

# Survey on Search Engine Optimization Techniques

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**Abstract**— The purpose of this survey is to study the working of search engine using search engine optimization, web crawler and web mining. The large growth of World Wide Web (web) needs an efficient system that will manage the data over a web. This huge data get generated, deleted, manipulated every day and it is a source for millions of people all over the world. Search engine is the system provides relevant presentation of data that is to be searched. Search engine show the working of search engine optimization, web crawler, web mining. Search engine works on the architecture of web crawler that uses the web mining as well as search engine optimization to gather and represent the related data.

**Key words:** Web Crawler, Web Mining, Search Engine Optimization, Search Engine, World Wide Web (WWW), URL Normalization, URL (Uniform Resource Locator)

## I. INTRODUCTION

World Wide Web (Web) is a dynamic system that rely on its information system which is get interlinked through hyperlinks or URL(Uniform Resource Locator) that is access via internet usually called as web. Web is a client-server system. In this system, client is a user that used to interact with the remote machine called server. Client used to request remote server for a data that is to be download via internet thus in response server provide the data in the application level of client. Client uses application for the interaction with remote server known as web browser i.e. provides facility to use the internet.

The massive growth of web in which huge amount of data collection get reside in the form of hypertext, text, media content etc. this data are highly unstructured thus to access this data efficiently, the framework is required that manages the data as well as presentation of data as per the requirement of user. Mostly data are represented in the form web pages. These web pages are the web document which is written in Hypertext Markup Language (HTML) that is used to present the data.

Search engine is a system that is introduced to search the data content of web. Search engine architecture relies on the architecture of web crawler. Search engine is a popular system so it has to be very efficient in terms of response time and database thus it make use of web mining and search engine optimization to present the searched data e.g. user use keyword 'computer' for searching thus it using the keyword to gather the related search using data mining then all data get arranged in list with their URL in a way that is part of search engine optimization. Every time click on URL, hypertext result in downloading of new web page that is part of web crawler.

## II. SEARCH ENGINE OPTIMIZATION

Selection of valuable data from the set of huge available data this is referred as optimization. Search engine optimization is

a way to show the extracted data on the basis of some set of rules that is followed by search engines. Search engine follows some instruction like paid website should be shown at top of unpaid website, website with high popular rating and maximum number of visitor has to be shown at top and so on. Also it provide an interface w.r.t the category of content like image, video, place wise search, documents etc.

Workings of search engine rely on SEO that provide terms and conditions for keywords that will be going to search. SEO has to keep track of ranking of website, estimate traffic, main alternative text of web pages, main referrers etc. The results are generally presented in a form of list of results also referred as SERPS (search engine results pages). Basic task of SEO is to manage the task performed by web crawler and web mining.

### A. Working

First, search engine crawl to get the content fetched and this is performed by web crawler. Crawler used to traverse the URL's to retrieve the data (text, Meta data etc.) and save it to database also it helps to get the list of URL's that will be going to search. Second, after web page gets crawled, the next step is to index retrieved content and this index or log gets stored in large database. Indexing is done to find the related searched data easily by comparing the keywords with the Meta data stored. Indexing help to save the time to traverse large database and to find accurate data.

Fourth, when user searched for any keyword that get compared with the indexed pages in the database. Search engine compare it and provide the related links which is suitable for user aspects. This is done by the algorithm that followed by SEO there are some factors on which algorithm rely: keyword density, hyperlinks, Meta tags and so on. Keyword density refers to the factor that presents the number of that keyword get searched or a popular searched keyword. Last step is to retrieve the results and delivered it to web browser or end user.

## III. WEB CRAWLER

Web crawler is a system that used to retrieve the URL's information. It helps to traverse from web pages by seed the URL. It traverses around the internet and create an index of all collected information. When all data get retrieved from URL's then it uses the external URL's within it to attend the other web page. Web crawler is major component of search engine and other application that process large numbers of web pages e.g. e-commerce sites and web data mining and so on. Web crawler have to process thousands of pages per second behind this simple description a bunch of issues get related to the network connection, spider trap , canonicalizing URL's, parsing HTML pages, ethics of dealing with remote server and so on.

