

# Search Engine Optimization Using Local Language

Hemang Desai<sup>1</sup>, Birajkumar V. Patel<sup>2</sup>

<sup>1</sup>Vimal Tormal Poddar BCA College, Surat, Gujarat, India

<sup>2</sup>Department of Computer Science, S.P. University, Vallabh Vidhyanagar, Gujarat, India

Available online at: [www.ijcseonline.org](http://www.ijcseonline.org)

Accepted: 17/Jul/2018, Published: 31/Jul/2018

**Abstract**— Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, higher ranked search results always appear in very beginning of first page of search results and they get more frequent clicks than any other. SEO may have executions for different kinds of search, including image search, local search, video search, news search, etc. In this review paper need of local language search engine optimization discussed.

**Keywords**— Search Engine Optimization, Informative search engine, Use of local language, Ranking, Natural search

## I. INTRODUCTION

Search Engine is a kind of tool that allows end-users to find information from the web. Search engine uses keywords entered by users to search the web which contains the required information. Search Engine Optimization (SEO) refers to techniques that improves ranking of websites in organic way, user may get required information very quickly in effective manner. In Search engine optimization (SEO) there are various method to improve rank like paid approach and un-paid approach. Un-paid approach basically works for organic search. It may be based on number of clicks or based on matches with relevant keywords on a web page. People want this for better appearance of their site to get6 more clicks.

SEO provides different varieties of search process like text search, image search, map search, video search, tutorial search, news

search and industry specific search and many more. As part of web encouragement strategy, SEO considers different ways of search engines work like, what individuals search for, the particular search text or keywords written into search engines. A web search engine is a kind of robot that is designed to search for information on the World Wide Web. The search results are generally presented in a line of results often referred to as search engine results pages. Search Engines work by retrieving information about many web pages form different web servers. These pages are retrieved by a Search Engine (Robot) — an automated web crawler which follows every link on the site as shown in Figure 1.

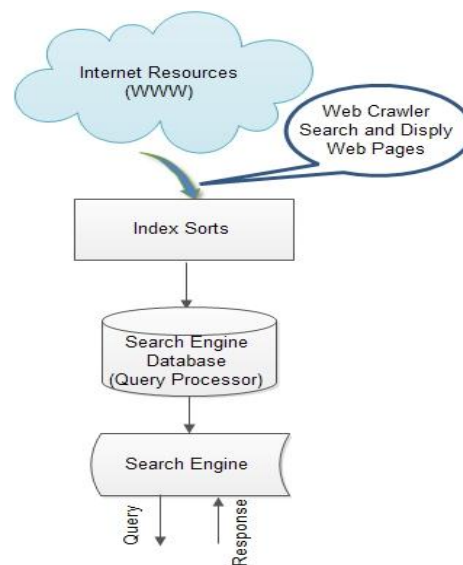


Figure 1: Working of Search Engine

Search Engines provide specific information or navigate users to some sites, which can be considered as information-oriented search engine.

## II. RELATED WORK

Ke Sun et. al [2] have proposed a Chinese topic-oriented search engine service, named as Foxinfo1.0, which provides a 360 degree view of the topic that interests the users who're seeking it. This takes tag into consideration when aggregating information with the certain topic. Researcher also proposed an algorithm named as CTAG which generates tags from different abstraction levels, the

algorithm achieves a high precision and a relatively higher F1-measure on the test set. Surbhi Chhabra et al [3] proposed a comparative analysis of several SEO techniques has been done based on some inducing factors like N gram indices, Key word & link optimization. The analysis shows that crawling & fetching is the best method because of faster and efficient retrieval of data from search engine. Each web search tool is partitioned into assorted modules including crawler module on which web index depends the most. A crawler is used to download and store web pages for internet searcher. For any crawler two issues should be considered. First the crawler should organize and select a strategy to decide which pages to download next. Second, It needs to have optimized and robust structure with a goal to download maximum pages per second including accidents and crashes.

Man Yang et al. [4] undertaken the issue of development of education informatization, educational resources on the network increasingly rich, for an effective retrieval of educational resources, to retrieve more targeted results, by studying the Chinese word segmentation module based segmentation on lucene algorithm and for the existing educational Chinese resources word features, proposed strategy to improve the Chinese word segmentation lay the foundation for the establishment of professional education search engine. Author describes the professional search engine in the field of education based on lucene, focusing on search of the Chinese word segmentation algorithm improvement strategies for educational resources, used lucene-based search engine architecture to achieve adaptive length based on forward and reverse maximum matching and statistical algorithm combination, then it has a good processing capabilities of Chinese language. Matthew R. Scott et al. [5] has introduced English learning search engine for Chinese speakers with demonstrates the effectiveness of that. Longyan Luo et al [6] have undertaken the issue of Traveling search engine for the Chinese people. They introduced the search on optimized manner with respect to all services regarding travel search for travel agency. John B. Killoran et al [7] has introduced how the ranking of any website can be increase on web and how we can optimize the user search. Rajesh Eswarawaka [8] has introduced the tips and techniques for website keywords. They introduced how SEO work and what are the impacts of keywords in web search. Samedin Krrabaj et al [9] have studied the On-page and Off-page optimization SEO factors for page ranking. The algorithms are discussed for the page ranking. Swati Gupta et al [10] have proposed the technique for calculating success factors to get good rank using fair methods for optimization. The undertaken work gives study of success factors for websites like Google, Bing and Yahoo.

### III. CONCLUSION

In this paper, Search Engine Optimization using different local languages discussed. With the big success of traditional search engine, new styles of the information retrieval service for providing more convenience information seeking mechanism has been studied by many researchers/organizations. There is a need of search engine working on local domestic language (Gujarati) for providing search results to users of a particular geographical area who can understand information retrieved easily.

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