



ANALYSIS OF INTERNET MARKETING PROCESS – A STUDY BASED ON CASE APPROACH

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ABSTRACT

This article is based on the study conducted to know the various tools in acquisition process in order to increase the traffic of the website and to understand the background of SEO by analyzing selected brands. This study also elaborates implementation of various online marketing strategies (SEO), to find the best SEO tools available those can be used to optimize websites on search engines and to analyze and research on Google searching behavior and optimization standards for webmasters.

The study finds application of various tools, PPC (pay per click) concept and penalty policy is influencing the brands in their market visibility. By the tools mentioned which is used to analyze the web pages in this study based on Search Optimization Reports for selected brands like Puravankara is 69%, Prestige Constructions is 62% and Century Real Estate is 69%. The Website of Puravankara is better off in compared to other two websites.

So we recommend for improving the Google Page Ranking of the Puravankara's web page, the factors that need optimization are, Homepage Title Rating, Description Rating, Rich Content Rating, Image Titles, Title Headers & Inbound Links.

Introduction:

In this information and technology age online business, internet marketing and advertising have created a significant impact. Huge amount of revenues is generated by making and advertising good websites. However, there are billions of websites with vast range of categories and topics worldwide with distinct languages, areas and content types. To find information or website about a particular topic, a user uses search engine by writing search query in words, keywords, or phrases shape. In this era, most advanced search engines include Google, Yahoo, Bing, MSN, AOL etc. There is huge development and research work has been done during the last decade to make perfect search engines for people in term of usability, reliability and finding right information according to the search requirements.

Further elaborating this trend search engines has become a vital need and daily tool for internet users and online advertising media. Today, internet market top Search engines are turning profit from advertising, entertainment, social media networks, daily use applications (e.g. maps) and online product sales and

services. India will see a 37% increase in digital ad revenue in 2015. Digital media has been growing at an average rate of 35% over the last 2 years (2013, 2014) (GroupM). Internet traffic and business is growing day by day which indicates a massive growth in internet marketing and web development field.

Search engine optimization is the art of designing, developing, modifying and coding Web pages so that they can achieve high rankings in the search results and converting high user traffic. Search engines rapidly change their ranking algorithms with the passage of time but SEO basics remain same throughout. Search engine optimization can be performed by two kind of practices/methods which are White-hat SEO and Black-hat SEO. White-hat SEO called ethical or legal SEO in which activities carried out according to the guidelines, rules and policies of search engines and normally most of SEO practitioners follow it. Whereas Black-hat SEO refers to the illegal SEO practices against search engine rules and regulations which derived to get quick search ranking results.

There are billions of websites live on the internet. Most of them are based on managing, adding and modifying content. A content management system allows users to share, access control, contribute data and enhance communication between users in a collaborative environment. Joomla, Blogger, WordPress are the examples of today's most popular CMS applications. Most of CMS systems were not designed and developed according to all SEO standards. There are some specific problems with the content generated by every content management system.

Search engine indexing processes refers to the methods and techniques used by search engines to read and include your website content and data in their data repositories. Exploring the content of the Web pages for automatic indexing is the key importance for efficient ecommerce and other applications of the Web. It allows users, including customers and businesses to locate the best sources of their use. (Chung, 2001) It is important to keep index your all Web pages to get maximum ranking by search engines. If your website is not indexed by search engine is like a huge shop without signboards and customers.

A search engine is program or software which fetches/retrieves data, files and information from a collective database or from the computer network. A Web search engine has three main parts. These are Web crawler, Indexer and searching. Web crawlers are programs that use the graph structure of the Web to move from page to page. In their infancy such programs were also called wanderers, robots, spiders, fish and worms, words that are quite evocative of Web imagery. (Gautam, 2004) Indexing is the process in which search engine store the crawled data with three processes i-e parsing, indexing document (storage) and sorting. The goal of searching is to provide quality search results efficiently. The goal uses a query evaluation process for searching. (Page, 2001)

The concept of a search engine has gained huge significance from the beginning of the invention of the first search engine in 1990s. The search engine is considered to be a basic activity such as email and other general activities over the internet. The search engines are hence measured to be concierge for the digital network ecology. At present the recent search engines have a very good access to the huge information. The first proto of the search engine started in the year 1990 by the students of McGill of Montreal University have created a script oriented content accumulating program which is able to download various files of the FTP directory later the same concept with few more technical; advancements are being done to reach an enormous databases with huge index of web pages by the advent of technology. Google, Yahoo, Msn etc are few majorly browsed search engines. (*Serge Abiteboul and Victor Vianu, 1997*)

From the above discussion on the background of the search engine optimization, it can be understood that the search engine optimization has acquired a crucial place in the daily life of the web users as common as checking their emails. The first proto of the search engine optimization model was commenced by an experimental study by the students of McGill of Montreal University. This was later employed in to the

World Wide Web services where the web pages are accumulated and searched as per requirement. Then the advancement of the technology has created an option for the huge search index for example like Google, yahoo, AOL, MSN, ASK etc. from the below figure it is evident that, the mostly searched search engine is Google and the remaining are comparatively less.

The search results ratio compared to various search engines is shown as below:



Figure 3.1: Top Search Engines at present

Search Engine Optimization:

(From the study of SEO basic by Bivings Group, June, 18, 2008) the term SEO is a short form of 'Search Engine Optimization'. Generally the optimization process meant for highlighting in the search results carried by the abusers in the search engines such as Google, Overture of Yahoo etc. the web pages of these websites are rated upon the top ranks. From the above it can be concluded that, the search engine optimization, in short SEO is a method which will be able to create the appropriate search results available for the users.