High efficient web crawler is required to handle the millions of web pages index in search engine. In fact there is

a high compete between various search engines in terms of size and currency of their underlying database, quality of response time. Thus web crawler has to work on some issues. First, web crawlers have an efficient algorithm, i.e. web crawler should be able to decide which web page is to be retrieve next. Second, web crawler report should be updated in a short span of time. Third, two different web crawler have to share a cache thus to avoid requesting of same web page by both web crawler. Fourth, web crawler has to be highly efficient system thus to retrieve large number of pages per second while being robust against crashes, web server related issues and so on.

#### A. Working

Web crawler response time basically not only depend on internet connection but also by data of the web page that is to be crawled. If a crawling is done for a web page from multiple server i.e. if many downloads are performed parallel. Then that will reduce response time of crawling. Thus web crawler is implemented in multi-threading to perform task parallel.

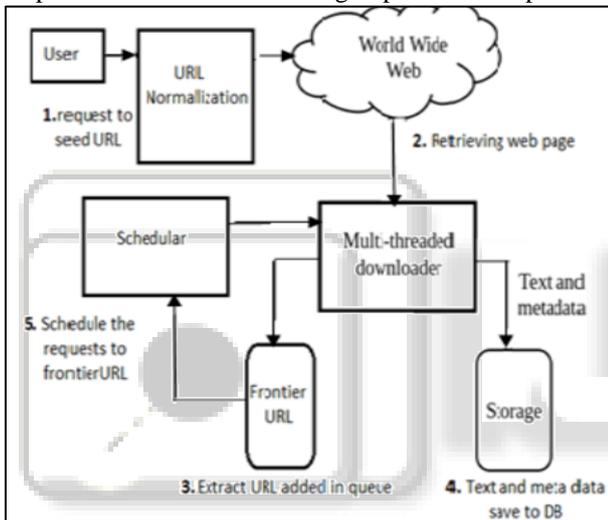


Fig. 1: Web Crawler Architecture

Firstly, web crawler start with the single URL called as seeds before attending the URL it perform URL normalization. URL normalization is a process in which URL get transformed into normalize or canonical URL thus to overcome different URL's that seems have similar text e.g. the URLs <http://google.com/news> and <http://news.google.com> return similar data from the remote server.

Second, it fetch all hyperlinks within the web page and add it to the queue called as frontier URL that act as a to-do list for the crawler that has been unvisited. Crawler retrieve the information of web page and save text related data to database i.e. website text content, Meta tag content and so on. It doesn't retrieve any media content i.e. flash, animations and any dynamic resources.

Third, while attending the hyperlink this loop is performed until all hyperlinks from frontier get visited once. Scheduler help to schedule the frontier URL i.e. to be next visited.

## IV. WEB MINING

Web mining is the implementation of data mining in a way to extract the data from World Wide Web. Basically it is the extraction of valuable or useful data so that data can be used for a good cause. This system allow search engine to extract the data from the URL's related to the search query. This is done with the use of web crawler that scans the web pages to retrieve the home page then it links the hyperlinks to get the relevant content of information. Web mining is used in business intelligence, popularity of web page, competitive intelligence, pricing analysis and so on. It is categorized into three subparts: web content mining, web structure mining and web usage mining. All of them focused on the extraction of data but there scopes are different.

Web content mining target the web content e.g. image, video, audio, structured record, text etc. to gather the knowledge from web page. It is used in search engine and the data is effectively delivered to user by search engine optimization. Whenever user search for a keyword in search engine web content mining used to extract the data w.r.t the keyword by comparing the keyword with extracted data thus it delivers the related data.

Web structure mining is used to analyses the URL's structure thus to discovering structure data from web. Most of the data get interrelated via hyperlink. Basically there are two types of hyperlinks. A hyperlink that connects the different part of same page called as intra-document hyperlinks, and a hyperlink that connects two different pages called as inter-document hyperlinks. Web structure also focuses on extraction of document structure data i.e. extraction of data from documents like HTML and XML. This data get organized in a tree structured format within page based on various tags of HTML and XML.

