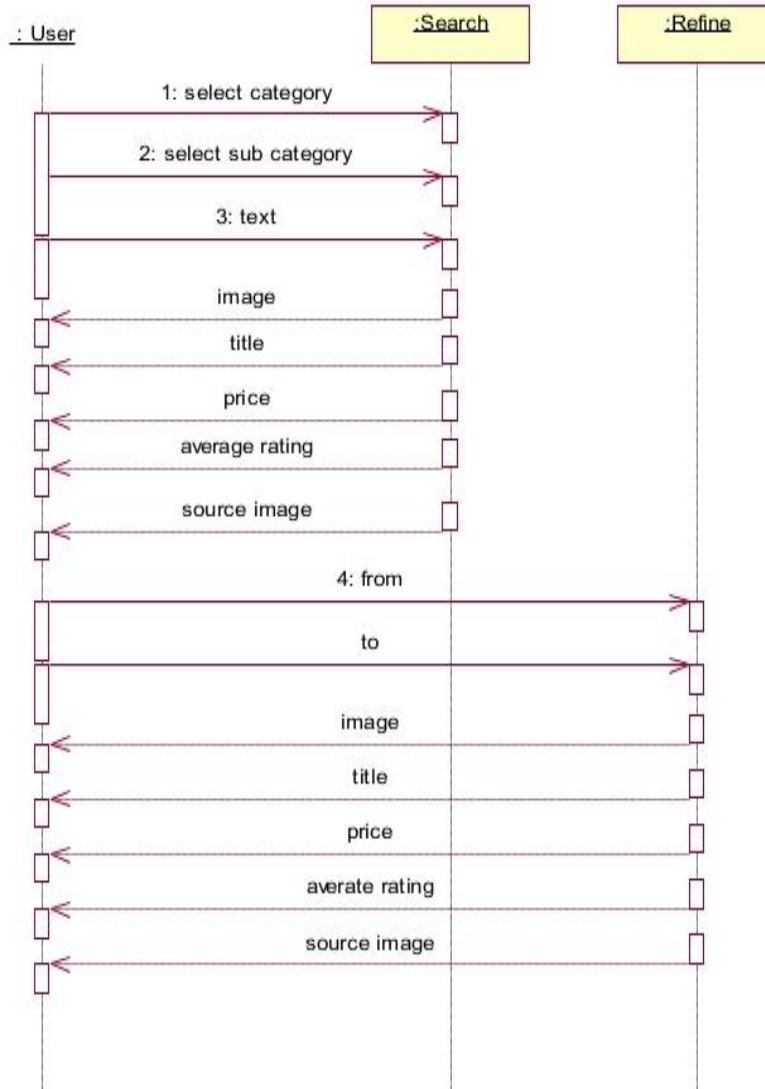
: User	:Search	:Refine

1: select category

2: select sub category

3: text

image

title

price

average rating

source image

4: from

to

image

title

price

averate rating

source image

6.Output / Screenshot

```
[+] Added: https://hdfriday.com/
[+] Added: https://hdfriday.com/category/download-free-bollywood-movies/page-1
[+] Added: https://hdfriday.com/category/download-free-bollywood-movies/page-SOUTH_INDIAN_URl
[+] Added: https://hdfriday.com/movie/33857/download-full-movie-jajantaram-mamantaram-2003.html
[+] Added: https://hdfriday.com/downloads-all-movies-of-gulshan-grover/page-1
[+] Added: https://hdfriday.com/downloads-all-movies-of-gulshan-grover/page-SOUTH_INDIAN_URl
[+] Added: https://hdfriday.com/movie/33751/download-full-movie-sadma-1970.html
[+] Added: https://hdfriday.com/downloads-all-movies-of-kamal-haasan/page-1
[+] Added: https://hdfriday.com/downloads-all-movies-of-kamal-haasan/page-SOUTH_INDIAN_URl
[+] Added: https://hdfriday.com/movie/33480/download-full-movie-chachi-420-1997.html
[+] Added: https://hdfriday.com/downloads-all-movies-of-om-puri/page-1
[+] Added: https://hdfriday.com/downloads-all-movies-of-om-puri/page-SOUTH_INDIAN_URl
[+] Added: https://hdfriday.com/movie/33670/download-full-movie-malamaal-weekly-2006.html
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[+] Added: https://hdfriday.com/downloads-all-movies-of-paresh-rawal/page-SOUTH_INDIAN_URl
[+] Added: https://hdfriday.com/movie/33701/download-full-movie-no-problem-2010.html
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[+] Added: https://hdfriday.com/movie/33694/download-full-movie-once-upon-a-time-in-mumbai-2010.html
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[+] Added: https://hdfriday.com/downloads-all-movies-of-ajay-devgn/page-SOUTH_INDIAN_URl
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[+] Added: https://hdfriday.com/downloads-all-movies-of-amitabh-bachchan/page-1
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[+] Added: https://hdfriday.com/movie/33757/download-full-movie-sarkar-2005.html
[+] Added: https://hdfriday.com/downloads-all-movies-of-abhishek-bachchan/page-1
[+] Added: https://hdfriday.com/downloads-all-movies-of-abhishek-bachchan/page-SOUTH_INDIAN_URl
[+] Added: https://hdfriday.com/movie/33717/download-full-movie-players-2012.html
[+] Added: https://hdfriday.com/downloads-all-movies-of-sonam-kapoor/page-1
[+] Added: https://hdfriday.com/downloads-all-movies-of-sonam-kapoor/page-SOUTH_INDIAN_URl
[+] Added: https://hdfriday.com/movie/33682/download-full-movie-mausam-2011.html
[+] Added: https://hdfriday.com/downloads-all-movies-of-anupam-kher/page-1
[+] Added: https://hdfriday.com/downloads-all-movies-of-anupam-kher/page-SOUTH_INDIAN_URl
[+] Added: https://hdfriday.com/movie/33720/download-full-movie-pyaar-impossible-2010.html
[+] Added: https://hdfriday.com/downloads-all-movies-of-priyanka-chopra/page-1
[+] Added: https://hdfriday.com/downloads-all-movies-of-priyanka-chopra/page-SOUTH_INDIAN_URl
[+] Added: https://hdfriday.com/movie/33693/download-full-movie-mujhse-shaadi-karogi-2004.html
[+] Added: https://hdfriday.com/downloads-all-movies-of-akshav-kumar/page-1
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7.CONCLUSION

SEO is a smart way of increasing your visibility online by saving time and cost of marketing. But before going for SEO, one must understand how it works and the affects it can have on the business. Beside this there are certain things like service/product quality, customer relationship, pre-sale service etc., which are the bases of any business. One must keep in the mind that businesses can run successfully without SEO, but they can't run without these things.

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