Detailed Accessibility and Optimization Positioning Analyzer

Ms. Asha H. N¹ Mr. Ajay² Mrs. S. Saritha³
¹Student ³Assistant Professor
²³Department of MCA
¹,³The Oxford College Of Engineering Bangalore, Karnataka-560068 ²Plex Innolabs Hosur Road, Bangalore Karnataka-560099

Abstract— Our application is a very important for market research and analysis. Application uses indexing and crawlers to fetch detailed information from different data sources. Application interface provides information and detailed statistics about the web back link details, domain details, ranks etc. which is very important for planning business optimization. We can check serp and different reports; it’s fetched on the factors as content, domain authority, back links, promotions etc. Application provides a wizard where different types of information can be analyzed, all reports are shown in graphical format also, any url analysis can be done, different types of analysis can be done as following-

Key words: back links, reports, referring domain, SERP, SEO

I. INTRODUCTION

A search engine results page (SERP) is that the listing of results came by a groundwork engine in response to a keyword question. The results commonly embody a listing of things with titles, a Relation to the complete version and a brief description showing wherever the keywords have matched content inside the page. A SERP cloud discusses with one page of links came for a groundwork question.

SERPs is the one of the important search engines like email, Google, yahoo, could. As sponsored listings, images, maps, definitions, videos or counseled search refinements.

A. Actual Search Query:

It is Also known as 'User Search String', In the search engine the set of words will be typed by a user.

B. Organic SERP Listings:

These are the natural listings generated by search engines based on the series of metrics that are relevance to the searched term.

C. Paid SERP Listings:

Paid SERP listings are advertisements, or sponsored links, including the search engines in their search results.

II. SCOPE OF THE SYSTEM

SEO that is understood as computer programmer improvements is that the back bone of all the business as of online selling, while not that their success in entire world isn’t potential at any value. For online selling,

- SEO will increase the visibility of the website. If your website isn’t obtaining traffic then it means that you are not obtaining guests and so you are powerless to sale your product through your website.

- Ultimately the corporate won’t grow and its going to be potential that the corporate can also its market price and then it’s going to lose its name within the market.

A. Module Panel:

This module deals with the elaborate graphical report for the domains, reports are often fetched for multiple domains even comparison between domains is feasible. software package uses bots, crawlers and categorization to trace details reports that may be used for analysis. 

- A referring domain is that the domain that back links are returning from. It provides a list of all the TLD’s and shows what number links on completely different domains. Even a analysis on a selected TLD are often done whereas choosing one as rank, no of back link for a web site etc.

- With our application even the new and lost domain analysis are often done.

- User will track on that scientific discipline back link is showing. Therefore user will analyze that scientific discipline and site to focus on a lot of to urge back link.

- Reports on the keywords and the way they're obtaining links are often analyzed.

- A back link may be a link on another {website|web site} that points to your site. Back link analysis is extremely vital for the improvement purpose of read, helps to arrange the improvement.

B. Module Panel:

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- With our application even the new and lost domain analysis is done.

- User will track on that IP back link is showing, thus user will analyze that IP and site to focus on a lot of to urge back link.

- Reports on the keywords and the way they're obtaining links is analyzed.

- A back link could be a link on another {website|web site} that points to your site. Back link analysis is extremely necessary for
the optimization purpose of read, helps to set up the optimization.

C. Module Reports:
In business data is vital success power thus our application helps to offer completely different typewritten of data that is employed for business success.

- SEO analysis will be performed and every one the detail report will be even exported in CSV format. Reports are terribly useful to induce track of issues and solutions.
- Hypertext Transfer Protocol (HTTP) response standing codes reports helps to envision the quality and error user is facing.
- Meta components give data regarding the online page, that is employed by search engine reason the page. Meta components facilitate in categorization.

D. Module Manage:
Back links Statics is intended to research links. Filters and graph possibility makes the analysis additional simply, fetch following

- Mention -it means your diary links or references to your user profile. This could be done as a matter of obtaining attention (or highlight) by another user of social networks and blogging services such issue response to somebody else's post.
- Quickly compare the metrics of up to many hundred URLs or domains. Enter domains or URLs within the text field and click on begin. Application can collect all knowledge and show you the metrics during a single table with the choices to type and export Multiple is compared therefore to create analysis difficult application can collect knowledge and show details during a single table. Reports is sorted and transferred in several formats conjointly.

III. EXISTING & PROPOSED SYSTEM

A. Existing System:
The challenge of SEO is that there are over eight billion pages within the computer program indexes together with your position within the SERPs addicted to a perpetually ever-changing algorithmic program that isn't revealed.

Therefore creating your pages visible might need specialist data, constant observance and also the ability to reply.

As a consequence, the most important disadvantage of SEO may be a lack of management, you're subject to changes within the algorithmic program. There are different attainable problems, you will be prevented from competitive on A level enjoying field, as a result of competitors and even affiliates might use less moral black hat SEO techniques. In competitive sectors it should be terribly troublesome to urge listed within the prime few results for competitive phrases. This is often once PPC might have to be compelled to be used, though this could be costly in a very competitive sector. This lack of visibility makes it troublesome to create a definitive business case for SEO, though it's fairly obvious what a sought-after best position on Google would do for many firms.

- Technical constraints may additionally limit your SEO capabilities – for instance, if there's not the proper IT resource, data or technology offered to implement the changes to website structure and content mark-up required for SEO.

B. Proposed System:
SEO competition analysis Application is intended by keeping minute details in mind. Within the planned therefore software application we have a tendency to ar group action several necessary advance options so on differentiate it with the normal applications. The appliance is intended in such how that it are often accustomed optimize the business on the search engines and monitor your competitors on the important time state of affairs. Some important options enclosed within the planned system competition Manager, Event Manager, analysis Analyzer summary, Content Manager, Link Manager, website Finder, Social Monitor, complete Templates and report templates. The SEO system can facilitate the organizations within the following Perspective (Global / Regional).

IV. RESULTS

A. Login Page:
1) Check Statistics for NDTV:

2) Check Statistics for NDTV:
3) **Check Other Statics And Report Option:**

4) **Domain Reference:**

5) **Anchor Charts:**

6) **Response Code Report:**

7) **Content Analysis:**

8) **Performance Analysis:**
Optimized websites are the quickest, easiest way to dissolve your competition. Internet users seldom search through pages and pages of program listings to search out your business.

- Higher Sales: It is straightforward that a lot of folks that return to your website, the more potential customers you attract.

**A. Increase Visibility:**
SEO works on each native area a neighborhood and a national scale dominate your local market or reach customers across the state. We can assist you expand your whole farther than you may ever expect.

**B. Your own 24-Hour Promoting Team:**
An SEO website behaves like having a 24-hour promoting team dedicated to your company. Even when you lock up your workplace, SEO continues to be operating.

**C. Cost-Effective Promoting:**
SEO is one in all the foremost reasonable and effective promoting methods once you work with the correct professionals.

**REFERENCES**