

Search Engine Optimization and Its Latest Trends: A Review

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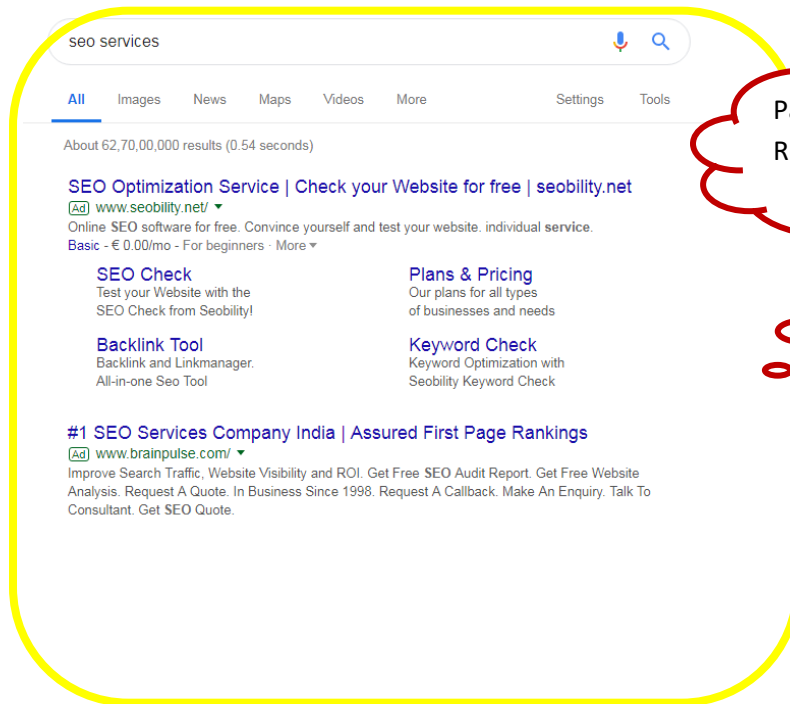
Abstract:

As you can see everything is online today. People spend their most of time in surfing the internet. If they want any response interrelated to their query they will address to internet only. Whether they are searching for shopping, news, downloading files, Job-hunting, Education and self-improvement, communication or more, they will take help of WWW (World Wide Web). The Total number of websites in the world according to Net craft Survey for January 2019 is 1,518,207,412 (over 1.5 billion). If we want a user to search for your particular website then this would be a difficult task because how user able to find your particular website from 1.5 billion active and registered website on the internet. To make this task effortless we got best method SEO. Using this method one can easily access any of his queries with relevant answers. To access website user rely on the search engine. There are many good search engines available like Google, Bing, Yahoo, Ask etc. using which user can access any website. This paper contains the information about "What is SEO and how search Engine works?" and SEO trends in coming 2020.

Keywords: Search Engine Optimization, Search Engine, Crawling, Indexing, SEO 2020 Trends.

