

**Project Dissertation Report on**

**The Role of Search Engine Optimization and  
Content of a Website in User Acquisition**

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## **CERTIFICATION FROM THE INSTITUTE**

This is to certify that the Project Report titled “The Role of Search Engine Optimization and Content of a Website in User Acquisition”, is a bona fide work carried out by Mr. Dipanshu Yadav, of MBA 2018-20 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Master of Business Administration.

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# STUDENT'S DECLARATION

I, Dipanshu Yadav, student of MBA 2018-20, of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the final project report on "The Role of Search Engine Optimization and Content of a Website in User Acquisition", submitted in partial fulfillment of Degree of Masters of Business Administration, is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Dipanshu Yadav

Place:

Date:

# **ACKNOWLEDGEMENT**

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project at Delhi School of Management, Delhi Technological University. One of the most important tasks in every good study is its critical evaluation and feedback which was performed by my faculty guide Dr. Shikha N. Khera. I am thankful to faculty mentor as well as my colleagues for investing their precious time to discuss and criticize this study in depth and explain the meaning of different concepts and how to think when it comes to problem discussions and theoretical discussions.

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# ABSTRACT

The use of the internet is increasing at a fast pace and this increase will be seen in the future too but getting access to the right results on the internet has also become very challenging. About 92% of the Traffic of the web is circulated by Search engines like Google and therefore learning about search engines and their potential has become very essential. Apparently this percentage explains what crucial role a search engine plays on sending the user towards the the relevant data and right webpage.

With increasing number of webpages and data and information providers, the competition is also increasing and everyone wants their website to rank higher than their rivals. Therefore SEO has become a very famous concept among the website owners and content writers. Search engine optimization helps any website to rank comparatively higher on the google SERP and that's what the website owners expect. The purpose of the study is to determine the effects of Content, bounce rate, UI/UX design, Loading speed, Views on page on a website and how these factors help acquiring more visitors/users on the website.

Research was conducted in a new website, **The Storify News Times** (<https://www.storifynews.com/>). There were many different rules and techniques that are explained by the professionals in SEO field over the years, these rules and techniques were taken into consideration in order to find the effectiveness of these practices. SEO methods were applied on the site by the owner and the results were observed in the google SERP and later the analysis was done in order to reach a conclusion of the study.

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# CHAPTER 1: INTRODUCTION

## 1.1 Introduction

Search engine optimization (SEO) is the tool or method that has been used to improve ranking of the results that the users are searching for on the internet. In the increasingly competitive platform of the internet for the website's owners, it has become essential to use SEO to highlight their websites. Reaching to the user is the end goal of a website. Visitors spend a large amount of time on the websites that gives them relevant information and the websites. Users visit a website to engage with content and to find information. Website's owners want to make sure that the users are spending much time to engage with the content of the website and ultimately turn them into daily visitors. Therefore, for this purpose, the content and the design of the website along with its functionality are important characteristics.

SEO is directly corresponded with the page hit proportion and recurrence of hits, since expanding number of sites endure in rivalry as far as positioning. In this manner, web search tools are the most essential apparatuses, which assume a noteworthy job for the sites to arrive at the buyer, as far as getting higher positioning. Since the motivation behind the web indexes is to serve "people", the most significant component is to comprehend the virtual conduct and propensities. In the beginning of web indexes, the interlinks of sites were viewed as indication of significance.

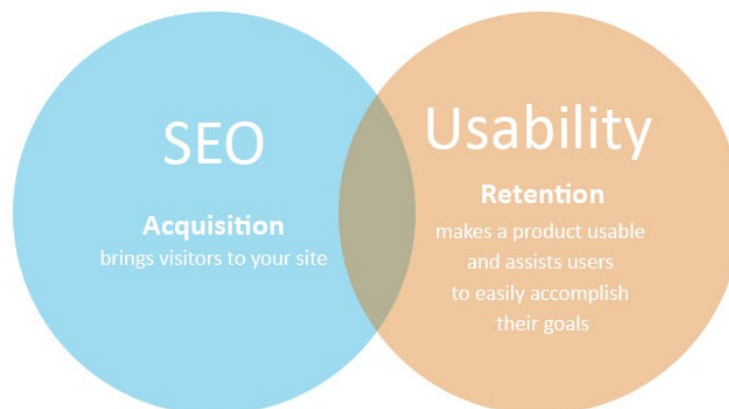


Fig 1.1 SEO and Usability

Subsequently, inside the extent of this examination we directed an study to legitimize the significance of web crawlers, the general assessment of query items, and the significance of Search engine optimization. It is no surprise that Google is the main figures in the region, our study focus on the latest Panda and Penguin updates to understand the key elements that influence Search engine optimization, for example, At the end of the day, by executing a test situation we had the option to show how these variables ought to be utilized in a site and how the factors of the website can improve the website and the user experience

Site design improvement is a procedure that utilizes a quest standard for web index to gain higher positioning for site pages or sites to upgrade the likelihood of site get to. Since the rise of Google, Yahoo, Ask, Blekko, Volunia and Bing, the SEO standards and web index advancements have been currently improvement. Web search tool is an approach which depends on various procedures utilizing a PC program to accumulate data from the Internet, and arranging and handling the scanned data for showing the list items to the clients in an efficient manner. A web search tool has four significant regions: searcher, indexer, tracker, and client. Web crawler isn't just the important capacity in the site to give an accommodation to clients, however it is additionally a compelling apparatus of understanding web client's conduct. Proficient internet searcher permits clients to discover the objective data rapidly and precisely. At present, the significant Internet web indexes are Google, Yahoo, Ask, and Bing, etc.

Search engine optimization relates to the activity of optimizing the individual web-pages or the website to get higher position in the search results. The SEO strategy involves two procedures: on location streamlining and off-site advancement. On location enhancement relates to the practices which are utilized during the improvement of a site. Followings are the significant viewpoints that need fastidious consideration during the advancement of a site to make it web index well disposed. Space name and title of the site pages ought to contain the catchphrase for which the site is required to be enhanced. Likewise, it requires picking distinct content for the site substance followed by making sense of the watchword expresses through which site is



intended to be streamlined. These catchphrases are required to be set inside the headings, grapple labels and Alternative labels (Alt-tag) just as in the primary substance. For SEO, we suggest utilizing the most recent devices and programming for site improvement, and consistently refreshing the site with new and special substance so the sites remain agreeable with the ever-changing Internet patterns. Guaranteeing that the pages contain the latest catchphrase that are increasingly appropriate to their substance achieve esteem expansion in the SEO approach. The catchphrases utilized for streamlining ought to likewise reflect in all the connecting structures on the pages. Correspondingly, recordings, pictures, sounds and different substance ought to be advanced on similar lines.

Off-page optimization identifies with the training through which the site and its substance are engendered over the Internet to expand its traffic which thusly assists upgrade with google ranking of the site. In this examination, we recommend that Back Linking, Social Network and Groups are the three significant contemplations for off-site enhancement.

There are various strategies that have been proposed for SEO, however there are a few holes that ought to be filled to make these procedures increasingly compelling. To this end, we have audited distinctive SEO strategies that are practically speaking for advancing individual site pages or the whole site so as to make them web crawler cordial with a definitive target of gaining higher positioning in the list items.



Fig 1.2: SEO Statistics

Search engine optimization is the most effective way to be found on the internet for the purpose of service. About 92% of the Traffic of the web is circulated by Search engines like Google and therefore learning about search engines and their potential has become very essential. Apparently this percentage explains what crucial role a search engine plays on sending the user towards the the relevant data and right webpage.

But we also have to keep in mind that more than 2 million searches are ran through the internet every minute. Therefore to highlight your business it is really important to use SEO as a tool to nourish the websites online presence.

### **Statistical Fact showing the Significance of SEO:**

- Online searches are the leading provider of traffic on the sites. 300% more traffic generated by social media.
- More than 85% of searches by individuals start with an inquiry utilizing web indexes. (Web crawler Journal)
- 73% of clients never look past the main page of web index list items. (Hubspot)
- 82 percent of web crawler clients state they once in a while, once in a while, or never click on supported query items. (Web index Journal)
- 44 percent of all searchers click on the top-positioned item. Just 23 percent click a compensation for every snap (PPC/paid ad) connect. (BloggingPro)
- 42 percent of clients originate from list items of web indexes. (B2B Social Media Guide)

### **Internet Users Worldwide**

The use of the Ethernet was blasting since it was first invented. Worldwide, a huge number of PCs connected all through the world. The fundamental part of the web despite everything stays to share and convey the data starting with one individual then onto the next and one spot to other as email, online talk, VoIP, web based business, internet games, WWW and so forth. Global

use of the internet is increasing by the day and practically all the social orders in the ongoing years independent of the topographical district or nation.

Approx 4.79 billion people use internet globally (a report shows 2020 data of each continent)

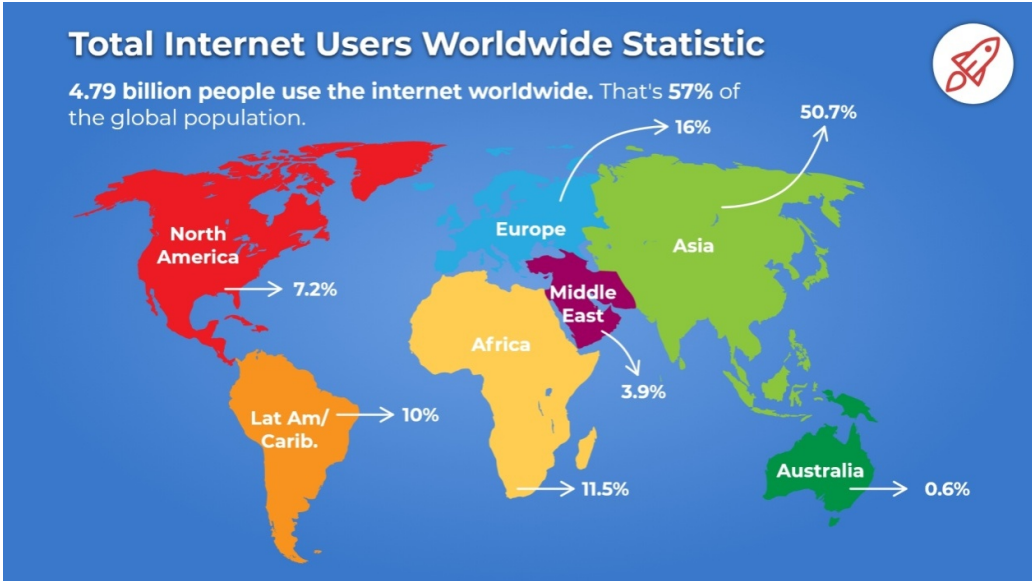


Fig 1.3 Total internet users worldwide statistics 2020

People of every age group are using internet and every user serves a purpose as they run queries across the internet or use social media or do shopping or play online game

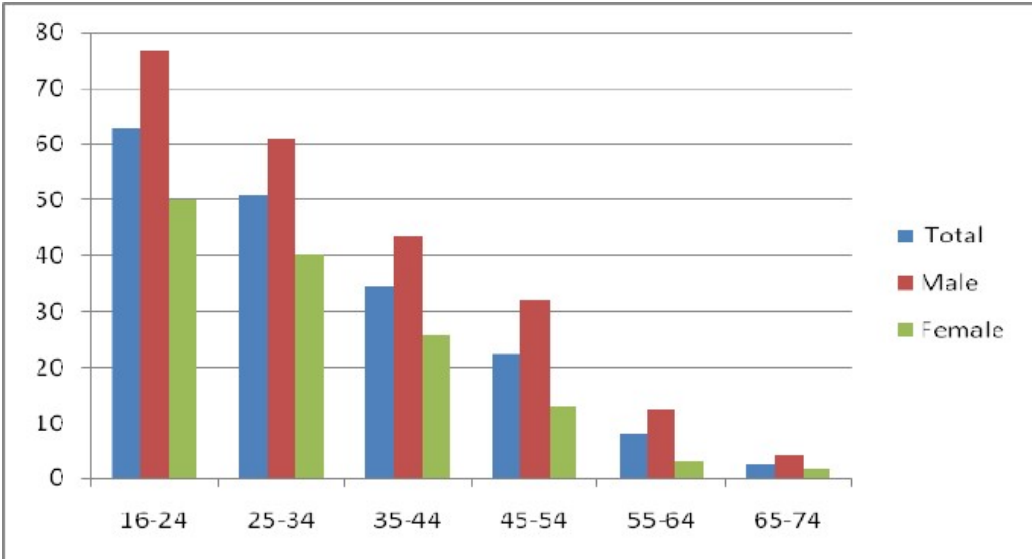


Fig 1.4 Total internet users worldwide by age

## 1.2 Company Profile

The **Storify News Times** – Understand the breaking News is one among the world's leaders in online news and information delivery to users from time to time. It is a multi platform news blog and website which has been started with a mission to serve as a forum for better understanding of the happenings going on around.