(Telnic Limited. 2009) The Search Engine Optimization is considered to be an effective method which is intended to improve the eminence and degree of the user traffic for the particular website or the domain through the innate searching options. This is referred as a natural form of searching. This may be again categorized in to algorithmic and organic. More the searching of that particular website or domain, higher is the ranking given to it by the SEO. The high rates of ranking are further preserved by a periodical updation of the contents and in particular axioms that will improve the traffic. The search engine optimization is a huge industry in coordination with numerous professionals and groups that attempt to accumulate the comprehensible information and the system to assess the significance of a particular keyword optimal for the search inquiry. Some of the basic activities of SEO are crawling, indexing, processing, calculating relevancy, and retrieving. (Shari Thurow, 2003) From the view of the above discussion, it can be understood that the search engine optimization is a form of process that will improve the eminence and degree of the user traffic for a specific website of the organization for business purpose. The working of the search engine optimization is based on the search engine algorithm. The search engine will provide natural means of probing capacity which can be of two forms namely algorithmic and organic searching processes. Generally a ranking is given to the website that will formalize high rate when it is probed for maximum time and is ranked in the first 10 searches. As it is observed that many of the users will invariably click on the first set of listing in the search engine, it is very necessary for the business websites to face a hectic rivalry.

PPC, Pay per Click:(Veri Sign, June 2007) The innovation of the pay per click concept can be understood from its name assigned that a certain price is allocated at each click for a particular phrase or a keyword in those sites. The prices of the particular click may heavily vary from \$.10 to about \$50. This price is generally specified by the willingness of the promoter. Various sites such as Google Ad words and Overture etc are some of the examples of this kind. This type of a service will hold the benefits of hectic marketing opportunity and higher traffic for a particular site and keyword. The benefits for a particular PPC are that

these sites will circulate the paid listings to its affiliate sites. For example when a particular site marked one of the top 3 ranks in Overture; it will be automatically listed in its affiliate sites such as HotBot, Lycos, Yahoo, iWon, Alta Vista, Info space etc along few more minor S E and meta creepers. The extensibility nature of these sites is a major benefit which will overcome the limitations due to traffic. (Manoj Kotak)

Objectives of the study:

To know the various tools in acquisition process. To increase the traffic of the website □ Understand the background of SEO . How will SEO impact in future? Implementation of various online marketing strategies (SEO). To find the best SEO tools available those can be used to optimize websites on search engines. To analyze and research on Google searching behavior and optimization standards for webmasters.

Methodology

Research methods are important to provide a systematic approach to a certain study. Empirical research methods are a class of research methods in which empirical observations or data are collected in order to answer particular research questions. While primarily used in academic research, they can also be useful in answering practical questions.” (<http://www.idi.ntnu.no/>) Empirical research methods can be divided into: qualitative methods and quantitative methods. Qualitative methods which collect data in the form of text, images, sounds drawn from observations, interviews and documentary evidence, then analyze it using qualitative data analysis methods, is usually used in the early stages of research (exploratory research) and building a theory. Meanwhile, when theory is well built, or needs to be tested or refined, quantitative methods are the most appropriate choices since they collect numerical data then analyze it by using statistical methods. There are three most common quantitative methods: experiment (applying a treatment, measure results before and/or after), survey (asking questions by face to face interview, telephone, mail, or Internet) and historical data (looking for patterns in historical data). For instance, a survey can either collect qualitative data by using open ended questions or quantitative data by using closed questions. In other cases, observations of participant behavior and measures of response time and accuracy can be happened in an experiment, or quantitative data (e.g. system usage statistics) and qualitative data (e.g. interviews with users) can be collected in a case study.

In this study, we would like to bring an overall picture of Internet marketing by discussing Internet marketing and the acquisition process. Especially, the main points are to test the effectiveness of two activities of Internet marketing acquisition process after presenting common knowledge of it. Therefore, both qualitative and quantitative methods are applied to answer the research questions. As mentioned, qualitative methods is used to analyze of documents and materials. Hence, in the theory part, these methods is applied to exploring secondary data from books, researches and articles to give a thorough understanding the topic and draw answers for the research questions. We also use experiment method of quantitative methods to apply the two mentioned activities on the **Puravankara.com** website. After that, we collect, measure, analyze and compare the before and after data to have a conclusion of how effectiveness acquisition process activities are. The description of different research methods and reasoning of their use in this project will be explained in the following figure:

Data collection

Data will be collected through two ways, primary data and secondary data. Data for this research will be collected through both primary and secondary sources and will be categorized as Primary Data and Secondary Data, respectably.

Primary Source:-

1. SEO Campaign: - To understand the working of the SEO, I was personally engaged with the SEO Campaigns of a client of ODigMa, Puravankara Projects Ltd. The data collected during the campaign is used as much as possible under the privacy policies of the company.

➤ Secondary Data: - The secondary data will be taken from company documents available on the website. The other related journals information and industry association's sites will also be viewed. Various SEO tools will be used to represent the data collection.

Sampling : For this study we have taken the three major Real Estate Developers of Bengaluru. The main keyword concentrated to choose these three website is **“Real Estate Construction Bangalore”**.

The 3 websites are namely,

1. Puravankara Projects Ltd.
2. Prestige Constructions
3. Century Real Estate

Plan of analysis:For the analysis of this study we have taken the three leading competitors on the keyword - **“Real Estate Construction Bangalore”**. We will analyze the reports of all these three websites w.r.t. SEO and using the acquisition process. For the study and report analysis we have referred the website tool VIORD SEO (<http://seo.viord.com>) for **Acquisition process**.

