

Search Engine Optimization of Websites Using Google Tools

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Abstract: Search Engines are the software tools fundamentally intended for searching the content. Search engine is a device that enables client to enter a specific catchphrase and presents information on site having in its database. Search Engine Optimization is the collection of methods tools and practices which are utilized to build the positioning of any sites in primary body of any Search Engine comes about. Search Engine Optimization is the movement of streamlining the site page or the entire site so as to influence them to search motor cordial, to get higher position in search comes about. Search Engine Optimization is ordered into two sections initial one is on page and second one is off page. The system or respect of enhancing the positioning of site in the group of search motor outcomes is conceivable utilizing diverse methods and tools accessible in the market. The paper depicts the concept and review of Search Engine optimization and tools and procedures utilized for it.

Keywords: Crawler, Search Engine, SEO, Google tools, Webmaster.

1. Introduction:

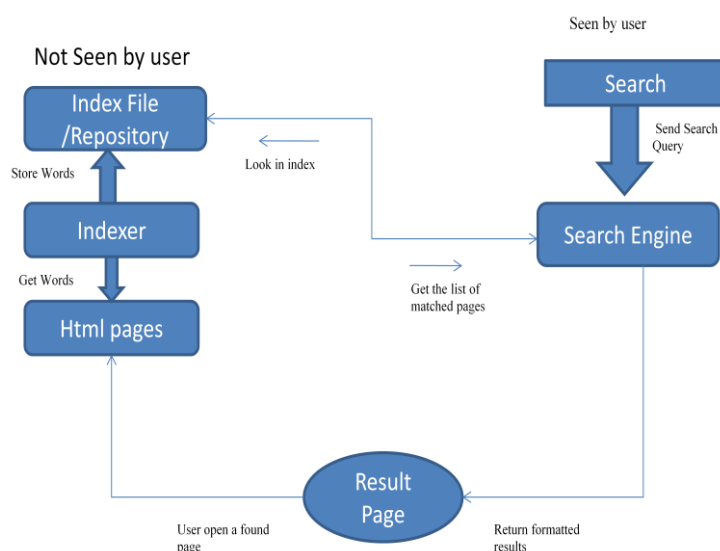
1.1 What is Search Engine?

A search engine is a software program or script available through the internet that searches documents and files for keywords and returns the result of any file containing those keywords.

Other popular search engine includes AOL, ask.com, Baidu, Bing and yahoo.

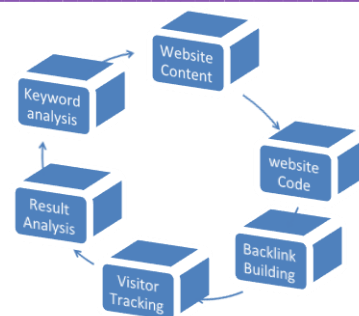
1.2 How Search Engine works?

The primary essential truth you have to know ,to learn SEO is that search engines are not people. While this may be clear for everyone, the contrasts between how people and search engines see web pages aren't. Not at all like people, search engines are content driven. In spite of the fact that technology progresses quickly, search engines are a long way from wise animals that can feel the magnificence of a cool outline or appreciate the sounds and development in motion pictures. Rather, search engines crawl the Web, taking a gander at specific website things (for the most part message) to get a thought what a webpage is about. This concise clarification isn't the most exact in light of the fact that as we will see next, search engines play out a few exercises keeping in mind the end goal to convey search comes about – crawling, indexing, processing, calculating relevancy, and retrieving.



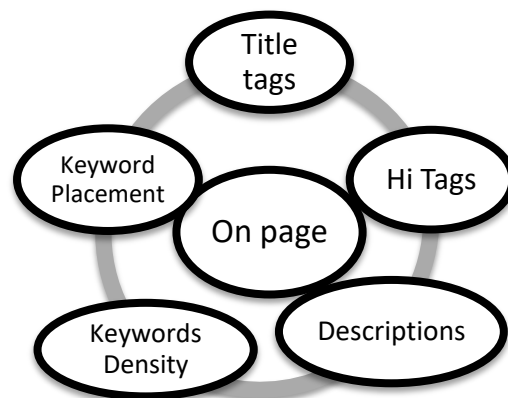
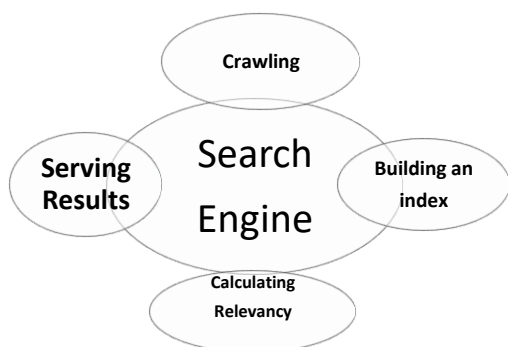
- **Crawling:**
The process in which web pages that are linked to a website are fetched by means of software known as crawler, spider or Googlebot in case of Google.
- **Indexing:**
After a page is crawled, the following stage is to index its substance. The indexed page is put away in a huge database, from where it can later be recovered. Basically, the way toward indexing is distinguishing the words and expressions that best portray the page and doling out the page to specific keywords.

