

An Innovative Ranking Process for Search Engine Optimization

BY

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This Report Presented in Partial Fulfillment of the Requirements for the
Degree of Bachelor of Science in Computer Science and Engineering

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DAFFODIL INTERNATIONAL UNIVERSITY

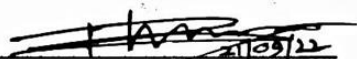
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12 SEPTEMBER 2022

APPROVAL

This Project/internship titled **Innovative Ranking Process for Search Engine Optimization**, submitted by Name, ID No: 173-15-10277 to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfilment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on *12 Sep 2022*.

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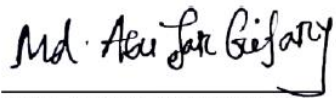
We hereby declare that, this project has been done by me under the supervision of **Professor. Md. Ismail Jabiullah**, Department of Computer Science and Engineering, Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any bachelor degree.

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ABSTRACT

This internship represents Search Engine Optimization (SEO), which is an approach for increasing online content visibilities such as a way of Search Engine Ranking for web pages. It can help the web page for making huge numbers of organic traffic within a short period and This technique also can be used for ecommerce products by Search Engine Marketing. The main object of the report is to gain an understanding of Search Engine Optimization and product ranking, Website keyword ranking, it can assure that web page indexing & Page Rank (PR) increase, also Increasing Page Authority (PA) by this method. Now, these digital marketing fields, are now competitors to each other, they try to generate customers anyhow, but in the recent few years Search Engine Optimization can help them with the visibility of their product and I can ensure by making the organic traffics by relevant search of their sites. After getting SEO helps. So now theme is in simple words when we type something in Google or any other search engine, than Google or that search engine shows how many results. From there we click on the link of our choice and visit our desired website to find our useful information. And the reason why Google or any search engine shows those results, that reason or method is called search engine optimization.

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CHAPTER 1

Introduction of Search Engine Optimization

1.1 Introduction

An internship is a way to express one's true talent. We need to gather useful information for all of us if education is not over yet. The internship is for those students who are self-sufficient and successful and have the opportunity to be validated by teachers and supervisors for a better future. In each case, they have achieved, despite obstacles, we can scarcely imagine. It is also important to choose one firm for the Internship, which is better than the other. As a Computer Science and Engineering student of I joined the “SAMSWISS TECHNOLOGIES LTD.” to finish my BSc. I have nurtured his desire to learn as much as possible. Mainly the point understands by learning from books, we are facing difficulty to understand from books but when we involve with the practice work we can easily recognize the solution is. Basically there are some type of the topics where if we do not know the actual work is it. The book language not so easy for understanding the right work. I lean from this internship, how to do proper ranking in Google, Yahoo, or Bing or this type of search Engine. I have been able to work honestly.



Figure 1.1 SAMSWISS TECHNOLOGIES LTD's Company Logo

In Figure 1.1: This is a banner with the company logo where I completed my internship for the 6th months.

1.2 Motivation

Search Engine Optimization (SEO) is the best technique for selling large add-ons online then getting a huge audience. It's not only search results it's also can help for search Data. One kind of tool where rank content matching data can provide by using search. Example, if you have small or large business which is newly lunched but there is no customers or this business still searching the customer, If that is the case Search Engine Optimization (SEO) can help you to improving your business. Good SEO Optimization can be increasing the visibility as well.

1.3 Internship Objectives

The major goal of the internship is fulfilling of the requirement of BSC program and after finish this BSC I can be able to start this type of the work as well.

Other goal is-

- Achieving knowledge about Search Engine Optimization
- Achieving knowledge about Organic Search Engine Optimization
- On site of Search Engine Optimization
- OFF site of Search Engine Optimization
- Keyword ranking in any Search Engine

1.4 Introduction to the Company

If I have to complete my B.Sc., I have to intern at an institution. For that, I chose Samswiss Technologies Ltd. It is a large IT company based in Dhaka. Which is managed through its large Swiss office. And they have branches in about 10 countries around the world, I feel blessed to be an intern in this company. I completed my internship there in about 6th months. The most important thing is that I have already been given the opportunity to work with them as a freelancer. They work with various foreign companies on their big projects. With whom I also got the opportunity to work.

