

An Approach To Improve Website Ranking Using Social Networking Site

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Abstract— Searching a web page or websites can be considered as a process of people/users enter the keyword on search engine and search engine give back a most relevant page based on Query/ Keyword. But result which is returned by the search engine and ranking of webpage is not efficient according to user/ People requirements. Earlier SEO helps to improve website ranking and still it is relevant but now a day the popularity of Social media is increase which includes technique like RSS feeds, Social bookmarking sites (stumbleupon, Tumblr, reddit) and social networking sites (Facebook, Twitter, Google+, Pinterest). Social Media Optimization (SMO) may also used to generate traffic on a website, promote your business at the center of social marketing place and increase ranking. In this research paper, we proposed a social media approach which helps in improve the ranking of website or webpage in SERP.

Keywords—Social media, SMO, Page Ranking, SERP, Social media Optimization , SEO

I. INTRODUCTION

The Internet is the way to connect whole world, establish contacts and exchange the information. Now a day use of internet is increase, every day lots of web page is insert and remove on internet. So how to manage all this things and how to increase our web page on SERP. So Search engine optimization is a term that is used by Web developers at the end of the 1990s, the importance of improving the position of a website in search engine results. Search engine optimization (SEO) is a process that is well defined and managed the volume to increase or improve the quality of visitors to a site. SEO helps to increase the traffic and to a website by increase the high ranking of website in SERP. The Rank of the Website is higher in SERP, better chance that site will be more visited by number of users. Search engine optimization includes the careful optimization of Web sites, to effectively their visibility in search engines like Google, Yahoo, and many others. [1]

Social media is a communication channel in which we can create, share and exchange our idea or information. Day by day the craze of social media is increase.

Social media is bidirectional communication between company and follower/ People. We can divide “Social media” in two parts. Media usually refers to marketing and the exchange of information through publications and channels. Social involve the communication of user within a group or community. [2]

This is a good Wiki explanation of that direction...

Social media optimization is becoming increasingly important for search engine optimization, as search engines are increasingly utilizing the recommendations of users of social networks such as Facebook, Twitter, and Google+ to rank web pages in the search engine result pages. Since it is more difficult to influence the search engines in this way. [3]

Rohit Bhargava, the term "Social media optimization" was first used in 2006 and discovers five terms (1) Increase your linkability (2) Make tagging and bookmarking easy (3) Reward inbound links (5) Help your content travel (6) Encourage the mashup [4].

Social media is used to generate more traffic and also used to increase website ranking.

II. LITERATURE SURVEY

When SMO is not Exist, that time SEO is widely used. Search engine Optimization is an Organic Method to increase the number of visitors by getting the High Page rank in SERP for website. i.e. SEO is the process of improving the visibility of a web page or Website in Search engine.

But popularity of social media is increase day by day. Social Networking site, Social Bookmarking and Forums are social media platform.

There are most useful social media platform such as Facebook, Google+, stumbleupon, warriorforum. This social media platform helps to increase traffic and also helps to get high PageRanking on SERP. [5]

III. PROBLEM DEFINITION

SEO and SMO both helps to increase traffic and improve ranking but SEO have some problem.

In SEO, the headers, title tags and proper use of Keyword are more important for better ranking on Search engine. So Users must have good knowledge about Search engine optimization such as Off- Page and On – Page SEO and PPC (Pay per Click).

Your website is new and if you want to increase ranking of website, you should use SMO because SEO takes more time than SMO and SMO helps to boost SEO.

In SEO, traffic is steady. In SMO, once you have created Social Media environment, you can easily get expect traffic whenever you want and you can also focus on some keywords to get ranking in SERP. A power profile will allow you to get traffic just about whenever you need it. [6]

There are basic Comparison of SEO and SMO

SEO	SMO
Search Engine Optimization	Social Media Optimization
SEO Means Machine / Computer Focused	SMO Means Personal/ Relationship focused
Search engines such as Google, Bing, Yahoo, Ask etc.	RSS feeds, social news and bookmarking sites, video and blogging sites, as well as social networking sites, such as Facebook, Google+, Tumblr etc.
What People are Looking for	What people are talking about

Table 1 Basic Comparison of SEO & SMO

Some platforms are far more effective in improving ranking with combination of the SEO and SMO than others. Lots of social media platform available, focus on most effective social media platform like Facebook, Google+, Forums and Social Bookmarking to improve website ranking on SERP.