**The Storify News – Understand the Breaking News**, is an American and Indian news website agency, with localized and international editions. The magazine is edited from a liberal political perspective. It was founded in 2017 by Erric Ravi

As an innovator of news, we serve as a host to exhibit the things happening across the world today, tomorrow, and for the decades to follow. We cover different news niche such **technology news**, Hollywood, Bollywood, **business, entertainment news**, World **politics News, sports News**, Real Estate, movie news, culture, Health etc., of different countries available across the world such as **Asia, National News, Europe News, USA, Australia**, South Africa, Singapore, Malaysia, Saudi Arabia, United Kingdom, California, Honk Kong, Dubai and everything in between.

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# The Storify News Times

Accurate, credible as well as from time to time, Storifynews.com provides faster look on the happenings in today's world and exhibits even far-reaching issues to the audience.

***Current Website Matrix – Latest Update On 01-01-2020***

**Alexa Global Rank:- 323602**

**Alexa USA Rank : 31,321**

**Alexa India Rank : 98737**

**Monthly Organic Traffic : 20k+** (USA – 40%, UK – 20%, Canada – 20%, Australia – 10%, India-10%)

**Domain Authority and Page Authority – 42 & 35**

**Monthly Unique Visitors : 50k+**

## 1.3 Proposed guideline for SEO

SEO identifies with the action of streamlining singular site pages or the whole site to make them more web search tool well disposed, in this way, getting higher position/positioning in query items. All the significant web crawlers, for example, Google, Yahoo, Ask and Bing rank site pages with the correct blend of positioning components or signs; in this way, SEO targets producing the correct sort of signs on the website pages. The center procedure utilized in SEO is to update the two substance and related coding of the site to improve its perceivability and unmistakable quality in natural/regular inquiries made by the web crawlers. The upgraded sites show up at better positions in web crawlers and usually get the higher number of guests. For reasonable purposes, the thumb rule to upgrade the site is to make it whole substance as "search engine only index text" WordPress (<http://wordpress.com>) is a site generator/designer and enhancer instrument which has the accompanying functionalities:



Fig 1.5 WordPress

- Create a website
- Create pages and directories
- Update (pages and directories), edit and delete

- Create website links same as the title page or an article
- Install new themes (layout, fonts, textual representation etc.)

WordPress.org is a free & open-source content management system written in PHP and paired with a MySQL or MariaDB database. Highlights incorporate a module design and a format framework, alluded to inside WordPress as Themes. WordPress was initially made as a blog-distributing framework yet has developed to help different sorts of web content including progressively customary mailing records and gatherings, media exhibitions, participation destinations, learning management systems (LMS) and online stores. WordPress is utilized by in excess of 60 million sites, including 33.6% of the main 10 million sites as of April 2019, WordPress is one of the most famous substance the board framework arrangements being used. WordPress has additionally been utilized for other application spaces, for example, pervasive display systems (PDS).

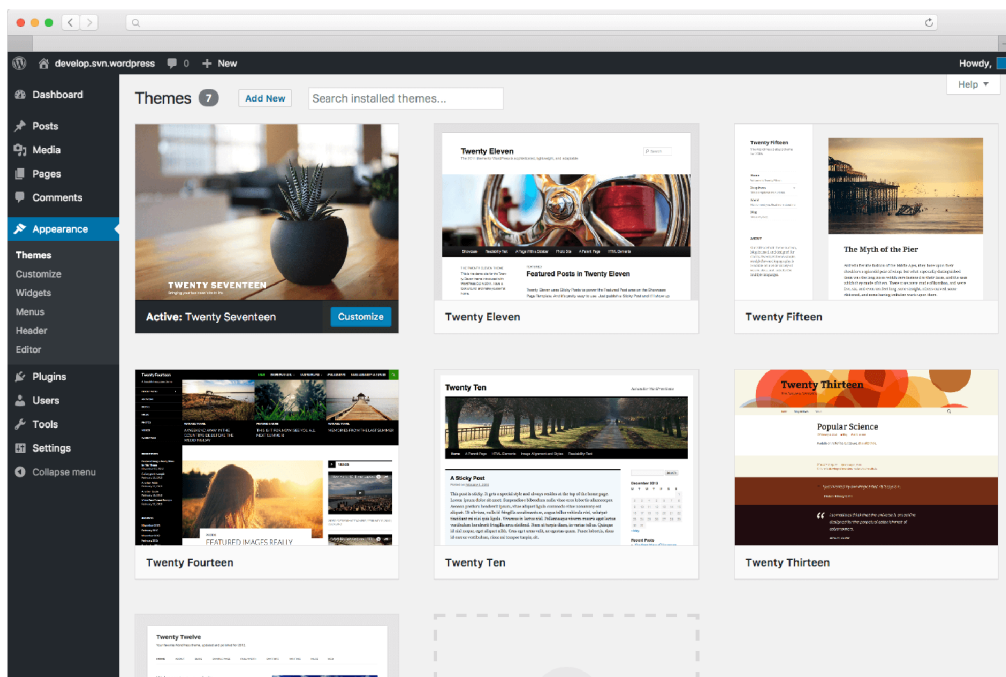


Fig 1.6: WordPress Layout and Themes

SEO technique entails two major processes: on-site optimization and off-site optimization:

**a) On-site Optimization:** On-site optimization pertains to the practices which are used during the development of a website. Listed below are the important aspects that need meticulous attention during the development of a website in order to make it search engine friendly. The following guidelines are suggested for on-site optimization:

- Domain Name and Title of the website/web-pages should contain the keyword for which the website is required to be optimized.
- Choose descriptive text for the website contents.
- Figure out keyword phrases through which website is meant to be optimized and put these keywords in headings, anchor tag and Alternative (Alt) tags as well as in the main contents/text.
- Create a perfect architecture of the website that can be easily crawled. Use latest tools and software for website development (e.g., WordPress).
- Regularly update website with fresh and unique contents so that the websites contents should comply with the ever-changing Internet trends.
- Ensure that the web-pages contain the latest keywords/buzzwords that are more pertinent to their website contents.
- The keywords used for optimization should also reflect in all the linking structures placed on the web-pages.
- Similarly, video, images, audio and other contents should be optimized on the same lines.
- Select keywords after analyzing its density by using SEO Tools (such as Quake, Xenu). Use keywords that can be crawled easily by the Google spider.
- Place keyword in title tag of the page.
- Content of the page should contain such keywords that can be easily found on pages during the optimization.
- Use brief and concise URL for the websites

## How users view a website:

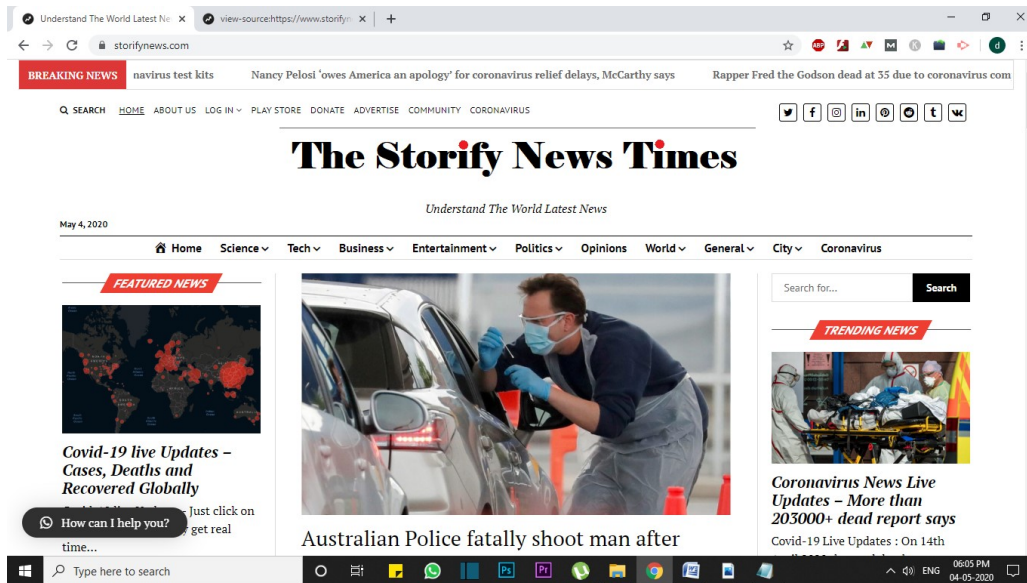


Fig 1.7: Website

## How search engines view a website:

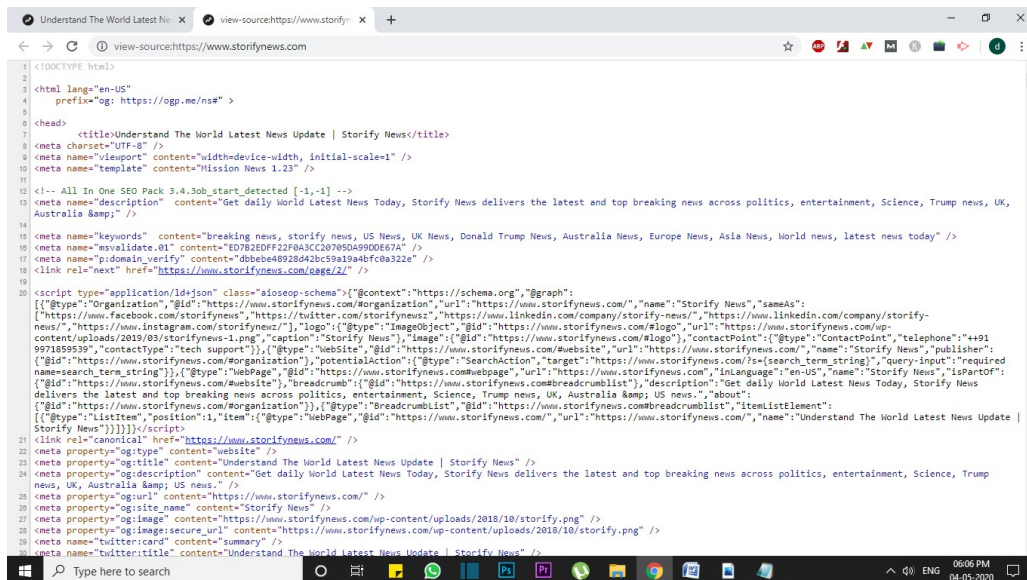


Fig 1.8: Website source

**b) Off-site Optimization:** Off-site optimization relates to the practices through which the website and its contents are propagated/proliferated over the Internet to increase its traffic which in turn helps enhancing Google ranking of the website. The following considerations are suggested for off-site optimization:



1. Back linking: Place your website links on other well reputed websites. This helps enhance page rank. Some other course of action includes:

- Choose a reputed web hosting company.
- Website should have its own static IP address.
- Ensure Article Distribution to other websites.
- Include Forum and Blog Commenting.
- Submit your Blog and RSS Feed.
- List your site in directories.
- Get “.gov” and “.edu” links.
- Include social bookmarking.
- Check shares of your website content on different media periodically.
- Use clear text for links that should be found on site.

2. Social Network: Place links of the social networking websites such as Twitter, Facebook and Google+ on your website. Proliferate your website's content onto these social networking sites by creating your web-links/web-pages on these sites. This helps other people to add to your accounts and ultimately visit your website.

3. Groups: Join groups such as Yahoo, MSN, Google and post comments on these groups. Your comments should always have a reference/link of your website or the specific webpage that you wish readers to read. Sending email to masses is also covered in this strategy.

