SEO Techniques for a Website and its Effectiveness in Context of Google Search Engine with New Way of Indexing Backlinks

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Abstract— Due to the fact that internet is growing with very high rate, millions of pages indexing requests are coming to search engine which is becoming very difficult for the search engines to arrange the pages according to relevant data and to provide the accurate results to the users when user searches something. Google is one of the most popular search engines which provide the connectivity to users to the search the relevant information from the millions of web pages. Almost everyone who have internet uses the search engine on daily basis for searching the information and it is become very important part of users. Search Engine Optimizer must learn the new techniques for improving the ranking of a website to serve the better and relevant result in the search engine also it will help in achieving the higher rank in the search engine. Due to introduction of large number of websites frequently, it's becoming very complicated for the search engines to sort the website. This Research Paper provides the effective ways to use the Search Engine Optimization techniques which will help in improving the website rank and also for getting the more number of visits to the website.

Keywords: SEO, Search Engine Optimization, On Page SEO, Off Page Optimization, Indexing of Backlinks, Way to Index Backlinks

I. INTRODUCTION

In today's world technology is becoming the most important source for getting the information. Today almost everyone uses the internet for various purposes. Whether a person is student, businessman, scientist, etc. are using the internet for the relevant data desired by them. Internet is becoming the basis necessity in today's world.

If we talk about the webpages then there are millions of webpages are available on internet and it is the task of search engines to filter those webpages according to the relevancy of data present in them and this is not an easy task to do for search engines. Suppose, a user searches for an information now which page will be displayed by search engine to user because we know that there are millions of pages available in internet that's it become very complex task for search engine to provide the best result to their users. Arranging and sorting of data is very much difficult task as there are millions of webpages are there and not only this but competition between the websites are also increasing because every website owner wants their website to come on the top in search engines. [1]

The use of traditional media like radio, newspapers, etc. for information is replaced by the search engines because by using search engines user will get the particular information within few seconds. For example, earlier people use newspapers for searching the jobs but now they can find it online very quickly. In the earlier papers it is stated that if a website come on 1st rank in Google search engine that it can grow the business easily as traffic will increase on website.

Due to the massive growth in the internet, task of search engine is becoming very complex because they need to sort the millions of web pages to serve relevant information to users whenever a query is made because of this it is very important for Search Engine Optimizers to learn the new techniques and use them in effective way to increase the visibility of the website. [1]

A. Paper Statement:

This Research Paper provides the effective ways to use the Search Engine Optimization techniques which will help in improving the website rank and also for getting the more number of visits to the website. I have learnt most of the SEO techniques with their importance and the effective way to use.

B. Purpose and Motivation:

In today's world, search engines are becoming very important part of everyone's life in everyday use, whether you need to search particular information about mobile or any gadget, etc. you will surely use the search engine. Due to this fact, search engines have occupied major portion of internet in online world. Due to huge numbers of website available in today's era, it's become very difficult for search engines to sort and provide the relevant result on the search engine result page.

We all know, internet is the main and most important source of information whether you are teacher, student, businessman, etc. all of us uses the search engine for getting the particular information. As per the above figure- 1, User enters the search query or made a search request which contains keyword to get the relevant information. Google is one of the most popular search engine used by majority of users. SEO techniques plays very important role for ranking. [1]
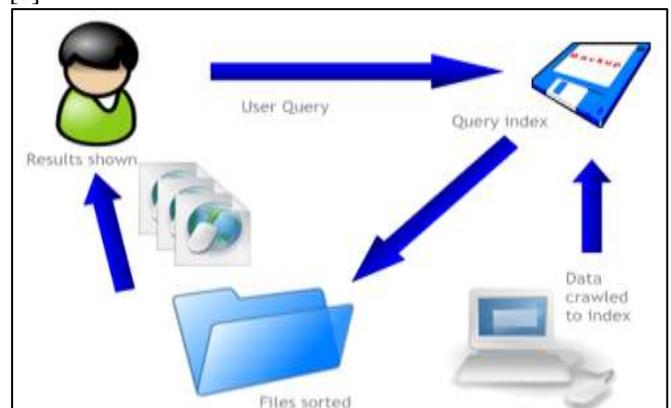

Fig. 1: User searching using search engine

So, the purpose of this research paper is to understand how we can effectively use the SEO techniques for improving the ranking of a website. This section helps you

to understand the Search Engine Optimization and the purpose of this research.

