

# Google Search Engine Optimization Using SEO

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**Abstract:** This SEO document is all about developing a website with certain rules and regulations. The documents contain several headings that tell about the different rules and regulations for clear understanding purpose images are also included.

**Keywords:** Google search engine, bold

## I. INTRODUCTION

The project tells about the development of website. The SEO organization provides an opportunity for the webmasters to develop the website [1].

### A. SEO Basics:

1. Create unique and accurate page title.
2. Indicate page title using page tags. A title tag tells both users and search engines what the topic of a particular page is.
3. The title tag should be placed within the <html tag>. ideally you should create each title for each page on your site.
4. Choose a title that effectively communicates the topic of the page's content.

### AVOID:

1. Do not choose a title which is completely found to be irrelevant to the topic. eg "UNTITLED"

### B. <META TAG>

1. The <Meta tag> is something where the CONTENT of the page is written (i.e.) the description.
2. Adding description Meta tags to each of the site's pages is always a good practice in case Google cannot find a good selection of text to use in the snippet.
3. Description Meta tags are important because Google might use them as snippets for the site's pages

### C. Improve the Structure of URL'S

1. Improve the structure of your URL'S
2. URL'S with words that are relevant to your site's content and structure are friendlier for visitors navigating your site

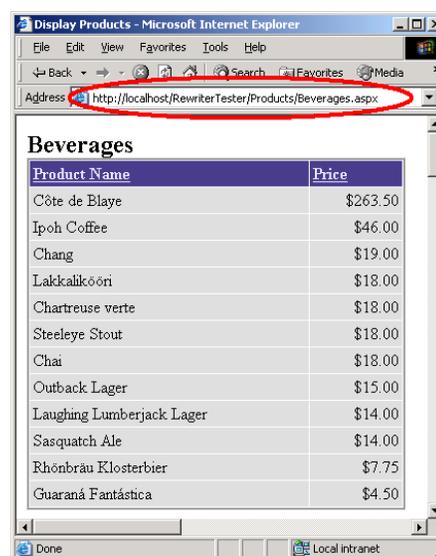


Fig1.1 This picture highlights the URL which is perfectly matching the content given below in fig 1.1

## AVOID

1. Using lengthy URLs with unnecessary parameters and session IDs
2. choosing generic page names like "page1.html"

### D. Make Your Site Easier To Navigate

The navigation of a website is important in helping visitors quickly find the content they want. It can also help search engines understand what content the webmaster thinks is important [2]. Plan your navigation based on your homepage example.

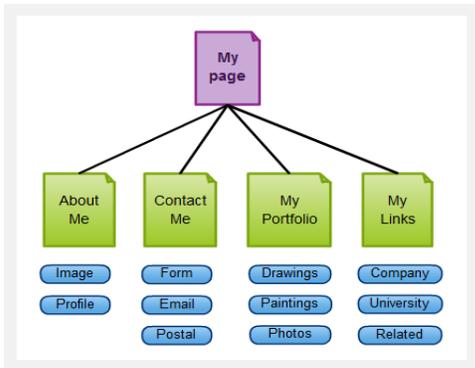


Fig 1.2 the picture is an example for the navigation which tells about a company's branches from its root

### E. Have A Useful 404 Page:

Users will occasionally come to a page that doesn't exist on your site, either by following a broken link or typing in the wrong URL. Having a custom 404 page that kindly guides users back to a working page on your site can greatly improve a user's experience [1]. Your 404 page should probably have a link back to your root page and could also provide links to popular or related content on your site.

### F. Write a Better Anchor Text

Suitable anchor text makes it easy to convey the contents linked, This text tells users and Google something about the page the users are linking to. Links on the page maybe internal—

pointing to other pages on your site—or external—leading to content on other sites. In either of these cases, the better the user's anchor text is, the easier it is for users to navigate and for Google to understand what the page the users linking to is about

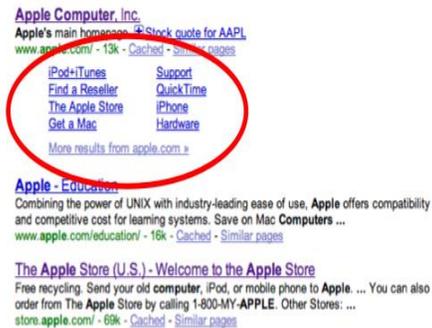


Fig 1.3 the picture rounds up the anchor text which shows some of the other links pointing to the internal page of that particular website.

