

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

August 2020

USING WEBSITE ANALYTICS IN SEARCH ENGINE OPTIMIZATION FOR THE DOMAIN OF LIS LINKS, IN INDIA

Stephen G

NIELIT - Itanagar Centre, Arunachal Pradesh.

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Library and Information Science Commons](#)

G, Stephen, "USING WEBSITE ANALYTICS IN SEARCH ENGINE OPTIMIZATION FOR THE DOMAIN OF LIS LINKS, IN INDIA" (2020). *Library Philosophy and Practice (e-journal)*. 3955.

<https://digitalcommons.unl.edu/libphilprac/3955>

USING WEBSITE ANALYTICS IN SEARCH ENGINE OPTIMIZATION FOR THE DOMAIN OF LIS LINKS, IN INDIA

Dr.G.Stephen,
Assistant Librarian,
NIELIT – Itanagar Centre,
Arunachal Pradesh.

Abstract

Search Engine Optimization (SEO) is that the method accelerating the standard and amount of website traffic by increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. SEO refers to the advances of unpaid results (known as "natural" or "organic" results) and excludes direct traffic/visitors. SEO could target totally different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines. Ubersuggest is an awesome free tool to analyze any website this study analyzed the Library and Information Science (LIS) Links domain and found Organic Keywords (9444), Organic monthly traffics (7536), Domain score (24) in the latest month of December and LIS links have 5121 back links out of these 247 links are non follow. A great score 84 out of 100 on page SEO score. About Search engine Optimization SEO Title and URL shows LIS Links / Library and Information Science Links lislinks.com/ is 7795 the top est. visits with 169 back links and 1,327 Facebook connections.

Keywords: Web Analytics, domain, LIS Links, Web usage, SEO, Organic Keywords, Visitors,

Introduction

SEO stands for “search engine optimization.” It is the method of obtaining traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines. Optimizing a website might involve editing its content, adding content, and modifying hyper text markup language and related coding to both increase its relevance to specific keywords and take away the barriers to the indexing activities of search engines like Google, Yahoo etc. Promoting a website to extend the quantity of backlinks, or inbound links, is another SEO tactic. SEO is not an appropriate strategy for each website, and other Internet marketing strategies can be more practically effective, such as paid advertising through pay per click (PPC) campaigns, depending on the site operator's goals. Search Engine Marketing (SEM) is the apply of planning, running and optimizing search engine ad campaigns. Its difference from SEO is most simply depicted as the difference between paid and unpaid priority ranking in search results. Its purpose regards prominence more so than relevance; website developers should regard SEM with the utmost importance with consideration to visibility as most navigate to the primary listings of their search. A successful Internet marketing campaign may also depend upon building top quality web pages to have interaction and persuade, setting up analytics programs to enable site owners to measure results, and improving a site's conversion rate.

Importance of Search Engine Optimization

The majority of search engine users are more likely to click on one of the highest five suggestions within the search engine results pages (SERPS). To require advantage of this and gain guests of any website or customers in online, the website needs to appear in one of the highest positions. SEO is not solely concerning search engines but however sensible SEO practices improve the user experience and usefulness of a website. Users trust search engines and having a presence within the high positions for the keywords the user is searching, increases the online site's trust. SEO is perfect for the social promotion of the website. People who find that web site by searching Google or Yahoo are more likely to promote it on Facebook, Twitter, or alternative social media channels. SEO is important for the smooth running of a great website. Websites with more than one author can benefit from SEO in on exceedingly direct and indirect approach. Their direct benefit is an increase in search engine traffic and their indirect benefit is having a common framework (checklists) to use before publishing content on the site. SEO can put ahead of the competition.

Components of SEO Rank Analysis

The goal of a search engine is to produce unbiased results that deliver data you are trying to found as quickly and as accurately as potential. In order to do this, search engines are capable of identifying all relevant information online and ranking them in order of quality and relevance. There are many factors that are involved when search engines rank websites in an organic search. Amazingly enough, they can analyze billions item of information in as fast as 0.5 seconds! The actions go for optimize the website will have a direct effect on of SEO ranking.

H1 Tags: These are the larger headers of use to title of the content. This may surface on the Google search results when someone searches for keywords that are present in the H1 tag like 'SEO' and 'business'. Make sure the H1 tags are relevant to the keywords should want to be showing up for.