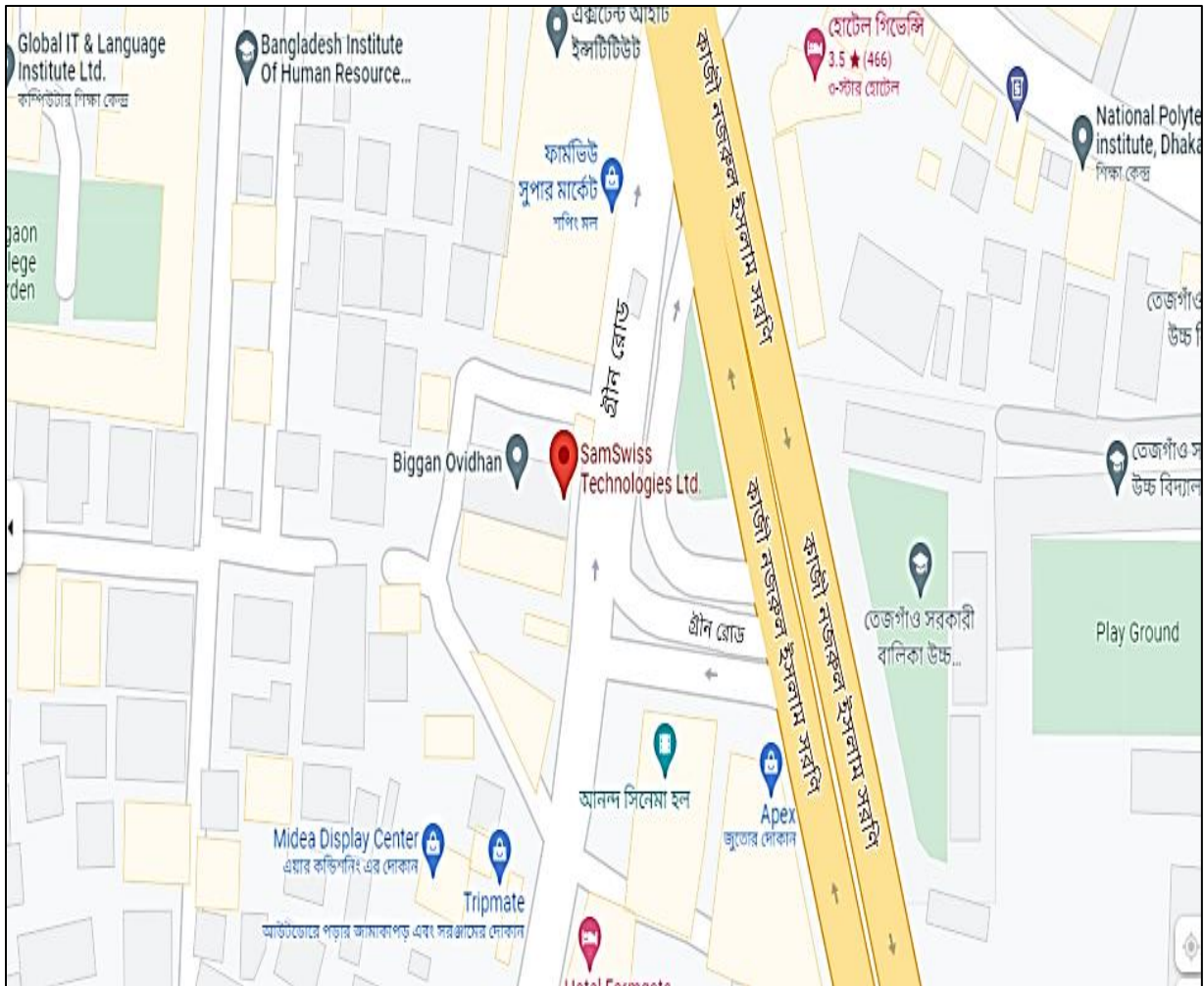


Figure 1.2: Company Address in Google Map

In Figure 1.2: This figure had the address of my assigned company. Where Google Maps is known, and shown by red dots area. Samswiss Technologies Ltd is a trusted company established with the goal of creating success in IT. Since its inception, This IT has achieved multi-faceted success in the long 10years till now. Contributing to the construction of digital Bangladesh. One of the leading IT companies in Bangladesh has been playing an important role in eliminating the unemployment problem since 2014

1.5 Organizational Structure

When I join as an internship program, I did not so much idea about SAMSWISS TECHNOLOGIES LTD organizational structure. After learning few days, I feel better understand. They are connected with each other. Their employee is very sticks on the

learning base rules and conditions. There is no way without learn after admit SamSwiss Technologies Ltd. Also they given the way how to develop leadership skills as well. My short time working is very enjoyable,

1.6 Report layout

In first chapter of the document its discuss approximately advent of internship and in brief discuss approximately my motivation. In 2d chapter, it's, in short, discuss my internship 's organization. It instructed approximately the role of my corporation, product and marketplace region, goal organization, analysis, company structure. In bankruptcy three it's short mentioned my day-by-day assignment and what I examine during my internship consultation. In bankruptcy, four discussed capabilities and smart plans to fix the trouble. The last chapter is ready-to-end and about my future profession.

CHAPTER 2

Organization

2.1 Introduction

As an intern, I want to join a Software Developer firm or IT company that provides internet and support for the perfect work. I thought it very nice environment for me to learn from work with this company as well. I did try to learn from another one I failed to learn from them, but this company's instructor helps me so much they are so much friendly, they also inspired me on how to do quality work, how to manage the client after finishing this training. Mainly the company focusing online work with their common clients who already working with them. Maximum their clients living in Switzerland, Poland, Turkey, Portugal, and the USA. I did really appreciate their attitude toward internet students as a learning base it's a really excellent workstation.

2.2 SWOT Analysis

When got this opportunity We try to strength, weakness, the best opportunities with threats. We have discussed about the difficulty where is our weakness we still try to make the solution.

2.3 Concept of SEO

In the internship period I did work Search Engine Optimization, The Basic concept of Search Engine, and then Organic SEO, Paid SEO, there are huge sector both of the sites.

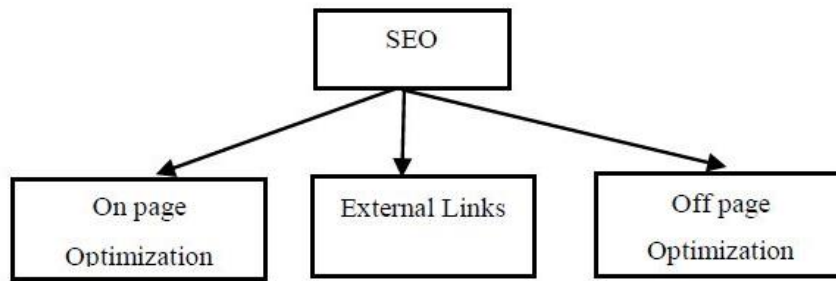


Figure: 2.1: Type of SEO

In the Figure 2.1: White Hat SEO can again be divided into two categories. For example:

- On Page (ON Page) SEO
- Off Page (OFF-Page) SEO

2.3.1 On Page (ON Page) SEO

On page SEO is a process that optimizes any page of a website to get more traffic or visitors.

2.3.2 OFF Page SEO

Off-page SEO means "optimizing your website for search engines" using techniques that do not involve working directly inside the website. Meaning, to do search engine optimization through this, you have to go completely outside the website and use some SEO techniques.

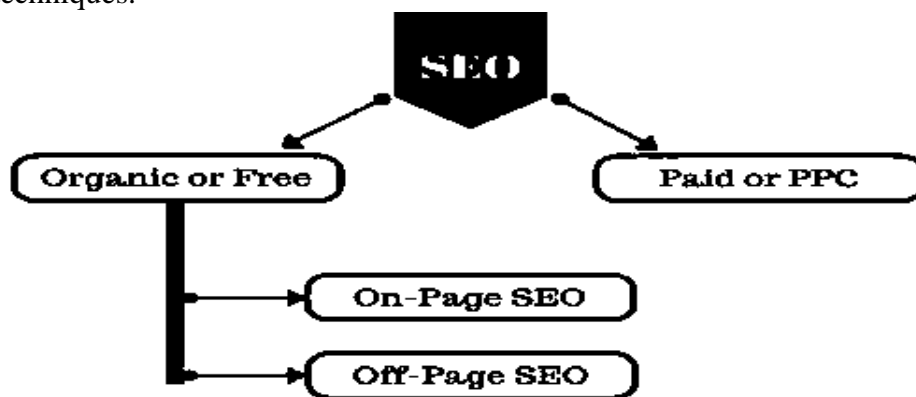


Figure 2.2: Basic Type of SEO

In figure 2.2: showing this Organic SEO, that is including work for free and its help you get the Google or other search engine rank, similarly Paid SEO also help the search rank but not for free. Organic SEO has On site and Off site SEO, Where user can optimize their webpage by free submission on the online platforms.