4. Join online community and discussion boards, and place comments containing links of your website.

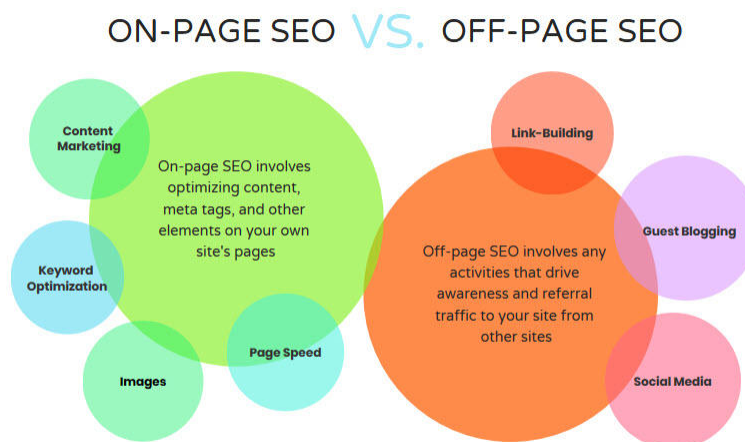


Fig 1.9: On page SEO v/s Off page SEO

## SEO Violations:

SEO violations are tactics others use to manipulate their site's ranking, and search engines have their own methods for finding and passing over "poor" search results. Google, for example, has an algorithm that blocks content that is considered lacking in content. Not only must sites be relevant, but they must have value in order to rank higher.



Fig 1.10: SEO Toxins and violations

## Writing SEO Friendly content:

### 1. Know your audience:

This is important because if you're writing for the wrong person, it doesn't matter where you rank, you're not going to do well. That traffic isn't going to convert into revenue, and you're going to be wasting time and money because you had to produce that content. You need to understand your target audience, what resonates with them, and what will bring value to their lives before you begin writing.

Also, you need to work on producing unique content that'll stand out from all the competitors, because there's already a tone of content out there.

So first off, go to Ubersuggest and type in keywords that you're trying to go after. It'll give you demographic information, it'll tell you the age range of the people searching. This will give you a good idea of this keyword is a good fit or not. It even tells you how many of those visitors actually click on the paid listings versus the free listings, versus no listing. And in the content ideas report, it'll show you all the content that's popular based off of Google search traffic, backlinks and social shares.

## 2. Understanding the proven blog post on-page SEO process:

The process of structuring your content and optimizing for various elements of that page is the key to on page SEO. Optimizing your blog for keywords is one thing, but there's other factors within your content that can help you rank. So if you're on WordPress, you can just use a Rank Math, SEO plugin or iOS, either one work well. I found that Rank Math is a little bit better for you beginners, yourself. If you have a little bit money, their paid version is amazing. Another thing you can do is go to Ubersuggest, type in your URL, click on the site audit report in the left navigation, it'll tell you all the errors down on your web page and what you should fix. What you'll find in that Ubersuggest report is it breaks it down and priority with the top items being the ones that have the biggest impact to your traffic, and the items at the very bottom having the lowest and the least impact to your sure traffic.

## 3. Write blog posts that provide practical value to your audience:

Readers don't want generic blog post, they want something that's going to be worth their while. Something that they can finish with and be like, "Okay, I'm going to go and do this now." That's example of good piece of content.

You need to look at the questions that most people are typing in and looking for. Through Ubersuggests in the keyword ideas section, you can see a list of questions, that people type on a daily basis for the keywords that you're going after.

#### 4. Use the AIDA model:

Your job is write something that's captivating in the title that draws people in and makes people click through. Remember, a headline is so critical that 73% of buying decisions are made from the point where readers come in contact with your title. And as they say, eight out of ten people will read your headline but only two out of ten will click through and read the rest.

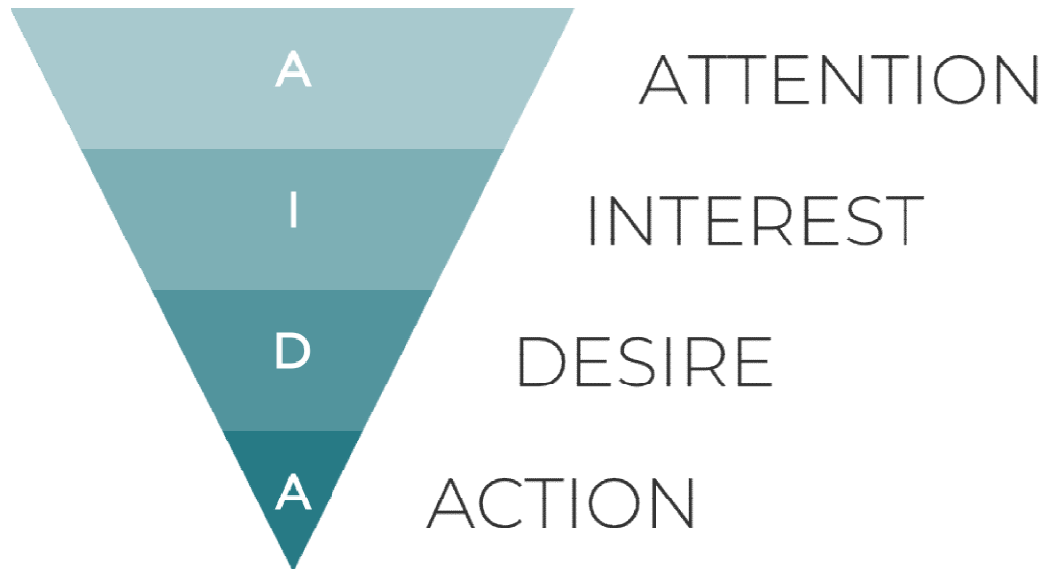


Fig 1.11: AIDA Model

So make sure you focus on your headline. Now with interest you want to stimulate interest. It's important because it keeps the readers on your page and possibly on to other pages of your website. So you want to expand on what you're promising in your headline.

As for the desire, the best way to build a strong desire and your posts is to use bullet points. Not too many bullet points, but just enough to build the desire. Studies show that people are more likely to make a choice. When choices are limited. Keep this in mind with your readers as well.

## **1.4 Objective of the Study**

- To study the effects of SEO on the ranking of a website in Google search.
- To study the impact of SEO and Content of a website impacts on User Acquisition.
- To study the effects of UX Design (User Experience design) and the content of a website on User engagement.

# CHAPTER 2: LITERATURE REVIEW AND CRITICAL EVALUATION

## 2.1 Literature Review

Search engines have a novel arrangement for ordering data in a proficient way, and it is basic to enhance website pages with a certain goal in mind to upgrade their inquiry positioning. Cui and Hu [1] feature the particular necessities for streamlining the inquiry inquiries, and present a novel site building and plan ideas dependent on the experimental research relating to inside coding strategy and site substance. Furthermore, the creators expound site improvement apparatuses and methodologies explicit to the internet business destinations for viable site advancement. At the point when a client look through a site through an enhanced web search tool, at that point the whole site can accomplish higher positioning position. This improves the site traffic and upgrades the site deals ability. This requires utilizing explicit devices, techniques and web crawler agreeable strategies for SEO. Besides, the five methods utilized for the Tools of SEO classification are: watchword apparatuses, connect devices, ease of use devices and top notch approaching connections. For the Strategies of SEO, three techniques are expounded which are: site structure, space system and composing site titles methodology.

The strategies utilized in the Friendly Methods of SEO class are structure advancement of casings, improvement of pictures, URLs, index structures, route of site, enhancement of glimmer and web structure streamlining.

Wang, et al., [2] utilized back-engendering neural systems strategy to enhance the web crawler for rapid recovery of data from the web. The creators guarantee that utilizing neural systems procedure lessens the heap of data that surpasses the constraints of stacked data open through a specific client's prerequisites. The thought is to make profiles of client's practices while looking through data on the Internet, and afterward streamline the sites dependent on the qualities gathered through the profiling to obtain the ideal consequences of accomplishing higher page positions.

SEO builds positioning of indexed lists in the Internet advertising. Hui-ye, et al., [3] expounded in their exploration that the position of the inn locales and its data transfer capacity expanded for Internet showcasing after the execution SEO methods. The creators utilized a few strategies of SEO to expand the data transfer capacity and positioning of query items including content title, name content, picture note, HTML adjustment, guide of webpage, open site inventory enrolled in DOMS, web ping, Internet conversation sheets and mark lines for catchphrases.

SEO advancements have been repeated energetically to encourage the running organizations through electronic applications. Chung and Hui [4] express that SEO instruments can assist associations with preferring banks, governments and different foundations to improve their web benefits so as to build their business in the present world rivalry. The creators accentuate explicitly utilizing picture look, closeness natural scans and top-k catchphrase for improving the web server: The SEO instruments and methods utilized for web server improvement include: search listed getting site pages, streamlining the web server, picking the right arrangement of watchwords, on location web examination, draw in joins and off-webpage web investigation. What's more, the valuable web insight procedures are inquiry positioning elements and page raking factors. The nature of administrations can be guaranteed by centering Trust, Performance, Reliability, Enterprise Application Integration, Security and Reputation.

Search engine optimization is also used for getting higher position in indexed lists from the business data. Yunfeng [5] utilized SEO calculations and strategies for the advancement of sites. The exploration canvas covers web index, website architecture strategies and Internet showcasing. A web index has become a fundamental segment of our regular daily existence. Ventures utilize the web crawler for promoting job as the point of web index is to upgrade the capacity of website pages recovery. The sites' essential components are made by utilizing a recovery standard of SEO. Subsequently, the position of sites is higher in internet searcher in normal

query items. The examination underlines utilizing the particular SEO calculations and methods, for example, page rank calculation and Hilltop calculation. The creator worries after utilizing certain strategies for web advancement, for example, substance of site strategies, space and hostname strategies, and connections and watchword strategies. The appropriate methodology of strategies depends on the improvement of sites by pointing SEO and getting higher position in characteristic indexed lists.



# CHAPTER 3: RESEARCH METHODOLOGY

## 3.1 Research Methods

The research method that will be used in this thesis is both qualitative and quantitative research. Qualitative analysis was used to find out a complete, detailed description on the topic whereas in the other hand quantitative analysis was done to classify the features, count them and construct statistical models to explain the things that were observed during the analysis.

The basic purpose of this thesis/research is to find the effectiveness of search engine optimization in the Google listings and Internet marketing that follows and also how the content of the website affect it's performance. In the first part of the research qualitative analysis was done which includes the literature review of the topic from previous studies and also the inclusion of theories that were implied in the work done during the practical training tenure.

To make the most of the chosen topic and to find out people's perception on the subject, questionnaires were sent which 80 answered. This survey results along with the results from Google analytics were the source of qualitative data. Questionnaires were prepared and sent to the respondents using Google Forms.

## 3.2 Data Source

Both primary and secondary source of data were used in conducting the research.

### Primary Sources

In getting primary data there are several approaches available to gathering data. In order to collect reliable and valid information, the researcher go to the market place and collect data from different user of student. The method used in collecting the primary data was questionnaire.

## **Questionnaires**

The purpose of using questionnaire was to identify and assess the affect the user's behaviour. A set of questionnaire was prepared with open – ended questions.

## **Secondary Sources**

The study also made use of secondary data in collecting information. The sources of the secondary data include books, internet search, articles, and journals among others. This helped to identify how others have defined and measured key concepts, the data sources that of others used and this helped to discover how this research project is related to other studies.

## **3.3 Data Collection**

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. (responsible conduct in data management)

The sources from which the data are abstracted can be divided into three categories

Primary sources are the original material that has not been interpreted or evaluated which can include journal articles, newspaper articles, surveys etc. Similarly secondary sources are the ones that have been abstracted from the primary sources and are already gone through interpretations and evaluations. Some examples include dictionaries, journal articles etc. Similarly tertiary data are those that are abstracted from the primary as well as the secondary data and are more distilled in nature .for instance fact books, guidebook, textbooks etc. (Data Collection Methods)

Data while preparing this thesis/research has been abstracted from all the sources.

