

# Impact Of Seo Strategies On Type Of Company In India

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## ABSTRACT

Search engine optimization (SEO) is the emerging tool for Digital marketing. SEO is considered as a sub part of Search Engine marketing. 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, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. Promoting a site to increase the number of back links, or inbound links, is another SEO tactic. SEO pertains to the activity of optimizing individual websites and web pages to get higher rank in the search results.

This paper attempts to study the impact of SEO strategies on type of company in India based on the twelve factors which are identified using principal component method of exploratory factor analysis. This research paper provides the empirical study on SEO, as very less empirical work has been covered in this area.

**Keywords:** SEO Techniques, Internet marketing, Linking, On page optimization, Off page optimization, White hat, Black Hat, Search engine optimization, gray hat.

## INTRODUCTION

A search engine (SE) is a programme that allows users to find information on the Internet. Users type keywords into search engines to identify Web sites that have the information they're looking for. Search engine optimization (SEO) is a set of tactics that help your website rank higher in organic (or "natural") search results, making it more visible to individuals searching for your product or service on the internet. JöranBeel, Bela Gipp, and Erik Wilde (2010).

Search Engine Optimization / Search Engine Marketing is the process of making a site and its content highly relevant for both search engines and searchers, and it is a type of online marketing. A site's top ranking for relevant terms and phrases is aided by effective search marketing. Search Engine Optimization (SEO) is a subset of Search Engine

Marketing (SEM), a term that encompasses all search marketing tactics. Both organic and paid search are included in SEM. You can pay to have your website listed on a search engine so that it appears when someone types in a specific term or phrase. On the search engine, both organic and paid listings appear, but they are presented in various places on the page.

## **SEARCH ENGINE**

A web search engine is a computer programme that searches the World Wide Web for information. The search results are typically shown in a list format known as search engine results pages (SERPs). Web pages, pictures, and other sorts of files may be used to store the data. Some search engines also scour databases and open directories for information. Unlike web directories, which are maintained solely by human editors, search engines keep real-time data by using a web crawler to execute an algorithm.

Web search engines work by storing information about a large number of web pages, which they extract from the pages' HTML markup. A Web crawler (also known as a spider) retrieves these pages.

## **SEARCH ENGINE OPTIMIZATION**

The technique of altering the appearance of a website or a web page in a search engine's "natural" or unpaid ("organic") search results is known as search engine optimization (SEO). In general, the earlier (or higher placed on the search results page) and more frequently a site shows in the search results list, the more visitors the search engine's users will see it. Image search, local search, video search, academic search, and other types of searches may all be targeted by SEO. JöranBeel, Bela Gipp, and Erik Wilde (2010). Industry-specific vertical search engines and news search

SEO evaluates how search engines work, what people search for, the actual search phrases or keywords typed into search engines, and which search engines are favoured as an Internet marketing technique.

## **SEO AND SEARCH ENGINES**

Although search engines are plainly important to SEO, many businesses are unaware of how they work. Websites host a variety of HTML files, each with its own Uniform Resource Locator (URL) (URL). A search engine facilitates Web searching by producing an index, which is a process that is transparent to the user, and responding to requests, which needs active engagement from the user.



Source: [aeroadmin.com](http://aeroadmin.com)

## REVIEW OF LITERATURE

**Sana (2014)** we have study that SEO strategy—and using the right tools to help you along the way—is crucial to your success in search. Equally important is ensuring a proprietary advantage that your competitors will be hard-pressed to duplicate. We outlined a long-term strategy for creating a powerful SEO roadmap specifically tailored to you and your business. Search Engine Optimization is constantly changing as new aspects come into play, and others go. Fundamentally, businesses need to recognize the two crucial fundamentals for high-quality SEO, on-page and offpage. On-page SEO refers to what a publisher can control directly, whereas off-page SEO basically relies on user behavior, social engagements, visitors, and other publishers. Organizations must recognize - to have the top spots in the search engine results page, recognition, support and the backing of others is required.

