

Search Engine Optimization with Google Search Console

Mr. T. Parthiban, Mr. R. Sankar

¹PG Scholar, Master of Computer Applications, S. A. Engineering College-Chennai-77

²Assistant Professor, Master of Computer Applications, S. A. Engineering College

parthiban1796@gmail.com

Abstract

This paper is based on how Google search engine optimization effectively works. And the visibility and quality content of the search engine index page. The keyword feature targeted in this paper is to follow Google quality guidelines and the crawl stats check the webpage. The aim of web page site maps is to submits check the performance of the Google search console. Google Search console is a collection of resources and tool to help website owners, webmasters, and SEO (search engine optimization) professionals monitor the performance in the website in the Google search index. Instead of creating a web page using keywords we can also create a web page using Google quality guidelines.

Keyword: Crawl, Sitemap, Page Ranking, Quality Guidelines.

Introduction:

When a query is entered in a search engine many pages are returned in form of result. many webmasters have become eager to influence their website's Google rankings. An industry of consultants has arisen to help websites increase their rankings on Google and on other search engines, this field called as search engine optimization(SEO), Google's rise to success was largely due to a patented algorithm called Page Rank that helps rank web pages that match a given search string. The Page Rank algorithm instead analyzes human-generated links assuming that web pages linked from many important pages are themselves likely to be important Page Rank is thought to correlate well with human concepts of importance A Web crawler starts with a list of URLs to visit, called the seeds A crawler must carefully choose at each step which pages to visit next. Google Search Console helps to check for websites that use duplicate or copyright content. over all concept of this paper is to visibility and increase the performance of the website in google search page

Existing System:

Search Engine Optimization is a strategic technique for taking up a web document at the top of search results in a search engine that describes the agility of taking the page to the top of the page by increasing the PageRank resulting in an improved view and profitable contract. An organization. This optimization of search engine transformation information efficiently and accurately improves the search engine quality, begins to understand the policy of search engine optimization Search Engine Optimization. The Website can get a good Ranking position in the search result so as to improve the site traffic and finally enhance the website sales ability or advocacy capacity, then the Existing system explain in the key word targeting

For increasing the page visibility.

Proposed System

Crawl

Web Crawler Starting from the list of so-called URLs. If crawlers visit these URLs, it will identify all hyperlinks on the page and add them to the list of web pages. The URLs from the boundaries come back gradually as a policy. If the crawlers do the archive of the websites, it will be copied and stored on the go. Archives are usually read they can be read, but 'snapshots'.



Fig:1 Crawl of the page

Sitemap

The Sitemap Protocol Web Site lets you display search engines on the URLs on the website available in the browser. Sitemap is an XML file that lists URLs for a site. It also allows webmasters to add additional information about each URL. When it is last updated, how often it changes, and that it is important for other URLs on the site [7].

```
<?xml version="1.0" encoding="UTF-8"?><urlsetxmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
<loc>http://www.domain.com /</loc>
<lastmod>2017-01-01</lastmod>
<changefreq>weekly</changefreq>
<priority>0.8</priority>
</url>
```

Page Rank

Page Rank is the algorithm used to rank websites in search engine results for Google Search. Larry Page was named after one of Google's founders. Page Rank is a way to measure the importance of web pages. Page Rank is a link analytics mechanism, and it provides a numerical value for each component of the highest package documents, such as the World Wide Web, for the purpose of measuring its relative importance in the set. The Algorithm applies to any set of widespread quotations and references. Weight of numbers for any element E is referred to as E's Page Rank and PR (E) is denoted. Other factors such as teacher rank contribute to the importance of a company. [1]

$PR(A)=(1-d)+d (PR(T1)/C(T1)+...+PR(Tn)/C(Tn))$ [2]

Google Quality Guidelines

Cloaking

Cloaking a search engine optimization technique, where content is provided to the search engine spider is different from the user's browser. Cloning refers to the practice of providing different content or URLs to human users and search engines. Google is regarded as a violation of webmaster guidelines because it offers users of different users than is expected [3].

Hiding Text Or Links

To handle Google's search rankings, you can see the text or links in your content to be deceptive and violate Google webmaster guidelines.

