

Search Engine Optimization with Google Updates 2022

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ABSTRACT

Since the introduction of Google and the internet, marketing has undergone a significant upheaval. Online marketing is becoming increasingly important to firms, which increases the demand for new online marketing professionals. One needs to have a solid understanding of the industry they work in in order to be a successful marketer.. In the case of online marketing, this means knowing the Google algorithms, SEO, and target audience in order to be Successful.

A basic knowledge of Google algorithms and how they impact SEO is the goal of this bachelor's thesis. The thesis provides starter material for marketers who are targeting online business professionals and imparts fundamental knowledge using real-world information, real-world examples, and real-world explanations.

The thesis introduces the significant developments in the algorithms as well as some current changes and focuses on Google's algorithm-based ranking systems in search. The thesis introduces SEO guidelines and emphasizes SEO from a practical standpoint. The role of internet users in regard to algorithms and SEO was mentioned since it is important to understand how these things work.

INTRODUCTION.

Due to the rise in popularity of search engines, there are more and more attempts to use web spam to improperly affect page rankings. Web search companies are having a difficult time detecting web spam. The possibility of reaching millions of consumers at a very low cost attracts a great number of profit-seeking companies to the Web.

In order to reduce the negative impact of spamming techniques on their search results, modern search engines must constantly modify their ranking algorithms. To prevent their ranking system from being manipulated by spam tactics, search engine providers maintain their search ranking algorithms and ranking elements a secret. We made an effort to compile all of the Google search algorithm improvements that are hostile to online spam here.

The importance of SEO can be seen in numerous areas, including management, marketing, production, and strategy, among others. Through a variety of features like website URL, keywords and keyword groups, code structure, and links, it aids users in finding accurate and up-to-date information. The use of social media, a site map, and a root dictionary are all components of SEO.

LITERATURE SURVEY

This chapter covers our project's overall analysis. SEO is more critical than ever in today's cutthroat industry. Every day, millions of people use search engines to find answers to their inquiries or solutions to their issues. If a business has a website, blog, or online store, SEO can help it expand and achieve its goals.

In order to take advantage of this and attract visitors to your website or consumers to your online store, you need to rank as high as possible in search engine results, as the majority of search engine users are more likely to select one of the top 5 choices in the results page; SEO is not just about search engines; effective SEO techniques also enhance a website's usability and user experience; We regularly track Google updates and technically improve our website. Users trust search engines, and having a website appear in the top results for the user's search terms boosts that site's credibility.

A page must have its contents and HTML codes modified in order for it to be optimized and properly indexed by search engines. A crawler called Googlebot does the indexing for the search engines, thus the material and coding are modified with this in mind. As we assist them while they are in need, it is the most effective technique to reach the customer. Most consumers discover the desired websites while searching.

The most complete SEO software provides:

- Tips and customization or optimizing the website for higher search rankings
- Keyword Research to help find the best keywords
- Search engine submissions
- Linking optimization solutions
- PPC management (Google Adwords)
- Audience analysis
- Site maintenance tools to diagnose broken links, unresponsive pages and other issues.
- Comprehensive, detailed and customizable reporting.

Users want to see quantifiable results like more leads and more revenue. The criteria, which are intended for the best SEO tools reviewed in the table, are based on standard SEO features and characteristics that set each one apart from the rest. Additionally, each tool's 'help and support' capability is evaluated.

Order of the process is more or less the following:

1. Keyword identification
2. Situation analysis
3. Competitor analysis
4. Check Google Updates Frequently
5. Recommendation report
6. Implement recommendations

7. Evaluate impact And this process continues in a cyclic manner to ensure that the website maintains and/or improves its position.

EXISTING SYSTEM

SEO in Old Updates

PROPOSED SYSTEM

SEO in Current Update and Future Updates also.

SYSTEM REQUIREMENTS ANALYSIS

Platform specification

This project will be platform independent since its website can be accessed with the help of internet on any platform. But to deliver high levels of reliability, availability and serviceability the configuration needed is as follows.

(i) Hardware Specification: Any device with internet connectivity is required.

(ii) Software Specification:

The above mentioned device must contain a well updated web browser to run the website and implement the SEO techniques and software.

Functional requirements

Project shall have a website on travel blog which appears among the top searches of a search engine whenever a person searches something related to this stuff.

1. Website shall have only original content from the authenticated users and reviewers.
2. The website once deployed shall maintain its ranking in the SERP with the help of SEO techniques.

Website shall have its content as per the Google algorithms so that web crawlers can display this website on the necessary searches. Business end requirements

1. Website should recover its ranking in case of any failure.
2. Website shall have an option of including new techniques so as to maintain its ranking.

Non-functional requirements

This section specifies the required system quality factors that are not related to the specific functional requirements. These requirements are always required to be fulfilled.

MODULES

1. Buy a Domain with SSL Certificate
2. Develop a Website.
3. Fix UI/UX Design for that website
4. Keyword Research
5. Website Onpage Optimization based upon Google Updates
6. Fix Technical SEO for that Website based upon Google Updates
7. Start backlink Process
8. SEO Checklist
9. Real-time SEO for Drupal

1. Buy a Domain with SSL Certificate

Our Project Website name

papstechnologies.com

It will buy from Godaddy. Set up HTTPS

To use HTTPS with our domain name, we need a SSL or TLS certificate installed on our website. Our web host Provider may offer HTTPS security or you can request a SSL/TLS certificate from Certificate Authorities and install it yourself. SSL/TLS certificates may need to be renewed periodically.