In the Section II you will get the Literature Review and in the Section III you will understand working of search engine. Section IV helps you to understand the techniques of Search Engine Optimization. Section V contains the methodology in which indexing method is explained. Section VI will tell you about Result and Discussion. The Advantages and Disadvantages of SEO are mentioned in Section VII. Tips to improve the ranking of website are present in the Section VIII. Finally Section XI contains the conclusion and Section X contains Future Work/Scope. Section XI is about References/Bibliography.

II. LITERATURE REVIEW

In the earlier research paper, on page SEO methods are given but how many characters is optimal to use in particular method is not mentioned like page title, meta description, meta keywords, heading tags, etc. character limit is not mentioned which is very important thing and also various important on page SEO factors are not present in it like use of quality content, seo friendly URL, keyword density, use of https, internal linking, etc. must be used. [1]

Now, coming to the off-page optimization in which link building process is mentioned to improve the website ranking but build links must be relevant and they must be indexed on the SERP (Search Engine Result Page). [1] Link building becomes difficult because now only webmasters can submit the request to crawl and index the backlinks but I will show a way through which we can submit the request to index backlinks can be crawled and indexed without the webmaster of that particular site.
Example:
Suppose, we are doing a SEO of site www.dknmu.org and we have created 100 of backlinks referring to our site like:
www.example1.com/backlink1
www.example.com/backlink2
and so on…

But if those backlinks are not indexed by Google search engine then there is no mean of those created backlinks as this will not improve the ranking of our website, that's why we need a way to index those links and I will show a method in my research paper through which most of the links can be indexed in short period of time.

III. WORKING OF SEARCH ENGINE

Search Engine is software which is developed to search the query of users on the Web and give them result precisely. One of the most used Search Engine is Google and it is very accurate. [2]

To deliver the results of user queries, Search Engine needs to perform the various activities those are mentioned below:
1) URL Submission: The newly added website or URL will be submitted to Search Engine for crawling.
2) Crawling: In the crawling, Search Engine checks the page for performing the next step of indexing. [3]
3) Indexing: If everything is correct in the crawling step, contents of the web pages will be indexed in the Search Engine and all this data will be stored in the database. [3]
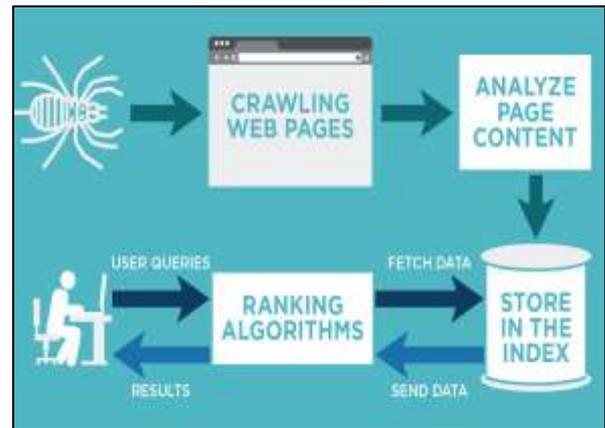

Fig. 2: Working of Search Engine

4) Processing: In the processing step, Search Engine matches the query with the data present in the database to serve the result to user.
5) Result: In the last step result will be displayed in the browser by retrieving it from the database according to the relevancy.

IV. SEARCH ENGINE OPTIMIZATION TECHNIQUES

SEO techniques mainly divided into two categories. These techniques must be implemented in right way to achieve the higher ranking in the Google Search Engine:
1) On Page Optimization
2) Off Page Optimization

On Page Optimization: Basically, on page optimization techniques are used through the coding of website by the webmaster and this is very crucial part of SEO. [4] On Page Optimization factors:

A. *Page Title:*

This is the first <title></title> tag which is examine by the crawler while crawling the web page and this page tells the search engine as well as user that what is this particular page is all about. Title is displayed on the title bar of a web browser and it is one of the most important factors in the Google Search Engine. Make sure to keep the limit of title between 50-60 characters as it is optimal limit and placed important keyword in it. [5]
Example:
<title>Techniques of SEO<title>
By using this title you are going to improve the result among the various searches of SEO techniques.