ACQUISITION PROCESSES

The Internet not only brings a wide range of products, services and prices from different suppliers, another steady means to purchase items for customers but also gives organizations tremendous opportunities to expand into new markets, offer new services and compete on a more equal footing with larger businesses. Besides that, for employees, they have new chances to improve their skills and contribute enormously to the competitiveness for their company. To be successful, a set of different marketing activities need to be managed effectively by the organizations. Chaffey (2006, xiii) shows the range of these activities or operating processes needed to support acquiring new customers through communicating with them on third-party websites, attracting them to a company website, converting them to sale and then using media to encourage further sales. They are called respectively: acquisition, conversion/ proposition development, retention and growth. In this study, we will concentrate on the acquisition process. Most of us more or less possess a very basic knowledge of how tradition marketing attracts customers such as a piece of advertisement on newspaper or a short adverting movie on TV, etc. However, how do online and offline marketing communications activities of Internet marketing maximize visitors to a website to acquire new customers online? And how do they operate to reach the organizations' goals? To answer these questions, it is better to take a closer look at the acquisition process of Internet marketing which includes different activities such as: search engine optimization (Off-Page and On-Page), pay per click search, partnership/affiliates, online ads/sponsorship, e-mail marketing, and online PR and offline campaigns. In addition, each of these activities provides different options in the communication mix for increasing the number of visitors to a website which can be found in the below figure.

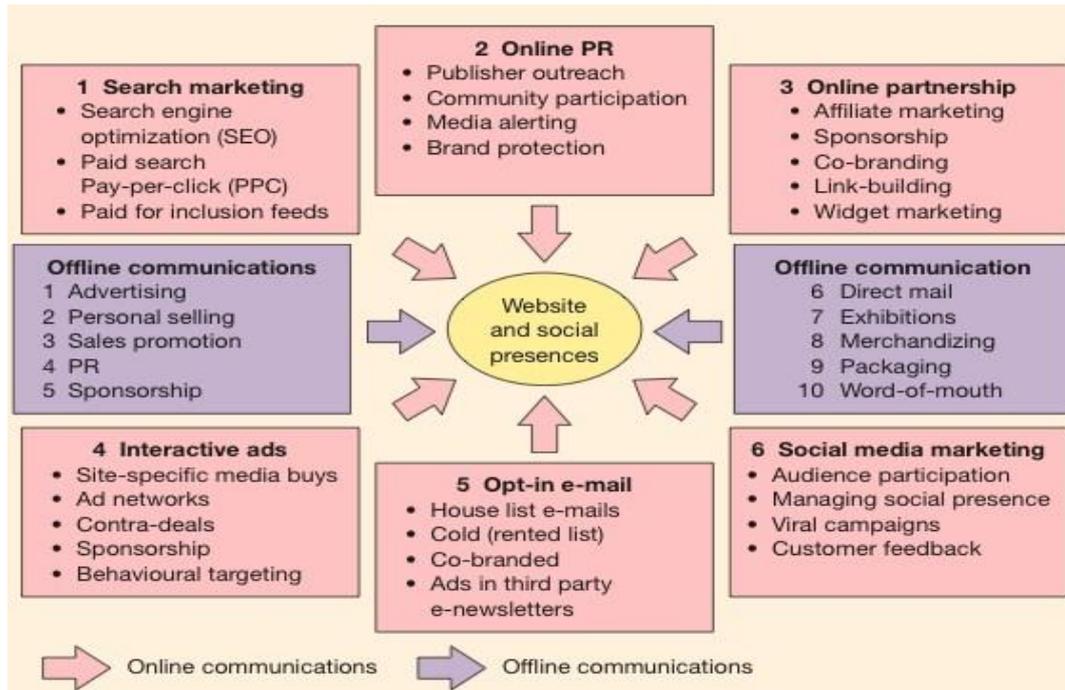


Figure 3.3 Different options in the communication mix

Source: <http://www.smartinsights.com/wp-content/uploads/2010/12/Digital-marketing-channels.png>

DATA ANALYSIS AND INTERPRETATION

We have taken 3 leading Real Estate Developers of Bangalore with Google search keyword – “**REAL ESTATE CONSTRUCTION BANGALORE**”. The following are the basic information of the Web Pages.

Name: Puravankara Projects Ltd.

Current Pagerank: This website has a current Google Pagerank reading of 3.

Website URL: www.puravankara.com

Blacklist Records: 0 blacklists have listed this host.

Website Speed: This website loaded in about **0.16 seconds**.

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Name: Prestige Constructions

Current Pagerank: This website has a current Google Pagerank reading of 4.

Website URL: www.prestigeconstructions.com

Blacklist Records: 0 blacklists have listed this host

Website Speed: This website loaded in about **0.19 seconds**.

.....

Name: Century Real Estate

Current Pagerank: This website has a current Google Pagerank reading of **2**.

Website URL: www.centuryrealestate.in

Blacklist Records: 0 blacklists have listed this host.

Website Speed: This website loaded in about **0.14 seconds**.