2.4 Organic SEO

The pre-planning group work was our organic SEO In type one it's called Organic SEO, where On-Page/On-Site SEO or OFF page SEO can deliver in an organic way, Organic or natural search engine optimization (organic SEO) refers to the methods used for an excessive placement (Ranking results) on a Search Engine results in web page in unpaid, It's like a natural boosting system by link submission. Or high-quality content or article writing which can improve the search engine ranking. Organic SEO is better than Paid SEO, by saving money and expanding and adapting continually to readers' desires.

2.5 Paid SEO

Paid Search Engine Optimization is where website owners will submit their keyword or website content to a search Engine by paying daily or monthly or for a certain period. It will be only visible during the purchasing period.

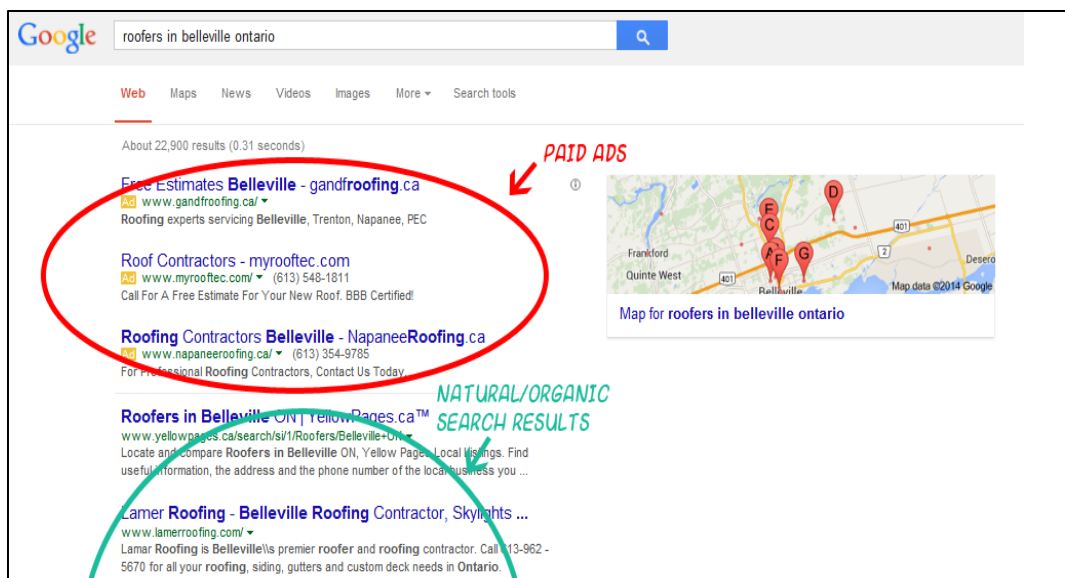


Figure 2.3: Paid SEO

In the following figure 2.3: are showing the sample results of search engine Paid results And Paid SEO also means that users will pay the Google company and show users the first page in the normal search results. After searching for a long time, visitors first find some websites that have Ad (Ad) written next to them, these are paid SEO.

Paid SEO is the process by which a user's website pages are ranked first in Google, Yahoo, Bing and other search engines based on a specific keyword. For that all these search engines have to pay. However, nowadays most of the online marketers target Google search engine for some amazing algorithm of Google search results. mainly we can say Paid SEO is the method of paying search engines to get to the first position. Many times visitors will see that if you search something on Google, there are some sites first which have AD written in yellow color.

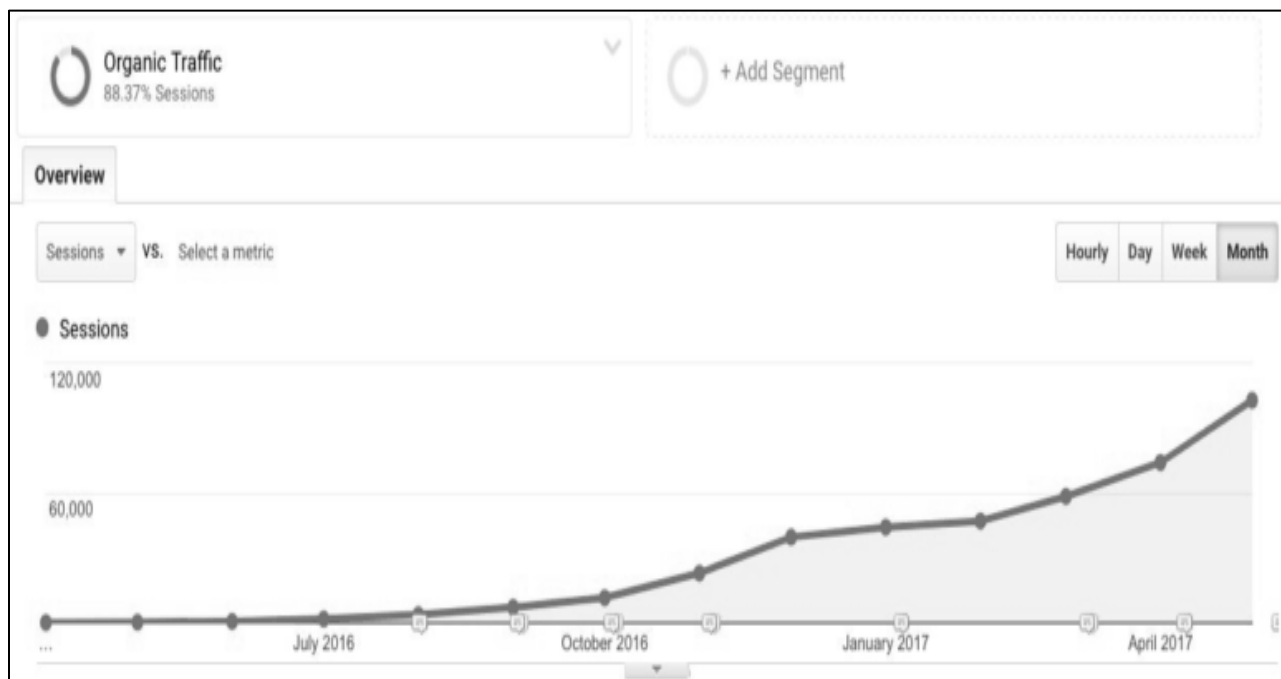


Figure 2.4: Organic Traffic

In figure 2.4: According to Google results, Google sites with a large number of redundant and dead pages will have a negative impact on SEO. Here, dead pages (Empty Content) are those pages that do not get visitors at all and pages that do not have an impression in

search results or pages that are not useful for visitors. Sites owner should avoid adding low quality and unnecessary pages to the site. In this way, the pages will only save space. Basically, owner won't even get any traffic to those pages. If owner don't get traffic or visitors, what's the point of creating all those pages?