B. *Meta Description:*

Meta description is an attribute of HTML which is used to provide the summary of a webpage in the Search Engine. Make sure to keep the length of meta description between 160 character and always place important keywords in it.
Example:
<meta name="description" content="This page content important techniques of SEO">
When the web page is indexed in Google Search Engine this meta description will be displayed in the result and you can notice that we have put the keyword "Techniques of SEO" in it.

C. Meta Keyword:

It provides information about what is present inside a page but this is no longer playing role to improve the ranking of a website. Earlier, it had great impact on ranking.[6]

D. Heading Tags:

After the title tag heading tag plays very important role for ranking. There are six tags of heading, <h1></h1> to <h6></h6>. <h1></h1> is very strong tag and this must be used once on a webpage and keep its length between 20-70 characters, also place relevant keyword in it. [7]
Example:
<h1>Important Techniques of SEO</h1>

E. Image Alt Tag:

This tag helps in the optimization of images available on webpage. It makes webpage user friendly. [8]
Example:
<imgsrc="seo_techniques" alt="seo_techniques">

F. Quality Content:

Make sure that your content must be relevant, accurate and it will provide the answer of user queries. Try to use content between 1200-2000 characters with important keywords present in it as it will help to rank higher and early.

G. Keyword Density:

Keyword density is the importance of keyword given on a webpage and do not use a keyword more than 10 percent on a webpage. [9]

H. SEO Friendly URL:

It describes the content of webpage and it is easy to understand by user as well as Search Engine. [10]
Example:
−   www.seotips.com/seotechniques
−   www.seotips.com/12345

Now, if we look at above web address we can see that "A" is easier to understand and also describes the content of webpage in comparison with "B".

I. Internal Linking:

Internal linking means to go from one page to another on the same website and internal linking must be done on every webpage to improve the ranking. [11]

J. External Linking:

External linking means to go from page to another webpage of different website, this also plays role in ranking.

K. Mobile Friendliness:

Website must be mobile friendly, which means that it must be properly displayed on the mobile as this is very important factor for ranking in the Google Search Engine. [11]

L. Page Speed:

Loading speed is very crucial as in the research it is found that user leaves a webpage if it is not opened in 3 seconds. Try to optimize your webpage speed between 3 to 5 seconds. [11]

M. Sitemap:

Must include a sitemap on your website because it will help the spiders to crawl the web pages. This contains all the links that are present on your website. [12]
Example:
<urlset>
<url>
<loc>http://www.seotech.com/</loc>
<priority>0.8</priority>
<lastmod>2014-03-22T18:15:27+00:00</lastmod>
<changefreq>daily</changefreq>
</url>
<loc>http://www.seotech.com/seotechniques.
html</loc>
<priority>0.7</priority>
<lastmod>2019-04-22T18:15:27+00:00</lastmod>
<changefreq>daily</changefreq>
</url>
</urlset>

N. Use of HTTPS:

Must use the secure version of http because Google prefer it because it is very secure protocol.

1) Off Page Optimization:
Off page optimization techniques are not directly related with the website content and this is not done through the coding. In this mainly the optimization of keywords are done by using various strategies like link building.