**Wang Bin (2018)** we have studies that University website for search engine optimization strategy research has broad application value, it has profound guiding significance to improve website ranking, this article from the website design, keywords, web pages, links and so on several aspects to discuss SEO technology optimization, and do search engine optimization (SEO) during the practice process for our web site for. Through SEO optimization, our website has been well promoted, which has raised the visibility of our college and has established a good brand effect.

Web sites which are already running or online can progress upward than uploading a new website on the internet because Google and other search engines carry out indexation of old websites more frequently, which ultimately helps in fast crawling. So, it is recommended you to link your website with some old famous websites. (**Khalil ur Rehman and Muhammad Naeem Ahmed Khan (2013)**).

In paper **P. Chahal, M. Singh and S. Kumar(2013)** proposed a novel technique which makes user search data quite efficient. This method provides a relationship between searches, document and user query. Also consider the semantic document structure and user query. The proposed approach, results are better one from previous approaches.

In paper **G. Kumar, N. Duhan and A. K. Sharma (2011)** presented a modified page ranking algorithm. The new algorithm computes page rank on the basis of incoming visit links on pages. In this a novel PR algorithm called VOL that gives better results from original one. Results show that VOL is better one in comparison to original PR algorithm and also observed that page which has more visits of incoming links is carrying more rank value than less visited pages. Also present a method to discover the link-visit counts of Web pages and a comparison between VOL with the PR algorithm.

In paper **P. Rani and E. S. Singh,(2013)** describes the new algorithm for calculating web page rank according to different parameters. The proposed algorithm called Modified HITS over an HITS algorithm. It is developed by extending the assets of HITS algorithm. For this six parameter considered and are used to compute the web page rank.

## **RESEARCH OBJECTIVE**

The main objective of the present study is to examine Impact of seo strategies on type of company in India

## **RESEARCH METHODOLOGY**

**The Study:** The research is descriptive in nature and based on survey of users of India. It aims to examine the Impact of seo strategies on type of company in India.

**.The Sample:** The population under investigation includes existing individual or users who uses SEO in India. In the absence of sampling frame non-probability judgmental sampling has been used in the present study to select sample from the population. E-mail invitations were sent to a number of well-judged respondents for filling up the questionnaire and they were also requested to forward the same to others with same kind of profiles. Social media platforms were also used for filling up the questionnaire. The sample of the study was drawn from the various cities of India. Finally, a total of 503 respondents completed the survey successfully out of 600 targeted respondents.

**Tools for Data Collection:** The primary data for the study have been collected through a self-structured and self-administered questionnaire comprised of 60 valid items. After rigorous literature review initially 72 items were finalized by the researchers and sent to 6 judges/experts of industry and academia for face validity process. Out of 72 items 60 were finalized by the judges. These items were presented on five-point Likert scale range from Strongly Agree (5) to Strongly Disagree (1) and directed on the sample of 503 respondents. General demographic information of the respondents has also been collected using separate section in the questionnaire.

**Tools for Data Analysis:** Collected data was analyzed using Statistical Package of Social Science (SPSS 21.0) and MS Excel 2007 to arrive at meaningful conclusion.

The reliability of the 60 items of the scale was determined by Cronbach's alpha method. The reliability coefficient alpha ( $\alpha$ ) was found to be 0.953 showing high reliability of the 60 item scale Table (1).

**Table 1 – Reliability Statistics**

Cronbach's Alpha	No. of items
0.953	60

## RESULTS AND DISCUSSIONS

As a result of factor analysis, total twelve factors were explored.