- **Processing:**
 When a search request comes, the search engine **processes** it – i.e. it compares the search string in the search request with the indexed pages in the database.
- **Calculating relevancy:**
 When a search request comes, the search engine **processes** it – i.e. it compares the search string in the search request with the indexed pages in the database. Since it is likely that more than one page (practically it is millions of pages) contains the search string, the search engine starts **calculating the relevancy** of each of the pages in its index with the search string.
- **Retrieving:**
 The last step in search engines' movement is recovering the outcomes. Fundamentally, it is just basically showing them in the browser– i.e. the unlimited pages of search comes about that are arranged from the most relevant to the least significant sites.

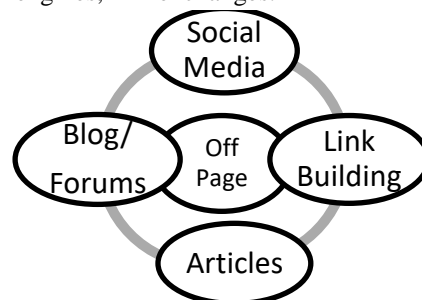


Search engine optimization is divided into two parts:

- On Page SEO.
- Off Page SEO.
- On page :It gives good content , excellent keywords selection ,it helps in putting keyword on the right places and gives proper title to each website page



- **Off page:**
 It includes link building, increases link recognition by submitting open directories, search engines, link exchanges.



1.3 Search Engine Optimization

Search Engine Optimization is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results often referred to as "natural", "organic" or "earned" results. SEO may have different kinds of search, including image search, video search, academic search, news search, and industry-specific vertical search engines.

Designing and developing a website to rank well in search engine results and improving the volume and quality of traffic to a website from search engines. Marketing by knowing how search algorithms work, and what human visitors might search. SEO is a subset of search engine marketing. SEO is also referred as SEO copywriting, because most of the techniques that are used to promote sites in search engines, deal with text.[1].

1.3.1 Search Engine Optimization Techniques

1) Directory Submission:

Directory submission is one of the vital procedures in SEO to make approaching connects to a site through related page and class. A site is made and should be rank to get great business comes about. Physically submission to catalogs is the best way to deal with rank your site. Internet directory is

the stage on World Wide Web for data and connections of numerous sites. Numerous registries are without giving administration to site in directory. To submit site in indexes can deliver web movement for your site. This help you to advance your business needs. The directory submission is utilized as SEO strategy to advance your business..

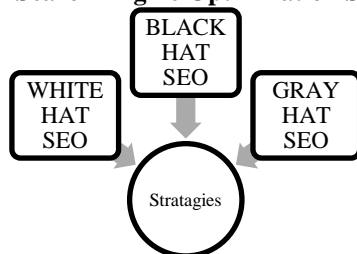
2) Keyword Generation:

Any website improvement strategy utilized keywords generation process. The keywords are vital and most essential piece of SEO. The keywords are must be identified with business. Since related keywords boost site in limited capacity to focus time. There are numerous online tools accessible to create keywords applicable your needs like: Word tracker, Yahoo keyword selector tool, Google Ad words keyword tool and The saurus and so on. By utilizing these tools simply put single word related your site like gamming. Be that as it may, just keywords are not giving confirmation to ubiquity of site.

3) Link Exchanges:

The link exchange is the technique in SEO to put link on different websites and different websites put links on your websites implies the other way around. There are many kinds of link exchanges are utilized like: represent intrigue straightforwardly on pages and other is that send email or discussion forums to indicate enthusiasm for link exchanges. Just related site yet with great page rank websites are required to assemble complementary links.