2) Link Building:
Link building is the major technique used for improving the ranking of a website and every Search Engine Optimizer uses this technique. Under this technique links are created which points to our website for which we are doing the SEO. [13] All the Search Engine Optimizers must understand this thing that they must create the link on well reputed website to achieve the higher rank.
There are various link building method which are as follows:
1)   Blogging: You can make blog on the popular website like Blogger and make sure to put important keywords in it also write minimum 500 words of blog to improve the ranking of your website and content must be relevant. [14]
2)   PPT: Create the relevant links through the presentation and design minimum 10 slides. Place one to two links of your website in it.
3)   Infographic: Link creation through infographic is very effective way to create the powerful backlinks. [15]
4)   PDF: Make PDF of minimum 5 pages and place 1-2 links of your website and publish it on the well reputed sites like Issuu.com.
5)   Social Bookmarking: Perform the bookmarking of your website like Google Plus, Twitter, etc.
6)   Commenting: Do the commenting on websites with your link like you can do commenting on the blogs. [16]

There are more number of backlink building are available which you can use to improve the rank of your website but you must have to understand this thing that your created backlinks must be crawled and indexed in the Search Engine because without this backlinks is not useful there is no value without indexing. [17]

V. METHODOLOGY

One year back, the Google stopped the submission of links for indexing rather than the webmaster of that website can submit the request of indexing the webpage. [18] In this section we will understand how we can request for crawling and indexing even if we are not webmaster of that particular site.

A. How to Submit Crawl/Index Request of Webpage (Backlinks) in Google Search Engine (Old Procedure)?

1) Login to "Google" account
2) In Google search type "submit url to Google" or go to "Google Search Console"
3) Put the URL in the box
4) Then click on "Submit" button
5) "Googlebot" will crawl the submitted URL and check it, if everything is correct then it will be indexed shortly.
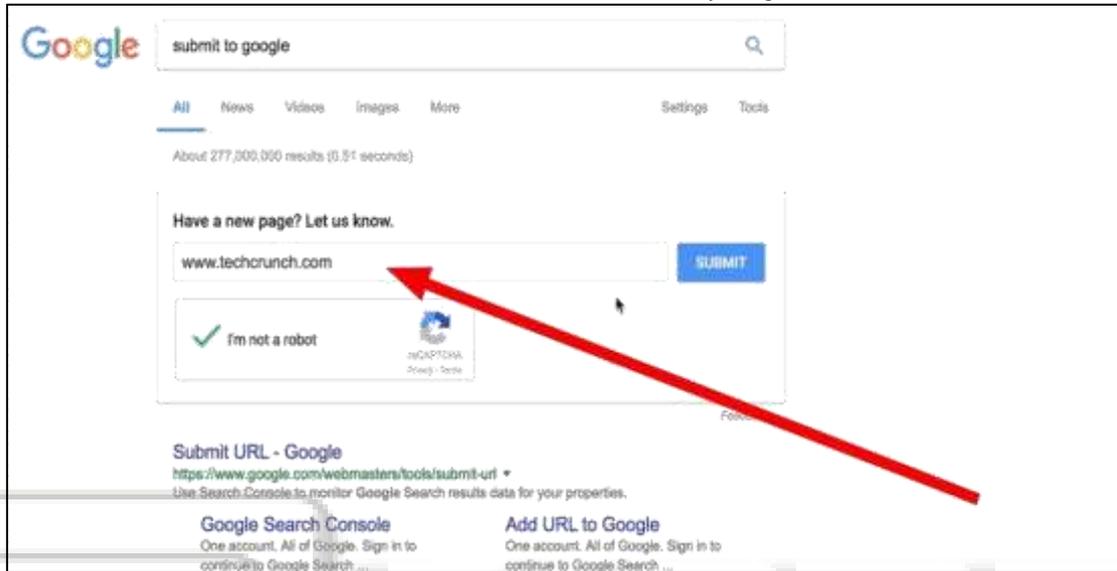

Fig. 3: Old way of crawling and indexing

*B. How to Submit Crawl/Index Request of Webpage (Backlinks) in Google Search Engine (New Procedure)?*

1) Choose a website(for example blogger.com) which supports "Google Search Console"
2) Connect the chosen website with "Google Search Console"
3) Put the other backlinks which you want to index in Google search engine in the newly created website (for example create a "New Post" in the blogspot/blogger blog)
4) Now, go to "Google Search Console" and submit the website URL (link for newly created post) for crawling and indexing
5) Finally, after short period of time backlinks will be indexed in the Google search engine.