Collection of data in the preparation of this research paper/ thesis was from three main sources. Literature review from the books, online materials and articles were used to collect information for the theoretical aspect of the

research, similarly survey strategy was used to collect data from the experts and others related to the field of SEO by sending a questionnaire which included 13 Questions and were answered by 80 people. Primary reason for selecting the experts from **ARM Worldwide** for answering the questionnaires was that they would have a good knowledge in the field and would provide relevant information. Students from **DTU**, **GGSIU** and **DU** and other Universities were also sent the questionnaires, as they would also be the ones who would be keen in the topic and have information relating to the field.

Similarly data was taken/abstracted from Google Analytics tool of Storifynews.com which provided with all the performance statistics of the website since the initiation of SEO it.

### 3.4 Data Analysis Tools and Techniques:

**Web Analytics:** The significant undertaking is to execute **Google Analytics** so the purchasers' conduct on the site might be concentrated in detail. Utilizing this information, proposition were to be made so as to improve change rates just as cut down bob rate. Few other analytic tools were also used to extract and analyse Traffic data (**SEM rush**), perform SEO Audit (**Ubersuggest**), Competition analysis (**Spyfu**).

Transformation rate is the level of site guests to the website who start and complete a buy/downloads. Bob rate is the level of site guests who leave the site at the presentation page without perusing through any of different pages. KPI (Key Performance Indicators) for any web based business and speak to the adequacy of the promoting efforts that are utilized.

Site Usage	Referrers	Site Content Analysis	Quality Assurance
<ul style="list-style-type: none"> <li>Numbers of visitors and sessions</li> <li>How many people repeatedly visit the site</li> <li>Geographic information</li> <li>Search Engine Activity</li> </ul>	<ul style="list-style-type: none"> <li>Which websites are sending visitors to your site</li> <li>The search terms people used to find your site</li> <li>How many people place bookmarks to the site</li> </ul>	<ul style="list-style-type: none"> <li>Top entry pages</li> <li>Most popular pages</li> <li>Top pages for single page view sessions</li> <li>Top exit pages</li> <li>Top paths through the site</li> <li>Effectiveness of key content</li> </ul>	<ul style="list-style-type: none"> <li>Broken pages or server errors</li> <li>Visitor response to errors</li> </ul>

Fig: 3.1 Metrics through Web Analytics

Metric	Description	Category
Visitor Type	Who is accessing the Website (returning, unique, etc.)	Site Usage
Visit Length	The total amount of time a visitor spends on the Website	Site Usage
Demographics and System Statistics	The physical location and information of the system used to access the Website	Site Usage
Internal Search Information	Information on keywords and results pages viewed using a search engine embedded in the Website	Site Usage
Visitor Path	The route a visitor uses to navigate through the Website	Site Content Analysis
Top Pages	The pages that receive the most traffic	Site Content Analysis
Referring URL and Keyword Analysis	Which sites have directed traffic to the Website and which keywords visitors are using to find the Website	Referrers
Errors	Any errors that occurred while attempting to retrieve the page	Quality Assurance

Fig: 3.2 Eight common metrics of website analysis

### 3.5 Advantages of using Google analytics

#### 1) It is completely free of charge

Despite the fact that Google analytics is free analysis tool, it offer a similar measure of or considerably more functionalities when contrasted with other paying instruments.

#### 2) Able to find out how our visitors locate our website

Other than the core arrangement of keywords that we are improving, we will similarly have the ability to find what different watchwords our guests type in to find our site. During the underlying enhancement battles, the amount of keywords may be near nil. However, as the time cruises by, we will start getting more watchword being recorded on normal postings, because of the our general advancement exertion.

#### 3) Able to identify which pages and links our visitors click the most

We will have the ability to know which ones are the well known pages and connections, and measure whether our advancement battles are controlling the traffic to right pages.

#### **4) Visitor segmentation**

With this, we will have the capacity to know what number of new visitors that our SEO campaigns brings to us. We can portion our diagnostic outcome by new or returning guests and referral sources.

#### **5) Able to fine tune our website**

With this examination report, we will have the ability to calibrate our site, and do another copywriting on any of the page that isn't changing over well. Finally, it will bring us more noteworthy quality possibilities, and as such expanding more clients sooner rather than later.

# CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

## 4.1 Analysis and Interpretation

### Google Analytics: An Introduction

Google Analytics provide free digital analytics for any firm with a web presence and it is free of cost. This combination makes it the most popular solution for web analytics currently under use. Following represents the summary for quick reference about Google Analytics.

- **Actionable Insight:** Actionable insight is a piece of information that enables an individual to make well informed decisions. Google Analytics provides a plethora of actionable insights.
- **Support quality:** Though Google doesn't provide direct support; extensive troubleshooting guides and support area available online through several forums, including their official product forum site.
- **UI and Accessibility:** This tool is very easy to use, and the dashboard quality is also high.
- **Implementation:** The basic implementation is easy, as it just involves adding one line of code into the page. For advanced implementation such as sub domain, cross domain tracking, Ecommerce tracking, event tracking, custom variables, virtual page views and filters, requires specialized professionals.
- **Pricing:** Google analytics is free up to 10 million hits per month.



Fig: 4.1 Google Analytics

### **SEMRush: an introduction**

“SEMRUSH” is a leading and powerful but paid tool for digital marketers to do SEO for the website. Many SEO analysts used this tool for:

- Keyword Research.
- Site Audit.
- Keyword Ranking.
- Backlink Source.
- Site Positioning.
- Content Creation with Keyword.
- Competitive Analysis.



Fig 4.2: SEMRush

### **Ubersuggest: an introduction**

Ubersuggest is another free analytics tool for SEO experts. Often used as an alternate for Google analytics. Ubersuggest helps you generate keyword ideas for your content marketing strategy and production. With Ubersuggest's free keyword tool, generate an unlimited number of suggestions for free and take your content creation to the next level while increasing your website's chances of ranking against the competition.



Fig 4.3: Ubersuggest

## 4.2 Implementation

Implementation of Google Analytics tool in the company's website page was performed. It involved adding a tracking code to every page of the website. To make this integration easier, some open source plug-ins were employed.

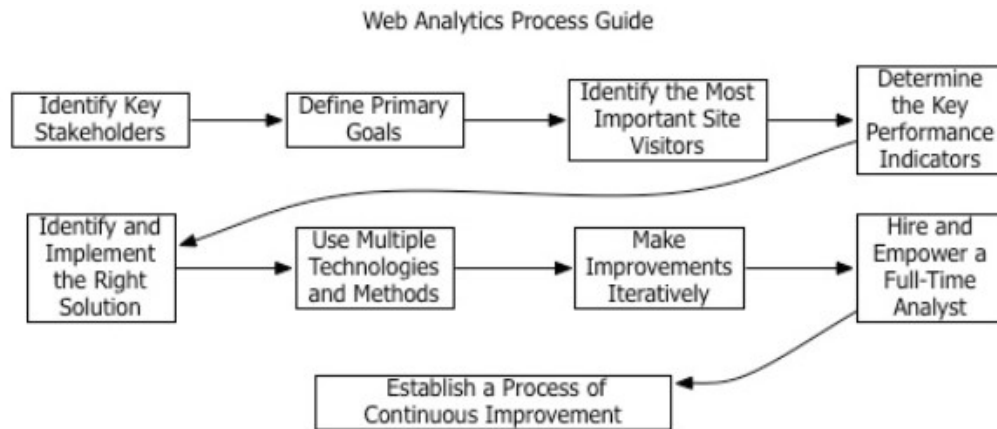


Fig: 4.4 Web Analytics Process Guide

## 4.3 Frame-work for analysis

For small to mid size business, E-commerce analytics comprises of three kinds of data.

- Acquisition data : Information related to obtaining the web traffic.
- Engagement data : Information related to how customers engage or interact with website
- Conversion data : The Information pertaining to how business is performing financially.

The data for these three were obtained from Google Analytics. However, due to privacy concerns, the conversion data is not included in the report.



## Website's content and Meta Data:

Website's meta data can be seen with the help of the MOZ bar tool. Websites URL, Page title, meta description, meta keywords, H1 and H2 tags can be seen.

On-Page Elements	General Attributes	Link Metrics	Markup	Http Status (301)
Tag/Location	Content			# of Characters
URL	https://www.storifynews.com/			28
Page Title	Understand The World Latest News Update   Storify News			54
Meta Description	Get daily World Latest News Today, Storify News delivers the latest and top breaking news across politics, entertainment, Science, Trump news, UK, Australia &			158
Meta Keywords	breaking news, storify news, US News, UK News, Donald Trump News, Australia News, Europe News, Asia News, World news, latest news today			135
H1	Storify News			12

Fig 4.5: Meta data

H1	Storify News	12
H2	Featured News • Covid -19 US Stats • Covid -19 Spain Stats • Covid-19 Italy Stats • Covid-19 India Stats • Latest News Headlines • Australian Police fatally shoot man after stabbings at mall • India accuses China of sending faulty coronavirus test kits • Nancy Pelosi owes America an apology for coronavirus relief delays, McCarthy says • Rep. Fred the Godson dead at 35 due to coronavirus complications • Rand Paul speaks out against \$500B rescue package, no amount of bailout dollars will stimulate economy • Coronavirus News Live Updates - More than 20000+ dead report says • US COVID-19 tests more than India, 9 others combined: Donald Trump • Chinese Epicenter Wuhan raises number of virus dead by about 50 percent • More than 125,000 killed by Coronavirus Globally • Can India's Public Healthcare System Fight The COVID-19 menace? • Covid-19 live Updates - Cases, Deaths and Recovered Globally • Australian police raid cruise ship linked to 600 coronavirus cases, 15 deaths • Russian man allegedly shot, killed 5 neighbors because they were talking too loudly, reports say • Spain now second highest number of coronavirus cases, deaths in the world • Spain Enters Period of Mourning as Coronavirus deaths Continue to Spike • 10 Things You Should Know About the New Facebook Currency • John Bolton declares China 'responsible' for coronavirus outbreak, says world must hold them 'accountable' • The Clothes You'll Want to Wear if You Want to Look Like the Celebrities • List of Countries that have not Declared any known cases of Coronavirus • COVID-19: Impact on Hotel & Travel Industry • How Fresh Air Can Dramatically Improve Your Health • First coronavirus death in Latin America : Argentina Announces • The Tourism ministry tracking following whereabouts of 450 Iranian vacationers who entered nation in February • Debra Messing blames Trump for coronavirus while citing false stats: 'He puts Americans in mortal danger' • 5 Ways to Successfully Travel with Your Pet • Saudi Arabia Suspends Pilgrimages to Mecca over Coronavirus • NASA Mathematician & Trailblazer Katherine Johnson Dies At 101 • Posts navigation • Trending News • Trending Politics News • US News • Your Opinions • Entertainment News	2,217

