An Analysis on Improvement of Website Ranking Using Joomla

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Abstract

Search engine optimization is a strategically technique to take a web document in top search results of a search engine and is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, there could be a noticeable impact on final site's user experience and performance in organic search results. Search engine optimization is about putting your site's best foot forward when it comes to visibility insearch engines, but developer ultimate goal is consumers of website are their users (End user uses particular website), and this will not depend on search engines. This present study focuses on impact of a high search engine ranking on the amount of visitors from the search engine and what value comes with their views of the visitors on the various SEO techniques that can be used by webmasters to improve website's visibility in search results and improve traffic to the website.

Keywords: Search Engine Optimization, Website SEO(Search Engine Optimization), On Page Optimization, Off Page Optimization, Website Visibility.

Introduction

Now day's web in market website ranking plays an important role. When an user put a query in search bar of search engine then user wish to find his desire output in first three or four results maximum he/ she tries for two or three pages. This psychology of user indicate that particular developer website must come under top 30 results otherwise there is no worthwhile of development. Another issue arises that different user uses different search engine so developer cannot develop a website or application by considering one or two search engine. In other words website and web application must be independent with search engine working [1].

Search engine optimization (SEO) is the practice of altering a website to improve the rankings of

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that website, among popular search engines such as Google, Bing, and Yahoo. Many visitors discover new websites and brands on these popular search engines, placement in the search results for common searches has become a critical method of advertising for many businesses.

SEO is a scientific development concept and methodology, which develops along with the development of search engine, and promotes the development of search engines at the same time. SEO is not a suddenly appeared technology, but it synchronously developed with search engines. From the appearance of yahoo, Google and other search engine that become cause of emergence of new SEO theory for search innovations [2]. Search engine technology is in the development and perfection. The excellent search engine should have four characteristics: rapid, accurate, easy to use and storage.

Seo Using Joomla

Web crawling produces order of the search result. Engines performed and as a means to search the data in search engine result page (SERP), the current

minutes using the search web search engine results web page.

Browser Page Title

Each title in Joomla site is named same as the title user have given to each Menu Item that developer create. User also has ability to create title tag different than the Menu item. These titles are store in the server.

When a query is generated then search engine first search the particular title in server. For example if user pass any query in between inverted comma ("") then google search engine provide only those link where particular phrase or query is present. Appropriate title for a webpage and application is helpful for improving website ranking on server.

Viewing Page Source

Every page and web application is always store in any server. Search engine fetch the link of particular document and provide it to user. User can view the information of page source if you see how your browser will show the title of the page. This can be done by right-clicking your mouse on the web page and selecting the option of View page source.

Meta Descriptions

In Joomla, for improving your SEO,there is a great strategy of utilizing the Meta keywords and its Description option.Your choices in favor of description used globally Yahoo and Google improve your SEO details.However, it will take sometimes for Joomla site and individually or developer can search for free keywords, articles or menu items and begin work with his own characterized metadata, generally developers use google based application which provide what user interest (regarding with word) for particular issue.

Global Metadata Options

On World Wide Web different geographical user search other words for same query. For developing metadata for your entire site, log into the Administration area (the back end) of your site, and go to the Global Configuration area. Under the Site tab, locate Metadata Settings.

Site Meta Description

These are the key entry site below will be in the Meta"description"text omitted from the past 20 often

connected individuals, around the word show Metadata Meta web entry. A recommended description is of around 20 words. If the metadata entry is blank, then this entry is omitted from web pages. Meta descriptions the SERP page more cuples looking headers, metadata describing the insertion of keywords to describe the page and application on web. Meta descriptions tend to be more important than the keywords.

Site Meta Keywords

The keywords reflect the content of the web page to move up the search engine rankings. As Search engines may use these words to refine their indexing of the site s web pages.The "keywords" metadata entry are words and phrases (separated by commas) added here appear in web page headers. This metadata entry is omitted from web pages if the metadata entry is blank then this entry is omitted from web pages.