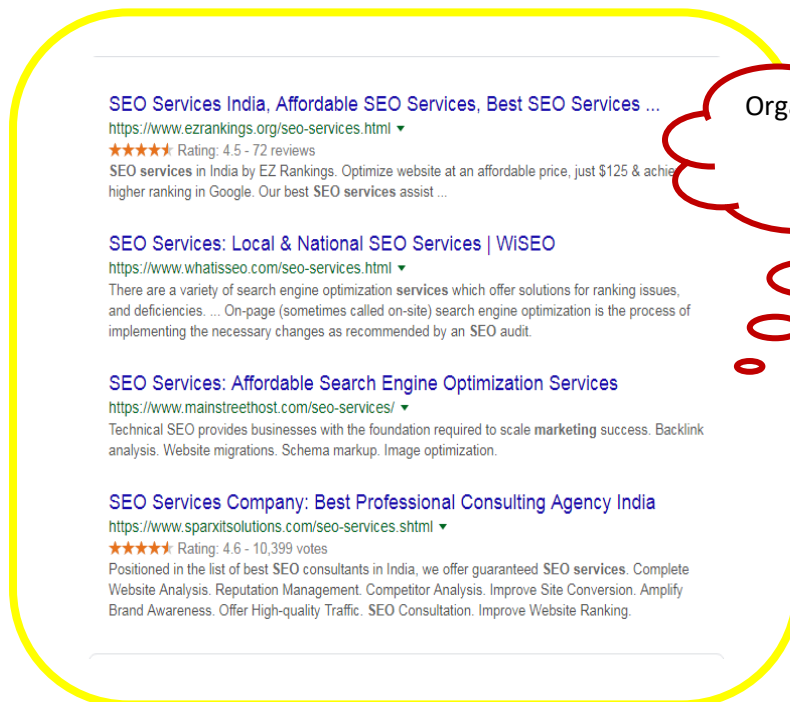
1. INTRODUCTION

When we search on Google we got a lot of result in SERP (search engine result pages). In the result, page user got two types of result one is paid other is non-paid. In case of paid results, company pays Google for ads and these results come under PPC whereas on the other hand non-paid results are called as organic results for which user care about and this is the method of SEO.



The screenshot shows a Google search for "seo services". The search bar at the top contains "seo services" and a magnifying glass icon. Below the search bar, there are tabs for "All", "Images", "News", "Maps", "Videos", "More", "Settings", and "Tools". The results show "About 62,70,00,000 results (0.54 seconds)". The first result is a sponsored link for "SEO Optimization Service | Check your Website for free | seobility.net" with a green "Ad" label. Below this, there are four service cards: "SEO Check", "Plans & Pricing", "Backlink Tool", and "Keyword Check". At the bottom, there is another sponsored link for "#1 SEO Services Company India | Assured First Page Rankings" with a green "Ad" label.

Paid /Sponsor Search
Results /PPC



The screenshot shows organic search results for "seo services". The first result is "SEO Services India, Affordable SEO Services, Best SEO Services ..." with a URL "https://www.ezrankings.org/seo-services.html" and a rating of 4.5 stars from 72 reviews. The second result is "SEO Services: Local & National SEO Services | WISEO" with a URL "https://www.whatisseo.com/seo-services.html". The third result is "SEO Services: Affordable Search Engine Optimization Services" with a URL "https://www.mainstreethost.com/seo-services/". The fourth result is "SEO Services Company: Best Professional Consulting Agency India" with a URL "https://www.sparxitsolutions.com/seo-services.shtml" and a rating of 4.6 stars from 10,399 votes.

Organic Results /SEO

TIP: This is a actual result list of websites which is most like to contain what you looking for. 90% of people click on these results.

2. WHAT IS SEO?

Assume you have business of inn what might occur if your inn was never promote on road, Customers won't come in. You have no business and clients who search for inn in the city. It would resemble your inn doesn't exist. In Google it's the equivalent if your business isn't there it resembles it doesn't exists. These days each online business needs high traffic and needed to make their site progressively unmistakable. On the off chance that you need to bring your organizations increasingly significant traffic and high discussion potential then what will assist you with achieving your objective? Answer to this inquiry is Search Engine Optimization (SEO) likewise called as ORGANIC SEARCH. Utilizing this procedure we will get Million of hits and this is free of cost.