1.3.2 Search Engine Optimization Strategies:



- **WHITE HAT SEO:**

The proper and best way to optimize any website is called WHITE HAT SEO technique. This type of optimization is well supported and appreciated by all search engines, mainly by Google. Because this technique of SEO is a natural way to achieve better results, if the website is regularly updated with quality and unique content, gets better links from relevant niche websites and blogs. This means that the webmaster does not take a single attempt to mislead search engine and does not try to cheat. It ensures that web page content should have been created for the users and not just for the search engines. It ensures good quality of the web pages and availability of useful content on the web pages.

- **GRAY HAT SEO:**

In this technique webmaster uses some irrelevant way to optimize their website. Simply we can say that they can buy or exchange the link with some other websites to increase their ranking however, this is not supported by the search engines. This technique is not that good and also not a long term to increase the website ranking.

- **BLACK HAT SEO:**

Serving one version of a page to search engine spiders/bots and another version to human visitors. This is called Cloaking SEO tactic .Using covered up or invisible content or with the page foundation color, utilizing a minor text dimension or concealing them inside the HTML code, for example, "no frame" segments .Repeating keywords in the metatags, and utilizing keywords that are random to the site content. This is called metatag stuffing. Computed situation of keywords inside a page to raise the keyword check, assortment, and thickness of the page. This is called keyword stuffing. In the event that a website admin or optimizer is doing spamming in link building or making unessential links with some insignificant specialty websites, this will be considered as Black Hat SEO Technique. This procedure of SEO is exceptionally hazardous for long haul comes about on the grounds that as the consistent updates in search engine algorithm crawler will effortlessly judge the spammed strategies to optimize websites.

1.4 SERP:

SERP stands for Search Engine Result Page; it is the web page that search engine returns with the result of its search. The major search engines typically display three kinds of listings on their SERPs. Listings that have been indexed by the search engine's spider, listings that have been indexed into the search engine's directory by a human, and listings that are paid to be listed by the search engine.

1.5 SEO Tools

For SEO research, Google tools that fill in as core in SEO campaign, We can work more astute and speedier when we have the correct tools at our disposal. It's astounding the distinction a decent apparatus can set aside a few minutes it takes to complete the work without an accommodating device. Tests of SEO tools are given beneath which are accessible in the market are recorded underneath with wide assortment of employments and covering number of normal needs.

1.5.1. Google Page Speed Insights

Check the speed and usability of your site on multiple devices

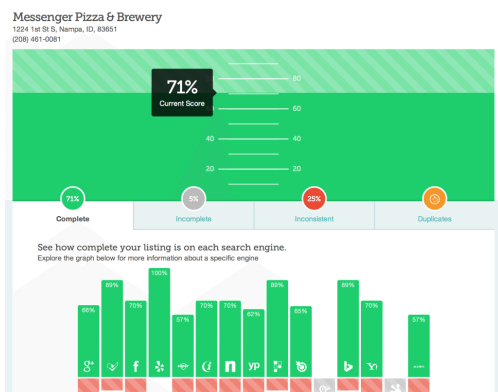
Enter a URL, and this apparatus will test the stacking time and performance for desktop and for versatile, in addition to distinguish opportunities to enhance The portable results additionally accompany a client encounter score, grading regions like tap targets and text dimensions.

Alternatives: Pingdom, WebpageTest, and GTmetrix.

1.5.2. Moz Local Listing Score

See how your local business looks online

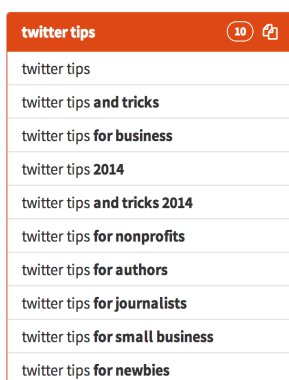
Moz crunches information from more than 15 unique sources—including Google, Foursquare, and Facebook—to score your physical business on what it would appear that on the web. . Results come complete with actionable fixes for inconsistent or incomplete listings.



1.5.3. Keywordtool.io

700+ keyword ideas based on a single keyword

Enter a keyword, and the Keyword Tool provides a huge handful of long-tail keyword opportunities, organized alphabetically.

