A Study on Organic Search Optimization

Pranav Mahajan*, Dr. G S Mamatha**

*(Information Science & Engineering, R.V College of Engineering, Bengaluru -560059
Email: pranavmahajan.is18@rvce.edu.in)
** (Information Science & Engineering, R.V College of Engineering, Bengaluru -560059
Email: mamathags@rvce.edu.in)

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Abstract:

Increasing one's position (or rank) on a search engine results page using unpaid results that are decided by an algorithm particular to that search engine is called organic search engine optimization, or organic SEO.A site's page rank may be improved by employing techniques including keyword expansion, backlink building, and the production of high-quality content. Black hat SEO strategies, such the overuse of keywords and link building, may also help organic SEO. The behaviour of websites that truly employ live SEO will resemble that of living things, evolving to meet the demands of their users. While launching an organic SEO strategy won't guarantee that a business will get notoriety, it may and will assure that a website ranks higher in search engine results pages (SERPs), which may result in increased site traffic and revenue.

Keywords **—Search Engine Optimization, Organic Search, Search Engine Results Page (SERP), Relevancy Tuning, Agile.**

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I. INTRODUCTION

The goal of organic SEO is to help websites rank at the top of both organic and unpaid search engine results pages. It is a larger online marketing strategy made up of smaller sub-strategies like link building and keyword research. Because a startling 75% of people never even go past the first page of results, organic SEO is crucial for organic marketing. The website will struggle to generate leads and sales for the company if it is not in a top rank and receives visitors. Since customers rely on search engines to get what they need, businesses too need to pay attention to organic search engine optimization. More than 90% of internet activities begin with a search engine like Google. The company is losing money if it doesn't rank high in organic search results. In actuality, almost 40% of sales come from organic visitors. Not to add, compared to

conventional marketing, search engines have an eight times higher closing rate. A powerful marketing tool, research is only ready to bring in money for the company.

The cost of organic SEO varies depending on a number of variables, including the SEO agency's price structure and how aggressive the campaign is. [1] Businesses will often spend between $ 1500 and $ 5000 each month. The hourly costs for organic SEO consulting services range from $100 to $300. Google has a lot of duty as a search engine. The most popular search engine's major objective is to make sure that when a user enters a search query, they provide the most useful and informative results possible. Google wants the information it returns to be comprehensive and relevant to users' search intent—the knowledge they are looking for online.In addition, Google also considers factors

like the user experience a website offers, page speed, and dwell time since it cares about the experience its visitors will have on a website. The placement of the site in SERPs and the organic search rankings are both significantly influenced by all of these site variables.

Figure 1 depicts brief overview of how organic SEO is structured to be implemented.

Fig 1. A Brief Overview of Organic SEO[2]

II. RELATED WORK

In The first website ever established was by Tim Berners-Lee on August 6, 1991, and it is still operational today. In the years to follow, a lot more websites that provide visitors with information and are easy to use and optimise have appeared. The initial search engines eventually provided the structure and accessibility that websites need as they flooded the Internet. [2] In 1993, search engines like Excite transformed the way information was categorised and made it simpler to discover information by organising results according to keywords that were found in the content and by streamlining the backend. Soon after, significant rivals like Yahoo (1994) and Google (1997) emerged to enhance and streamline the indexing and delivery of data. Anything is permitted during this early stage of SEO.

Google has taken it upon itself to provide more equitable circumstances for businesses and content creators to acquire rankings in response to unethical optimization techniques. To enhance indexing, this time period saw a lot of modifications that punished poor linking strategies and keyword stuffing. Search engines have presented a preliminary version of customised search based on user history as part of a continuous attempt to increase the value and relevancy of results. Furthermore, the growth of local SEO has facilitated the connection of visitors with useful data close by, like maps, locations, store hours, and mobile results [3].