Content and Settings (rating in %)

1.Domain Name Rating

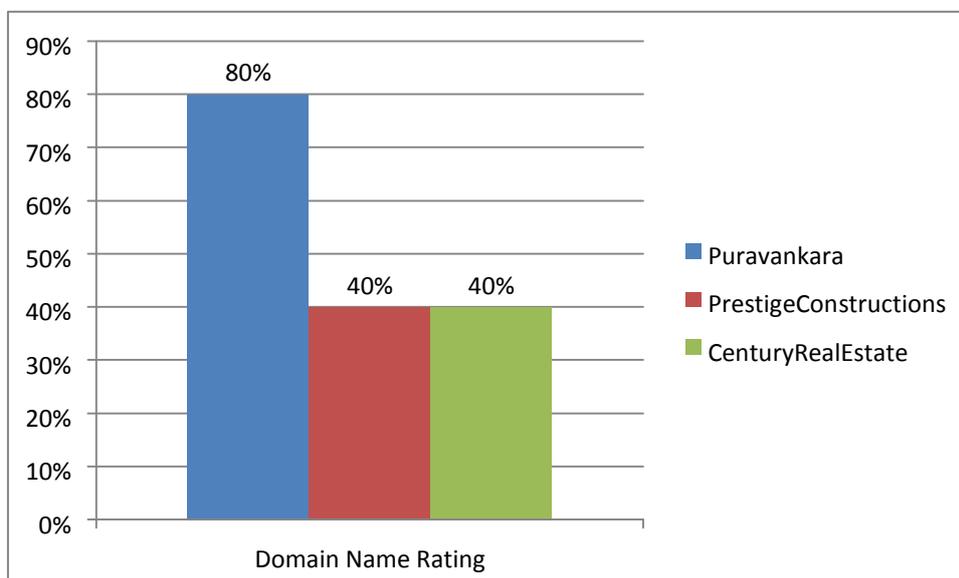


Figure 4.1

Interpretation:-

Many SEO strategists would purchase exact match domains (EMDs), which are domains that exactly match the keyword phrase they are targeting. EMDs offered two advantages.

1. The presence of the keyword phrase in the domain was itself a ranking factor.
2. The presence of the keyword phrase in the domain encouraged other webmasters to include
3. The keyword phrase in the anchor text when linking to the site.
4. The Domain should be short, easy, memorable and clever.

- **Puravankara:** This site holds 80% efficiency rate.
- **PrestigeConstructions:** This site holds 40% efficiency rate.
- **CenturyRealEstate:** This site holds 40% efficiency rate.

2.Homepage Title Rating

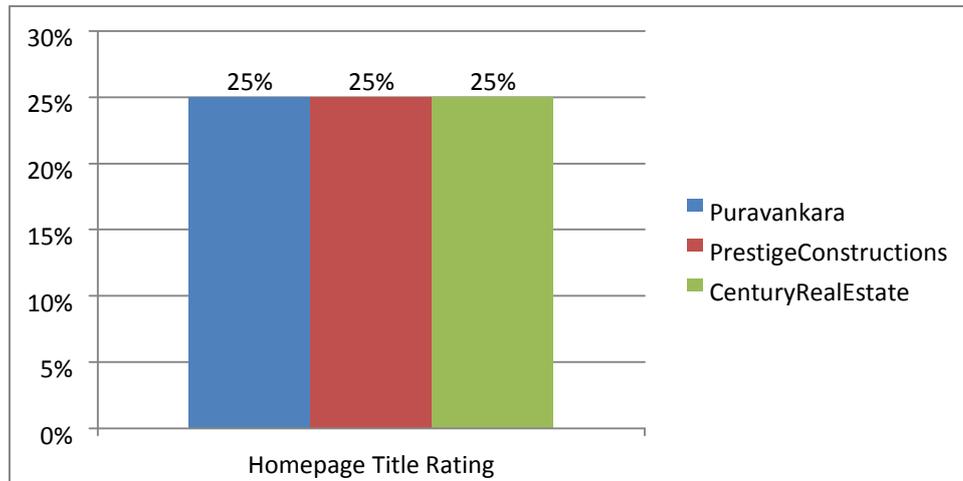


Figure 4.2

Interpretation: -

A commonly used guideline is to make titles no more than 65 characters

- **Puravankara:** "Puravankara | Real Estate Developers | Real Estate Bangalore | Real Estate India | Bangalore Real Estate"
- **PrestigeConstructions:** "Prestige Group - Real Estate Property Developers in South India"
- **CenturyRealEstate:** "Real Estate Builders & Property Developers|Best builders in Bangalore-Century Real Estate"

3.Description Rating

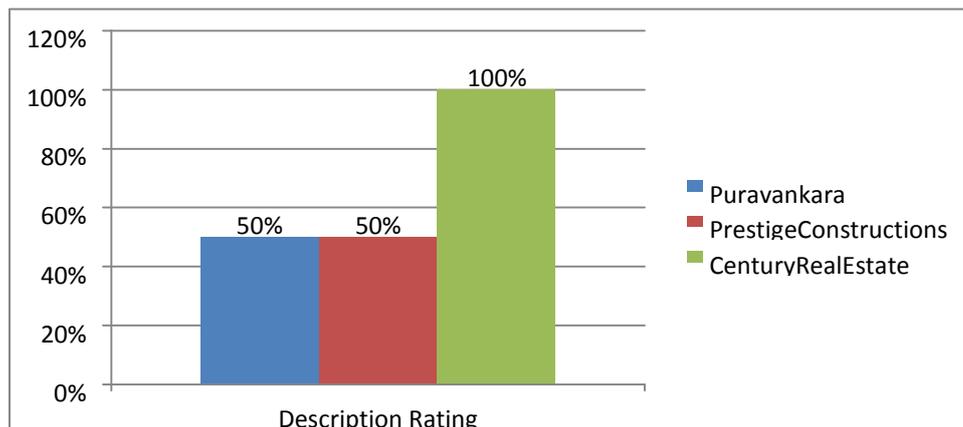


Figure 4.3

Interpretation: -

Relevant Meta descriptions that have not been over-optimized and are not more than 155 Characters