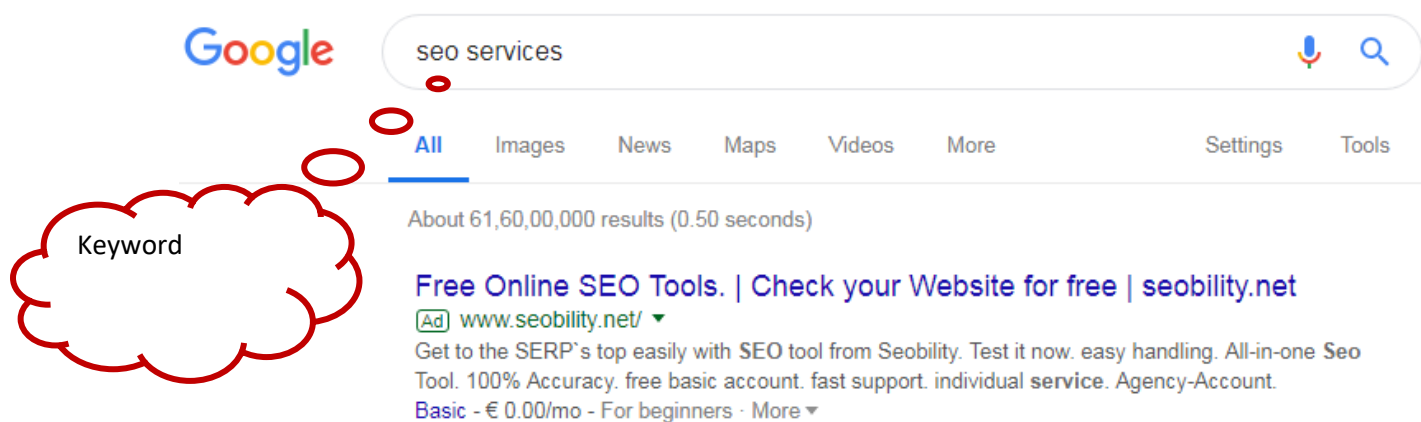


Seo mean to better optimization of your website and also it improves your website performance in organic search results. End goal of seo is usually to get a website to rank in first position on search engine such as Google. Now you got what is seo let's see next how it will work?

We will go to any search engine many search engine are available i.e Google, yahoo, ask, bing etc. And type keyword.

2.1 WHAT IS KEYWORD: Whatever we type in search bar of search engine?

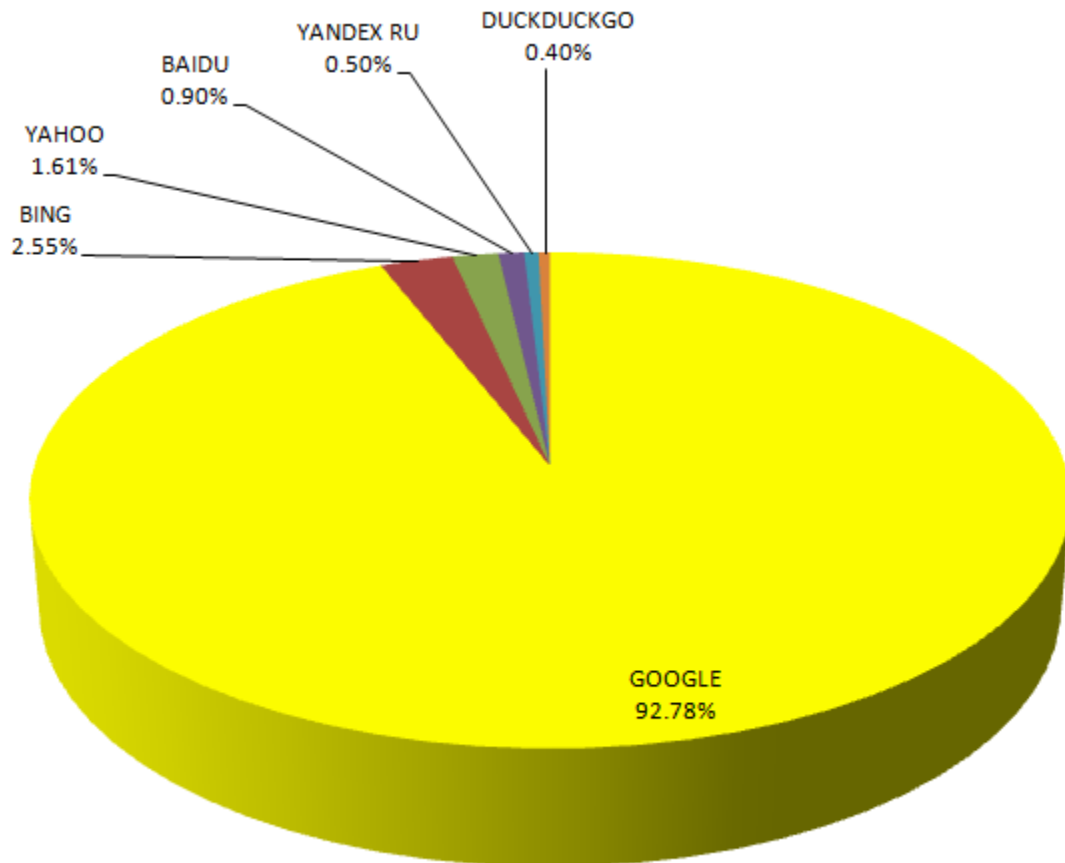
Keyword is a word. A keyword is a term that is used to match with the query of a user enters into a search engine to find specific information. It is of two types Long tail keywords and short keywords. For example:



3. How search engine works:

When user type any query in search bar of search engine. For instance Best Shopping website, How Google or any search engine come to know which information they have to display. Search engine does not know about any website. So firstly, what we need to do, we have to submit our website on search engine. If we talk about Google search engine, we have to submit our site on Google search Console, where websites are indexed. Here Google take help of one program we call it as Web CRAWLERS. More than 90% search is done on Google. When you do a Google search you are actually searching Google index in the web. We do this with the help of program called as Spiders. Spiders start fetching few webpage's and then they follow the links that are embedded in these pages. This works as same as we ask question to search engine. Query consists of the keywords but how search engine comes to know about which respective page contains these keywords Answer to this question is when user type any query search engine spiders start crawling on different webpage's and wherever they able to find out relevant keywords with respective of user query it will find that keywords in the title, URL, meta description and Headings of web pages. Google follows Page rank algorithm. Page rank is based on Larry page name (**Lawrence Edward**

Page is an American computer scientist and Internet entrepreneur who co-founded Google with Sergey Brin).



SEARCH ENGINE MARKET SHARE WORLDWIDE - OCTOBER 2019

When we search anything using search engine following steps are followed:

- 1) **Crawling:** when user search anything on search engine spiders or crawlers crawl the web pages and find the links between that pages. Then restore that webpages into some database or repository.
- 2) **Indexing:** After that indexing comes into the picture. What indexing do it index the billions of pages according to relevancy and keywords coming into the pages like in title, URL, synonyms and so on.
- 3) **Ranking:** as many backlinks are coming into the website more website is relevant.

4. 2020 TRENDS OF SEO

4.1 MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE

An enormous plume in the top of your SEO score would be an attention on AI. That is on the grounds that AI is getting progressively regular as man-made brainpower frameworks are ascending in prevalence. AI is now an integral asset, and it hasn't yet accomplished the genuine furthest reaches of its capacity. In that capacity, AI is set to be a significant player in 2019 and past. Besides, utilizing AI stages all through your advanced showcasing plan can have a major influence in responding to the subject of search purpose. AI can be utilized to create SEO content by helping you to all the more likely comprehend your center statistic. Through AI, organizations can really observe where their methodology succeeds and comes up short. It can figure out where there are openings in your methodology considerably more productively than human examination. AI frameworks can precisely consider your group of spectators all in all and decide what they are searching for as well as how you can best give that to them.

4.2 CONTENT IS (STILL) KING

Content has consistently been the lord with regards to SEO. All things considered, enhanced substance is the name of the game. This is one thing that has not changed at all. Truth be told, upgraded content has really gotten significantly increasingly significant! In a 2018 update to Google's inquiry calculation, we saw a progressively serious center given to the nature of a site's substance.