Keyword Density: This is the amount of times that the keyword website audience is searching for appear on the website. Make sure to mention the keywords, not only in the H1 tags, but also in the body of the content. While want to include the keywords often, don't oversaturated of the content. Remember, Google will also consider the use of synonymous keywords.

Meta Description: This is the description of provide search engines in the <meta> html tags. The Meta description use for the website should also include the keywords want website target audience to search for.

Permalinks: This refers to permanent URL links that are specific to the website. It is advantageous to include the keywords in these permalinks in order to be considered for higher

ranking on Google. For example, if you have a gardening website and want your consumers to find the keywords “lawn products,” it would be optimal for you to have a page with a permalink such as: <http://www.gardening.com/lawn-products>.

Backlinks: This is when other websites link back to yours by providing their viewership with your website URL. For example, if Forbes mentions your business on their website and includes a link for their readers that leads back to your website, this would be considered a backlink. And also Web Traffic, Views, Clicks, Unique visitors, Bounce rate, Conversion rate, Organic traffic, direct traffic etc

About Library and Information Science Links (LIS Links)

LIS Links is a one stop mall for LIS related information in India and acts as a gateway or portal and a web based solution to Indian LIS professionals. Library and Information Science Links is the India’s social networking platform for Library and Information Science professionals. The name “LIS Links” as the developer named it, because it is targeted to links all Library and Information Science (LIS) professionals in India. LIS Links is the mostly used thread through which Indian Librarians are connected with each others. LIS Links was developed by Badan Barman, a Library and Information Science professional on 26th of February, 2008 as part of his Ph.D. programme. He was assisted by his fellow professionals. There were also people who work behind the scene and helped him a lot to shift LIS Links to its present position. In the grass root level it runs on the voluntary input of information by its members. Nevertheless, LIS Links connects the LIS professionals through a single thread. It has brought the Indian LIS professionals together, bestowed them with recent information, provides first hand solutions of their problems on professional issues, technical & all inclusive and most importantly, provide them an opportunity to voice their opinions on matters related to library and information science as a social networking site <http://www.lislinks.com/>.

Objectives of LIS Links

The major aims and objectives of LIS Links are

- ✚ It works to create awareness among LIS professionals.
- ✚ This link explores the information without any geographical boundaries.
- ✚ To help in career development of LIS professionals
- ✚ To provide a group discussion platform for LIS professionals by using Web2.0 technology.
- ✚ To provide a platform for researchers from where they can get data required to their research from target audience.
- ✚ To provide a platform where researcher, teachers, students and LIS professionals can interact with each other at any time.
- ✚ To provide CAS/SDI services to Indian LIS professionals.
- ✚ To provide easy access in retrieving required information.
- ✚ Work as mobile library service for LIS professionals