### FACTOR 1: SALIENCE

Factors	Statements	Item Load	Total Load
<b>Salience</b>	Q42SEO is the Best Way to Understand the Voice of the Consumer	.679	4.949
	Q32SEO helps build long-term equity for your brand	.608	
	Q46SEO ensures Mobile-Friendliness of Your Website	.604	
	Q50Keywords research is Important in SEO	.596	
	Q49SEO plays a role of a driver in Success factors	.539	
	Q47It allows easier navigation of websites	.508	
	Q28SEO implements Content Optimization right Away	.487	
	Q38It appeals to Organic visibility	.477	
Q37It promotes Brand Awareness	.451		

**Salience** is considered as the most important factor for SEO strategies in India, as SEO helps build long-term equity for brands and it allows easier navigation of websites, it helps in promoting brand awareness and SEO tries to appeal to organic visibility, it implements content optimization right away, SEO allows and ensures mobile friendliness to websites etc.

### FACTOR 2: ILLEGITIMACY

Factors	Statements	Item Load	Total Load
<b>Illegitimacy</b>	Q57SEO can go against the Search-Engine guidelines	.803	3.098

	Q58SEO can violate webmaster guidelines	.798	
	Q56 SEO has an Illegal way of Ranking	.759	
	Q59SEO focuses on only search engines and not so much on a human audience	.738	
	Q60SEO targets unpaid traffic rather than direct traffic or paid traffic	.659	

Illegitimacy is also considered as an important predictor for SEO strategies in India as it can go against the Search-Engine guidelines, focuses only on search engines and not so much on a **human audience**, it targets unpaid traffic rather than direct traffic or paid traffic, SEO has an illegal way of ranking, can violate webmaster guidelines.

### FACTOR 3: MAGNIFICENT

Factors	Statements	Item Load	Total Load
<b>Magnificent</b>	Q23SEO increases Website Speed	.693	3.151
	Q22It improves User Experience Across Your Entire Site	.669	
	Q17SEO Targets the Entire Marketing Funnel	.647	
	Q21SEO Increases Your Followers on social media	.575	
	Q20SEO Offers Impressive ROI	.567	

**Magnificent plays a crucial role for SEO strategies in India**, as SEO increases website speed, it improves user experience across our entire site, increases our followers on social media, as it offers impressive ROI as it helps in targeting the entire marketing funnel.

### FACTOR 4: EASE OF ACCESS

Factors	Statements	Item Load	Total Load
<b>Ease of Access</b>	Q36SEO tells u what our customers want and needs	.676	2.609
	Q41SEO provides an effective user experience	.590	
	Q31SEO helps in elevating your brand's profile	.495	
	Q51It helps in understanding trends and incorporating them into your content	.428	
	Q55SEO Optimizes your website or the audience	.420	

Ease of access is also a significant factor as it optimizes the website or the audience, helps in understanding trends and incorporating them into our content, helps in elevating our brand's profile, provides an effective user experience and tells us what our customers want and needs.

### FACTOR 5: ENGAGING

<b>Factors</b>	<b>Statements</b>	<b>Item Load</b>	<b>Total Load</b>
<b>Engaging</b>	Q38It appeals to Organic visibility	.698	2.409
	Q39It is leading to increasing website traffic	.630	
	Q54It helps your website rank better in search engine results	.560	
	Q40SEO builds Trust & Credibility	.521	

Engaging is also an important factor that helps in making website rank better in search engine results, it builds trust and credibility, it helps increasing website traffic and appealing in organic visibility.

#### **FACTOR 6: APPARENT**

<b>Factors</b>	<b>Statements</b>	<b>Item Load</b>	<b>Total Load</b>
<b>Apparent</b>	Q25Creates Synergy of All Digital Marketing Activities	.726	2.593
	Q26It shows a higher degree of brand recognition among your most potential customers	.588	
	Q44SEO is simply trackable	.452	
	Q16SEO Reaches Your Entire Target Audience	.427	
	Q15SEO is a Long-Term Marketing Strategy	.400	

Apparent factor is a also an significant factor because it creates synergy of all digital marketing activities, it shows a higher degree of brand recognition among our most potential customers, reaches our entire target audience, it is long term marketing strategy.