- **Puravankara:** "Puravankara Projects Ltd is a leading real estate developer in India. Puravankara developers are involved with all sorts of commercial and residential construction projects in Bangalore, Chennai, Coimbatore and Kochi. "
- **PrestigeConstructions:** "Prestige Constructions is a property development company that has successfully completed numerous residential, commercial, retail, leisure & hospitality projects across Bangalore, Chennai, Hyderabad, Kochi and Mangalore."
- **CenturyRealEstate:** "Among best construction companies in south India & largest owners of real estate in Bangalore with a land bank, in excess of 3000 acres. Real Estate properties from Century"

4. Keyword Rating

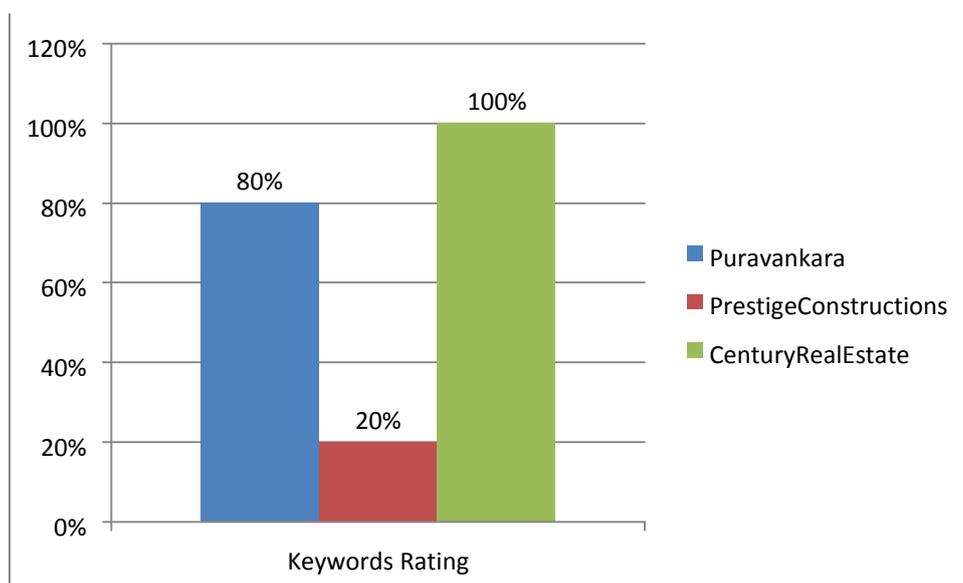


Figure 4.4

Interpretation: -

When multiple pages target a keyword, it creates confusion for the search engines, and more importantly, it creates confusion for visitors.

- **Puravankara:** "Real Estate Developers, Real Estate Bangalore, Real Estate India, Bangalore Real Estate, building construction company, real estate construction Bangalore, commercial complexes, real estate consultant, "
- **PrestigeConstructions:** "prestige, prestige group, prestige constructions, prestige projects, prestige estates, prestige estates and properties, prestige estates projects limited, prestige developers, prestige property developers, prestige builders, builders, developers, land developers, property development, apartments, flats, villas, sky villas, luxury homes, luxury apartments, luxury villas, mansions, golf homes, golf mansions, golf developments, golf courses, 2 bedrooms, 3 bedrooms, 4 bedrooms, 5 bedrooms, residential developments, residential projects, office spaces, commercial developments, commercial projects, commercial spaces, mall developers, mall builders, malls, retail developments, retail spaces, retail projects, ub city, forum, shantiniketan, golfshire, sunnyside, edwardian, tranquility,

white meadows, silver oak, oasis, khoday towers, acropolis, real estate, bangalore, chennai, kochi, cochin, hyderabad, mangalore, "

- **CenturyRealEstate:** "century real estate, real estate development, real estate development company, "

5.Rich Content Rating

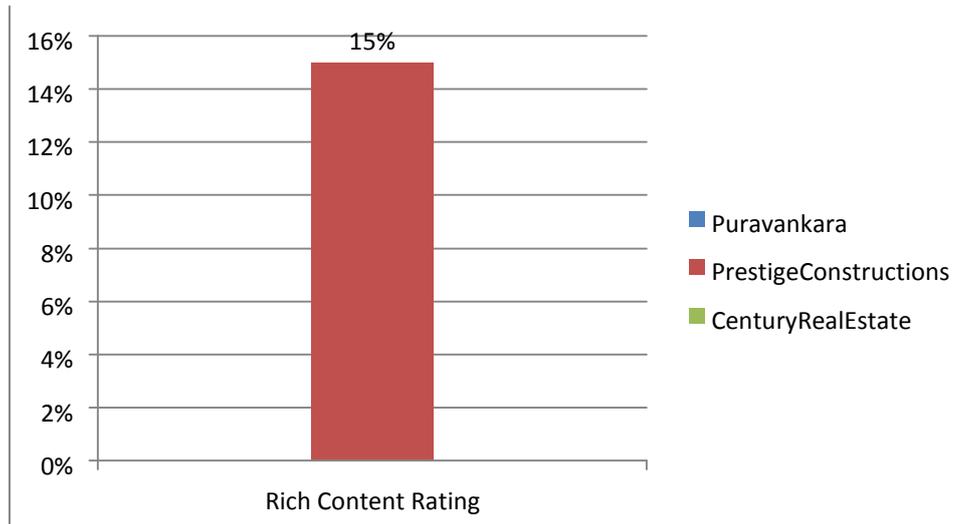


Figure 4. 5

Interpretation: -

- At least 300 words is a good rule of thumb
- If you want to rank for a keyword, it really helps to use it in your content.
- Your content loses professional credibility if it contains glaring mistakes
- Various metrics exist for quantifying the readability of content
- Don't trap your content inside Flash, overly complex JavaScript, or images.