The Text May Be Hidden In Several Ways:

- Locating text behind an image.
- Using CSS to position text off-screen.
- Setting the font size to 0.
- White Text on a Wide Background.

Doorway Pages

Doorway are the most oriented sites or pages for specific search queries. Users are bad because they lead many similar pages to the search results of the user, where each result basically ends up taking the same targeted user. Their goal will lead users to intermediate pages such as users [6].

Scraped Content

Scraping content is taking content from another website and publishing it on your own site. stolen content Many websites take content from other websites, post them as their own or copy the entire webpage [4].

Examples of Scraping Include:

Sites that copy and republish content from another website.

SNEAKY REDIRECTS

Sneaky redirects, Redirecting is the act of sending a visitor to a different URL than the one they initially requested. There are many good reasons to redirect a URL to another when you move your website to a new address or integrate multiple pages into a page. Desktop users receive a normal page, while mobile phone users are redirected to a completely different spam Webpages [5].

EXAMPLES OF SNEAKY REDIRECTS INCLUDE:

Desktop users receive a normal page, while mobile users are redirected to another spam domain.

IRRELEVANT KEYWORD

"Keyword stuffing" refers to loading a webpage with keywords or numbers while trying to handle the site rankings in Google's search results. Often these keywords appear in the group or group or in the context (often not natural prose). Filling pages that contain keywords or numbers in a negative user experience can harm your site's ranking. Focus on creating useful, informative content.

USER GENERATED SPAM

You may have met some of the auto-generated content in the website owner, comment categories. When such content is created on your pages, it will not only affect the people who visit your site but also show some of the content that does not want to be associated with Google and other search engines. In this blog post, this type of spam on your site and forum will give tips to help you cope.

METHODOLOGY:

CRAWL STATS

The Crawl stats page should look for any extraordinary activity for Google's crawling process. Internet Network (User Agent, Spider, Web Furcher) is a common time for any computer program used to automatically locate a web page from another web site and scan websites.

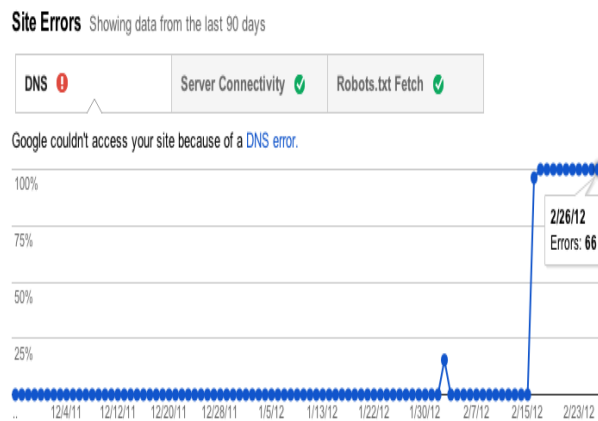


Fig:2 Crawl stats

SITE ERRORS

The specified error is not specific errors, which affect your site. This includes DNS resolution failures, connectivity problems with your web server, and problems with getting your robots.txt file. These errors will report the URL but are not private to individual URLs because they prevent Google bot from requesting a URL. Instead, we now monitor the failure rates of each type of vast error of the site. If these errors are unattractive, we often try to send warnings if they are aware of frequent awareness.

Fig:3 Site Errors



URL ERRORS

URL errors have a specific page specific errors. This means that when you try to click the Google boot URL, you can adjust your DNS and connect to your server, get your robots.txt file, and then try to ask for this URL, but then something went wrong. Based on the error, we break the URL errors in different ways. If your site is incorporated into Google News or Mobile (CHTML / XHTML) data, those errors will be displayed in separate categories [8].