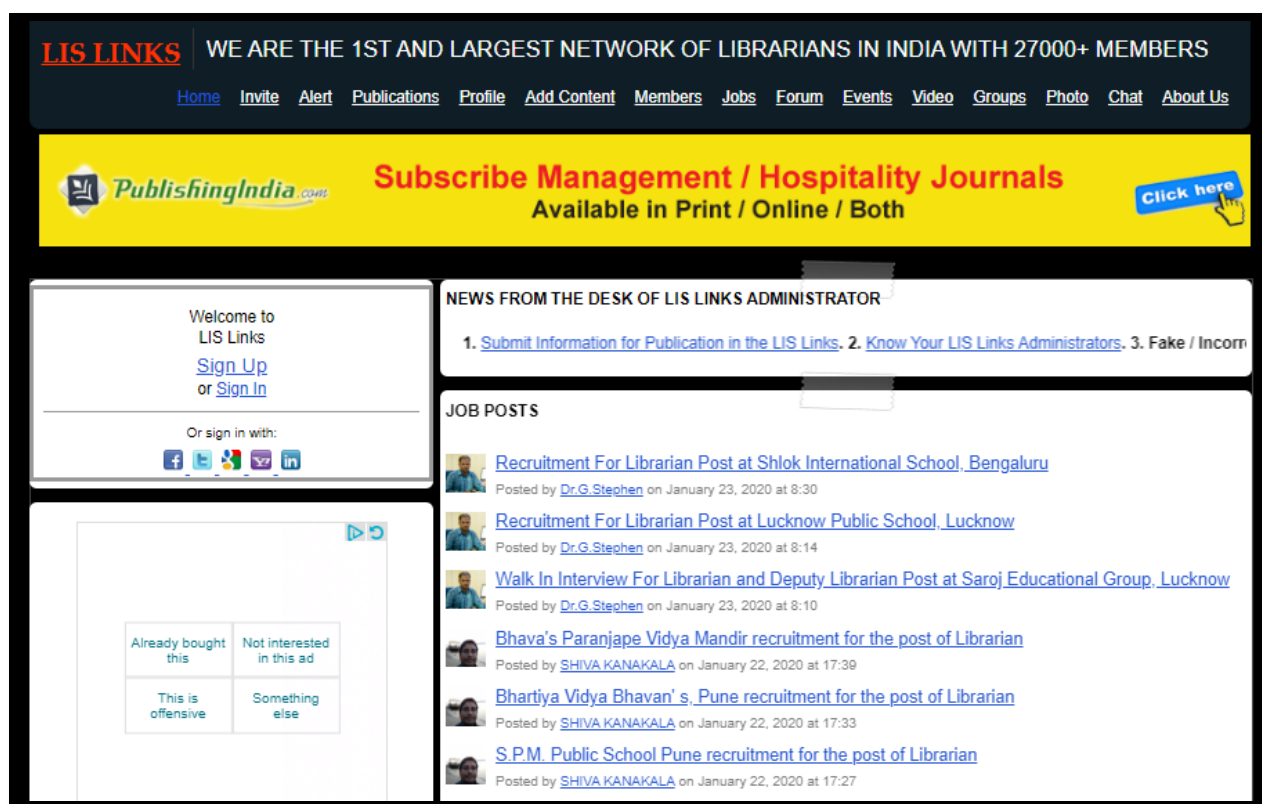


Figure 1 - Home Page of LIS Links on 23rd January, 2020

Methodology

Ubersuggest is a fantastic free tool which can discover 100s of new long tail key phrases in a few minutes. It aggregates statistics from Google Suggest which provides keyword thoughts comparable and associated to the area searches on Google. Ubersuggest helps to generate keyword thoughts for the content material advertising method and production. With Ubersuggest 2.0 free key-word tool, generate a limitless wide variety of suggestions for free and take your content advent to the subsequent degree whilst growing website's possibilities of ranking against the competition. Researcher the use of this tool to analyze LIS Links domain on 22th January 2020 and gathered the picture document and tabulated introduced in this study. Data analyzed and suggested for ultimate one year from January to December 2019.

Objectives

- ✚ To find the domain overview of LIS Links using Ubersuggest online tool
- ✚ To identify monthly organic traffic for the LIS Links Domain
- ✚ To examine the Top keywords by country wise for the LIS Links Domain
- ✚ To know the top SEO title, and URL for the LIS Links website
- ✚ To analyze the keywords ranked in month wise from January 2019 to December 2019.
- ✚ To determine the top five keywords used to search in Google by visitors.

Data Analysis and Interpretation

Domain Overview

S.N	Domain Overview	Numbers
1	Organic Keywords	9444
2	Organic Monthly Traffic (December 2019)	7536
3	Domain Score	24
4	On Page SEO Score	84
5	Backlinks (No Follow)	5121 (247)

Table 1 – Domain Overview

Organic Keywords (9444) skill the range of keywords this domain ranks for in the organic search. Organic monthly traffics (7536) refer to the whole estimated site visitors LIS Links domain gets considering the organic keywords. Domain score (24) is based on a variety of elements this is the usual strength of the LIS Links websites, the higher range the greater authoritative a web page is and the higher it ranks in Google. Back hyperlinks (5121) referred to how many incoming hyperlinks from other web sites to the LIS Links internet site domain. It consists of comply with and No observe links (247).

Organic Monthly Traffic

Organic monthly traffics refer to the whole estimated traffic LIS Links area gets considering the natural keywords. Below the table month smart (from January 2019 to December 2019) natural monthly (visitor) site visitors observed and rank sensible ordered for without difficulty captured the organic monthly traffic.