- **Puravankara:** A total of **0** of your keywords are mentioned on the site.
- **PrestigeConstructions:** A total of **9** of your keywords are mentioned on the site.
- **CenturyRealEstate:** A total of **0** of your keywords are mentioned on the site.

Links and Mentions

1.Domain Mention

	<i>Domain Mentions</i>
Puravankara	12840
PrestigeConstructions	15960
CenturyRealEstate	10470

Table 4. 6

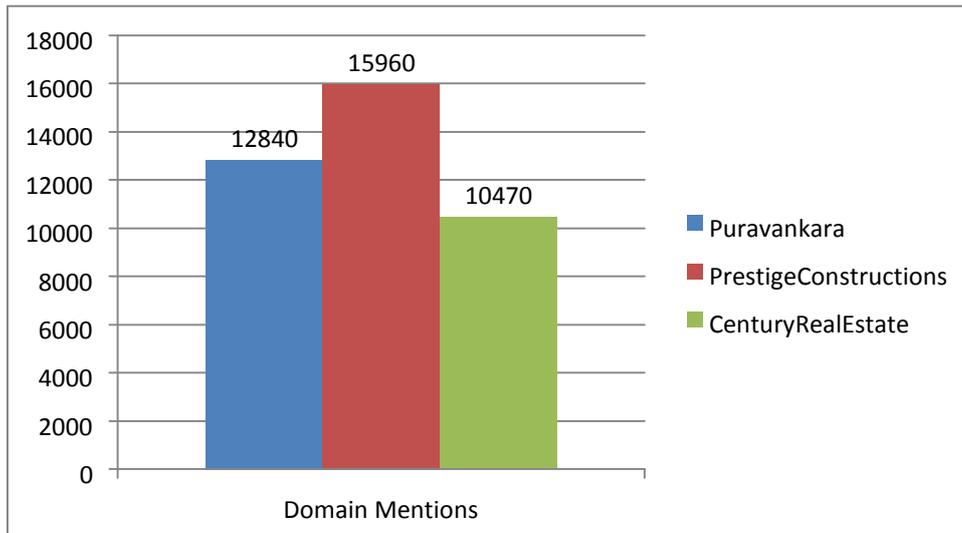


Figure 4. 6

Interpretation: -

- **Puravankara:** A total of **12,840** websites mentioned this domain name.
- **PrestigeConstructions:** A total of **15,960** websites mentioned this domain name.
- **CenturyRealEstate:** A total of **10,470** websites mentioned this domain name.

Web Formatting

1. Image ALT Tags

	<i>Average</i>	<i>Total image</i>	<i>Tagged image</i>
Puravankara	64	73	55
PrestigeConstructions	89.5	90	89
CenturyRealEstate	33	38	28

Table 4.7

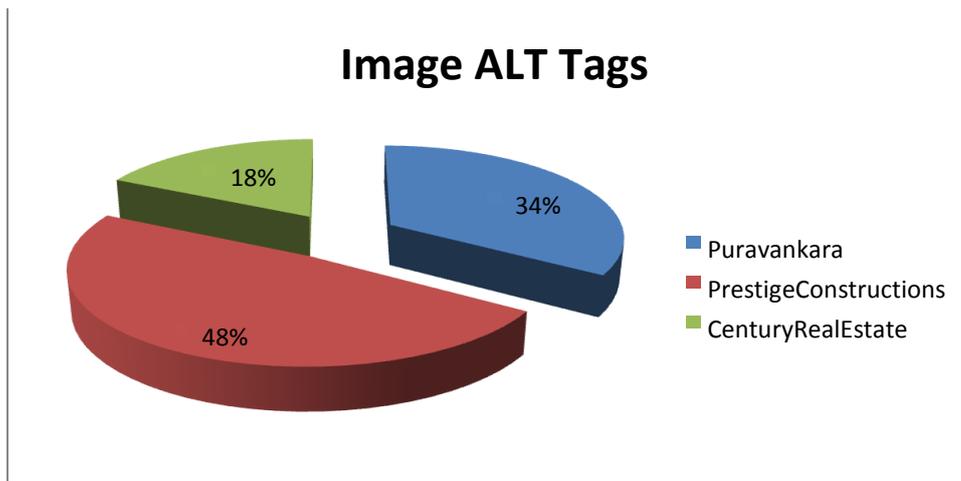


Figure 4. 7

Interpretation: -

- **Puravankara:** Of all **73** images on this webpage, **55** had alt attributes.
- **PrestigeConstructions:** Of all **90** images on this webpage, **89** had alt attributes.
- **CenturyRealEstate:** Of all **38** images on this webpage, **28** had alt attributes.