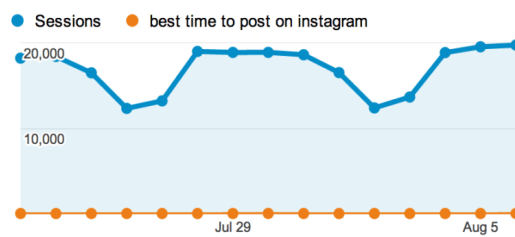


Alternative: Übersuggest.

1.5.4. Google Analytics

Complete web stats and search insights

In addition to tracking pretty much every bit of traffic you could imagine on your website, Analytics also surfaces many keyword insights as to which terms people use to land on your pages.



Alternative: Piwik.

1.5.5. Google Webmaster Tools + Bing Webmaster Tools

Constant website analysis, alerts, and error reports
 These webmaster tools help give you an essence of what the two best search engines think about your webpage. It's useful to perceive any bugs, cautions, and indexing issues.

Pro tip: Each of these two tools requires a bit of installation on your site. In the event that you have a WordPress site, you can include the webmaster code automatically through a module like Jetpack or Yoast.

Current Status

Crawl Errors >>

Site Errors

DNS	Server connectivity	Robots.txt fetch
✓	✓	✓

URL Errors

1 Server error
 1 Access denied
 67 Not found

1.5.6. Open Site Explorer

Comprehensive link analysis

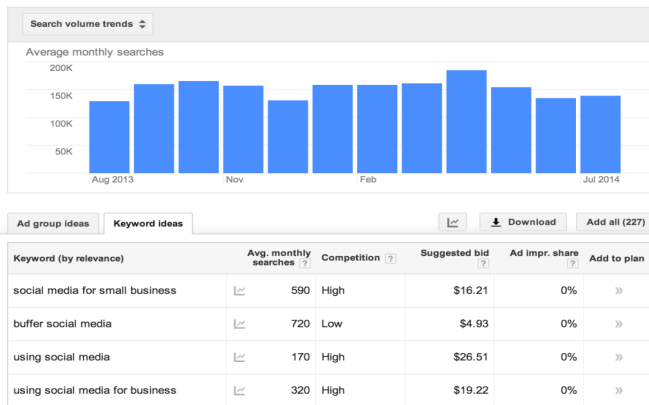
The free version of Open Site Explorer gives you a quick look a full range of link analysis, including a look at the most impactful links coming your way and your most linked-to pages.

Linking Root Domain	Domain Authority *	Linking Root Domains *
*.wordpress.org/	100	3,885,420
*.wordpress.com/	100	2,335,694
*.tumblr.com/	98	1,347,808
*.huffingtonpost.com/	97	341,337
Top Linking Pages		
Page Authority		
http://www.huffingtonpost.com/belle-beth-cooper/8-sur... 49		
*.forbes.com/	97	265,115

1.5.7. Google Keyword Planner

Know what people search for

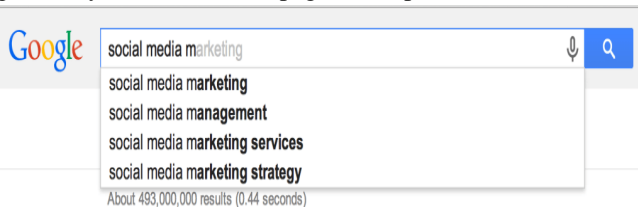
Enter a keyword or number of keywords into the tool, and Google will restore a wide range of supportive details to direct your keyword technique: month to month search volume, competitions, and even recommended terms you might not have considered.



1.5.8. Google.com in an Incognito Window

Discover auto-fill opportunities

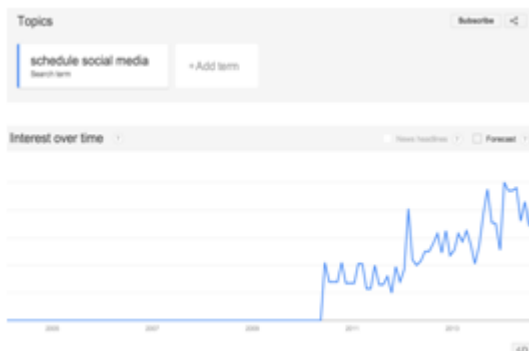
Searching Google.com in an incognito window will raise that all-recognizable rundown of autofill choices, huge numbers of which can help direct your keyword research. The incognito guarantees that any altered search information Google stores when you're signed in gets forgotten. Incognito may likewise be useful to see where you genuinely rank on a result page for a specific item..