Fig 4.6: H1 and H2 Heading tags

```
<!DOCTYPE html>
<html lang="en-US"
  prefix="og: https://ogp.me/ns# ">
<head>
  <title>Understand The World Latest News Update | Storify News</title>
  <meta charset="UTF-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1" />
  <meta name="template" content="Mission News 1.23" />
  <!-- All In One SEO Pack 3.4.3 Job start detected [-1,-1] -->
  <meta name="description" content="Get daily World Latest News Today, Storify News delivers the latest and top breaking news across politics, entertainment, Science, Trump news, UK, Australia &"/>
  <meta name="keywords" content="breaking news, storify news, US News, UK News, Donald Trump News, Australia News, Europe News, Asia News, World news, latest news today" />
  <meta name="msvalidate.01" content="E07B2D9F229A3CC287905DA906863A" />
  <meta name="pinterest_verify" content="d0be84892842bc59a19a4bfc9a322e" />
  <link rel="next" href="https://www.storifynews.com/page/2/" />
  <script type="application/ld+json" class="aioseop-schema">{"@context":"https://schema.org","@graph":[{"@type":"Organization","id":"https://www.storifynews.com/organization","url":"https://www.storifynews.com","name":"Storify News","sameAs":["https://www.facebook.com/storifynews","https://twitter.com/storifynews","https://www.linkedin.com/company/storifynews","https://www.instagram.com/storifynews/"],"logo":{"@type":"ImageObject","id":"https://www.storifynews.com/logo","url":"https://www.storifynews.com/wp-content/uploads/2018/03/storifynews-1.png"},"caption":"Storify News"},"image":{"@id":"https://www.storifynews.com/logo"},"contactPoint":{"@type":"ContactPoint","telephone":"+91 9971855939","contactType":"tech support"},"@type":"WebSite","id":"https://www.storifynews.com/website","url":"https://www.storifynews.com","publisher":{"@id":"https://www.storifynews.com/organization"},"potentialAction":{"@type":"SearchAction","target":"https://www.storifynews.com/?s={search_term_string}","query-input":"required namesearch_term_string"},"@type":"WebPage","@id":"https://www.storifynews.com/webpage","url":"https://www.storifynews.com","inLanguage":"en-US","name":"Storify News","isPartOf":{"@id":"https://www.storifynews.com/website"},"breadcrumb":{"@id":"https://www.storifynews.com/breadcrumb"},"description":"Get daily World Latest News Today, Storify News delivers the latest and top breaking news across politics, entertainment, Science, Trump news, UK, Australia & US news."},"about":{"@id":"https://www.storifynews.com/organization"},"@type":"WebPage","id":"https://www.storifynews.com","url":"https://www.storifynews.com","name":"Understand The World Latest News Update | Storify News"}]}</script>
  <link rel="canonical" href="https://www.storifynews.com/" />
  <meta property="og:type" content="website" />
  <meta property="og:title" content="Understand The World Latest News Update | Storify News" />
  <meta property="og:description" content="Get daily World Latest News Today, storify News delivers the latest and top breaking news across politics, entertainment, Science, Trump news, UK, Australia & US news." />
  <meta property="og:url" content="https://www.storifynews.com/" />
  <meta property="og:site_name" content="Storify News" />
  <meta property="og:image" content="https://www.storifynews.com/wp-content/uploads/2018/10/storify.png" />
  <meta property="og:image:secure_url" content="https://www.storifynews.com/wp-content/uploads/2018/10/storify.png" />
  <meta name="twitter:card" content="summary" />
  <meta name="twitter:title" content="Understand The World Latest News Update | Storify News" />
```

Fig 4.7: Website source code

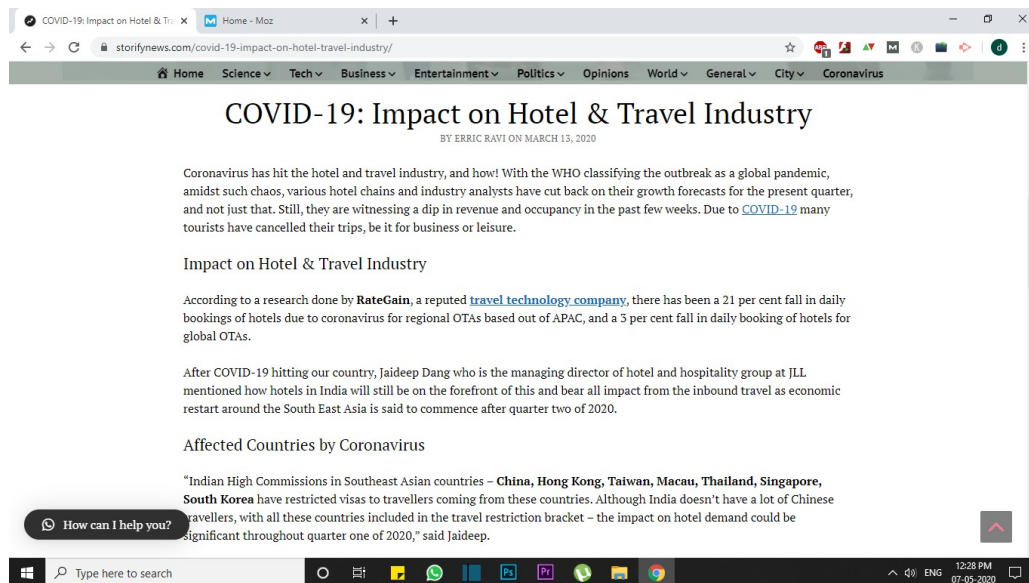


Fig 4.8: Website's content

## 4.4 Statistical analysis

### SEO Audit (Ubersuggest)

SEO Audit of a website is the very first step to improve the website for better performance. **Ubersuggest** is a free SEO Auditing tool that monitors Health of the website, Check loading speed on several devices and give out the warning points in the website that might be harming the performance if the website. Below is given the Health check of the website **before the Month of March 2020** (before the implementation of SEO on the website)

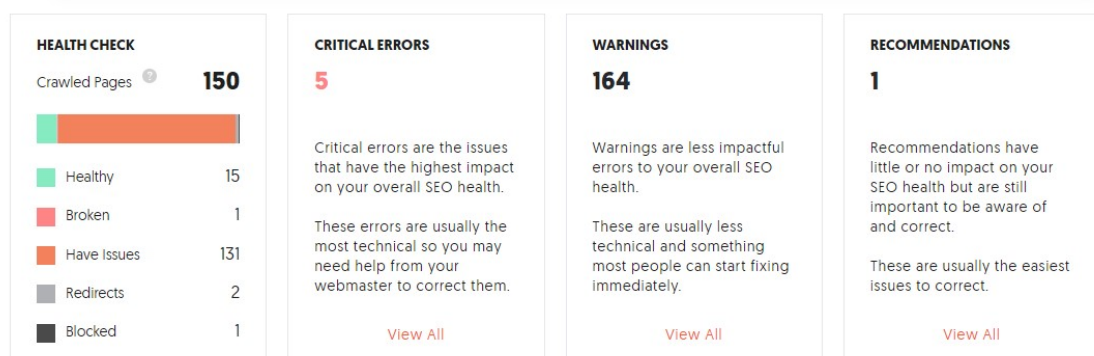


Fig 4.9: Website Health Check

Site speed defines the loading speed of a website on any device. Improving the site speed is not a SEO related activity but more concerned with backend

work on the website but the loading time still affects the usability of the site and the user experience.

**SITE SPEED**

Site speed is crucial to your SEO health. Every additional 0.5s it takes to load your site drastically increases the % of visitors that will leave your site. Below you'll see the time it took for your website to load on desktop and mobile devices using a 3G connection speed.

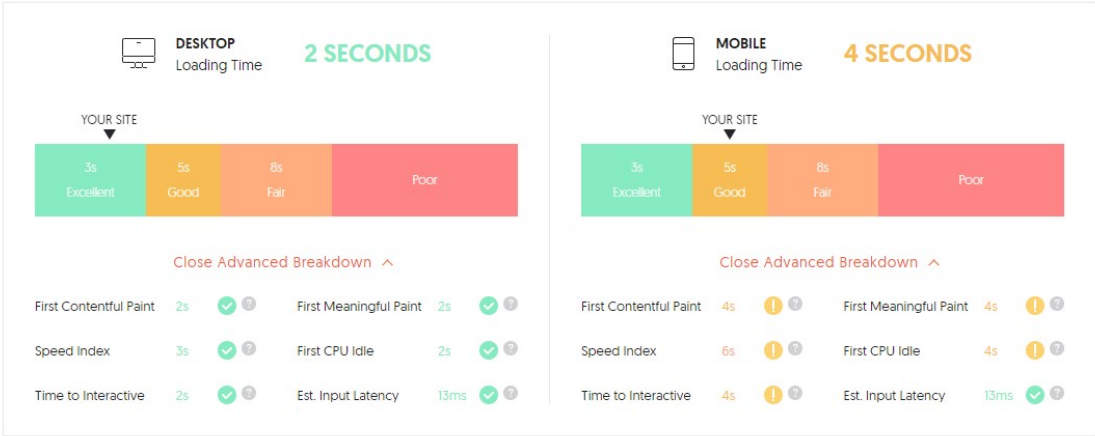


Fig 4.10: Site speed/ loading time

Faster loading speed (1-5 seconds) is considered good for a website which displays a lot of pictures and videos. A website should be optimized for all devices in order to improve its user experience.

Lastly if there are any issues found in the website, the final audit report mentions the top causes of those issues and how to resolve them. It also states the difficulty of the issue in the website and the impact of the issue on the SEO performance of the website. The issues that were initially found in the website's content and meta data were resolved manually to improve the website's content as per the SEO standards.

**TOP SEO ISSUES**

We've audited your site against our comprehensive 44-point SEO checklist to help you better understand the overall health of your site and what you can do to make improvements. We've ranked how difficult each issue is to fix based on the technical skills needed and the time we estimate it may take you to fix all issues in that category.

SEO ISSUES ANALYZED	DIFFICULTY	SEO IMPACT
5 pages have a low word count	MODERATE	HIGH
25 pages with no meta description	MODERATE	MEDIUM
1 pages returned 4XX status code	MODERATE	MEDIUM

Fig 4.11: Top SEO issues

## Google analytics statistical analysis

Websites must be user friendly. An ongoing report uncovered that 68% of clients exit because of absence of ease of use of sites.

The ease of use of the site will influence the recurrence and span proportion and the related insights of the client appearance. At the end of the day, users will go on more number of pages and with each visit, the time on site will just simply amplify. On the website, the search bar was simply replayed by the search sign which is a magnifying glass because the search symbol provokes the user to run a search query and visit more pages on the website. Therefore when in addition to the search sign the actual word “search” was added, the search rate of the website (<https://www.storifynews.com/>) rapidly increased by 19%

## User acquisition data

User acquisition data is the data that tells how people are finding the pages and landing on the and how are they engaging with the page. The various sources of the traffic sources can be seen with this data. Also, the engagement information for the different segment can be found.

Default Channel Grouping	Acquisition			Behaviour		
	Sessions ? ↓	% New Sessions ?	New Users ?	Pages/Session ?	Avg. Session Duration ?	Bounce Rate ?
	70.47% ↑ 13,994 vs 8,209	20.27% ↑ 86.85% vs 72.21%	105.03% ↑ 12,154 vs 5,928	45.91% ↓ 1.36 vs 2.51	63.61% ↓ 00:00:42 vs 00:01:54	33.34% ↑ 80.91% vs 60.68%
1. Organic Search	172.58% ↑ 11,710 vs 4,296	16.10% ↑ 88.18% vs 75.95%	216.46% ↑ 10,326 vs 3,263	-46.38% ↓ 1.32 vs 2.47	-67.20% ↓ 00:00:36 vs 00:01:49	31.97% ↑ 81.41% vs 61.69%
2. Direct	-27.29% ↓ 1,543 vs 2,122	20.42% ↑ 82.11% vs 68.19%	-12.44% ↓ 1,267 vs 1,447	-40.46% ↓ 1.51 vs 2.54	-56.07% ↓ 00:00:57 vs 00:02:11	31.25% ↑ 78.68% vs 59.94%
3. Referral	-48.99% ↓ 354 vs 694	12.86% ↑ 65.54% vs 58.07%	-42.43% ↓ 232 vs 403	-37.20% ↓ 1.86 vs 2.96	0.95% ↑ 00:02:35 vs 00:02:34	29.48% ↑ 70.34% vs 54.32%
4. Social	-63.93% ↓ 365 vs 1,012	17.33% ↑ 86.03% vs 73.32%	-57.68% ↓ 314 vs 742	-39.14% ↓ 1.38 vs 2.26	-36.71% ↓ 00:00:51 vs 00:01:20	34.94% ↑ 85.21% vs 63.14%
5. (Other)	-96.88% ↓ 22 vs 706	-0.46% ↓ 95.45% vs 95.89%	-96.90% ↓ 21 vs 677	-34.16% ↓ 1.59 vs 2.42	-24.59% ↓ 00:01:07 vs 00:01:29	14.34% ↑ 68.18% vs 59.63%
6. Display	-100.00% ↓ 0 vs 1,662	-100.00% ↓ 0.00% vs 70.58%	-100.00% ↓ 0 vs 1,173	-100.00% ↓ 0.00 vs 1.73	-100.00% ↓ 00:00:00 vs 00:00:40	-100.00% ↓ 0.00% vs 72.56%
7. Email	-100.00% ↓ 0 vs 657	-100.00% ↓ 0.00% vs 51.90%	-100.00% ↓ 0 vs 341	-100.00% ↓ 0.00 vs 2.93	-100.00% ↓ 00:00:00 vs 00:02:24	-100.00% ↓ 0.00% vs 52.51%
8. Other Advertising	-100.00% ↓ 0 vs 264	-100.00% ↓ 0.00% vs 79.92%	-100.00% ↓ 0 vs 211	-100.00% ↓ 0.00 vs 3.30	-100.00% ↓ 00:00:00 vs 00:01:08	-100.00% ↓ 0.00% vs 59.09%
9. Paid Search	-100.00% ↓ 0 vs 1,469	-100.00% ↓ 0.00% vs 73.45%	-100.00% ↓ 0 vs 1,079	-100.00% ↓ 0.00 vs 3.03	-100.00% ↓ 00:00:00 vs 00:01:38	-100.00% ↓ 0.00% vs 55.21%

Fig: 4.12 Acquisition data

### ***Findings:***

KPI are used to measure the performance of a digital marketing campaign. It is basically important to measure the ROI of the campaign and if the campaign is successful or not. It is measured in terms of:

1) How many users visit website by searching on Search engines i.e. Organic traffic.