2. Develop a Website.

We have developed our Website using Wordpress Developer Option. It is a WordPress site. Software Used: Wordpress Templates



3. Fix UI/UX Design for that website

User experience, or UX, is the term used to describe each encounter a user has with a product or service, including anything from how a tangible goods feels in your hands to how simple the online checkout process is. UX design seeks to provide users with simple, effective, pertinent, and overall enjoyable experiences.

1. Keyword Research

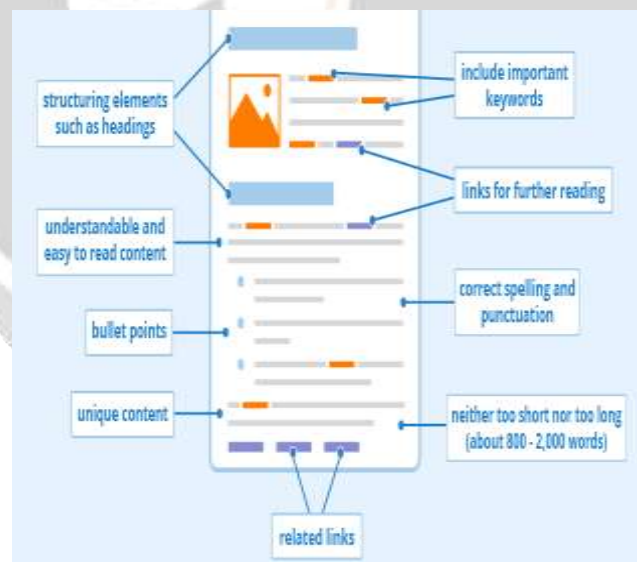
Finding and analyzing the search terms used by your ideal website visitors is known as keyword research. This makes it possible for you to focus on the best keywords for your content strategy.

Types of Keywords.

1. Short-tail keyword
2. Long-tail keyword
3. Short-term fresh keyword
4. Long-term evergreen keyword
5. Product defining keyword
6. Customer defining keyword
7. Geo-targeting keyword
8. LSI keywords
9. Intent targeting keywords

Properly conducted keyword research helps you to:

- Better understand your niche and target audience



- Tailor your content strategy to the needs of your audience
- Get more relevant organic traffic to your website.

In this guide, we'll cover the three steps of keyword research:

- Finding keywords: how to find relevant keywords with keyword research tools
- Analysing keywords: how to prioritize keywords using key metrics and criteria
- Targeting keywords: how to identify primary keywords and nail their

5. Website On page Optimization based upon Google Updates

On-page SEO is the process of improving a website's web pages to increase organic traffic and raise its SERP rankings. This entails providing excellent, pertinent material and photos combined with optimizing a page's HTML, internal links, and meta data (meta title, meta description, and keyword density). Due to on-page SEO, when you combine all these elements of a webpage, you end up with a better webpage.

6. Fix Technical SEO for that Website based upon Google Updates

Technical SEO is the process of making a website more search engine friendly, but it can also include user experience-related tasks. The following are typical tasks related to technical SEO: sending Google your sitemap, structuring a website in an SEO-friendly manner.

Technical SEO Best Practices:

- Use HTTPS.
- Make Sure Only One Version of Your Website Is Accessible to Users and Crawlers.
- Improve Your Page Speed.
- Ensure Your Website Is Mobile-Friendly.
- Implement Structured Data.
- Find & Fix Duplicate Content Issues.
- Find & Fix Broken Pages.
- Optimize for Core Web Vitals.

7. Start backlink Process



Backlinks are links from a page on one website to another. If someone links to your site, then you have a backlink from them. If you link to another website, then they have a backlink from you.

IMPLEMENTATION

Google typically publishes updates every two weeks. Therefore, we must discover how frequently Google updates and optimize our website in accordance with Google Search Guidelines.

Google has traditionally released updates every few months. That works out to about 1-2 updates every year. Through these ongoing upgrades, it is clear that Google has been committed to offering the greatest search experience possible.

The biggest update that Google made was the core upgrade in December 2019. Webmasters and SEO experts felt the September 2019 upgrade had less of an impact than the prior changes, which did not sit well with them.

CONCLUSION

The project is focused on the particular area of SEO, which is a subset of digital marketing. The project's goal is to be extremely effective and efficient in order to figure out how to get around Google changes and obtain a high ranking. Hence, researching and putting into practice strategies to raise the likelihood of finding a good listing. The report examines the system from every angle. In a very practical way, this will improve one's comprehension of the technique as a whole.

This project report aims to acquaint the reader with the novel methods of search engine optimization for driving more and more users to the website. We would use the aforementioned methods continuously and discover more and more users accessing our project website. In addition to it we aim to get sub links that are assigned by Google which is assigned to a website which has more number of users. Although the technique of SEO isn't that new but its utility in the present times has increased a lot with the emergence and widespread acceptance of e-commerce. Everything in the technical world is transitory. Each day a new technology is known to the world. With this increases the competition. Unpaid SEO is all about constant effort to get the competition going, to indefinitely monitor and work as long as the site exists and to get the results. Hence, the biggest limitation is the all-time effort to maintain the rank, to be aware of all the new techniques in the market and to have a constant check on the competition.

Future Scope

As a future work we would to understand and develop tools which can add the site to a search engine whenever user wants and can remove the sites which are not good. We would try to have the page rank of the site being improved. It would be a great task to have the site listed immediately after the paid-SEO sites.

REFERENCES

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