Note: Most of the backlinks can be indexed with this method.
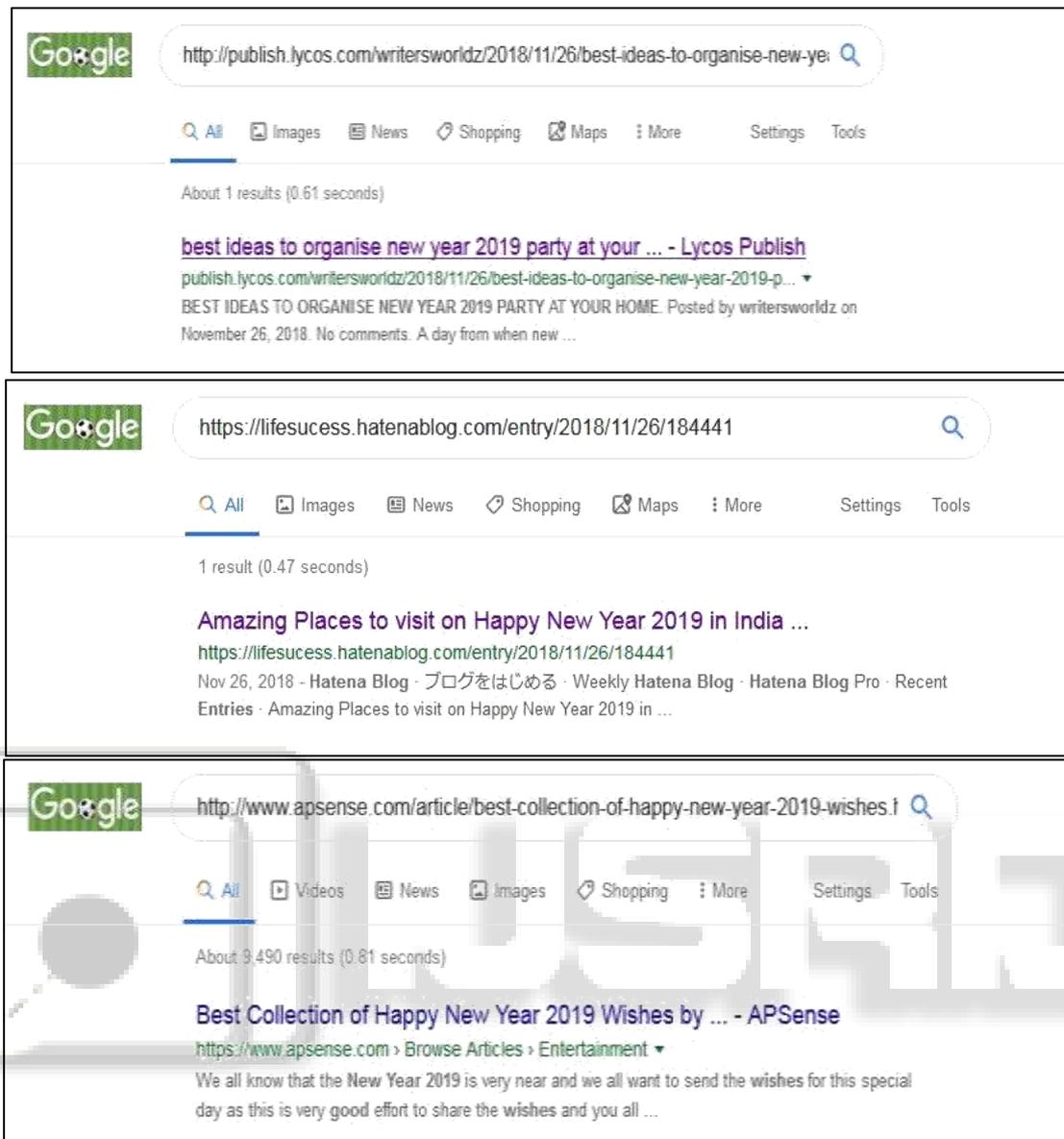
VI. RESULT & DISCUSSION
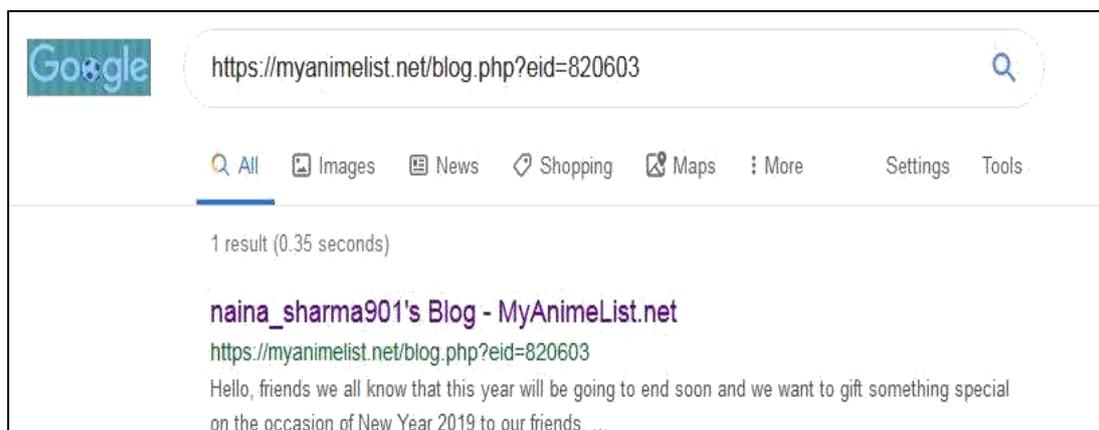
Fig. 4: Backlinks indexed using New Way