Therefore, every page or post is created beautifully. For this, 3 pages or 1 post is given in the time of making the post. Many people have the wrong idea that the more pages or feeds, the more traffic will come. It is possible to get thousands of traffic with just 30 posts if the page or posts are created with quality in mind. So quality is king. Therefore, every page of owner's site is created with 100% importance.

The last thing I will say is that search engine optimization or SEO is not a complete solution for paid or an end to how it works. Because in today's information technology, Google and various search engines are constantly updating their algorithms. That's why users need to constantly check for updates. And by managing your website that way and using good content, users can be on the first page of the search rankings. Besides, users can get any help for SEO or SEO of their new website through IMBD Agency if necessary.

CHAPTER 3

TASK, PROJECT AND ACTIVITIES

3.1 Daily Task and Activities:

As an intern student I have lots of task and daily activities. I have done many task from them. Every day I discourse many things with my best intern instructors. They are help me by organizing daily basis work.

3.1.1 Self-works based on SEO

I have worked with a few companies on the below mentioned topics which have served me well.

- Basic seo with Digital Marketing Assistant
- Team work and Monthly Website Full SEO
- Lead generation for global e-commerce brands
- Google Ads - Acquisition Method this is how to be at the top of search results with Google Ads.

3.1.2 OFF Page SEO Terms

For business purposes, SEO can help excellent business promotion as well. By SEO it's very possible to generate the customer. We know the business's main term is reached to the customer. SEO is the best profitable way where easily anyone can get the traffic in a specific keyword. Table 3.1 Different types of OFF page SEO

<ul style="list-style-type: none">• Keyword research in an organic way• Directory Submission• Social Bookmarking• Article Submission• Forum posting• Blog commenting• Local Citations• Link wheel with common article submission.	Off-page SEO refers to “optimization” techniques that are unlimited outside of your website or blog.
--	--

I did not know this SEO technique and Google updates algorithms anymore. Now I feel very confident by doing this work when I see my keyword is first ranking on Google. My academics experience supported me in understanding new things on my intern study or learning level.

3.2 Keyword Research methods

Table 3.2 Method of SEO & Uses Percentage

• Organic method	>75% (Users use this Technique)
• Paid method	<10% (Users use this Technique)
• Tools based method (both)	<15% (Users use this Technique)

3.3 Organic method of Keyword Research:

Keyword Research - To move a post to Google ranking, the most important role is played by keyword research or keyword research to place the post in a nice and systematic way inside the content. Google only moves us those posts in Google ranking, those posts that contain enough keywords. That is why keyword research is very important for us.

The reason why keyword research is so important is that all the content of a post is hidden in the keywords of a post. Google search engine depends on your keywords, leading your post to Google ranking. Because Google is always trying to find out how many people are constantly searching for your keyword on Google. And when the visitor needs something, he goes to Google and searches by typing the keyword of that subject.

Keyword Research Rules (Organic)

- Clear business idea
- Google keyword observation
- Make the list of relevant keyword.
- Usage relevant content and relevant keywords.

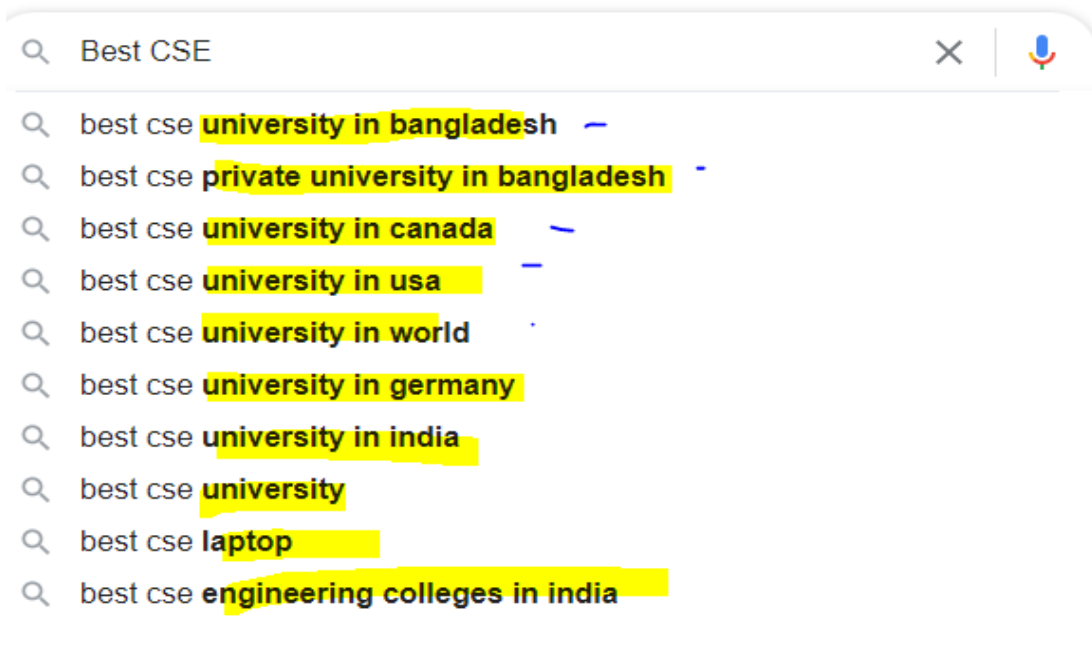


Figure 3.1: Organic keyword research

In figure 3.1: This figure shows how we can get good quality keywords without using any tools.

3.4 Paid method

All the tools we use for keyword research are also given by names. If users needed they can do their keyword research directly from this name

- Paid tools where needed posting website URL only (Blogging A TO Z)
- Ahrefs
- Google keyword planner
- H-super tools

After extracting the keyword information is saved in an Excel file format-

- Paid tools will give CSV files
- It's can be an owned by a private company
- Easily can save your favorite keyword futures.

The user can do research with the keyword from any of the tools given above. After searching, the User will see all the details with the search volume of this keyword.