Google Suggest was introduced in 2008 with the goal of enhancing usability and providing consumers with more pertinent material by offering suggested search alternatives based on previous data. This modification made optimization considerably more specific and focused, along with fresh user insights from keyword research tools, Google Trends, and Google Analytics. This user-centred approach to SEO laid the groundwork for a web that is more engaging and individualised[4]. To get more visibility, marketers have started optimising new media for search. As the desire for quick gratification increased, they centred on user purpose and increased usability.

A significant change in SEO has forced businesses to earn ranks through high-quality, user-focused content or risk search penalties. Greater restrictions on keywords, material quality, and over-optimization have been enforced by significant Google upgrades. The way the results were indexed was significantly impacted by this. To set an example, companies like J.C. Penney and Overstock that have disobeyed the new rules have had their names dragged through the streets. Along with the new rules came new search features designed to cater to users' rising curiosities, accessibility, and social connections [5]. Search engine results pages (SERPs) now contain panels with quick answers without requiring consumers to go into the material thanks to new technologies like Google's Knowledge Graph. To consolidate all local information and provide new advertising options, the better localised SEO results have been immediately published in the SERPs. To deliver quicker results and enhance the user experience,

Google Instant has enhanced Google Suggest displaying results as the user types.Additionally, a generation with a rising reliance on social media has made social search results the primary factor. During this time, the +1 button and Google+ were both created, and they both had a big impact on how visible content was. Marketers have created meaningful and shareable user-centric content to successfully optimise a website. Sharing content online and on social media generated authoritative backlinks and engagement. These developments herald the start of the information era and the emergence of the modern Web, which is dynamic, customised, and highly engaging.

Everyone is at a crossroads right now. It appears customization and privacy are at odds. Users are crying out for safety and less intrusive marketing techniques as big search and social powerhouses create an optimised digital environment based on user intent. Companies like Google use user data to build their online presence by tailoring results depending on the user's past actions, current location, and device. To generate interaction through content optimization, a more inventive strategy is needed because this same data is frequently kept from marketers. With the advent of mobile and local search, relevant content and accessibility have undergone yet another change in this SEO age. Websites without responsive design or mobile optimization are no longer as visible in Google search.Today internet requirescustomization and quality content to be competitive.

III. METHODOLOGY

Let's dive into a five-step organic SEO strategy that is sure to get the website in Google's favour. Consider these some organic SEO best practices.

A. Conduct a Keyword Research

In fact, some would argue that keyword research is the cornerstone of successful organic SEO strategy. [6] Use a tool like keywordtool.io to find keywords during keyword research that are beneficial to the company and industry. Start by typing in terms that are associated with the goods or services. View the variants of those keywords, as well as their search volume, level of competition, and cost per click. Finding successful keywords requires you to select those that have both large monthly search volumes and low competition. Consider targeting a variety of short- and long-tail keywords when selecting your keywords. More generic terms, such as "ice cream cake," are short tail keywords. More precise search terms and phrases called long tail keywords are "Ice cream with chocolate chips that is hand-dipped. As can be seen, these keywords have significantly distinct user demographics and target audiences. It will be quite difficult to rank the term "ice cream cake" in the search results if someone runs an ice cream business and develops a website that focuses on that phrase. Why is that? Due to the fact that thousands of other ice cream stores are competing for the same term. As can be seen, the term has a lot of searches, but there is also a lot of competition. Figure 2 depicts how use of proper keywords enhance the site hits
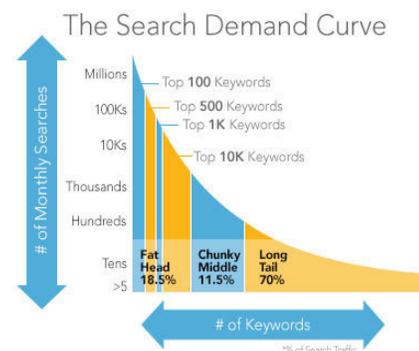

Fig 2. Effects of keyword research on SEO [4]

B. Create content to target most qualified keywords

It's time to begin writing once a list of keywords has been selected that will successfully target the audience. As was already noted, Google rates this material in search results, therefore for the greatest organic rankings it is crucial that it be educational and helpful to readers. [7] To target the keywords, decide to post a range of content formats. A blog, for instance, enables regular posting of fresh information, which Google adores. Long-form content, which is often longer than 2000 words,

may also be posted. Long-form material is adored by Google as it demonstrates a writer's subject-matter expertise. No matter what kind of material is written, it should aim to deliver the finest information available.