Global Seo Settings

Search URL for the website, configuration easier for the region's ranking changes. The use and management of the SEO person can format setting pages have a URL settings. The developer offered with significant impact of options within a few pages to global. Once a website is established you do not recommended to alter the SEO Settings [3]. Nearly all of a site s URLs will also change if you changing any of the first three items in this area and result in broken links from other sites and perhaps a temporary drop in search engine rankings.

Google Analytics

In some circumstances developer find that the end user would want more control over the"Google Analytics" code and would prefer to switch it on and off or insert new tracking code at their own will. Id parameter that the engine website plug Google Analytics asynchronously so that sites that we supply or we end analytics tracking the general rankings since loading allow the user to their simple Google search for the term you plug compiled increasing in the new code allow us to build in this code loading performance .Forsite analytic template allow embed prefer to buy enough for a little tracking for Google to accelerate the load is added to that of the analytical

Fig. 1: Global SEO Settings

to add some code to plugin. It is well in control of your well circumstances switch itself. Every Google search requires little line code for loading page. Since "Google Now" actively looks at your websites loading performance to calculateits search engine rankings, plug-in play an important role for this, these plugin allows developer to add some enhanced web property. On the other hand these plugins help to create a link between two or more sites, so that if original site is calls in a query then other site which contains the plugins also reflect their links on search results [4].

New Advanced Features

Subdomain and Multiple Top Level Domains

There is little new support that has been added to the plugin. It now supports multiple sub domains and multiple top level domains,

For example: example.com.au, example.com.

Sample Rate Specifications

A session timeout is used for computation of visiting users. For the particular needs, if anyone want to change the definition of a 'session', then developer can pass new number of milliseconds to define a new value of session. This will impact on visiting reports of every section, where the number of visits are calculated, these visits are used in computing other values. For example, if you shorten the session timeout, the number of visits will increase and it will decrease when developer increase the session timeout [5].

Site speed sample rate specification

An analysis shows a fix in value of 1% sampling of site, visitors make up the data pool from which the site speed metrics are derived by default code present on search engine, developer want to adjust the sampling to a larger rate. If a website have relatively small number of daily visitors, such as 100,000 or fewer. It will provide increased granularity for page load time and other Site Speed.

Visitor cookie timeout

The timeout sets the Google Analytics visitor cookie expire in milliseconds.Using this method, developer prefer to change the expiration date of the visitor cookie. Visitors use cookies for maintain session when user delete the cookie then time out time will change the "expiration time" to 0. If user set browser timeout time then it willincrease or decrease expiration time.

Social Media Tracking

If website contains Facebook and other templates integrated in it. For example functions such as

tracking of Facebook 'like' and 'unlike' as well and follows the site on Twitter. Tracking differentiate between "Frontend" Log-in User and Visitor. Extra code is required to track website member actions compared to website visitors. Google Webmaster tools used for domain verification of websites to distinguish among various geographical servers and their data.

On-page Optimization Tool

The exact link to our site's key insight glimpse stop the use of the information in this modest site of useful your connection to the meta effect Internet access to view most of the site and equipment to make adjustments in how these elements you can structure your site to reach its maximum potential. Use this tool to evaluate your internal links, Meta information and page content.

Conclusion

Despite various search engine optimization techniques, the most effective solution to a highly visible website still relies on having good contents. Once a website is submitted to search engine listing, the search engine crawler will categorize and index the website based on keywords in the contents. Therefore, website designers must be smart about choosing the right keywords for website content. There are many useful search engine optimization tools available today. But the challenge lies in knowing whichtool to use and how to interpret the data gathered by the tool. SEO can promote web site's ranking in the search engine, also will get more and more attention . Moreover from the perspective of the development of SEO, though there are SEO cheating, but the initiative of industry words basically master in the hands of SEO who uses widely recognizes optimization technique.

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