- 172% increase in sessions

2) How many of them are new users

- 105% increase in new users

4) How many users re-visited the website within a week:

- Approx 8-9%

5) How much traffic comes from direct visitors

- A 20% drop in sessions

From this data, it can be clearly seen that most of the traffic on the site is coming from Organic searches (172% increase in session). Therefore, the SEO campaign is successful

## User behaviour data

This gives the information of the New users and returning users on the website. If the number of returning users is increasing that means the users are interested in the website's data.

User Type ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	12,368 % of Total: 100.00% (12,368)	12,160 % of Total: 100.05% (12,154)	13,994 % of Total: 100.00% (13,994)	80.91% Avg for View: 80.91% (0.00%)	1.36 Avg for View: 1.36 (0.00%)	00:00:42 Avg for View: 00:00:42 (0.00%)
1. New Visitor	12,124 (91.69%)	12,160 (100.00%)	12,160 (86.89%)	81.80%	1.32	00:00:32
2. Returning Visitor	1,099 (8.31%)	0 (0.00%)	1,834 (13.11%)	74.97%	1.60	00:01:48

Fig: 4.13 User behaviour data

## Mobiles, Desktop & Tablets Overview

This segment gives us the information of the devices (Mobile, desktop, tab) that the visitors are using to visit the Storify website.

Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

Device Category ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	12,368 % of Total: 100.00% (12,368)	12,160 % of Total: 100.05% (12,154)	13,994 % of Total: 100.00% (13,994)	80.91% Avg for View: 80.91% (0.00%)	1.36 Avg for View: 1.36 (0.00%)	00:00:42 Avg for View: 00:00:42 (0.00%)
1. mobile	9,613 (77.31%)	9,379 (77.13%)	10,802 (77.19%)	80.36%	1.34	00:00:34
2. desktop	2,619 (21.06%)	2,583 (21.24%)	2,962 (21.17%)	82.34%	1.45	00:01:09
3. tablet	202 (1.62%)	198 (1.63%)	230 (1.64%)	87.83%	1.22	00:00:43

Fig: 4.14 Mobiles/Desktop/Tablets Overview

It can be seen in the data that majority of the users are using mobile devices, therefore, it is essential to make the website more mobile friendly and also improve the loading speed of the website for the mobile devices

## Users, sessions, and pageviews

There's quite a bit of information we can extract from the overview page without looking at any other pages in Google Analytics. However, we want to concentrate on three metrics:

1. Users: This is the quantity of real individuals that have visited the site, at any rate as indicated by Google Analytics. Two or three years prior, Google called clients "visitors."
2. Sessions: This is the quantity of discrete visits individuals have made. In the event that, for instance, a client visits your site today and afterward again tomorrow, that would be 1 client and 2 meetings. A few years back, Google called meetings "Visits."
3. Pageviews: This is the quantity of pages that individuals have seen altogether. In the days of yore, we called these "hits."

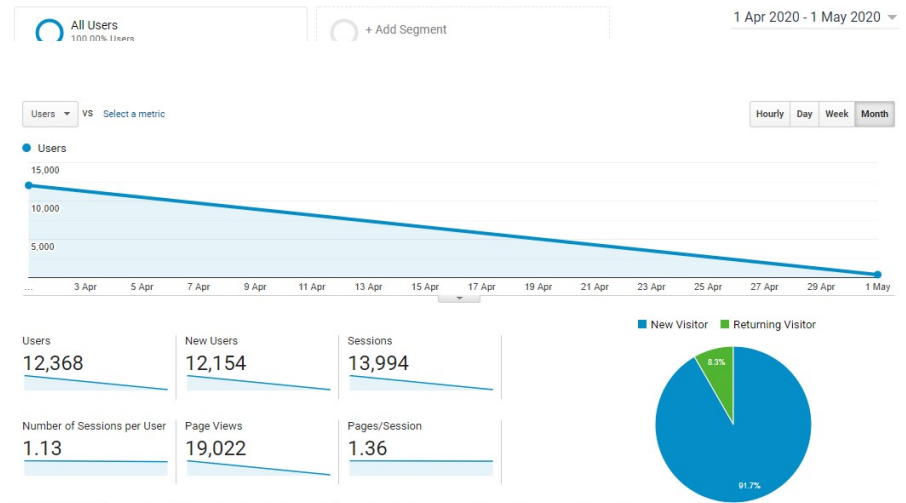


Fig: 4.15 Audience Overview

**Findings:**

Pageviews: more is generally better. As a rule, you need every guest to take a gander at however many pages on your site as could reasonably be expected. Contingent upon the sort of site you have, the kind of promoting you do, and the kind of client on your site, the normal number of online visits per meeting can run from 1.2 to 10. For internet business destinations, 5-10 site hits for every meeting is a sensible figure. As a rule, the more site visits you have per meeting, the better.

Sessions – repeat visits can be something to be thankful for: If you take away the quantity of clients from the quantity of meetings, you'll have a thought of the level of rehash guests your site has.

Repeat Visitors = Sessions – Users

In the example information above, you can see that Google Analytics ascertains rehash guests for us in the lower right hand corner. It's about 23%

in the example information. Rehash guests don't mean anything without anyone else, fundamentally, yet as a rule rehash guests are a decent sign of a faithful client base.

users are acceptable, however conversions are better. To wrap things up, it's essential to call attention to that users are just an intermediary for conversions. On the off chance that, for instance, your site has just 500 users for each month, you may be enticed to accept your site is little, underachieving, and so on. In any case, in the event that you sell half of those users an item or administration, that is truly magnificent.

## Google analytics dashboard



Fig 4.16: Content metrics

Key metrics of Home page (14 days):

- Users, sessions and pageview: **6.2 k**
- Average time on the site: **39.9 s**
- Bounce rates: **79.96**
- Exit rates: **73.55**



## Traffic analytics (SEMRush)

Traffic analytics was done with the help of **SEMRush tool** which is paid analytics tool that is essentially important from the SEO point of view. It also let us compare the website with the competitors and provides essential traffics data like Visits, Unique visitors, page/visits, average visit duration and bounce rates.

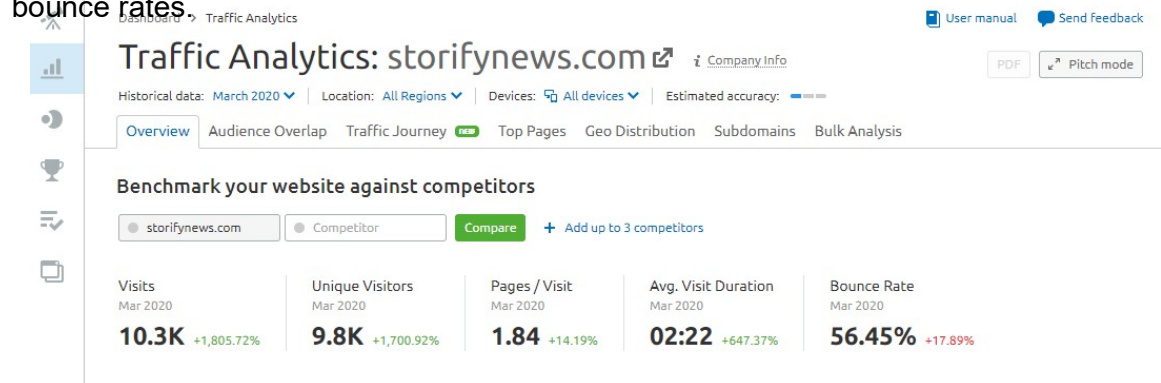


Fig 4.17: Traffic analytics

From the analytics data it was found there were around **10.3k visits** on the website in the month of **March 2020** in all regions and the average visit on the website lasted **02:22 minutes**, which improved from the month before but also the bounce rates increased by **17%** which means, as the traffic and visitors increased on site, there were more visitors were leaving the website before visiting the content pages.

## Keyword Metrics (SEMRush)

SEO Keywords are the watchwords and expressions in your web content that make it feasible for individuals to discover your webpage by means of web indexes. A site that is very much improved for web crawlers "communicates in a similar language" as its potential guest base with catchphrases for SEO that help interface searchers to your website. The Keyword metrics shows how the keywords are performing for the website. The traffic trend provides the insights about the paid and organic traffic. Since our focus for the study in only SEO therefore, we are going to analyse only the organic traffic generated by these keywords.

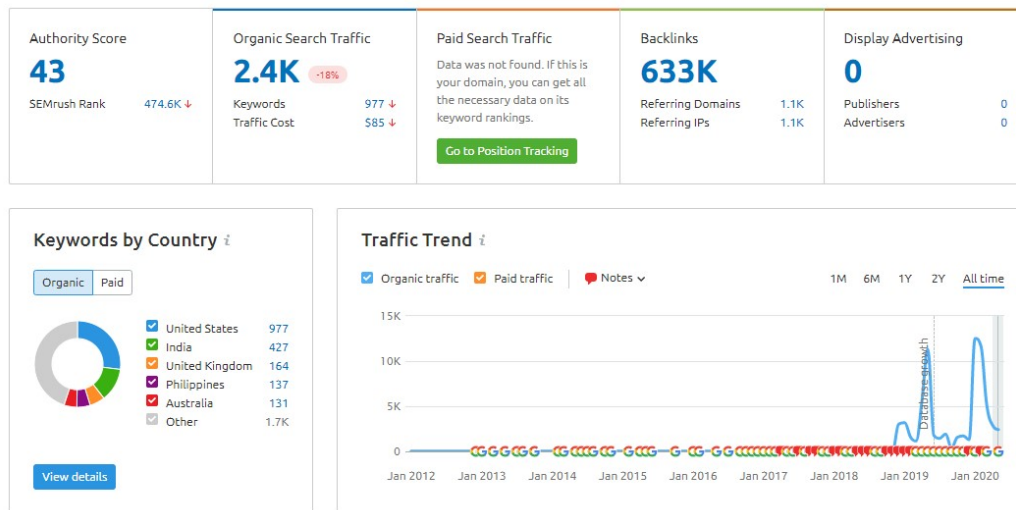


Fig 4.18: Keywords metrics

The top performing keywords and their positioning in the SERP is provided by the SEMRush tool along with the search volume of the keywords and the traffic generated by them.

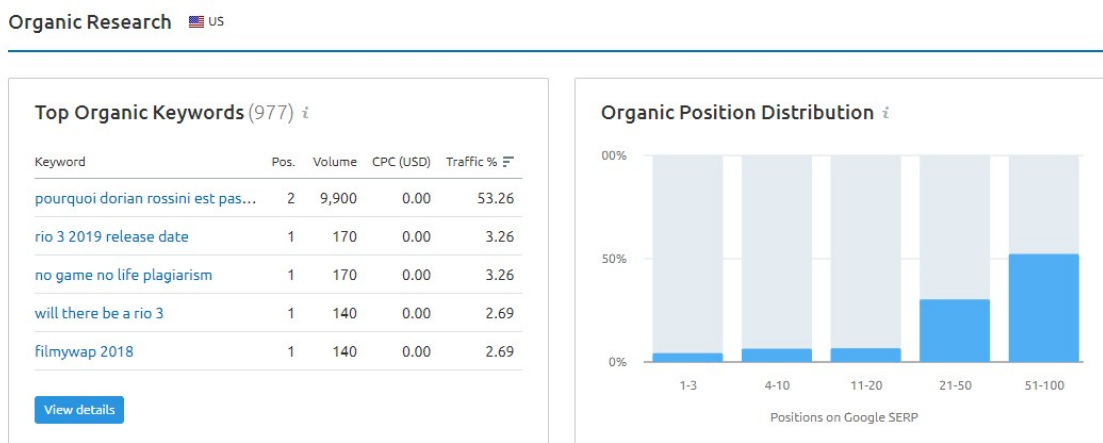


Fig 4.19: Keywords positioning

### Indexed Pages (SEMRush)

Index pages are the top performing pages of the website that are generating the most traffic for the website. With this tool the top performing pages can be determined along with their domain and backlinks metrics. These pages generate the most traffic therefore, most of the visitors are visiting these pages and reading the content of these pages.