2. Image Titles

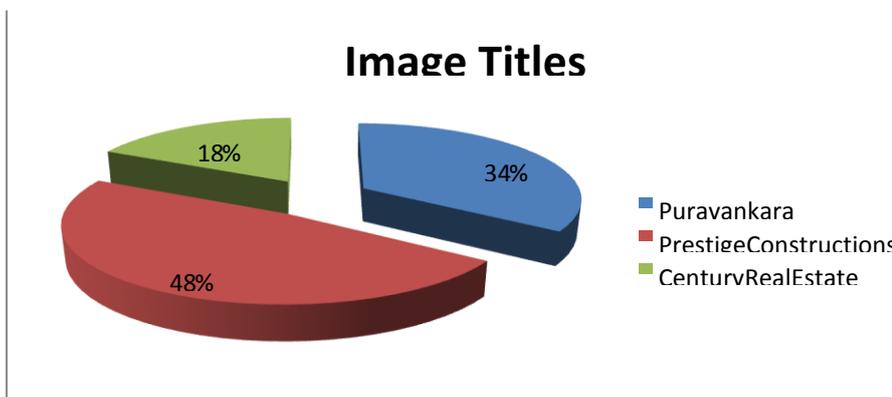


Figure 4. 8

Interpretation:-

- **Puravankara:** Of all **90** images on this webpage, **17** had titles set.
- **PrestigeConstructions:** Of all **90** images on this webpage, **17** had titles set.
- **CenturyRealEstate:** Of all **38** images on this webpage, **1** had titles set.

3. Title Header

	<i>Title Header</i>
Puravankara	0
PrestigeConstructions	0
CenturyRealEstate	1

Table 4. 9

Interpretation: -

- **Puravankara:** This website had a total of **0** header tags used. These help engines categorize.
- **PrestigeConstructions:** This website had a total of **0** header tags used. These help engines categorize.
- **CenturyRealEstate:** This website had a total of **1** header tags used. These help engines categorize.

Search Engine Resources

1. Robots.txt file and Website Links

Interpretation: -

Web Robots (also known as Web Wanderers, Crawlers, or Spiders), are programs that traverse the Web automatically. Search engines such as Google use them to index the web content, spammers use them to scan for email addresses, and they have many other uses.

- **Puravankara:** <http://www.puravankara.com/robots.txt>
- **PrestigeConstructions:** <http://www.prestigeconstructions.com/robots.txt>
- **CenturyRealEstate:** <http://www.centuryrealestate.in/robots.txt>

2. Inbound Links

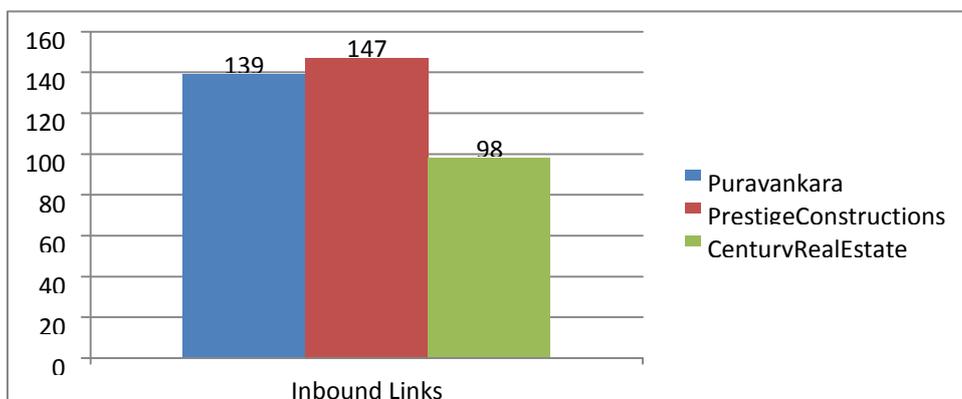


Figure 4.9

Interpretation: -

An inbound link (also referred to as a back link) is a hyperlink on a thirdparty web page that points to a web page on your site. Inbound links are important for search engine optimization (SEO) because Google and other search engines see multiple, relevant inbound links to a page as a sign that the content on that page is useful.

- **Puravankara:** This website has a total of **139** inbound links.
- **PrestigeConstructions:** This website has a total of **147** inbound links.
- **CenturyRealEstate:** This website has a total of **98** inbound links.

2. Outbound Links

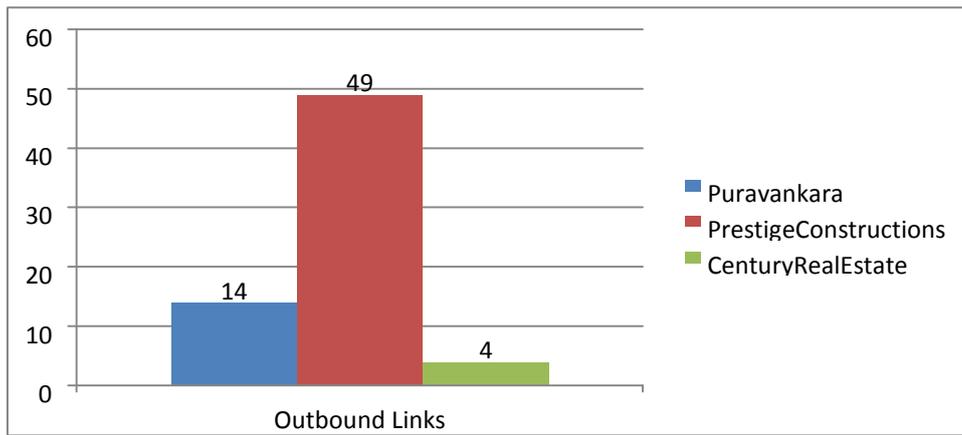


Figure 4.10

Interpretation: -

Outbound links send visitors away from your web site. Attitudes towards outbound links vary considerably among site owners. Some site owners still link freely. Some refuse to link at all, and some provide links that open in a new browser window.

- **Puravankara:** This website has a total of **14** outbound links.
- **PrestigeConstructions:** This website has a total of **49** outbound links.
- **CenturyRealEstate:** This website has a total of **4** outbound links.

