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A Comparative Study between Different Techniques of Off-Page and On-Page Search Engine Optimization

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Abstract : In the fast-moving world, information is the key to success. If information is easily available, then it makes work easy. The Internet is the biggest collection and source of information nowadays, and with every single day, the data on internet increases, and it becomes difficult to find required data. Everyone wants to make his/her website at the top of search results. This can be possible when you have applied some techniques of SEO inside your application or outside your application, which are two types of SEO, onsite and offsite SEO. SEO is an abbreviation of Search Engine Optimization, and it is a set of techniques, methods to increase users of a website on World Wide Web or to rank up your website in search engine indexing. In this paper, we have compared different techniques of Onpage and Offpage SEO, and we have suggested many things that should be changed inside webpage, outside web page and mentioned some most powerful and search engine considerable elements and techniques in both types of SEO in order to gain high ranking on Search Engine.

Keywords : auto-suggestion, search engine optimization, SEO, query, web mining, web crawler
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