

## Search Engine Optimization

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### Abstract

Search engine optimization is all about making a website visible in the right context when a web user search on search engines for key terms that is included on website. One wants them to find his website easily. It is a part of Internet Marketing. It is categorized into several types like SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMM (Social Media Marketing), Affiliate Marketing etc. SEO is the process of optimizing the web pages search engine friendly. That means when we search the query in the search engine we make our web page to be listed in the top of the all the search results.

### Introduction

SEO is a presentation of a website in an effective way. SEO is the cost effective method of increasing the popularity of the web page. SEO is the legal process of optimizing the web page. This is done using On Page and Off Page optimization techniques. In other way we can say that we follow the Google search engine rules to optimize it in the Google search engine. Search Engine Optimization is emerging area now a day. The importance of it is increasing because it provides the accurate information on the internet. Search Engine is the popular term for an information retrieval (IR) system.

### Modules of Search Engine

**A Document Processor:** Prepares, processes and inputs the documents, pages or sites that users search against. It performs following steps :-

- a. Normalizes the document stream to a predefined format.
- b. Breaks the document stream into desired retrievable units.
- c. Isolates and Meta tags subdocument pieces
- d. Identifies potential indexable elements in documents.

- e. Deletes stop words.
- f. Stems terms.
- g. Extracts index entries
- h. Computes weights
- i. Creates and updates the main inverted file against which the search engine reaches in order to match queries to documents.

**A query processor:** The steps in query processing

- a. Separate the different tokens of the input query. Recognize query terms vs. special operators.

After this matcher works: delete stop words, stem words, create query representation.

Again after this matcher works:-

- Expand query items
- Compute weights

**Tokenizing:** it is a process of breaking down query stream into understandable segments.

**Parsing:** Since users uses many special operators I query, so system needs to parse the query first into query terms and operators.

**Creating query:** Search engine may take query representation and perform search against inverted file and after creating query an advanced search engine may take following 2 stages

- Query expansion
- Query term weighting

**Search and Matching Functions:** Search engine that perform search and matching functions differs according to theoretical model of information retrieval underlies system design concept. Searching the complicated files or inverted file for documents meeting query requirements called “Matching”, is typically a standard binary search. The computational processing required for simple unweighted, is far simpler than when model is an linguistic query within a weighted, Boolean model, it also follows that the simpler the document representation, the query representation, and the matching algorithm, the less relevant the results, except for very simple queries.

### Some Sites of Search Engine

- 123india – [www.123india.com/](http://www.123india.com/)
- Khoj - [www.khoj.com/](http://www.khoj.com/)
- Jadoo - [www.jadoo.com/](http://www.jadoo.com/)
- Surf India - [www.surfindia.com/](http://www.surfindia.com/)

- Indian Index - [www.indiaindex.com/](http://www.indiaindex.com/)
- Government Search - [www.fed.gov.au/](http://www.fed.gov.au/)

## **Conclusion**

In this paper, we have seen that SEO is a way of optimizing web pages. So as to make these pages efficiently searched by search engines by attaining higher positions in the search results. SEO is an emerging area now a days and is still emerging for better search results by improving efficiency of algorithms for ranking pages on search engines. SEO is an area on which various new algorithms can be implemented for its better performance. Search engines are biggest of a website's traffic. Higher traffic means more visitors and more visitors means more customers and in turn higher profit. Search engine has different point of view for both researcher and for user. While researcher will view search engine in a broader view but user think of them in terms of what they want the system to do.

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