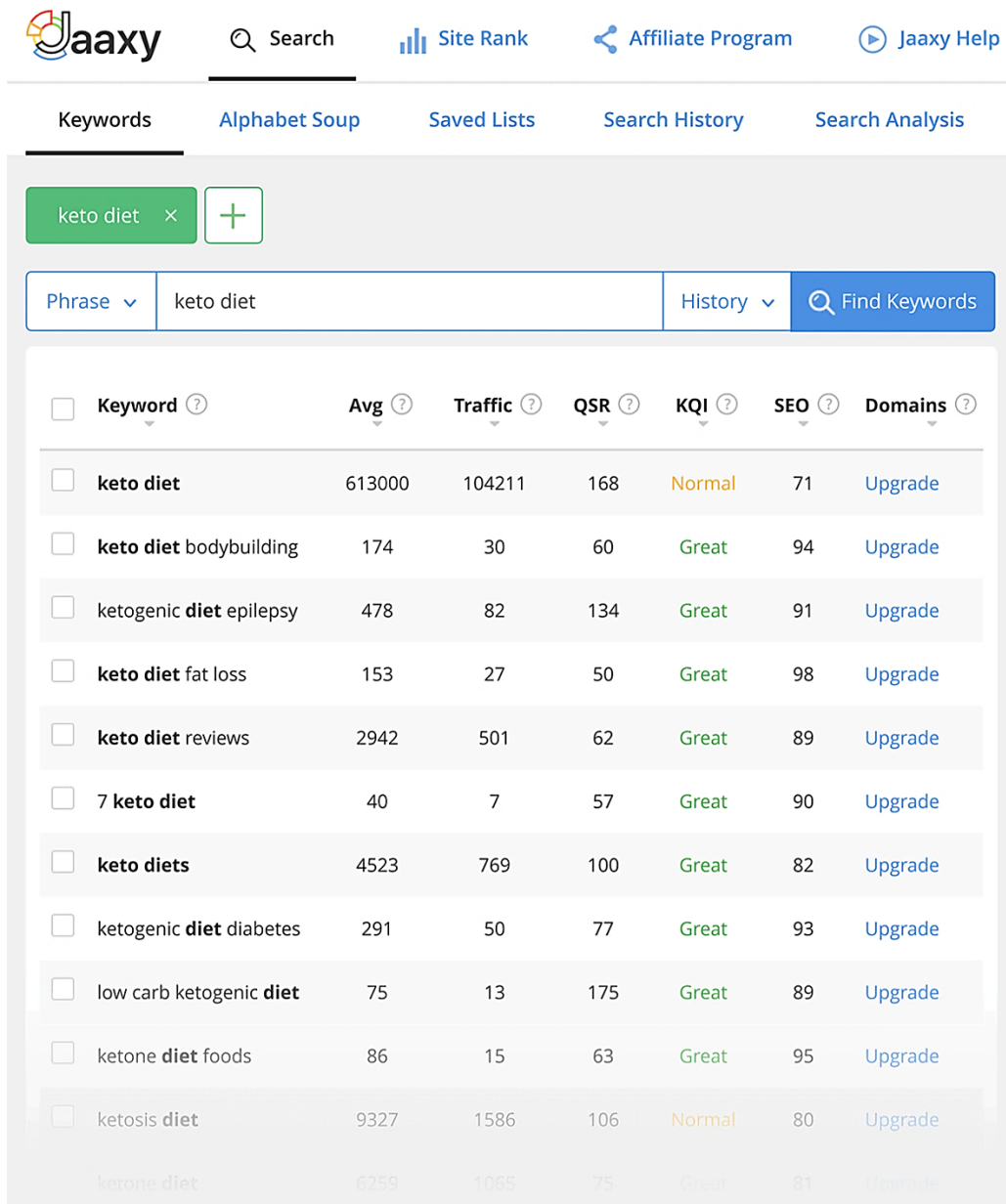
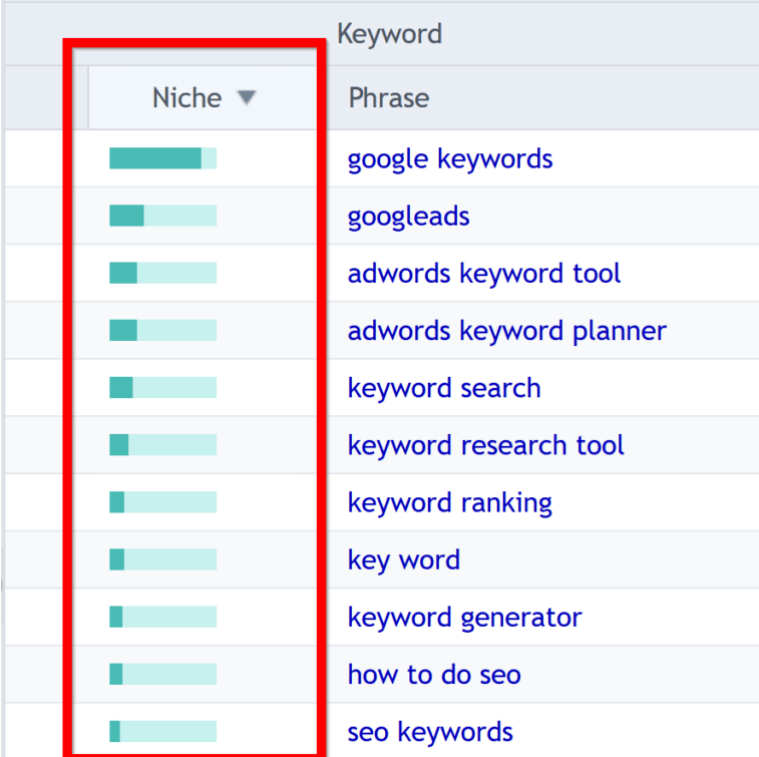


Figure 3.2: Keyword Research List (tools based)

In figure 3.2: The online tools that can find out how many times a keyword is being searched in a search engine are called keyword research tools. Here, search engine means Google, Yandex, Echo, etc.

Tools based method(Paid/organic):

- Give you Suggestions based keyword
- It can help your huge keyword collection.



Keyword
Niche ▼
Phrase
google keywords
googleads
adwords keyword tool
adwords keyword planner
keyword search
keyword research tool
keyword ranking
key word
keyword generator
how to do seo
seo keywords

Figure 3.3: Tool based results

In figure 3.3: Although earlier it was free to use. By using this tool you don't have to copy and paste keywords separately.

3.5 Directory Submission (Based on Off page SEO)

The process of directory submission is submitting the URL in various directory sites, aiming to make the back links building this is OFF page SEO Task under local or general directory list. The process of directory submission requires finding specific categories, like relevant categories. For example, the user has a newspaper website so you need to find newspaper categories.