### G. Optimize The Use Of Images

Images may seem like a straightforward component of the site, but the users can optimize the use of them [2]. All images can have a distinct filename and "alt" attribute, both of which the users should take advantage of. The "alt" attribute allows the users to specify alternative text if the image cannot be displayed for some reason.

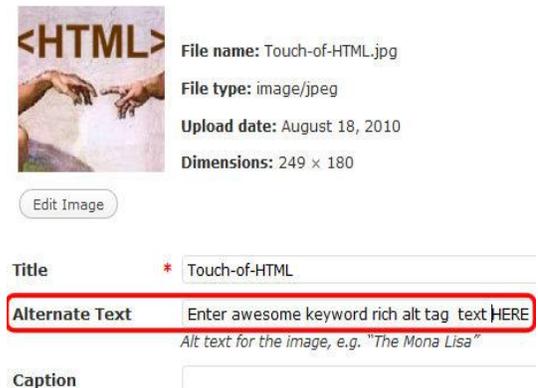


Fig 1.4 the picture is an example for ALT attribute where the image is not found, but you can specify any alternate text for that particular image

### H. Promote The Website In Right Ways

About increasing back links with an intention to increase the value of the site, While most of the links to the site will be gained gradually, as people discover the content through search or other ways and link to it, Google understands that the users would like to let others know about the hard work the webmasters have done in the content. Effectively promoting the new content will lead to faster discovery by those who are interested in the same subject, as with most points covered in this document, taking these recommendations to an extreme could actually harm the reputation of the site



Fig 1.5 the picture tells the various ways of spreading the website

### Notify The Google Mobile Sites:

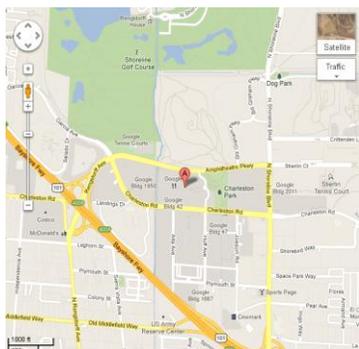


Fig 1.16 the picture tells about the location (site map) of a particular website

Configure mobile sites so that they can be indexed accurately

### I. Beware Of Rel="No Follow" Links

Many blogging software packages automatically no follow user comments, but those that don't can most likely be manually edited to do this. This advice also goes for other areas of the site that may involve user-generated content, such as guestbook, forums, shout boards, referrer listings, etc. If the user is willing to vouch for links added by third parties, then there's no need to use no follow on links; however, linking to sites that Google considers spam can affect the reputation of your own site. The Webmaster Help Center has more tips on avoiding comment spam, like using CAPTCHAs and turning on comment.

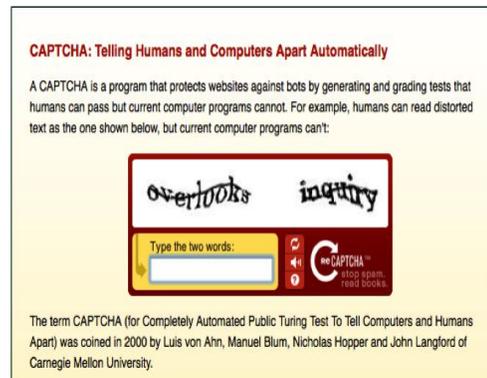


Fig 1.17 the picture displays a CAPTCHA image that will protect the website.

## CONCLUSION

The above mentioned rules and regulations are the ones which have to be followed for developing a website.

## REFERENCES

- [1]. <http://tools.seobook.com/>
- [2]. <http://www.webconfs.com/>