#### **FACTOR 7: CONNECTIVITY**

<b>Factors</b>	<b>Statements</b>	<b>Item Load</b>	<b>Total Load</b>
<b>Connectivity</b>	Q9SEO increases conversions	.613	1.712
	Q7It drives more people to your site	.553	
	Q5SEO helps your company build better relationships with your audience	.546	

Connectivity factor also helps in strategies of SEO as it increases conversions, it drives more people to our site, helps our company build better relationships with our audience.

#### **FACTOR 8: CUSTOMER RETENTION**

<b>Factors</b>	<b>Statements</b>	<b>Item Load</b>	<b>Total Load</b>
	Q8It gives you an edge over the competition	.677	2.191

Customer Retention	Q1SEO helps your company to grow	.640	
	Q11SEO attracts more loyal customers	.474	
	Q45 It benefits other marketing initiatives	.400	

#### FACTOR 9: APPEALING

Factors	Statements	Item Load	Total Load
Appealing	Q4SEO helps your company to attract new prospects	.755	2.549
	Q24It is good for the social promotion of your website.	.718	
	Q12SEO provides more growth for your business	.676	
	Q14SEO is Key to Search Visibility	.400	

Appealing factor is considered as an important factor as it helps our company to attract new prospects, it is good for the social promotion of our website, it provides more growth for our business, SEO helps as a key to search visibility.

#### FACTOR 10: COMPETITIVE

Factors	Statements	Item Load	Total Load
Competitive	Q27 It enables them to find you first	.743	3.190
	Q33SEO is Relatively Cheap and Very Cost-Effective	.684	
	Q43 It can be done in a budget-friendly way	.506	
	Q13It generates more quality leads	.432	
	Q29SEO Brings New Opportunities to Light	.425	
	Q19It makes a website search engine friendly	.400	

Competitive factor of SEO enables to find the customers first, SEO is relatively cheap and very cost-effective, it can be done in a budget-friendly way, it generates more quality leads, SEO brings new opportunities to light, it makes a website search engine friendly.

#### FACTOR 11: NETWORKING

Factors	Statements	Item Load	Total Load
Networking	Q3SEO helps your company to make more customers	.714	3.159
	Q30SEO is quantifiable.	.582	
	Q52SEO directs to have a clear company voice that sends out the same marketing message	.556	



	Q53It helps in creating quality and unique content that is aligned with the keywords and your core business	.461	
	Q35SEO impacts the Buying Cycle	.446	
	Q2SEO helps your company to socialize more	.400	

Networking factor is also an important factor that impacts the buying circle, helps company to socialize, it helps in creating quality and unique content that is aligned with the keywords and our core business, SEO directs to have a clear company voice that sends out the same marketing message, SEO helps our company to make more customers and is quantifiable.

#### **FACTOR 12: CULTIVATING MARKET**

<b>Factors</b>	<b>Statements</b>	<b>Item Load</b>	<b>Total Load</b>
Market Cultivation	Q10SEO leads to more sales	.682	2.366
	Q34 It helps you Understand the Environment of the Web	.587	
	Q18 SEO Provides 24/7 Promotion	.581	
	Q6SEO improves the customer experience	.516	

Market Cultivation factor leads to more sales, it helps us to understand the environment of the web, as it provides 24/7 promotion, it improves the customer experience.

#### **IMPACT OF TWELVE FACTORS OF SEO STRATEGIES ON TYPE OF COMPANY IN INDIA**

H<sub>01</sub>-H<sub>12</sub>: There is no significant impact of Twelve factors (namely on Saliency, Illegitimacy, Magnificent, Ease of Access, Engaging, Apparent, Connectivity, Customer Retention, Appealing, Competitive, Networking, Market Cultivation) on Type of Company in India.