Discussion- As we know, older way of indexing backlinks in Google Search Engine is not working that's why we have used the new way mentioned above for indexing the backlinks because indexing backlinks is very important else backlinks have no importance if they don't get indexed in search engine. By using the above mentioned method we can index without the webmaster of particular site and many backlinks but it is not necessary that every backlink will be indexed. Backlinks will take time to index due to large number of backlinks are created on daily basis that's why it's become complex for search engine to indexing the backlinks.

VII. ADVANTAGES AND DISADVANTAGES OF SEO

A. Advantages of SEO:
1) If your website comes in top 10 you can earn great profit.
2) You will get return of investment if your website achieves higher rank and you will also get lots of traffic.
3) You can convert the traffic into sales for income.
4) SEO is very cost effective.

5) It helps in reputation management.

B. Disadvantages of SEO:
1) You don't know what algorithm will come and bring your site down.
2) You always need to be updated with SEO information.
3) You don't know in how much time you will get higher rank.
4) You have to do apply the SEO techniques manually.
5) Different search engine have different ranking algorithm.

VIII. IMPORTANT TIPS TO IMPROVE WEBSITE RANKING
1) Must use the page title and heading title according to the relevancy, it must contain the keyword. [19]
2) Do the keyword researches before developing the website and after that do the optimization with those keywords.
3) Try to add content of 2000 words or more on your webpage, this will help to improve ranking. [19]
4) Fix broken links. [19]
5) Don't buy links as it is against the Google policy.

6) Update your website on regular basis.
7) Build the backlinks on well reputed sites.
8) Your website and backlink content must be must be relevant and accurate
9) Use variation in keywords and also try to use long tail keywords.
10) Never try to perform black hat SEO always use only white hat techniques. [20]

IX. CONCLUSION

In the end, I would like to conclude that Search Engine Optimization is very important for a website and it is becoming the primary need of every industry as this will help in get the return of investment and also for maintaining the reputation, we can also make a brand popular with SEO. We have also learnt that how we can submit the request for indexing the URL in new way. This research is based after reviewing the on and off page techniques available for SEO. These techniques will surely help in improving the rank of website if uses in proper way and also follow the tips mentioned in section VIII.

X. FUTURE WORKS

In future, I will find more effective ways for improving the ranking of website so, that everyone can get their website on top in Search Engine Result Page (SERP) after using SEO techniques in proper manner and also I will try to find a way through which majority of backlinks can be indexed on search engine without the webmaster of a particular site.

ACKNOWLEDGEMENT

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