S.N	Months	Traffic	Rank
1	January	12,652	3
2	February	9,219	11
3	March	11,850	6
4	April	10,443	8
5	May	10,297	10
6	June	10,406	9
7	July	10,870	7
8	August	12,661	2
9	September	12,010	5
10	October	12,969	1
11	November	12,367	4
12	December	7,356	12
	Total traffic	1,33,100	

Table 2 – Organic Monthly Traffic

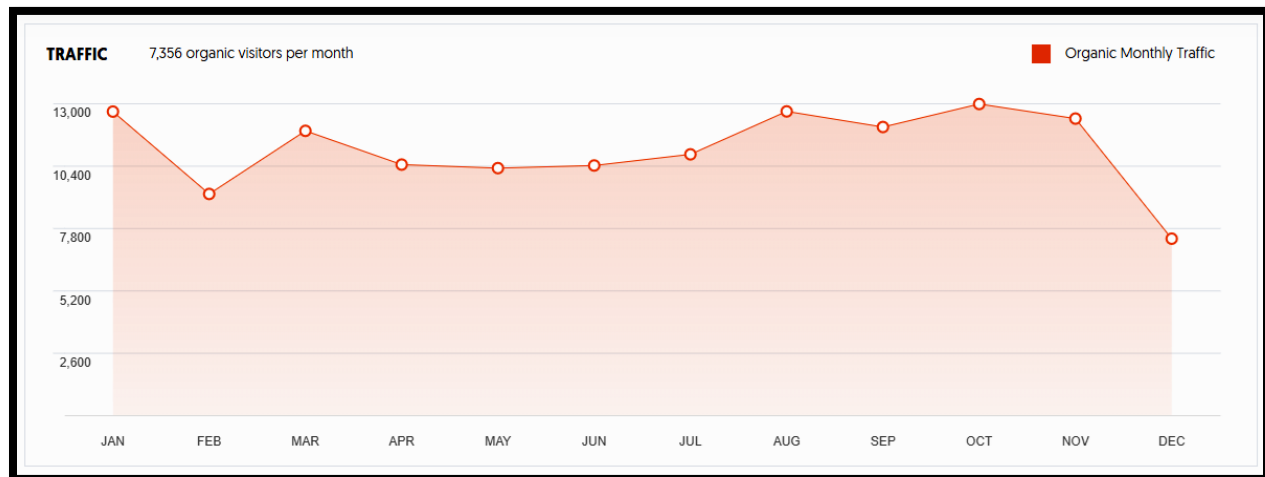


Figure 2. Organic Monthly Traffic

In October 2019 highest Organic Monthly Traffic (visitor visit) the web page followed by August and January 2019. In final month of the year of December only 7,356 visitors visited in which is very low compare to other months. Last year (2019) in twelve months 1, 33,100 site visitors are visited the LIS links domain.

Top SEO Pages and SEO Keywords by county wise

S.N	Country	Numbers	Rank
1	India	11205	1
2	USA	1057	2
3	Canada	24	4
4	Great Brittan	60	3
5	Australia	14	5
6	Indonesia	1	6
7	Others	-	-

Table 3 – Top SEO Pages and SEO Keywords by county wise

In country wise SEO Pages and SEO Keywords, India is the top spot with 11,205 traffic of the month with first rank. Followed by USA 1057, Great Brittan 60 and Canada 24, as per last month of December 2019 only six countries organic users are visit the LIS Links domain.

Top five SEO Title and URL

SEO Title and URL shows up in a Google search for LIS links URL. Estimated monthly visits refer to the estimated traffic this web page gets from Google for this particular term. It's noticed highly LIS Links domain of LIS Links | Library and Information Science Links lislinks.com/ (7795) is the top est. visits with 169 back links and 1,327 Facebook connections. Followed by Blogs lislinks.com/profiles/blog/list 3,627 visits and 6 back links and 5 Facebook

connections. Only 644 est. visits from the link Haryana Staff Selection Commission (HSSC) Recruitment 2019: Apply lislinks.com/profiles/blogs/hssc-recruitment-2019-apply-online.

S.N	Top SEO Title and URL	Est. Visits	Back links	Facebook
1	LIS Links Library and Information Science Links lislinks.com/	7795	169	1327
2	Blogs lislinks.com/profiles/blog/list	3627	6	5
3	SLIM Software of Library lislinks.com/forum/topics/slim-software-of-library	1568	0	0
4	UGC approved List of Journals in All Subjects 2017 lislinks.com/forum/topics/ugc-approved-list-of-journals	767	0	26
5	Haryana Staff Selection Commission (HSSC) Recruitment 2019: Apply ... lislinks.com/profiles/blogs/hssc-recruitment-2019-apply-online	644	0	5