#### **Group Statistics**

	<b>Type of Company</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
<b>Saliency</b>	<b>Manufacturing</b>	239	34.7992	5.49880	.35569
	<b>Service</b>	264	33.7538	6.00728	.36972
<b>Illegitimacy</b>	<b>Manufacturing</b>	239	17.8870	3.95880	.25607
	<b>Service</b>	264	18.0379	4.32414	.26613
<b>Magnificent</b>	<b>Manufacturing</b>	239	19.2469	3.39082	.21933
	<b>Service</b>	264	19.3030	3.19800	.19682
<b>Ease of Access</b>	<b>Manufacturing</b>	239	19.2929	2.94166	.19028
	<b>Service</b>	264	18.9848	3.28954	.20246

<b>Engaging</b>	<b>Manufacturing</b>	239	15.0711	2.82083	.18246
	<b>Service</b>	264	15.1742	2.78370	.17132
<b>Apparent</b>	<b>Manufacturing</b>	239	19.5941	2.91737	.18871
	<b>Service</b>	264	18.9924	3.27683	.20167
<b>Connectivity</b>	<b>Manufacturing</b>	239	11.8577	2.19545	.14201
	<b>Service</b>	264	11.7462	1.96548	.12097
<b>Customer Retention</b>	<b>Manufacturing</b>	239	16.4226	2.54400	.16456
	<b>Service</b>	264	15.4735	2.49243	.15340
<b>Appealing</b>	<b>Manufacturing</b>	239	16.0628	2.34616	.15176
	<b>Service</b>	264	15.7992	2.36608	.14562
<b>Competitive</b>	<b>Manufacturing</b>	239	22.9582	3.69509	.23902
	<b>Service</b>	264	22.6780	3.58579	.22069
<b>Networking</b>	<b>Manufacturing</b>	239	23.6109	3.29043	.21284
	<b>Service</b>	264	22.9735	3.31537	.20405
<b>Market Cultivation</b>	<b>Manufacturing</b>	239	15.5565	2.48101	.16048
	<b>Service</b>	264	15.4053	2.38630	.14687

<b>S.</b>	<b>Factors</b>	<b>Hypotheses</b>	<b>Sig. Value</b>	<b>Rejected or Not Rejected</b>
1	Saliency	H <sub>01</sub> : There is no significant impact of Saliency factor on type of company.	.042	Rejected
2	Illegitimacy	H <sub>02</sub> : There is no significant impact of Illegitimacy factor on type of company.	.683	Not Rejected
3	Magnificent	H <sub>03</sub> : There is no significant impact of Magnificent factor on type of company.	.849	Not Rejected
4	Ease of Access	H <sub>04</sub> : There is no significant impact of Ease of Access factor on type of company.	.268	Not Rejected
5	Engaging	H <sub>05</sub> : There is no significant impact of Engaging factor on type of company.	.681	Not Rejected
6	Apparent	H <sub>06</sub> : There is no significant impact of Apparent factor on type of company.	.030	Rejected
7	Connectivity	H <sub>07</sub> : There is no significant impact of Connectivity factor on type of company.	.550	Not Rejected
8	Customer Retention	H <sub>08</sub> : There is no significant impact of Customer Retention factor on type of company.	.000	Rejected
9	Appealing	H <sub>09</sub> : There is no significant impact of Appealing factor on type of company.	.211	Not Rejected

10	Competitive	H <sub>10</sub> : There is no significant impact of Competitive factor on type of company.	.390	Not Rejected
11	Networking	H <sub>11</sub> : There is no significant impact of Networking factor on type of company.	.031	Rejected
12	Market Cultivation	H <sub>12</sub> : There is no significant impact of Market Cultivation factor on type of company.	.487	Not Rejected

## DISCUSSION OF INDEPENDENT SAMPLE T-TEST

### **H<sub>01</sub> : There is no significant impact of Salience Factor on type of company**

H<sub>01</sub> is rejected at 5% level of significance because the sig value is .042 which is less than .05 so the hypotheses is rejected, so there is a significant effect of type of company observed on Salience Factor.