C. *Optimize the site's page speed*

Another important Google ranking criteria is page speed, and for good reason. Consider this: If a website takes more than three seconds to load, more over half of search engine users—53 percent—will click away. Although it seems to happen at an alarming rate, given the technology society we live in today, it's not that unusual. The impacts of page speed on website traffic and revenue are shown in Figure 3. Here are some natural SEO hints to take into account to increase page speed:

1) Reduce the size of the images : Although large images appearwonderful on websites, theysometimes cause page loads to besluggish. Use a programme like Kraken.io to compress the photographs and maintain the aestheticquality.

2) *Reduce the amount of redirects:* A website with many redirects may have slower page loading times because the server must look for both the redirected page and the page to which it is being redirected.
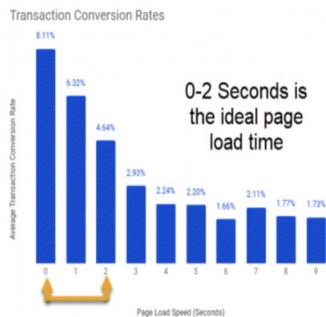
Fig 3. Effects of page speed on site's business [9]

D. *Add media to content*

Rich media insertion into the article is one of the most crucial organic SEO pointers. Multimedia is everything from trivial, despite what you would think. In reality, adding multimedia elements to the content has several advantages. First, when the term "multimedia" is used, it refers to things like pictures, infographics, and even movies. Long walls of text may be broken up with this kind of material, which also keeps visitors on the page longer. But how can multimedia efforts for organic SEO benefit? Users

stay on websites longer when they are engaged in the pages there.Dwell time, or how long people stay on a website, is a significant Google ranking element, as was before noted. Each additional second that people spend on a page increases their overall stay time, which is good for search engine results.

E.   *Optimize the internal link structure*

Google makes it simple to crawl a site when someone builds an internal linking structure on their website by connecting their pages. Search robots must first crawl pages in order for Google to decide if they are worthwhile for ranking. [9] Scanners make it possible to record information such as the images' meanings and the keywords the content targets. However, it's quite helpful to have a strong internal linking structure if one wants Google to quickly identify and crawl all the pages on their website. Simply connecting to other pages inside the content of other sites might do this.Similarly, a blog post may contain links to the product pages of other rugs. In order to comply with organic SEO best practises, all of the website's pages should be linked to from at least three other sites for the optimum internal linking structure. When linking internally, remember to take the website's page structure into account. Figure 4 shows how internal link structures on websites increase the likelihood that visitors will arrive at the targeted domains.
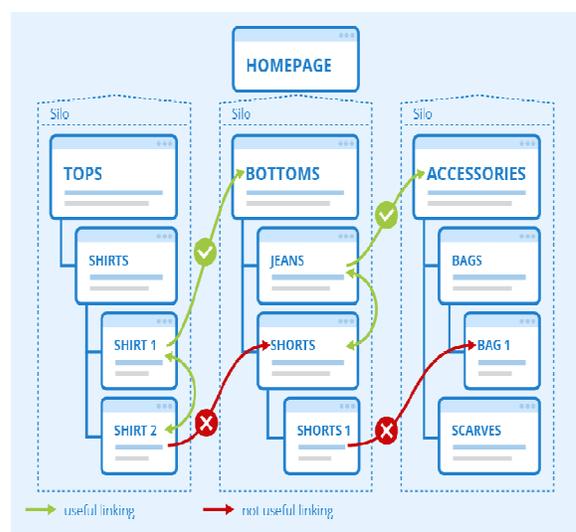
Fig 4. Internal Link Structure [11]