Table 4 – Top five SEO Title and URL

SEO Keywords Ranking

S.N	Months	1-3 Rank	4-10 Rank	11-50 Rank	51-100 Rank	Total
1	January	231	1173	9261	8753	19,418
2	February	168	868	6757	6277	14,070
3	March	148	905	7363	7053	15,469
4	April	130	792	6690	6231	13,843
5	May	125	770	6530	6166	13,591
6	June	145	896	7587	7449	16,077
7	July	164	983	8648	8388	18,183
8	August	191	1114	9985	9463	20,753
9	September	197	1052	10217	9703	21,169
10	October	174	879	8640	8536	18,229
11	November	122	620	6335	7293	14,370
12	December	69	364	4052	4959	9,444
	Total	1864	10,416	92,065	90,271	1,94,616

Table 5 – SEO Keywords Ranking

Here observed the best one with 231 SEO keywords are within three rank, and 1,173 keywords from 4 -10 rank in the month of January 2019. Lowest one from the month of December 2019 with only 69 SEO keywords 1-3 rank, 364 SEO keywords between 4-10 rank with totally 9,444 SEO keywords are used to search the domain of LIS links.

In overall 1,864 terms are comes under the 1-3 rank and 10,416 SEO keywords are lies between 4-10 rank. 1, 94,616 SEO keywords are used from October 2018 to September 2019.

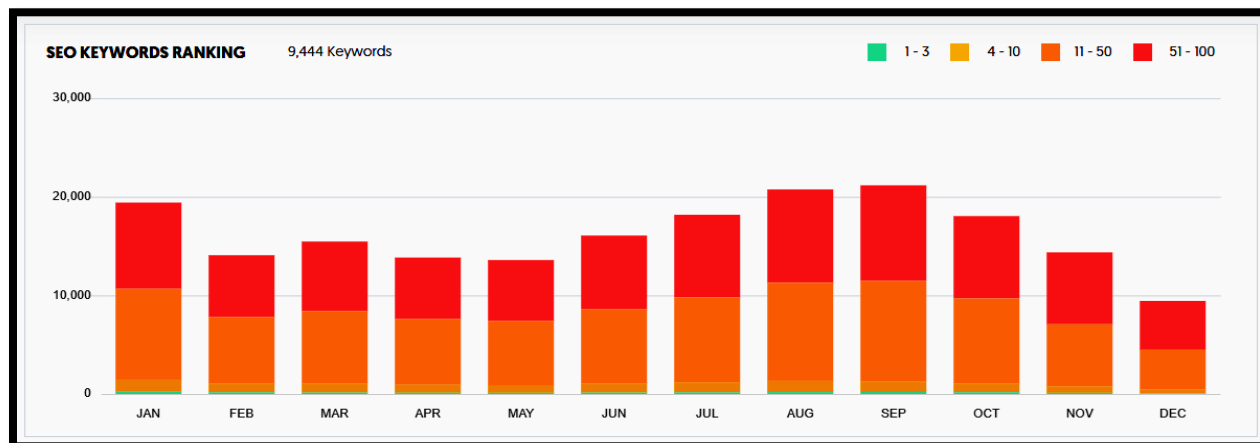


Figure 3. SEO Keywords Ranking

Top Eight keywords used to search the domain

An organic keyword could be a keyword accustomed attracts free traffic through program improvement (SEO). Organic keywords distinction with pay-per-click (PPC) keywords, that square measure bid on through paid search selling campaigns.

S.N	Keywords	Vol	Position	Est. Visits	SD
1	Lis link	14800	1	4499	25
2	Lis portal	27100	4	1786	27
3	lis	9900	3	963	20
4	UGC approved Journal	33100	7	847	23
5	UGC journal list	22200	7	568	23
6	Links jobs	40500	10	458	34
7	Lis job	720	1	219	20
8	Lis Quiz	4400	5	206	14

Table 6 – Top Eight keywords

Lis link (14,800), Lis job (720) both are same position as a first with estimated month visits respectively 4499 and 219 with top two keywords visitors familiarly using to search the LIS Link website.

Site Audit

Site speed is crucial to the search Engine Optimization health. Every addition 0.5s it takes to lead the LIS links site drastically increases the percentage of visitors that will leave the site. Below mentioned the time it took for LIS links website to load on desktop and mobile devices using a 3G connection speed. LIS links SEO health speed is poor loading Desktop and mobile loading time taking 30 seconds it indicates poor speed.