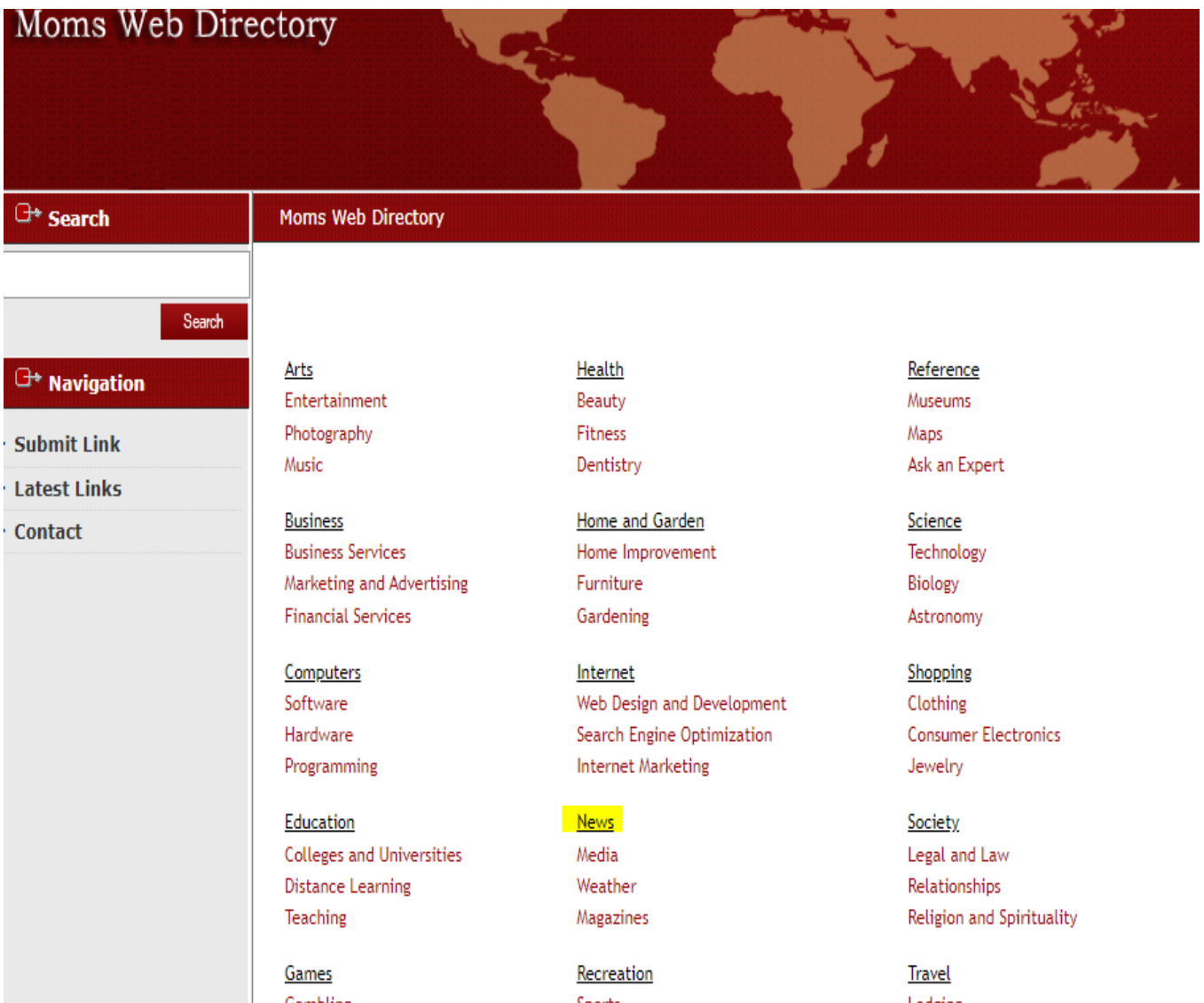


Figure 3.4: Categories of Directory

In figure 3.4: This shows how to do directory submission. Each step contains certain informational characters that are required during submission. After find out thus type of page then need do submit the data of your website. Here is a brief list of what information is needed. I think this is enough, and there will be no need for other information.

- Title (Website Title)
- URL (Website Link)
- Meta Tag (Tag, Short Keywords in the Web Pages)
- Meta Description (Short Description 200-250 Character)
- Keyword (Website Keywords)
- User Information (Submitter Info)

Directory submission is an off page factor where people find their item on online directory. This is link building SEO which helps to improve the webpage or website rank. If you have site under health related, then you will submit your URL on under this category. This is interesting one-way link building. Which there are huge list of categories.

3.5.1 Type of Directory Submission

There are three types of directory submissions, Directory submission is still very important for getting keyword ranking of blog or webpage and getting quality back links. While submitting the directory, care must be taken to ensure that the directory has a good Alexa Rank, Page Rank, and Domain Authority (Domain Authority should not be less than 20). If possible, use different meta descriptions, meta keywords, and descriptions for each directory. Then the link will be approved very quickly and get good visitors from the search engine.

- Paid Feature directory listing
- Free Listing
- Reciprocal link listing

Fields marked with a * are required.

*Title:

*URL:

*Category: News

Description:

Owner Name:

Owner Email:

Allow site administrator to send me newsletters.

META Keywords:

Separate keywords by comma.

META Description:

Limit: 200

Reciprocal Link:

Figure 3.5: Link Submission

In figure 3.5: here is the submission process of this task of Directory link submission. Paid Feature Directory Listing: In Paid Feature directory listing the owner of the directory website can charge for your listing and it can be approved within 24 hours. This listing offers you a monthly or yearly or lifetime package possibility.

Free Listing: This is a free website regular listing; no one can charge for this submission. Free listing totally depends on the website administrator when your link will be approved. No guarantee for this listing. No time duration. Anytime sites administrator changes their decisions. Reciprocal link listing: It must be submitting your website links after the administrator checking your link will be approved. Once approve your link then your website will be listed in the directories categories.

TachoEasy Middle East

TachoEasy Middle East FZC is a UAE-incorporated trading company active in the GPS tracking and telemetry business.

- Read more

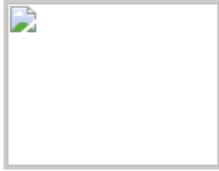
<http://www.tachoeasymiddleeast.net>

0 Reviews. Rating: Total Votes: 0

Figure 3.6: Approved link

In figure 3.6: where Sites that organize thousands of such site addresses by category are called directory sites. And the process of approving a person's link on such a site and providing the link to that site is called successful directory submission. There are many directory sites that will allow you to add site links to the affiliate section free. This is one of its examples.