IV. APPROACH

There are number of social media approach available to improve ranking of website but only one approach has been discuss in this paper.

In the Proposed work, social media strategy is used to improve website ranking and increase/generate traffic with the help of social media platform and its factors.

At initial stage, one website www.jobcker.in has been created. This website helps in research work. Let's discuss how does this website helps in research work.

Google analytic account has been created which helps to track website's performance and also set SEO in [jobcker.in](http://www.jobcker.in). Social media plug-ins has been used in website so one can easily access social media platform such Facebook's like, share and comment buttons and other social media platform RSS Feed and G +.

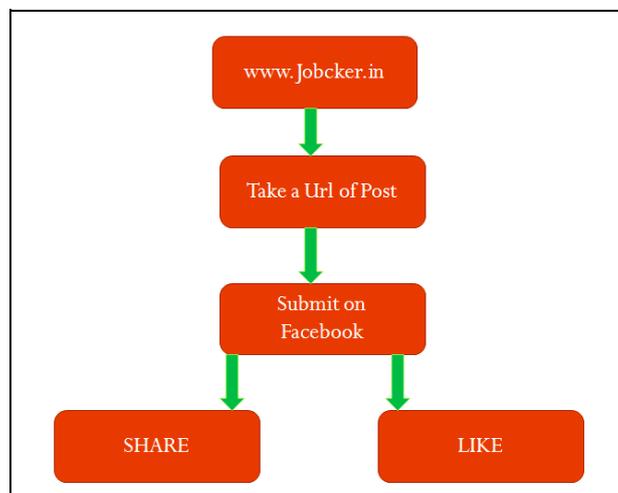


Figure 1 represent Social media strategy

Figure 1 is representing social media strategy which is discussed here.

1. Use FACEBOOK as Social media Platform

Using social media optimization, one can attract targeted traffic to website. Facebook provides best opportunities for implementation of social media optimization with millions of users per day. It can help you vastly gain your traffic and also helps to increase your website ranking in SERP.

1. Share Contents
2. Like post
3. Comment
4. Hash Tag

2. Apply strategy on www.jobcker.in.

3. Use Google analytic tool to track a performance of www.jobcker.in
4. Facebook Page has been created.[7]

In this approach, only one social media Platform (Facebook) has been used. we have taken different hyperlinks of “www.jobcker.in” is published on Facebook and then uses Facebook's Factors such like, share, comment and Hashtag (#) to improve website ranking and increase traffic. Effect of factors appears in search engine result page (SERP), when people like, share and give comments on post which is published on Facebook.

At initial stage, we have built a social media environment, so traffic at initial stage is low.

In this figure total number of visits diverted from social media is 20.

Source / Medium	Visits
	72 % of Total: 100.00% (72)
1. google / organic	25
2. facebook.com / referral	20
3. (direct) / (none)	18
4. m.facebook.com / referral	7
5. yahoo / organic	2

Figure 2 result taken from Google Analytic for jobcker.in

After this scenario, more work has been done to get better results; it is observed that improved result appeared in second figure.

Source / Medium	Visits	% New Visits
	85 % of Total: 100.00% (85)	51.76% Site Avg: 51.76% (0.00%)
1. facebook.com / referral	32 (37.65%)	37.50%
2. google / organic	22 (25.88%)	31.82%
3. (direct) / (none)	14 (16.47%)	100.00%
4. m.facebook.com / referral	12 (14.12%)	91.67%
5. yahoo / organic	5 (5.88%)	0.00%

Figure 3 describe traffic from Social Media

At initial stage jobcker.in didn't appear in SERP. After applying social media strategy, it appeared in Google search engine. Here we can see the rank of jobcker and also Facebook page in Figure 4.

Google jobcker

Web Maps Images News Videos More Search tools

About 182 results (0.16 seconds)

Jobcker | Jobseeker | Engineering | Fresher
www.jobcker.in/
 Last Date : 11 Feb 2014. Job Type : Full Time. Hiring Process : online test. Tata Consultancy Services – Job Details. Eligibility : BE / B.Tech / ME / M.Tech in any ...

