

An Exploratory Study of Search Engine Optimization in Context with RG-VP Web Solutions

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Abstract

In 21st Century it has become essential to understand the art and science of getting sites to rank better in search engines like Google is called search engine optimization (SEO). Because search is one of the most common methods for people to get information on the internet, ranking better in search engines might result in an increase in website traffic.

The influence of search engine optimization (SEO) on the rivalry between marketers for organic and sponsored search results is examined in this study. The findings suggest that a high degree of search engine optimization can increase the quality of a search engine's ranking and, as a result, the happiness of its users. SEO improves organic ranking in the absence of sponsored links if and only if a website's quality is sufficiently favourably associated with its customer value. The results are amplified and hold regardless of the connection when sponsored links are present.

Keywords- *Search engine optimization, digital marketing, advertisement, organic search*

Introduction

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

Introduction about Company

The company which has been considered for study is established in 2012 as web development and web

services providers. Now let's try to explore more into SEO?

Understanding the true meaning of SEO, let's break that definition down and look at the parts:

Traffic quality: - You may get all the visits you want, but if they're going to your site because Google says you're an Apple computer resource when you're really a farmer selling apples, that's not quality traffic. Rather, you want to attract people who are truly interested in the things you have to offer.

Quantity of traffic: - More traffic is preferable after you've had the proper folks clicking through from those search engine results pages (SERPs).

Organic results: - Ads make up a large percentage of many SERPs, thus organic results are important. Any traffic that you don't have to pay for is referred to as organic traffic.

How SEO works

A search engine may be thought of as a website where you write (or voice) a query into a box, and Google, Yahoo!, Bing, or whichever search engine you're using magically responds with a long list of links to Webpages that could potentially answer your inquiry.

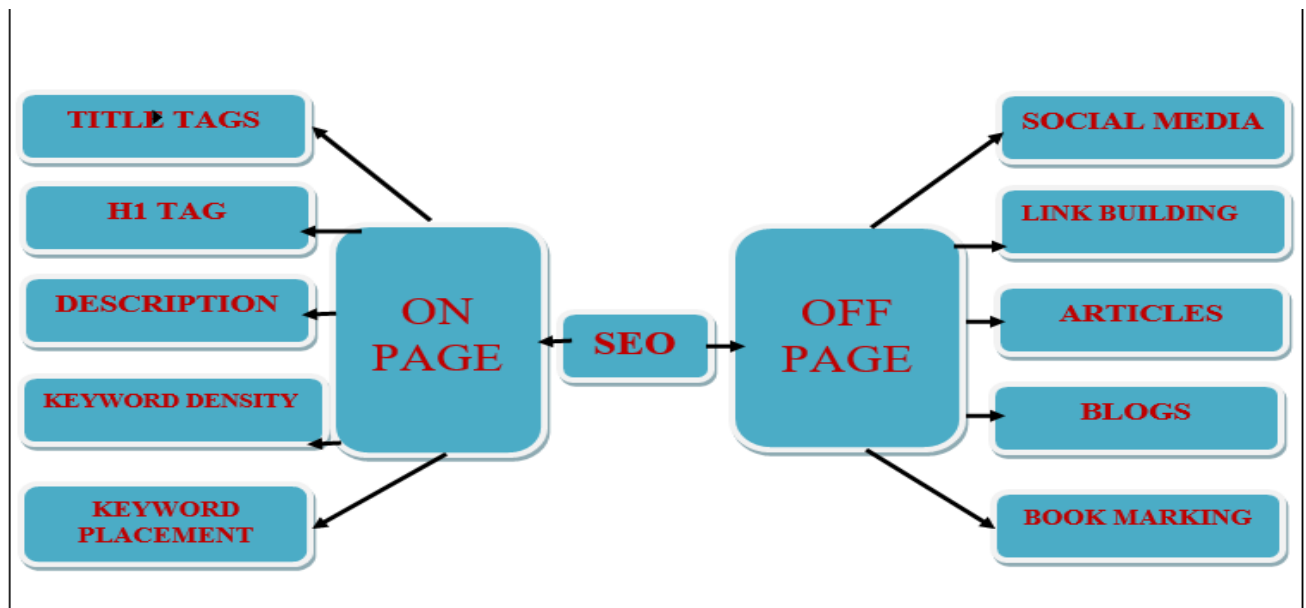
The following is how it works: Google (or any other search engine you use) has a crawler that goes out and collects data on all the stuff they can discover on the Internet. Crawlers return all of

those 1s and 0s to the search engine in order to create an index. After that, the index is put into an algorithm that tries to match all of the data with your query.