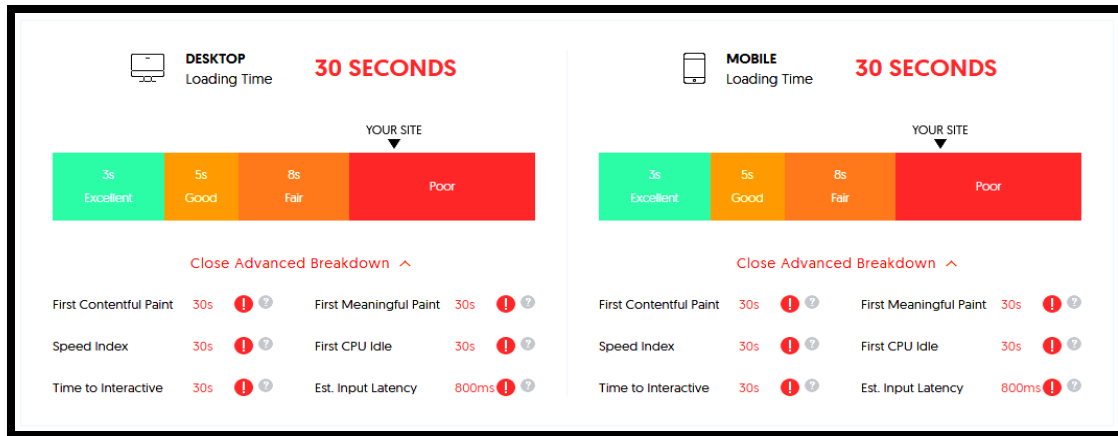


Figure 4. Site Audit

Findings and Suggestion

- Organic Keywords (9444) skill the range of keywords this domain ranks for in the organic search. Organic monthly traffics (7536) refer to the whole estimated site visitors LIS Links domain gets considering the organic keywords. Domain score (24) is based on a variety of elements this is the usual strength of the LIS Links websites, the higher range the greater authoritative a web page is and the higher it ranks in Google.
- In October 2019 highest Organic Monthly Traffic (visitor visit) the web page followed by August and January 2019. In final month of the year of December only 7,356 visitors visited in which is very low compare to other months. Last year (2019) in twelve months 1, 33,100 site visitors are visited the LIS links domain.
- In country wise SEO Pages and SEO Keywords, India is the top spot with 11,205 traffic of the month with first rank. Followed by USA 1057, Great Brittan 60 and Canada 24, As per last month of December 2019 only six countries organic users are visit the LIS Links domain.
- Best one with 231 SEO keywords are within three rank, and 1,173 keywords from 4 -10 rank in the month of January 2019. Lowest one from the month of December 2019 with only 69 SEO keywords 1-3 rank, 364 SEO keywords between 4-10 rank with totally 9,444 SEO keywords are used to search the domain of LIS links.
- In overall 1,864 terms are comes under the 1-3 rank and 10,416 SEO keywords are lies between 4-10 rank. 1, 94,616 SEO keywords are used from October 2018 to September 2019.
- Estimated monthly visits refer to the estimated traffic this web page gets from Google for this particular term. It's noticed highly LIS Links domain of LIS Links | Library and Information Science Links lislinks.com/ (7795) is the top est. visits with 169 back links and 1,327 Facebook connections. Followed by Blogs lislinks.com/profiles/blog/list 3,627 visits and 6 back links and 5 Facebook connections.

- ✚ Lis link (14,800), Lis job (720) both are same position as a first with estimated month visits respectively 4499 and 219 with top two keywords visitors familiarly using to search the LIS Link website.
- ✚ SEO issues analyzed two critical error first one is with no sitemap.xml to optimize interaction with bots and second one is without a valid SSL certificate, Warning issues are returned 4XX status code. Web master need to fix those issues and also need to Check and evaluate the key factors of website success, considering conversion, visibility, and usability. Avoiding duplicate Meta descriptions is important as it ensures visitors will be accession unique information. Having duplicate meta descriptions can make the ranking process more difficult as engine crawlers will have a hard time figuring out the differences between pages and what should rank and what should not. Make sure that every page you post on your website has Meta descriptions that are both relevant to the content on the page and one of kind.
- ✚ Without enough text on a page, Google will have trouble understanding what the content is about. If Google doesn't know what the content is about, it won't be able to rank the content for the search terms of targeting. By adding more text, telling googles crawlers, and website end users, more about what it is you have to offer. Anything less than a few hundred words is considered thin content and will be nearly impossible to rank. Add more content of the site pages so that it is not considered thin content and has a better chance of ranking. In general the average web page that ranks on 1 of Google contains 2200 words.
- ✚ SSL certificates are digital certificates that enable an encrypted connection and authenticate a website. They provide your visitors with the reassurance that they will have a safe connection between the site and their device. Moving from http to https on the site is now considered to be something that can help boost the site rankings as it provides a more secure, and therefore better, experience to LIS links end users.