3. Dofollow Links

	<i>Dofollow Links</i>
Puravankara	0
PrestigeConstructions	0
CenturyRealEstate	0

Table 4.12

Interpretation:-

When Google bots are crawling a website they look for external links point to other websites. If this links is “do follow” then search engines will follows the link and so link juice gets passed.

- **Puravankara:** This website has a total of **0** DoFollow links.
- **PrestigeConstructions:** This website has a total of **0** DoFollow links.
- **CenturyRealEstate:** This website has a total of **0** DoFollow links.

4. No follow Links

	<i>No follow Links</i>
Puravankara	0
PrestigeConstructions	0
CenturyRealEstate	0

Table 4. 13

Interpretation:-

If a search engine finds a “no follow” backlink it will just ignore the link and will not get deeper into crawling and no link juice is passed.

- **Puravankara:** This website has a total of **0** NoFollow links.
- **PrestigeConstructions:** This website has a total of **0** NoFollow links.
- **CenturyRealEstate:** This website has a total of **0** NoFollow links.

CONCLUSION:

From the tools mentioned in the previous chapter, used to analyze the above three web pages based on Search Optimization Reports for **Puravankara is 69%**, **PrestigeConstructions is 62%** and **CenturyRealEstate is 69%**. The Website of Puravankara is better off in compared to other two websites.

For improving the Google Page Ranking of the Puravankara’s web page, the factors that need optimization are,

- Homepage Title Rating
- Description Rating
- Rich Content Rating
- Image Titles
- Title Headers
- Inbound Links

SUGGESTIONS:

Search engine optimization is set of processes, tools and techniques continuously during the project. It is very important to keep update yourself about latest search engine ranking and algorithms news and their updated criteria.

The SEO process can be divided into three main parts working in cycle, which are Initial Analysis and SEO Goal, On-Page SEO and OffPage SEO. Before starting a SEO project it is important to

analyze business domain and industry you are targeting. At very first step choose a best domain name for online business. For example, if your business is of hosting, it is better to have “hosting” keyword in the domain name. Secondly important thing is to purchase or host the website with dedicated IP address. Uploading the website with shared hosting and shared IP is very less beneficial than hosting dedicated IP. Google and other search engine use IP of website as primary address. Since there can be bundle of websites from which some sites can be panelized or disliked by search engines can be shared on shared website that’s why it is always a good practice to purchase a dedicated IP if you want to grow your business and perform better.

After you have chosen the domain name it is time to do SEO analysis and set SEO goals and strategy. In SEO goals and SEO strategy phase you set your SEO campaign targets, target area, target audience and budget. In SEO analysis the first thing to do is the keyword research where you identify most suitable keywords for your SEO campaign. To determine the best keywords keyword effectiveness index and keyword opportunity index is calculated.

Competitor analysis

Competitor analysis is very important before start working on the website and make changes. During competitor analysis following outcomes help SEO practitioners in their SEO campaigns.

- Search engine indexing and visibility of the competitor websites.
- Page rank and outbound links (their partner’s websites) they are using.
- Their targeted keywords and on which them they are ranked well in search engines.
- An estimated value of web traffic competitor websites is getting.
- (Using Google Double-click tool)
- The back links of the competitor websites. However it is very difficult to find all back links for a competitor website but using SEO tools and search commands (link: address or link: website address) in search engines you can get which are included in Google cache and other search engines. It is very important to know what kind of link popularity strategy your competitors are using.
- It helps to get an idea about content strategy and competitor website’s structure.

Website Code and structure

Following are the key recommendation while applying SEO techniques on the website code and structure.

TitleTag

- Title tag must include a keyword phrase with 2-3 words combination. The ideal length should be between 55-70 characters.
- Title content should be related to its page content.
- Avoid duplication of keywords in title tag in term to get ideal keyword density.
- If you want to write multiple keywords in Title, use “|” sign to separate them.
- Title tag should be unique for every page related to its content.

MetaTags

- Description tag must include a concise keyword oriented statement consists of two or more sentence about your website with range between 155-200 characters maximum.
- Avoid duplication of keywords in description tag in term to get ideal keyword density.
- Description tag should be unique for every page related to its content.
- Don’t copy the content from the page to put in description tag.

- Use your main 4-7 targeted keywords in keywords tag.
- Use Meta Robot tags to control your website indexing and caching

ALT&Headingtags

- If you are using any image in the website, use keywords in the Alt tags. Search engine cannot read or cache images but the code/tags behind the images.
- Do not use filenames like "image.jpg", "img.gif", and "a.jpg".
- While using links as image, always add alt tag and store images in their related directory.
- Use heading tags in place of headings in the content by using h1 to h4 maximum level.
- Does not use excessively heading tags in a page which can be considered as spam content.
- Avoid adding meaningless text in the headings tags who also not related to the structure of the page.

Website Structure

While using most of the CMS applications in web development, URLs contain session ids and symbols like "?", "id=", "&" etc which are not good in term of search engine indexing. To avoid this web site developers re-write URL by accessing the file to make then proper and search engine friendly. Many open source tools and websites available to help developers in writing the file.

- Ideal Directory/URL structure is two or maximum three level maximum. That's mean "/" should be two or three maximum in a URL.
- Adding Breadcrumb trail on every page makes navigation system better, search engine friendly and user friendly.
- Develop your website pages (particularly deep pages) with one click away from home page. Home page of the website is the most important page. This will make crawling process of deep pages is more easy.
- Develop a sitemap of the website, and update when add a new page. Submitting sitemap to the Google webmaster tool and other search engines webmaster tools help to get all WebPages addresses to crawl and index but them

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