Quality traffic to any website may be generated by

writing blogs and articles daily utilizing long tail keyword. Let's have a look about most used Search Engines: -Google, Bing, Yahoo, Baidu, Ask.com, and Excite. The below diagrams explains the vital concepts of on page and off page SEO.

ON-Page SEO & OFF-Page SEO



How to make effective SEO:-

Quality content, Blogs, Blog comments, Article, Social media links, Google listing ,Image submission, Create a List of Keywords, Analyze Google's First Page, Create Something Different or Better, Optimize For On-Page SEO, Make Your Content Look Awesome, Improve and Update Your Content. Major issues which arises during search engine optimization are as follows

- It is difficult to choose right Meta tags and Meta description for a customer's websites.
- Common problem is in key word optimization.
- The paid advertisement diverts traffic of organic websites.
- Major objectives during the study were
- To Study strategies to making SEO effective at RG-VP web solutions

- To Study how to generate Traffic to improve customer engagement
- To Study on-page and off-page SEO's

Methodology- Research Methodology is a manner to systematically resolve the studies problem.

The procedure used to collect information and statistics for the cause of making enterprise decisions. The technique includes book of Research, Interviews, surveys and other research techniques. Sample Size – CEO, team leader and 20 employees of RG-VP web solutions. Sample Area- CEO, team leader and managers of RG-VP web solutions Nagpur. Sampling technique - Purposive sampling has been used and information has been collected through interview method.

Data Analysis-Solution-1

Meta tag and Meta Descriptions

Meta description tags can have a significant impact on your search engine Optimization efforts. The meta description has one central value:

Meta tag and description acts as "organic ad text.". What this means is that when your ad ranks for a keyword, Google and other engines will often show the Meta description as a summary of the page. This makes the Meta tag and description as important as ad text. A compelling Meta description has the power to raise the click-through rate of your organic search results. That means more of the people who see your page in the search results will click through and land on your site. That means more traffic for you, even if your ranking stays the same!

How to use effective Meta tag and Descriptions

The practices which should be done for creating good Meta tag and descriptions are:-
 Use researched, targeted keywords in your meta

descriptions.

Always look what your competitor doing.

Make sure they're hyper-relevant to the content on each page; never use the same Meta description across your whole site.

Solution-2

Competitive Analysis Between SEO & Google ADS

Google Ads

Google Ads works best for companies that focus on leads and sales. This strategy is best for companies that want to see immediate results and be able to monitor their efforts as soon as they launch a campaign.

SEO-SEO works best if you're looking to generate a steady flow of traffic over time or increase brand awareness. This strategy helps more people find your brand and learn about it. With a little time and effort, you can optimize your site for search engines and help your business drive more traffic.

| FEATURE | SEO | GOOGLE ADS |
|-------------------|--|--|
| Traffic | Generates traffic continuously | Only generates traffic throughout the campaign's length. |
| Placement | Placement only in search results | Can place ads in search results and on other Google-owned and partner websites |
| Cost for clicking | When someone clicks on your listing, it doesn't cost you anything. | When people click on your ad, you get paid. |
| Keyword selection | Works for both long-tail and short-tail keywords | Works for both long-tail and short-tail keywords |
| Time | Results take time | Faster results |
| Tracking metrics | It takes time to track analytics and return on investment. | Instantly track metrics and ROI. |

These methods studied to get more organic traffic on website are as follows

- Fix Non-Performing Content
- Find New long tail Keyword
- Optimize for Higher click-through rate (CTR)
- Put Blog to Increase Ranking Keywords Fast
- Daily key word optimizing
- Blogs on trendy topic

After using all these methods, it becomes easy to bring organic traffic to our website, just have to work every day on website.

Solution - 3

How to perform Keyword optimization

The act of studying, evaluating, and selecting the best keywords to target in order to generate qualified traffic from search engines to your website is known as keyword optimization (also known as keyword research).

8 Best Keyword Research Tools: -

- Soovle.
- Jaaxy.
- Google Search Console
- Ahrefs Keywords Explorer
- SE Cockpit.
- Google Keyword Planner
- KeywordTool.io
- Moz Keyword Explorer

With the help of these tools, we can use proper keywords for the websites to generate quality traffic. Its save your time and provide best keywords All tools are free for all.

CONCLUSION: -

Search engine optimization (SEO) is an effective tool to generate quality traffic to websites.

Keywords, Meta tags & Meta description is very important to make your website SEO friendly.

Daily posting of blogs and article on websites can drive quality traffic to your website. Off-page SEO is more effective then on-page SEO. But both are important to run good SEO campaign.

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