1.5.9. Google Trends

Changes in search volume for key terms

A quick browse or search through Google Trends can show you the hockey-stick rise of potential terms and SEO opportunities for your content.



1.5.10. QuickSprout Website Analyzer

Full analysis of your website

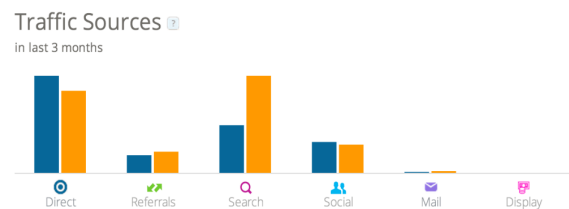
The QuickSprout tool does a comprehensive look at just about everything: SEO optimization, speed, tags, keywords, social, links, and even competitor comparisons.



1.5.11. SimilarWeb

View site stats for any domain

Utilize this tool to look at traffic between two websites, a supportive tool for competitor research.



1.5.12. SERPs Rank Checker

See where your site ranks for certain terms

You can run Rank Checker one of two ways: Input your keyword and your website and see where you land, or leave the website field blank to view the top-to-bottom list of results for a keyword.

Keyword: twitter tools
Engine: Google
Country: en-us
Domain: blog.bufferapp.com
City or Zip:
Global Searches: 1,000
Est. CPC: \$4.47

Search Again

URL: https://blog.bufferapp.com/free-twitter-tools

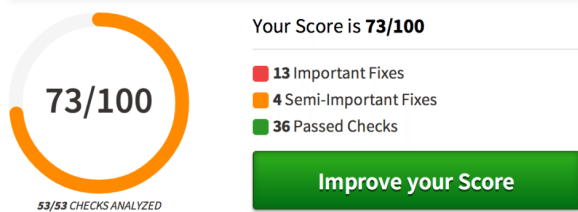
Track Hundreds of Keywords. Daily Updates. Free No-Risk 14-Day Trial

Track Rankings Daily!

1.5.13. SEO Site Checkup

Audit and score for your website

Site Checkup goes through a quick review of your site, checking for appropriate labels and surfacing any errors that may come up.



1.6 Mobile Vs Desktop SEO

Importance of SEO in the present internet marketing field. In any case, while customary or desktop SEO is to a great degree imperative, additionally should optimize for mobile SEO. Each one of those procedures utilized for customary or desktop SEO will work for mobile SEO, yet that isn't the situation. These are two unique and separate entities, and they should be dealt with all things considered. Mobile SEO is still SEO, however it is extremely specific. Three ways that mobile SEO varies from desktop SEO and how you can optimize for mobile searches.

- **Difference of Searching Techniques:**

Mobile searchers are using their mobile gadgets to search at unexpected circumstances in comparison to those on a desktop, and for the most part have distinctive settings for their search. Mobile search is for those in a hurry. They try not to go to their home screen and sort in their search, anymore. This totally changes their search plan and setting.

- **Engagement**

Engagement makes a huge difference between a mobile user and a desktop user. While a mobile searcher is going to be highly engaged, they are not interested in scrolling down the search results. They are on the go — they need their information fast. They are not going to dig through pages of results to find an answer. Therefore, being in the top spot is even more desirable in mobile SEO than it is in desktop SEO.

- **Difference In Ranking Algorithm:**

The largest difference between desktop and mobile SEO — they have different ranking algorithms altogether. Why does Google find the need to have completely separate algorithms? Since that they have given a far better mobile user experience. Google has expressed that they are resolved to give mobile clients the same, if worse, experience that they give to their desktop searchers. As a general rule, how might they do that without major changes to their algorithm? One of the greatest factors that were changed for mobile was the location.

Conclusion:

Google We are living in the era of technology and digitization .Search Engine is likely to be the angel of this technical era i.e. search engine is the most important tool in the web technology.

is the most popular search engine as it is very convenient to use. Google is topmost among all of the search engines. we can use the Search Engine Optimization Technique to get the better results and to increase the ranking of the website. WHITE HAT SEO technique is supported all search engines. It is the best SEO technique and long term as well. We can have the best optimization result by choosing proper SEO tools which are available in the market with wide variety of uses and covering number of common needs.

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