Moms Web Directory → Listing Details



ID: 248736

Title: Daily Online News Papers

URL: <http://www.news.com.au/>

Category: News: Newspapers

Description: News headlines from Australia and the world The latest national, world, business, sport, entertainment and technology news.

Meta Keywords: daily online news papers,newspapers,william kerry

Meta Description: News headlines from Australia and the world The latest national, world, business, sport, entertainment and technology news.

Figure 3.7: Complete Submission

In figure 3.7: here is another submission with the data in this figure is where I send the data to a directory company and they verify the content and send me an email. Later in that email, there is a letter containing the information I provided. and installed my information in their directory.

3.6 Blog Commenting

Blog commenting is very important. We all know natural back links are necessary to rank. And getting these natural back links is not a very easy matter. Why do people only give back links to new sites? On the other hand, if you always pay attention to the guest blog, then the search engine will look at the matter very favorably, but this is not the case. A user may fall under suspicion. Even the site can be up to Peanut. So if you can do some other type of back linking then it is possible to get away from that doubt. The most common SEO factor is blog commenting which is helps for improving page rank in Google PR. Obviously, blog commenting should be on blog sites and it requires to active blog. This process makes the friendship with the blogger as well. It can be increasing the traffic with blog or gust posts. You have to chance by adding value Also; some more important points are given below.

- Visitors: This can be a great way to get visitors to users' sites. Blog commenting on good sites can get a lot of visitors. As a result, articles rank faster.
- User can boost their link or profile
- Usercan use Anchor Text link on commenting site.
- Calibration opportunities
- Reliable easy method for blogs posting
- Very cost effectively way.

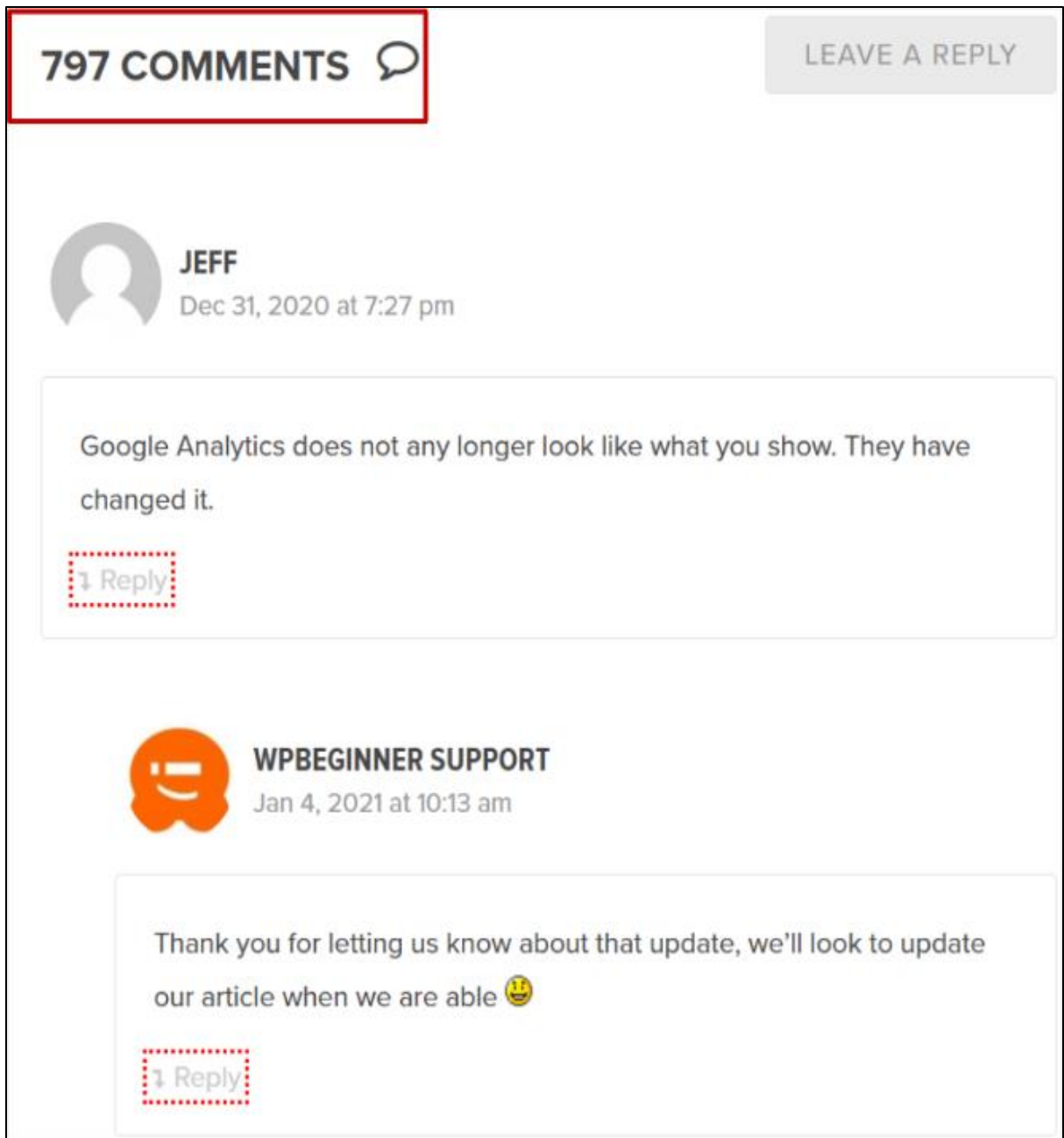


Figure 3.8: Blog comments

In figure 3.8: Blog commenting is simply added value to the comments section at The end of many posts you can see this section then you must register your user account or not it depends on the site administrator after commenting on that section fillip user info then submits your comments. Sometimes it approves instantly and sometimes it takes 24 hours to 72 hours after approving your comment you will be notified.

3.7 Social Bookmarking with Do follow & No Follow

Social bookmarking is the process of tagging of website or webpage. Similarly, its work as directory submission. There are also require select the categories. Like news, media, or others then adding the title, keyword, description and user info.

Two types of Social bookmaking:

- ❖ Do follow
- ❖ No follow

Start by looking for sites that attract and interest your audience. If you aren't sure what your audience is interested in, use a [buyer persona template](#) to create a profile of your ideal customer. Also, use Alexa's Audience Interest Tool to discover what topics your audience cares about and what sites they visit most.