4.3 OPTIMIZE BEYOND GOOGLE

Since the beginning of SEO, everything has been about the all strong Google. That has changed as of late. Google search keeps on commanding the market, however it isn't the main game around the local area. No, we're not discussing other web crawlers. Google has that on lockdown. While it's decent to upgrade for Bing and Yahoo, they have such a little level of the market, that they are not so much a central point. Different stages like Amazon and Apple's App Store are getting progressively significant as clients keep on depending increasingly more on online business for their shopping needs. You likewise need to advance your substance dependent on the gadgets that your group of spectators is utilizing. That implies streamlining for cell phones, home aides or sound gadgets, which are getting progressively mainstream. How mainstream? Shrewd speaker use developed by 200% in the second from last quarter of 2018. This pattern is relied upon to proceed into 2022, where it is evaluated that 55% of families will incorporate some sort of brilliant speaker gadget. That is a 42% expansion from today.

4.4 Voice Search to gain further patronage

Floating away from composing catchphrases in the location bars of web crawlers, 2020 is required to wake up to the notoriety of voice search. Voice search will before long become the request for the day, representing a significant test to SEO specialists. It is normal for voice inquiries to be altogether unique in relation to the ones that are entered into the pursuit bars of programs. It is therefore SEO authorities are encouraged to think of results dependent on the long-tail watchword inquiries presented by web surfers as a feature of the voice search string. Research recommends that by 2020, voice quest will represent near half of the complete number of searches. In accordance with this information point, it will astound you when you are educated that concerning 40% of grown-ups are now utilizing voice search over ordinary entered in look.

4.5 HTTPs will remain important

The worry for web security has increased a ton of consideration since Google began marking non-HTTPS locales as 'Not Secure' from July 2018. In 2020, the requirement for a SSL declaration (HTTPS) will continue as before for each site so as to appreciate believability, elevated level security just as better rankings. Both now and later on, Google will keep indicating 'Not Secure' alerts for non-HTTPS locales, so more individuals are embracing it to pick up the trust of their clients just as to improve their rankings.

Each one of those sites that need to improve their web index rankings should, along these lines, depend on in any event a fundamental SSL endorsement, for example, Comodo SSL as a compelling and reasonable intends to verify the significant information of online clients.

4.6 Video content getting more prominent

Given the proclivity of the online group of spectators towards recordings, it comes as a savvy move to module fascinating and enlightening recordings on your site pages. This basic practice is relied upon to proceed in 2020 also. Insights propose that recordings have the ability to expand client commitment by a shocking 80% when contrasted with basic content or sound clasps. Video is playing its prominent role in SEO ranking purpose.

4.7 Blockchain for SEO

Blockchain innovation has utilizes in making the Internet progressively secure, which is the reason it's been getting increasingly prominent of late. Website admins are searching for approaches to incorporate it into their destinations and conceivably benefit from it. It is normal

that blockchain can likewise be utilized in SEO for things like approving backlinks. The definite impact blockchain will have on SEO isn't clear yet, yet eager website admins are as of now doing their analyses. We may see their rewards for so much hard work in 2020.

4.8 Page speed

Google's crazy about conveying the best UX and conveying it quick. Work area page stacking time has been a positioning element for some time. In July, it got a twin kin – versatile page speed's become a positioning component for portable. This critical change calls for understanding which measurements matter for Google as far as page speed assessment. Truly, when examined in PageSpeed Insights, a site was assessed just based on specialized parameters. Presently, both for work area and versatile, it's evaluated by two distinct measurements: Optimization and, another one, Speed. The game-changing part here is the manner by which Speed score is created. The information for the measurement's taken from Chrome User Experience report, the genuine clients' presentation database. It reflects how your site loads for every guest. It's clearly difficult to quantify how quick every guest's gadget stacks your site. Subsequently, the metric's difficult to traverse neighborhood tests. With respect to Optimization score, you can thoroughly control it by fixing every one of the issues keeping your site from stacking quick. All in all, which metric has the most grounded impact on rankings? As indicated by the versatile page speed analyze by SEO PowerSuite, the connection between's the page's Optimization score and its situation in SERPs is solid (0.97). Also, there is no relationship between's the page's position and its Speed score. As it were, presently Google can rate your site as moderate, however your rankings remain the equivalent. In any case, Speed metric is something new, so it's unmistakable Google's trying it. With time, those connections may change.