### **H<sub>02</sub> : There is no significant impact of Illegitimacy Factor on type of company.**

H<sub>02</sub> is not rejected at 5% level of significance because the sig value is .683 which is more than .05 so the hypotheses is not rejected, so there is no significant effect of type of company observed on Illegitimacy Factor.

### **H<sub>03</sub> : There is no significant impact of Magnificent Factor on type of company**

H<sub>03</sub> is not rejected at 5% level of significance because the sig value is .849 which is more than .05 so the hypotheses is rejected, so there is no significant effect of type of company observed on Magnificent Factor.

### **H<sub>04</sub>: There is no significant impact of Ease of Access Factor on type of company**

H<sub>04</sub> is not rejected at 5% level of significance because the sig value is .268 which is more than .05 so the hypotheses is not rejected, so there is no significant effect of type of company observed on Ease of Access Factor.

### **H<sub>05</sub> : There is no significant impact of Engaging Factor on type of company.**

H<sub>05</sub> is not rejected at 5% level of significance because the sig value is .681 which is more than .05 so the hypotheses is not rejected, so there is no significant effect of type of company observed on Engaging Factor.

### **H<sub>06</sub> : There is no significant impact of Apparent Factor on type of company**

H<sub>06</sub> is rejected at 5% level of significance because the sig value is .030 which is less than .05 so the hypotheses is rejected, so there is a significant effect of type of company observed on Apparent Factor.

### **H<sub>07</sub> : There is no significant impact of Connectivity Factor on type of company.**

H<sub>07</sub> is not rejected at 5% level of significance because the sig value is .550 which is more than .05 so the hypotheses is not rejected, so there is no significant effect of type of company observed on Connectivity Factor.

**H08 : There is no significant impact of Customer Retention Factor on type of company.**

H<sub>08</sub> is rejected at 5% level of significance because the sig value is .000 which is less than .05 so the hypotheses is rejected, so there is a significant effect of type of company observed on Customer Retention Factor.

**H09 : There is no significant impact of Appealing Factor on type of company.**

H<sub>09</sub> is not rejected at 5% level of significance because the sig value is .211 which is more than .05 so the hypotheses is not rejected, so there is no significant effect of type of company observed on Appealing Factor.

**H10 : There is no significant impact of Competitive Factor on type of company.**

H<sub>10</sub> is not rejected at 5% level of significance because the sig value is .390 which is more than .05 so the hypotheses is not rejected, so there is no significant effect of type of company observed on Competitive Factor.

**H11 : There is no significant impact of Networking Factor on type of company.**

H<sub>11</sub> is rejected at 5% level of significance because the sig value is .030 which is less than .05 so the hypotheses is rejected, so there is a significant effect of type of company observed on Networking Factor.

**H12 : There is no significant impact of Market Cultivation Factor on type of company.**

H<sub>12</sub> is not rejected at 5% level of significance because the sig value is .487 which is more than .05 so the hypotheses is not rejected, so there is no significant effect of type of company observed on Market Cultivation Factor.

## **CONCLUSION**

Although the need for strategies for SEO is acknowledged and considered important, in many cases SEO is not prioritized in line with its accepted importance. This is reflected by a lack of commitment, inadequate funding and a general lack of understanding by top management due to several factors. These include a lack of awareness of search engine optimization issues, a lack of effective security management governance, a reactive approach generally and importantly, difficulties in the impacts on users regarding their work practices. Additionally, the fact that top management has not incorporated SEO impedes the resources and prioritization towards SEO. This in turn affects how much

effort is put towards raising awareness, using techniques and ensuring compliance, leading to less recognition overall.

The researcher has gone through various factors that affect the types of company in India. As India is moving ahead for digitalization and all small, medium enterprises using the websites or getting enrolled themselves in search engines required the SEO on priority. The twelve factors will be very helpful for companies in India to create identification in global markets.

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