Title & URL	Domains	Backlinks
Storify News - Understand The World Latest News   Breaking News <a href="https://www.storifynews.com/">https://www.storifynews.com/</a>	568	15,265
7 Step Guide to Improve Your Academic Writing Skills   Storify News <a href="https://www.storifynews.com/7-step-guide-to-improve-your-academic-writing-skills/">https://www.storifynews.com/7-step-guide-to-improve-your-academic-writing-skills/</a>	93	1,629
9xmovies   Watch Online Hindi Dubbed Movies at 9xmovies 2019   Storify News <a href="https://www.storifynews.com/watch-online-hindi-dubbed-movies-only-on-9xmovies/">https://www.storifynews.com/watch-online-hindi-dubbed-movies-only-on-9xmovies/</a>	86	1,606
"No Game No Life Season 2" Release Date, Spoilers, Complete Update   Storify News <a href="https://www.storifynews.com/no-game-no-life-season-2-release-date-spoilers-complete-update/">https://www.storifynews.com/no-game-no-life-season-2-release-date-spoilers-complete-update/</a>	79	1,467
Putlockers.ch   Putlockers ch Featured   Sites like Putlockers.ch   Storify News <a href="https://www.storifynews.com/alternative-movie-streaming-sites-for-putlocker-ch/">https://www.storifynews.com/alternative-movie-streaming-sites-for-putlocker-ch/</a>	72	1,996

[View details](#)

Fig 4.20: Indexed Pages

## Top Organic competitors (SpyFu)

Top organic competitors' data was extracted from SEMRush and was analysed with **SpyFu tool** which analyse the data and provide a more simple graphic representation of the data. The tool analyse the data on several measures that are Organic keywords, Monthly visits and Monthly SEO value.

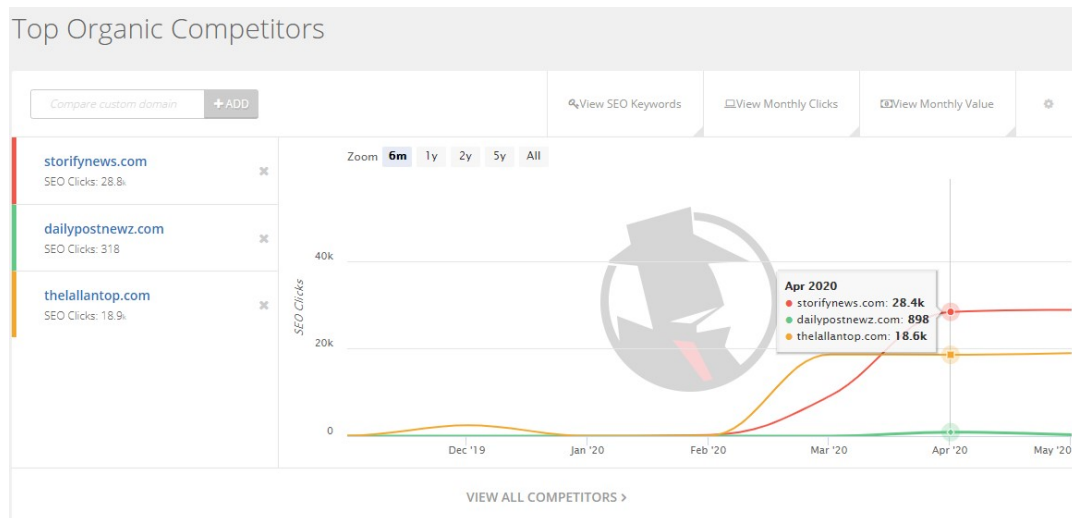
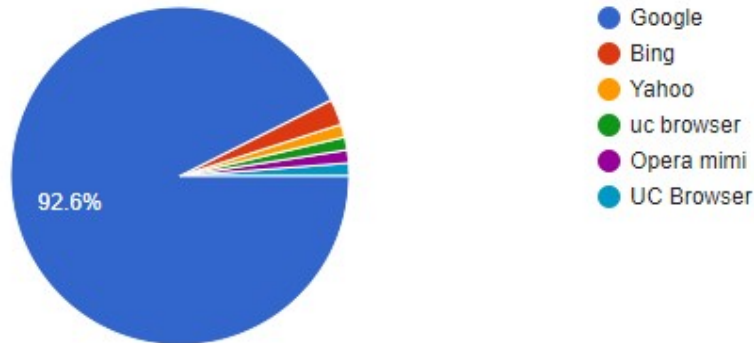


Fig 4.21: Top organic competitors

In the graph it can be seen Storifynews.com started performing better from March 2020 when SEO was implemented of the website. Monthly clicks increased rapidly to **28.4K in April** which was more than the competitors dailypostnews.com (898 visits) and thelallantop.com (18.6k visits). Therefore, it can be interpreted that from March 2020 onward there was a huge rise in the traffic on the website

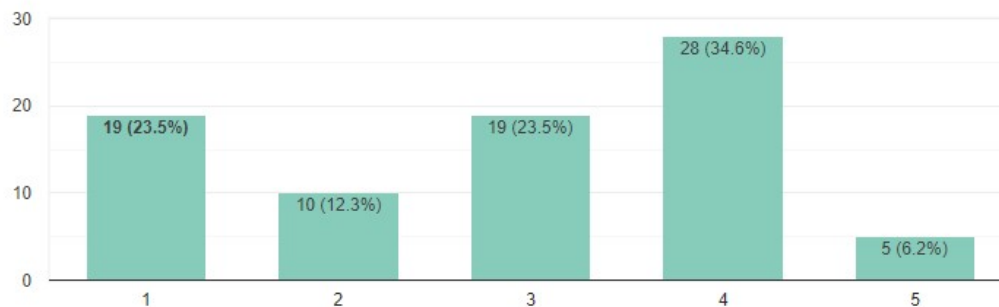
## 4.5 Questionnaire summary

**Q1: Which search engine do you use?**



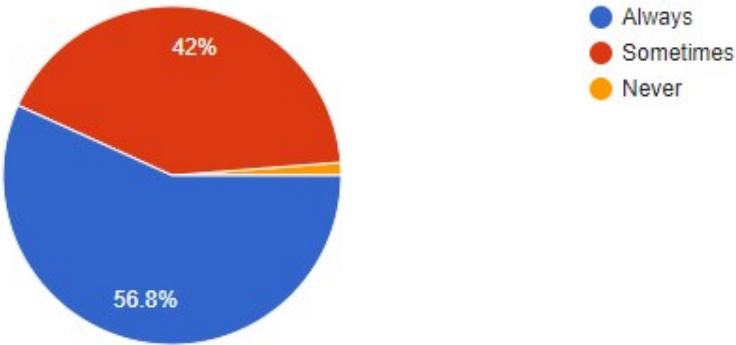
**Interpretation:** Most of the respondents use Google as their primary search engine

**Q2: How much do you know about Search Engine Optimization?**



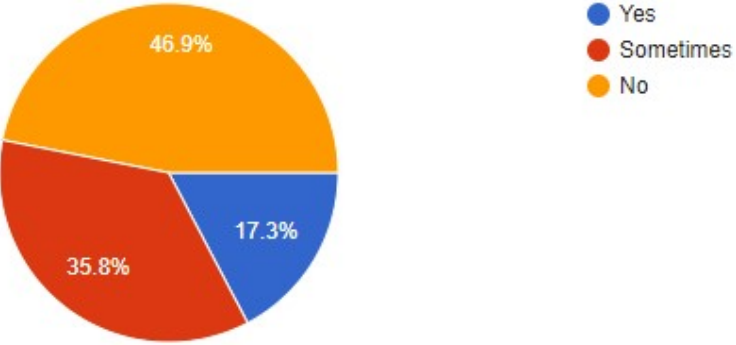
**Interpretation:** 70% of the respondents have more than average knowledge on SEO. Which makes their responds more reliable.

**Q3: How often do you find what you are searching for on 1st page of Google search results?**



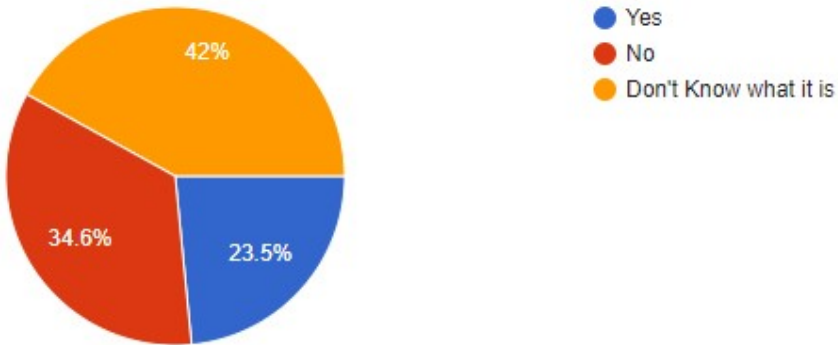
**Interpretation:** Most of the respondents get their search queries resolved on the 1<sup>st</sup> page of google results

**Q4: Do you ever click on ads on top of the google page?**



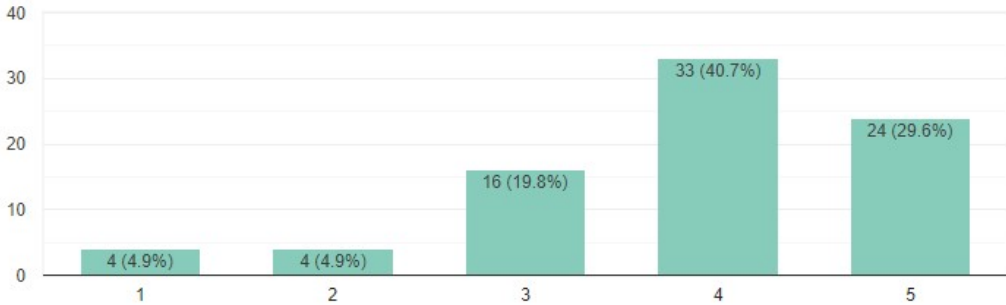
**Interpretation:** Most of the respondents do not click on the paid ads on the SERP. They go for organic results instead.

**Q5: Do you check Domain Authority (DA) of a website while visiting it?**



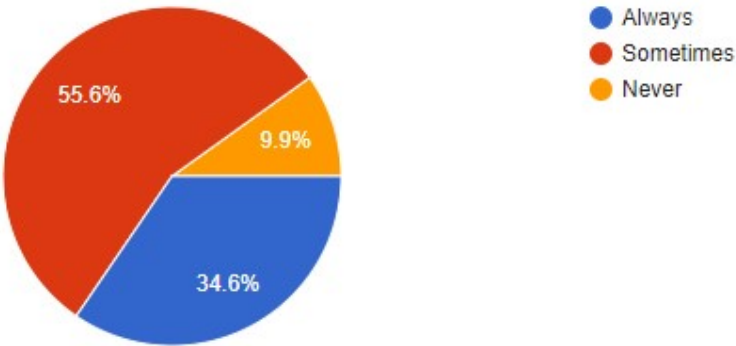
**Interpretation:** Most of the respondents do not check DA of a website

**Q6: How important is SEO for a website?**



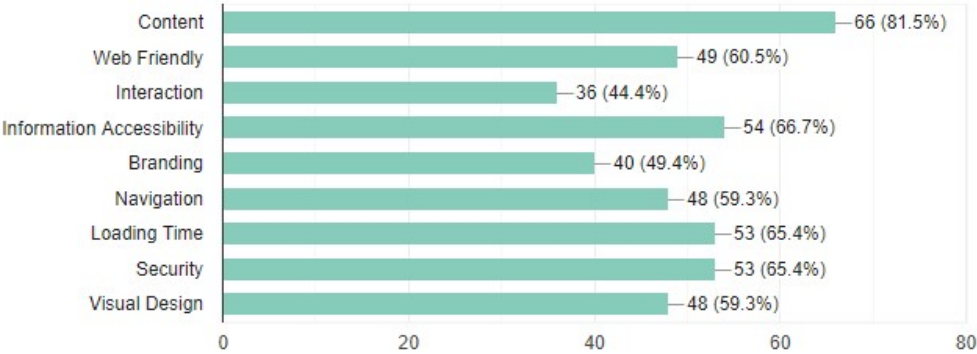
**Interpretation:** Most of the respondents think that SEO is important for a website.

