

# Web Site Optimization Techniques using ON and OFF Page SEO

<sup>1</sup>B. Arunkumar, <sup>1</sup>S. S. Aravinth, <sup>2</sup>N .Sathyaveni, <sup>2</sup>V. Sowmiya, <sup>3</sup>S. Sri Vaishnavi, <sup>3</sup>R. Mohan Harish,  
Assist. Professor, Dept. of CSE, Dhirajlal Gandhi College of Technology, Salem, India<sup>1</sup>  
UG Scholar, Dept. of CSE, Dhirajlal Gandhi College of Technology, Salem, India<sup>2</sup>  
Founder & CEO, Blue Pearl Digital Info.Ltd, Dharmapuri, India<sup>3</sup>

**Abstract – Digital marketing refers to the advertising or marketing of products and services through digital channels such as search engines, websites, social media, email, and mobile apps. Digital Marketing is also referred as ‘Online Marketing’, ‘Internet Marketing’ and ‘Web Marketing’. The current and future customers can be connected by digital channels such as Google search, social media, email, and their websites in order to enhance their business. In this paper, we are going to discuss about one of the categories of online marketing, Search Engine Optimization (SEO). In SEO, it makes the effective use of our online content so that it helps search engine to show top results for a certain keyword search. SEO primarily focus on how the search engine works what people search for, what kind of keywords if often preferred by the customers. Search engine optimization about trying to rank higher in search engines. To rank higher you make changes to your website that makes it easier for search engines to understand your content. As a result, the average visitors of the webpage are considered. With the help of conversion ratio optimization techniques, the final tables are formulated to produce the efficient results of both on and off page SEO.**

**Keywords – SEO, SEM, On Page & Off Page SEO’s**

## I. INTRODUCTION

A set of results will appear when we enter a search query in the search engine. Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query. These occurrence of top results is because they have used the powerful web marketing technique called Search engine optimization. SEO is a important technique that helps search engines to find and rank your site in a higher position than the millions site available. SEO thus helps you get traffic from search engines. They also helps to maximize the number of visitor’s to a website or page by the way that the site appears high on list of web results returned by a given search engine.



Fig. 1. Search Engine Optimization

This Fig 1 clearly depicts the foundation of basic SEO. The main advantages of SEO are that cost-effective and we need not have to pay any cost for the search engines for our website to be “Advertised”. Also it enhances the credibility for your businesses through different ways such as link building, content optimization and social engagement

## II. TECHNIQUES ON PAGE & OFF PAGE

The two main categories of SEO are as follows

1. On-Page Search Engine Optimization
2. Off -Page Search Engine Optimization

### *On-Page Search Engine Optimization*

On-Page SEO help you to rank higher in search engine by taking some improvements in your website like linking, meta tags & descriptions etc.. The improvement or optimization can be done in both the content and HTML source code of a page in the website. Some of the best practices involve:

*Page titles* - The title page of the site should be unique and descriptive.

*Meta descriptions*- It describes about the web page. It should be no longer than 160 characters.

*Meta Keywords* - It includes all the relevant words for the content.

*URL Structure* - It is recommended to include the URL for each page.



Fig. 2. On-Page SEO

### *Off-Page Search Engine Optimization*

The actions that you take outside or beyond your website in order to rank higher in the search results is called as "Off-page SEO" (also called "off-site SEO"). It can also be simply referred as what others think about your website. The most important are:

*Social media marketing* - Social media presence will help grow your business and also help you get more back links.

*Social bookmarking* - When you bookmark your webpage on popular social bookmarking websites, you gain high traffic to your webpage.

*Forum submission* - By Participating in forums we can make a connection to our website by discussing with community in the forums.

*Blog Directory submission* – It works on to build the quality back links. Its results stand over for a long time but it takes some time to deliver good results.



Fig 2.2 Off-Page SEO

## III. RESULTS

This table gives a report of website analysis of visitors

Techniques	SEO	ON	OFF
Website Optimization	Website	Within Website	Outside of the Website
	Organic Search	Meta Tag Creation	Driving Traffic
	350/Day	155	195
	2450	1085	1365

Based on the CRO techniques the results of the website are extracted. Visitors of the website and pages are counted in a regular basis. With help of that, the average monthly visitors are also calculated. Here in this table, 350 users are accounted per day and 2450 users are accounted per week.

The below figure 3 depicts about the individual page views along with overall website views.



Fig. 3. Sample Results of Website

#### IV. CONCLUSION

Therefore, in this paper we have discussed about the digital marketing that refers to online marketing which helps to promote the business as well as the profile-raising purposes. To rank our website higher, the two major optimization techniques are used namely On-page and Off-page. Our result depicts the number of viewers visiting our website per day. As the future enhancement, by using Google Analytics we can identify the number of visitors per page of the website.

#### REFERENCES

- [1] AJ Parsons, M Zeisser, R Waitman, McKinsey Quarterly, 4 (1996) 185-192.
- [2] Boyd, D.M. & Ellison, N.B., Journal of Computer Mediated Communication. 13(1) (2007) 210-230.
- [3] G. Reza Kiani, Internet Research, 8 (2) (1998) 185-194.
- [4] YS Wang, TI Tang, JE Tang, Journal of Electronic Commerce Research, 2 (3) (2001).
- [5] A. Sundarajan, Leonard N, Stern School of Business Working NYU, 16 (2003).
- [6] DC Edelman, McKinsey Quarterly, 6 (2010).

#### AUTHOR(S) BIOGRAPHY



Mr. B. Arunkumar, AP/CSE, Dhirajlal Gandhi College of Technology, Salem. His area of interest is Cloud Computing and Networking. He is the certified proven professional in “Data Science and Big Data Analytics” powered by EMC Corporation.