Web usage mining helps to discover user navigation pattern thus to predict their behavior with web. It extract the data from log of user navigation thus to present the data according to their relevance. This data play vital in SEO to provide the ranking and estimate traffic information for a particular webpage and to remote server. On basis of data provided by web mining SEO delivers search result to end user.

#### A. Working

Web mining in search engine mainly follows four typical steps in a way to extract web content information: collect, parse, analyze and produce. First, searched keyword related contents from the web are retrieved. Second, to parse the content that is valuable w.r.t the user aspects. It helps retrieve data from the formatted document (PDF, DOC, HTML etc.). Third, analyze means to filter the document and to present the document in an efficient way by sorting it. Fourth, in this step the arranged data get turn into useful presentation e.g. report, search index, Log etc.

Web mining has to maintain the knowledge such a way that will be helpful for user. To make web mining system more affective this system has to work on: data extraction, information integration and schema comparison, opinion extraction from web and son on. Web mining is widely used in: E-commerce web sites, transaction in banking, web-advertisement and etc.

## V. ARCHITECTURE

Search engine is a system that is designed to search information in WWW which make the Web use easier. It help to search for a URL's content that is valuable in user aspects e.g. google, yahoo, Bing etc. are the search engine names. So the architecture of web search engine is divided into front end and back end. In Front end, the end user request search engine to get keyword related data this keyword is string value. This request placed by search engine interface then requested string have to pass through request parser. In which parser break the string such that it can be easily understand by search engine while comparing the content with index file or log. E.g. if user searched for 'hello world' then parser convert this keyword into 'hello + world' that '+' sign used to parsing the keyword.

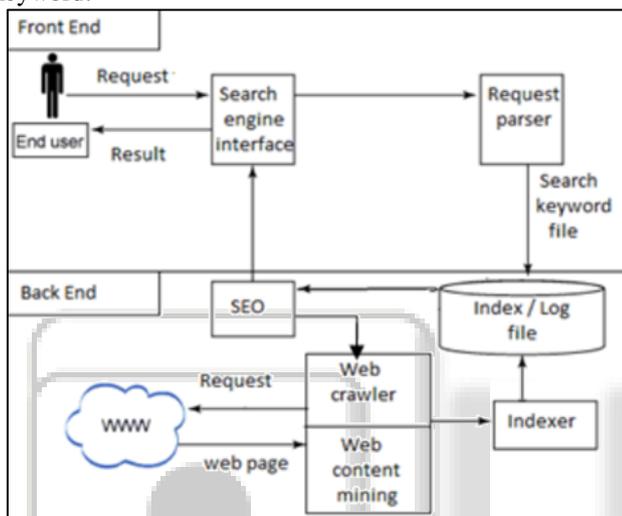


Fig. 2: Web Search Engine Architecture

In back end, that parser keyword is search in an index file which contains the parses data that give facility to search fast and more accurately. Indexer is a system that acts as a reference to the index file. Now web crawler help to traverse the URL and to extract the interlinked URL called as hyperlink from the web page. Crawler makes us to interact with the WWW by sending a request to it which in response provides to access a web page. Web mining systems that allow extract the data from the web page with the help of crawler by addressing different URL's. Search engine optimization (SEO) is a system that is responsible for the presentation of search result. SEO also handle the task performed by crawler to avoid crawling of undesirable content. Then desired search output is delivered to the end user in search engine interface.

## VI. CONCLUSION

We survey the working of web search engine and analyses the role of web search optimization, web crawler, web mining. Increase in the user of web facility results in insert, delete and manipulate of huge amount of data in web so study of Search engine optimization, web crawler and web mining for search engine helps to provide an efficient structure to the system that will handle web data as per the user convenience. Also we have discussed some of the challenges that web search engine faces in web. To extract, manipulate and presentation

of information are discussed in terms of SEO, Web crawling and Web mining on which search engine rely.

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