5. Literature Review:

The below data contains data of 5 main papers on the Search Engine Optimization that includes what Is SEO, Its different techniques, Search Engine Marketing, Ranking of website, Architecture of SEO and Different types of Search engine optimization.

According to astudy(N. Yalcin. Et. Al) exploring business using traditional ways is complex and costly. However, Search engine optimization is a cost-effective technique to grow business and fetch millions of users to use your services. Using different techniques such as HTML tags, for instance, alt, title and much more plays a vital role in SEO strategy. Apart from this Keywords are the backbone of Search engine optimization whole searching is depending on relevant keywords. So finding suitable keywords for your respective website is extremely significant.

This Review paper (B. Surati, Ghanshyam I. Prajapati) focuses on the visibility of websites. If anyone have their business website online but its SEO has been not done then no one able to find

their websites and traffic will be not reachable. SEO techniques can be applied on search such as Music, Industry, Video, News and Academic that assists in organic search. On page and off page SEO types that aid website ranking in the search engines.

This paper (Er. Tanveer Singh. Et. Al) describes a importance of search engines since SEO is developed from search engine marketing. According to the author there are billions of website active on the WWW (world wide web) and as a user it is really difficult to memorize every URL so to make this task convenient search engine optimization has been introduced. SEO is based on such type of algorithm that rank website according to its user requirement and best SEO techniques done on website that shows relevant data.

Authors of this paper (Nisha. Et. Al) describes that there is plethora of data available on the internet and to access relevant data SEO helps a lot. This paper describes about different algorithm and techniques used in search engine optimization. It shows the HITS algorithm and semantic similarity algorithm also shows the comparison between these two.

In this paper author (S. Londhel. Et. Al) represented search engine as a tool through which user can find their relevant query. Query is a combination of relevant keywords that user enter in the search bar. Then search engine shows the result according to the ranking of websites. Result is combination of organic and paid results. SEO is based on organic results which is free of cost customers didn't require to pay anything just by following the SEO techniques they able to rank their websites at the top. Nowadays search engines are becoming more abreast of determining how and what webmasters are doing to get the rankings.

Author of this paper (Mr. Divanagr. Et. Al) proposed different search engine principles and its working. SEO includes different techniques that can be apply on web pages and fetch high traffic to the web pages. Author has briefly explain the techniques such as internal links, meta robots, meta tags, meta description, keyword and title tags. By using these techniques precisely company able to get their websites on the top rankings.

The exploration point of the paper (George S. Spais) was to look at the Plausibility of an expansion of Bedny's hypothetical point of view of 'action' hypothesis as a powerful structure for SEO logical issues, which could be utilized to help the structure and investigation of Web optimization advancement system examinations. This Conceptualization was drawn closer as a system for the elaboration of Search Engine Optimization (Website design enhancement)

advancement system. The above dialog enabled us to affirm the: a) level of replying the exploration question and the help of the underlying suppositions, b) connection of the discoveries to prior work, c) hypothetical ramifications, d) viable suggestions, and e) further research.

6. Conclusion

To rank your site at the highest point of internet searcher site design improvement is noticeable. It helps to develop your business and bring traffic. There are sufficient of methods and instruments are accessible that can be apply to the WebPages. Right now there are algorithms and strategies, for example, page rank, On page SEO, Off page SEO, Black Hat SEO, White Hat SEO, Gray Hat SEO and some more. Indeed, even in coming future there are more devices and methods will come that help sites to rank at top in web search tools.

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