Jobcker | Facebook
<https://www.facebook.com/jobcker>
 Jobcker. 9 likes · 6 talking about this. Jobcker is job website and it helpful to find a job near your city. you can get the latest job information. It is easiest way to ...

Job cker | Facebook
<https://www.facebook.com/pages/Job-cker/440437009317089>
 Job cker. 1 like · Interest ... Job cker. Interest. 1 person likes this. Want to like this page? Sign up for Facebook to get started. Sign Up. It's free and anyone can ...

Details on jobcker@hotmail.com on Advanced Background Checks
www.advancedbackgroundchecks.com/email/jobcker@hotmail.com
 See people associated with jobcker@hotmail.com. Free people searches with over 2 billion public records: find address, phone, email, and relatives.

Figure 4 describe rank position of www.Jobcker.in

Problem:

A good thing is that this approach helps to improve ranking. So the website appears in Google Search engine within 30-40 days when the users enter domain name (jobcker) in search engine. But there is a problem in this approach.

The major problem is that without entering the domain name, the website is not appeared in SERP i.e. this approach can't focus on user's query/particular keywords.

What Is PAGE RANK ?

PageRank is Google's unique quantitative algorithm for determining the significance of a page. Lawrence Page and Sergey Brin have published the Page Rank algorithm. The page rank algorithm examines the link structure in which the rank of a webpage is decided based on the number of inbound and number of outbound links.

Inbound Links: Inbound links mean a link that is pointing to your website, it is known as an inbound link and it is also known as "Backlinks".

Outbound Links: Outbound links are those links that are pointing to other sites from your website. [11]

How Page Rank Is Calculated?

$$PR(A) = (1-d) + d(PR(T1)/C(T1) + \dots + PR(Tn)/C(Tn))$$

Where ,

- PR(A) is the PageRank of Page A (the one we want to work out) .
- D is a dampening factor. Nominally this is set to 0.85
- PR(T1) is the PageRank of a site pointing to Page A
- C(T1) is the number of links off that page
- PR(Tn)/C(Tn) means we do that for each page pointing to Page A

At initial stage, we don't know about what the Page's initial PageRanks are. So here we performed the calculation by setting initial values to 1 for PageRanks.

Use standard PageRank algorithm to check page rank of each page of website.

IMPLEMENTATION AND RESULT ANALYSIS

1. In table 1, we can see that the page rank of every page of website and Facebook before applying this approach. Based on the calculation, here we can see that rank of Home Page is 2.5.

Sr.No	Pages	PageRank
1	Home	2.5
2	About	0.8539
3	Contact	0.8539
4	Engineer	0.8539
5	JOBCKER-Facebook	0.8539

Table 3 represent the evolution of PageRank for www. Jobcker.in,

After Applying the approach on Jobcker.in, ranking of each pages is increase compare to initial stage calculation because here we have publish the content on Facebook and used social media factor such as like, comment, share and Hashtag to improve ranking.

In table 4, we got the rank of each page with high PageRank

Sr.No	Pages	PageRank
1	Home	4.5
2	About	1.1314
3	Contact	1.1314
4	Engineer	1.1314
5	JOBCKER- Facebook	1.1314
6	RSS Feed	1.1314
7	Times Job	1.1314
8	Monster	1.1314
9	Naukri	1.1314

Table 4 represents the Rank position for jobcker.in after applying Approach

V. CONCLUSION

Social Media Optimization is bidirectional Communication channel between users and business. Every social media platform has different factors, its helps to generate traffic to your website and also helps to improve ranking. Social media also helps to boost the SEO.

In this paper, we focused on Social media Platform and its factor. Using social media strategy, it is found that ranking of website is improved. To find better result, we utilize social media approach and use standard PageRank algorithm. Using standard PageRank algorithm, we have found PageRank of website. Base on result, we can conclude that this approach is better because this approach is used to quickly generate traffic and improve ranking within Domain names.

VI. FUTURE WORK

In Future work, we will use some other social media platform such as social bookmarking, Google + and Forums within this approach. So we will take the advantage of this social media platform and find out better approach which not focus only domain name but also focus on user's query and helps to improve website ranking and generate traffic.

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