IV.   RESULTS

Some of the proposed benefits of the Organic SEO are envisioned as follows:

A. *Increased Visibility*

In fact, ads on television and the radio are still used today, and they are still powerful marketing tools. [13] There were 4.1 billion internet users globally as of December 2018. It may be difficult to claim that the Internet is quickly overtaking other retail outlets with so close of a ratio. The website will be in a better position to develop as a source of professional leads if its exposure is increased. By doing this, the company will be able to take advantage of the competition without being online and will have a platform to fight with online competitors. Here is a graph in figure 5 that shows an increase in some client's website traffic after a few months of organic SEO to highlight the significance of boosting online exposure.Rise in traffic with increasing online visibility with organic SEO.
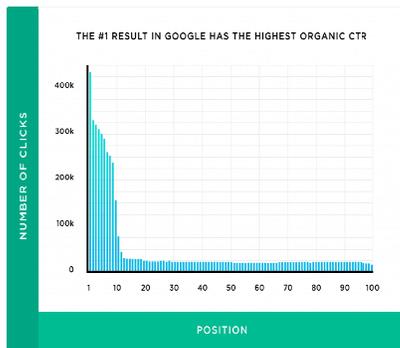

Fig 5. An example of increased traffic [13]

B. *Enhanced Brand Awareness*

In order to increase product awareness, people must gradually become more familiar with the company and/or its offerings. The likelihood that consumers searching for the goods or services that the company provides will remember and visit the site is increased by raising product awareness. [14] The greater the likelihood that a person will discover the company, the more frequently they will see the goods. Rates in SERPs for sponsored advertisements vanish as the user stops paying. The keywords you provide for organic SEO will stay

and have the opportunity to develop over time as you continue to improve them. There is a strong likelihood that Google will raise the ranking in the SERPs if the material produced provides value and attracts visitors over time. Figure 6 depicts how SEO techniques leads to enhanced brand awareness.

Fig 6. Techniques for enhancing brand awareness [13]

C. *Far Less Expensive*

Overcrowding will always be a barrier to success, no matter what sort of digital marketing plan the company uses. [15] The capacity to succeed no longer depends on having to compete against a big marketing spend. It is a fantastic tool for marketing, and anyone can use it! Paid advertisements swiftly put an end to tiny enterprises that could afford them. The table lists the top five technology-related keywords that were paid the most in 2018.

Table 1
Keyword Statistics

Keyword	Average CPC
Cloud Computing Technology	$38.96
Call Center Technology	$37.93
Information Technology Degrees	$35.01
Technology Credit Union	$32.42

V. CONCLUSION

There are a few things about the future of SEO that are certain, but it is certain that more specialized information based on user goals and higher-quality, original material may be anticipated. Users desire

search results that provide them an accurate grasp of the issue quickly and easily. Wearable electronics and intelligent technologies that display trends in frequent connections and reliable content solutions. This requirement will be met by SEO as it develops, maybe integrating information from outside sources to customize the search and provide value. By modifying new material (such as in-app content) to the way people search, the product may be changed to reflect this change.SEO should be the first consideration when creating any online material since it is very probable that it will be fully integrated into all the assets that Google may access. Advertisers will need to retain their social impact while building a strong, consistent brand presence across all digital media. Make sure the material is easily available and is set up for voice, mobile, and local searches. Take the calculated risks—your creativity and curiosity will be rewarded.Avoiding shortcuts may be the greatest strategy for preparing for the advent of SEO. Trends over the last 25 years have shown how crucial it is to show how to construct moral principles and establish connections with consumers and content providers. As SEO develops, more regulations and sanctions for dubious practices are anticipated.

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