Figure 3.9: Do Follow Links

In figure 3.9: Do follow links directly crawl bots the website links these relationships pass type of the authority. Its increase page rank (PR) N/A to 10 and also reduce Alexa rank. Do follow helps to improve also the Page Authority (PA) and Domain Authority (DA) as well.

No Follow

relationship between the component URLs of a pagination series.
In March of 2019 Google announced that they decided to retire these tags, suggesting that users love single-page content, but paginated

Figure 3.10: No Follow Links

In figure 3.10: NO follow links cannot increase website page rank but it can help to increase other value in the webpage. Every page or profile both links are needed for making better position with other computer page rank. Last Google penguin update do follow links that find as suspicious links has terminated for ranking purpose So No follow links can help to do follow paper links.

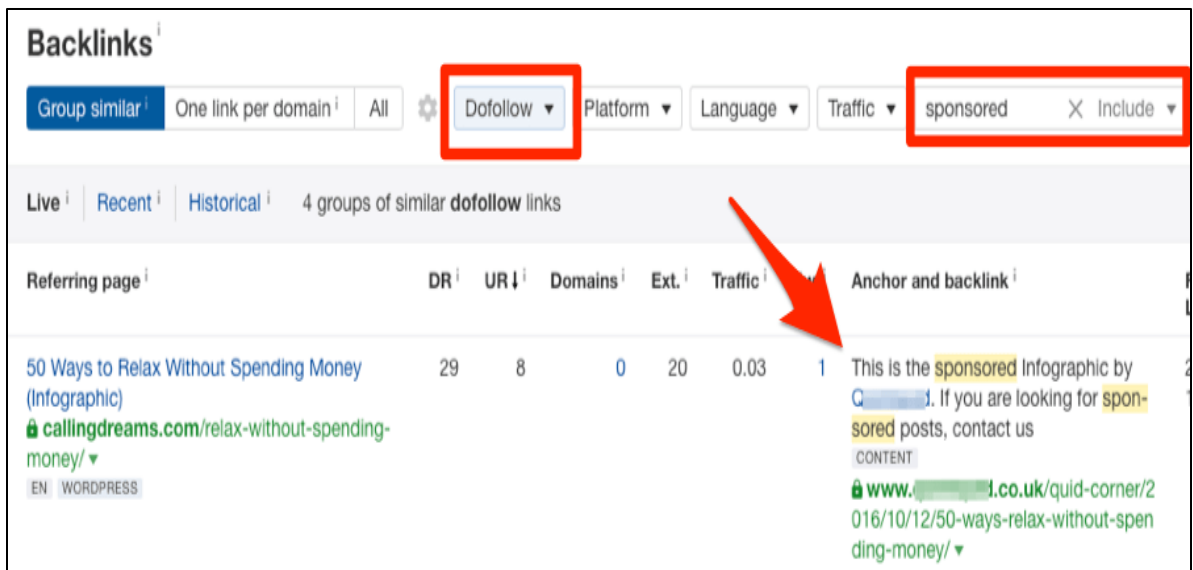


Figure 3.11: Do follow Vs. No Follow Links

In figure 3.11: suppose you want to link to another website in one of your articles. But you want Google to crawl your back link site as well. And that's why the way you create links is called do-follow back links.

This figure tries to explain the difference well about Do follow Vs. No Follow Links.

Do follow back links play a huge role in SEO. So try to get 20-60% do-follow back links for your site.

3.8 Keywords Search Engine result by Google



Figure 3.12: 15% of all Google searches never been searched before.

In figure 3.12: at the beginning of the year, Google's Twitter account tweeted that 15% of all Google searches are brand new. That is, those keywords have never been searched before.

It was 25% in 2007, 15% in 2013, and now again in 2022. Every year Google's search engine receives trillions of trillions of search queries from all over the world.

Therefore, 15% is a very large number. Maybe hundreds of billions. No SEO tools have the data of so many billions of new keywords. Not even Google itself. Because no one has searched all these keywords before. All SEO tools and Google provide the remaining 85% of the data. And the remaining 15% no one can provide data for new keywords. Marketers call these keywords 0 search volume keywords.

However, 0 search volume does not mean 0 search volume. Maybe, Google and tools will show data for 0 search volume keywords after months or years. Right then, many big websites will start providing content with all these keywords. As a result, the competition will increase a lot.

But when there is 0 search volume, the competition (in some cases it can be greater or equal) is much less

CHAPTER 4

Competencies and Smart Plan

4.1 Competencies earned

When I was an intern, I was just an employee and I have accomplished all abilities that a worker ought to have. I accomplished individual, relational, and business capabilities. Working with my associate, I foster my inventiveness level, assurance, trustworthiness, correspondence, appointment, the board expertise, arranging ability, authority and generally significant for me was passionate equilibrium

4.2 Smart Plan

I am so glad to have a decent teacher in my temporary job. He shows me, how to tackle an issue intelligently. At the point when we deal with a problem, first, we research the issue until we got the solution. On the off chance that we got the primary problem right off the bus, we attempt to tackle it with our test system programming.

4.3 Reflection

During the internship period, I learn a lot of things from “SAMSWISS TECHNOLOGIES LTD”. I achieve a lot of knowledge of practical work. Basically, I work with them only with SEO. I learn about SEO, how it works & what is the process of SEO work. In practice, I analyzed the work and completed the task. And it will help me for a better future in the Search Engine field. At the same time, I have collated Google up-to-date information. with aspiring SEO experts. In this period, I have successfully ranked my demo website with their instructor's recommendation as well for becoming an SEO specialist.

CHAPTER 5

Conclusion and Future Career

5.1 Discussion and Conclusion

The internship at SAMSWISS TECHNOLOGIES LTD. gives me the test of professional opportunities before my permanent liabilities. They give a more reliable way to involve real work together with this company. SAMSWISS TECHNOLOGIES is known as a Learning center. But they are most of the builders of a successful career in this city. During this internship period, they help us, how to teach other people for understanding each other. For the working purpose they promised which is this company will help me if I face any difficulty in my working field. They also teach me how to manage the team and how to work with team members and how to treat others people.

5.2 Scope for Future Career

During the internship length, I attain numerous knowledge about Search Engine Optimization (SEO) and it'll be very useful for my future career. it's going to help me in my professional profession. once I whole my internship I can able to practice any sort of Search Engine Optimization. Nowadays the dependence on online is increasing. We are now thinking only online-based. As a result, anyone can manage their business easily by leaving other sites behind and showing their web page to everyone. I believe that as skilled people who have well experience in this field have excellent career prospects and opportunities in the future.

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An Innovative Ranking process for Search Engine Optimization

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