**Q7: Do you read the description of the website before opening it?**



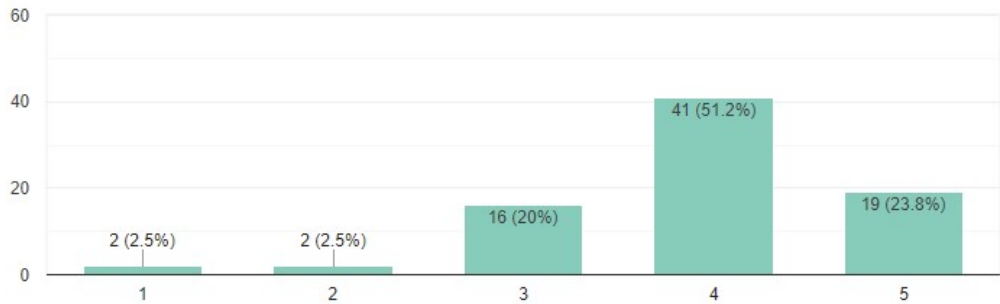
**Interpretation:** More than 90% of the respondents read the description of a website before visiting it.

**Q8: What are the elements of a good website?**



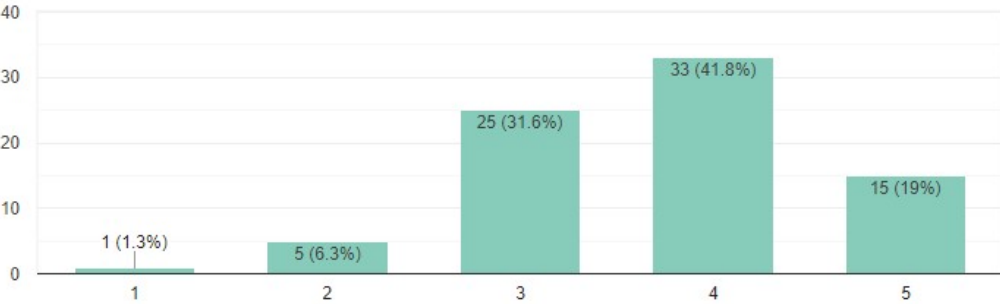
**Interpretation:** 81% respondents think that the content of a website is its most important factor following Information accessibility (UX) with 67% and security with 65%.

**Q9: How much does the content of a website affect your browsing experience?**



**Interpretation:** More than 75% of the respondents believe that the content of a website affect their browsing experience

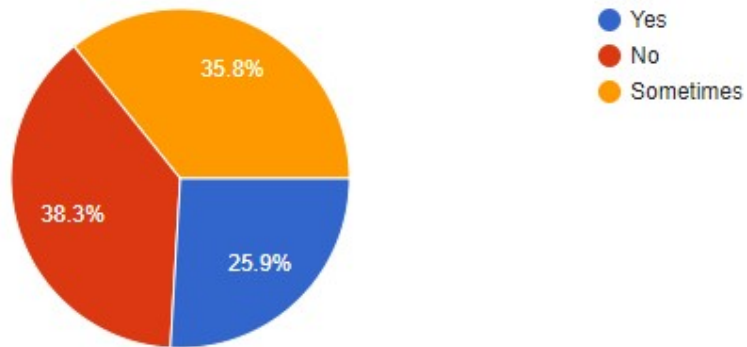
**Q10: How much does the UI/UX of a website effect your browsing experience?**



**Interpretation:** More than 60% of the respondents believe that the UI/UX of a website affect their browsing experience



**Q11: Do you ever Sign up for a website or it's newsletter?**



**Interpretation:** More than 60% of the respondents sign up for the newsletter or the website if they find the website's content useful

# CHAPTER 5: CONCLUSION

## 5.1 Conclusion

Search engine optimization (SEO) is the tool or method that has been used to improve ranking of the results that the users are searching for on the internet. In the increasingly competitive platform of the internet for the website's owners, it has become essential to use SEO to highlight their websites. Reaching to the user is the end goal of a website.

To be on top with the query items is significant, if the point is to focus on an enormous crowd. In any case, with this opposition between destinations are expanded, while putting a critical accentuation on search motor enhancement for the better query item positioning. Google regularly updates its ranking criterion and launches new updates for the better SERP results so that the users can get the best results that are relevant to their search. Google launched the panda update to eliminate the spam sites recently. These updates also consider the site speed, keywords used and the bounce rates of the website. Therefore, as the Google ranking algorithm are ever changing there is no telling that what factors will be the deciding factors in ranking in the future.

## 5.2 Recommendations

1) After the new Google updates, search engines have made some changes to indexing algorithm. The most important one being the session time or the user's time spent on the website, which ultimately indicated how much relevant the website was to the user. Experts at Google claim that the session time of the users indicates how good the website is in relevancy and also their functionality. Users run queries on the search engine and then visit the page they feel are more relevant to their search, if upon searching and visiting the website they immediately exit the website, that just means that the website's content is not relevant to the user and that the keyword user searched are not related to the website and that can decrease the website's

ranking on the SERP.

Some of the recommendations are listed below to improve the session time on the web-pages as per the SEO guideline:

**Keywords:** Users leave website when they find that the keywords used in the Headings and the description are nit relevant to the website.

**Content:** The content on the given page must be compelling to the users and should include videos and pictures too. It is important to design the website in such a way that the content is easy to read and find because it does have effect on the session time of the user.

**Session time:** It should be determined that which pages are doing good and which pages are doing bad in terms of session time. The analysis can be conducted using any website analytics tool like google analytics of ubersuggest.

**2)** A website's bounce rate is the rate at which the users are leaving the website without even retrieving any information or without any actions on the websites. This happens when the user does not find exactly what they are looking for on the website or if the UI/UX design of the website is too tedious and not at all easy for the user to retrieve any information. Good websites have lesser bounce rate (below 40%). Therefore, for a better User experience, the websites should be cleanly designed by keeping UI/UX of the website in mind and to make it easier for the user to perform any actions like comment or download or play a video or browse through the website's content. The bounce rates of the web pages can be tracked using the google analytics tool which tells the percentage of the users the bounced from the page. These analysis are necessary to find out how thw=e web-pages are performing and if there any any room for improvements to reduce the bounce rates.

### **5.3 Limitations**

SEO requires constant work in the website to keep it on the first page or maintain the websites rank on the google SERP. The biggest limitation of udpaid and organic marketing techniques like SEO is that is requires much timme and efforts and the rules and techniques of the Google algorithm is Iso always changing so keeping up with them is another challenge.

Also, SEOcampaigns can bring the visitors to the page in a large amount but the conversion of these users is never stable.

In the process of analysis withgoogle analytics, the biggest drawback is thatb that it works by loading a snippet of javascripts code on every page of the website but it is not necessary that all the webpages are allowing javascript to run and also some users use adblockers because of whicch the cookies are blocked aandthe browser ddoes not get their browsing data to track the user information.

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[4] P. T. Chung, S. H. Chung and C. K. Hui, "A web server design using search engine optimization techniques for web intelligence for small organizations", LISAT IEEE Long Island University Brooklyn NY USA, **(2012)**, pp. 1-6.

[5] M. Yunfeng, "A Study on Tactics for Corporate Website Development Aiming at Search Engine Optimization", ETCS Zhejiang University China, vol. 3, **(2010)**, pp. 673-675.

Fig. 1.1: <http://blog.ebulkemailmarketing.com/>

Fig. 1.2: <https://www.99medialab.com/>

Fig. 1.3: <https://comparecamp.com/>

Fig. 1.4: <https://comparecamp.com/>

Fig. 1.5: <https://www.wikipedia.org/>

Fig. 1.6: <https://wordpress.org/>

Fig. 1.7: <https://www.storifynews.com/>

Fig. 1.8: <https://www.storifynews.com/>

Fig. 1.9: <https://anchordigital.com.au/>

Fig. 1.10: <https://searchengineland.com/>

Fig. 1.11: <https://neurofied.com/>

Fig. 3.1: Chapter VIII: A Review of Methodologies for Analyzing Websites by Danielle Booth

Fig. 3.2: Chapter VIII: A Review of Methodologies for Analyzing Websites by Danielle Booth

Fig. 4.1: <https://analytics.google.com/analytics/web/>

Fig. 4.2: <https://www.semrush.com/>

Fig. 4.3: <https://neilpatel.com/ubersuggest/>

Fig. 4.4: Chapter VIII: A Review of Methodologies for Analyzing Websites by Danielle Booth

Fig. 4.5: <https://www.storifynews.com/>

Fig. 4.6: <https://www.storifynews.com/>

Fig. 4.7: <https://www.storifynews.com/>

Fig. 4.8: <https://www.storifynews.com/>

Fig. 4.9: <https://neilpatel.com/ubersuggest/>

Fig. 4.10: <https://neilpatel.com/ubersuggest/>

Fig. 4.11: <https://neilpatel.com/ubersuggest/>

Fig. 4.12: <https://analytics.google.com/analytics/web/>

Fig. 4.13: <https://analytics.google.com/analytics/web/>

Fig. 4.14: <https://analytics.google.com/analytics/web/>

Fig. 4.15: <https://analytics.google.com/analytics/web/>

Fig. 4.16: <https://app.octoboard.com/>

Fig. 4.17: <https://www.semrush.com/>

Fig. 4.18: <https://www.semrush.com/>

Fig. 4.19: <https://www.semrush.com/>

Fig. 4.20: <https://www.semrush.com/>

Fig. 4.21: <https://www.spyfu.com/>

# QUESTIONNAIRE

1. Name

---

2. Age \*

*Mark only one oval.*

- Below 20  
 20-30  
 30-40  
 40-50  
 above 50

3. Which search engine do you use? \*

*Mark only one oval.*

- Google  
 Bing  
 Yahoo  
 Other: \_\_\_\_\_

4. How much do you know about Search Engine Optimization? \*

*Mark only one oval.*

- 1    2    3    4    5  
No knowledge      Everything

5. How often do you find what you are searching for on 1st page of Google search results? \*

*Mark only one oval.*

- Always  
 Sometimes  
 Never



6. Do you ever click on ads on top of the google page? \*

Mark only one oval.

- Yes
- Sometimes
- No

7. Do you check Domain Authority (DA) of a website while visiting it? \*

Mark only one oval.

- Yes
- No
- Don't Know what it is

8. How important is SEO for a website?

Mark only one oval.

	1	2	3	4	5	
Not Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

9. How important is the Title and Description of a website from User's point of view?

Mark only one oval.

	1	2	3	4	5	
Not Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

10. Do you read the description of the website before opening it?

Mark only one oval.

- Always
- Sometimes
- Never

11. What are the elements of a good website?

*Tick all that apply.*

- Content
- Web Friendly
- Interaction
- Information Accessibility
- Branding
- Navigation
- Loading Time
- Security
- Visual Design

12. How much does the content of a website effect your browsing experience?

*Mark only one oval.*

	1	2	3	4	5	
Not much	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very much

13. How much does the UI/UX of a website effect your browsing experience?

*Mark only one oval.*

	1	2	3	4	5	
Not much	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very much

14. Do you ever Sign up for a website or it's newsletter?

*Mark only one oval.*

- Yes
- No
- Sometimes