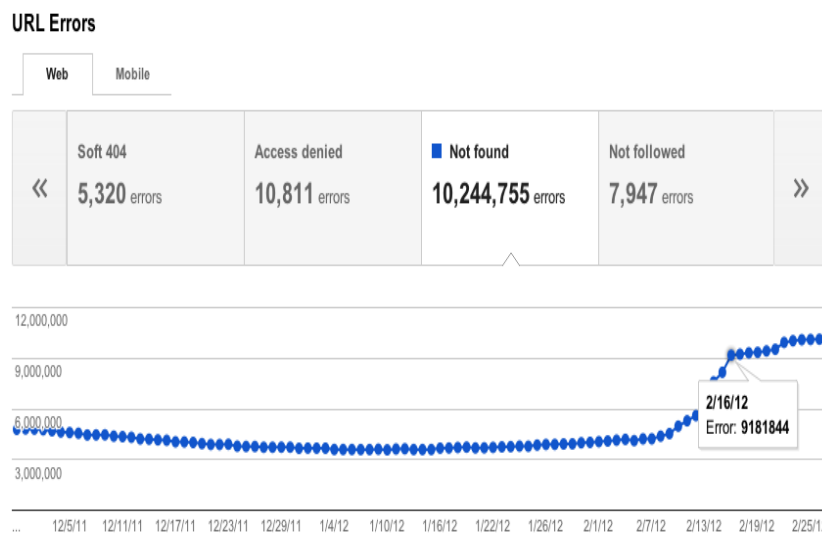


Fig:4 URL Errors

XML SITEMAPS

XML SITEMAPS SHOULD CONTAIN URLS OF ALL PAGES ON YOUR SITE. THEY ARE OFTEN LARGE AND UPDATE INFREQUENTLY. FOLLOW THESE GUIDELINES:

- For the same XML: Update it once per day (if your site continues to make changes), then ping Google after updating it.
- For a set of XML sitemaps: the number of URLs in each XML map increases. The limit ranges from 50,000 URLs or 10MB to a maximum of 10MB, whichever was first achieved. Every updated XML diagram will be updated every time Google ping (or once used, for sitemap code). It is common mistake to put only a few URLs on every XML sitemap file, which makes it harder for Google to download these XML Sitemaps at a reasonable time.

```
<?xml version="1.0" encoding="UTF-8"?><urlsetxmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
<loc>http://www.domain.com /</loc>
<lastmod>2017-01-01</lastmod>
<changefreq>weekly</changefreq>
<priority>0.8</priority>
</url>
```

ROBOTS.TXT

We have upgraded Webmaster Center's robots.txt Analytics tool to authenticate sitemap notifications and related URLs. Earlier versions did not know the sitemaps, only the full URLs were understood; Nothing else has been announced. The advanced version now tells you that your Sitemap's URL and purpose are correct. You can test against less typed-related URLs. The report is fine. Unlike the first version, as you encountered the first problem, you will already be asked about a number of issues in a line. Other general improvements are analyzed and verified.

robots.txt file:

user-agent:*
Disallow:

sitemap: <http://www.example.com/sitemap.xml>

[7] Google web masters Central Blog "Site map "
<https://webmasters.googleblog.com/search/label/sitemaps>

[8] Google Webmaster central Blog "Crawl Errors" <https://webmasters.googleblog.com/2012/03/crawl-errors-next-generation.html>

CONCLUSION

My base paper is purely base on how Google search engine optimization. effectively works. How far the webpage is visibility and give the quality content Instead of focusing on keyword target we can follow Google quality guidelines to make even more efficient. Paper will be achieved at the top ranking

Future enhancement:

To avoid travel problem, white space and hidden text when can implement Something to make much more efficient in the future

REFERENCES

1. Rayner D'Souza, Apurva Kulkarni, and Imran Ali Mirza "Automatic link generation for search engine optimization", August 2012.
2. Vinit Kumar Gunjan," Search Engine Optimization with Google "January 2012.

3. John B. Killoran "How to use Search Engine Optimization Techniques to increase website visibility" March 2013.
4. Patil Swati P.¹, Pawar B.V.².and Patil Ajay S.². "Search Engine Optimization: A Study "Dec 2012 "Sneaky redirects Quality guide lines"
https://support.google.com/webmasters/answer/2721217?hl=en&ref_topic=6001971
5. "Google Doorways Pages Quality guide lines"
https://support.google.com/webmasters/answer/2721311?hl=en&ref_topic=6001971