Conclusion

Keywords provide the most direct intelligence and opportunity to have a positive impact on a site's SEO. By examining keyword performance for a site and cross referencing those keywords against a basic ranking report. one can identify keyword opportunities where direct optimization may need to occur. Careful optimization of the site may make it possible to improve the ranking of those keyword phrases incrementally, pushing them even higher in the SERPs and having a measurable positive impact on site performance. Web analytics for SEO is no different from any other marketing research information people relied on the past. Looking at the analytics can help us to determine what's working and what's not. It can also tell us what types of products or services are generating more leads, or what type of information visitors are interested in. It is all about knowing website customers better so site administrator can provide them better service. However, here square measure 5 of the foremost vital metrics for you to stay a watch on: Overall traffic, Bounce rate, Traffic sources, Desktop vs. mobile visits and New and returning guests.

Reference

1. Barman, Badan (2015). Library and information science links (LIS Links) : India's social networking platform for library and information science professionals.LIS Link Newsletter. Assam vol.1 (6). Pp3-12. Retrieved from <http://newsletter.lislinks.com/lislinks-newsletter>. Dated 15-8-2016. 2. <http://llinks.lislinks.com/>
2. Barman (2017). Usability, satisfaction and future expectations from LIS Links Social Network. SRELS, Vol 54(5).
3. Lis Links. Retrieved from <http://llinks.lislinks.com>
4. PCQ Bureau (2009).Community Driven: LIS Links. PC Quest. Retrieved from <http://www.pcquest.com/community-driven-lis-links/> dated 30-08-2016.
5. Shaveta (2016). Library and Information Links: A Great Platform for LIS Professionals International Journal of Library and Information Studies, Vol. 6(3), p25-30.
6. Rouse, M. (2005, September 21). What is Web analytics? - Definition from WhatIs.com. Retrieved from <https://searchbusinessanalytics.techtarget.com/definition/Web-analytics>
7. Galvez, M., & Galvez, M. (2018, January 3). What is SEO and why is it important for your business? Retrieved from <https://www.inmotionhosting.com/blog/what-is-seo-and-why-is-it-important-for-your-business/>
8. Search engine optimization. (2020, January 1). Retrieved from https://en.wikipedia.org/wiki/Search_engine_optimization
9. Web analytics. (2020, January 16). Retrieved from https://en.wikipedia.org/wiki/Web_analytics.
10. What Is SEO / Search Engine Optimization? (n.d.). Retrieved from <https://searchengineland.com/guide/what-is-seo>
11. Stephen.G, (2019) WEB ANALYTICS FOR THE DOMAIN OF ANNA CENTENARY LIBRARY, TAMIL NADU. A STUDY OF USING UBERSUGGEST TOOL. Library Philosophy and Practice (e-journal). 3450. <https://digitalcommons.unl.edu/libphilprac/3450/>
12. Sheridan, C. (2020, January 28). Website Analytics for SEO: Introduction for Beginners. Retrieved from <https://www.clickz.com/website-analytics-for-seo-introduction-for-beginners/36104/>
13. Comments on: What Is Search Engine ... - Reliabelsoft.net. (n.d.). Retrieved from <https://www.reliabelsoft.net/what-is-search-engine-optimization-and-why-is-it-important/feed/>
14. G, Stephen, "WEBOMETRIC ANALYSIS OF CENTRAL UNIVERSITIES IN NORTH EASTERN REGION, INDIA. A STUDY OF USING ALEXA INTERNET" (2019). Library Philosophy and Practice (e-journal). 3041. <https://digitalcommons.unl.edu/libphilprac/3041>.
15. Stephen, G. (2017) Webometric Analysis of Ministry of Electronics and Information Technology Organizations Websites in India, International Journal of Informative & Futuristic Research (IJIFR), 4(10), 7875-7887.