

جامعة محمد البشير الإبراهيمي - برج بوعريريج

University of Mohamed El Bachir El Ibrahimi - Bordj Bou Arreridj

Faculty of Mathematics and Computer Science

Computer Science department

**Thesis**

Presented for graduation

master in computer science

Speciality : network and multimedia

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# Improve Website's Visibility via SEO : Search and Application

Presented by :

*GOUASMI Salah*

Supervisor:

*ATTIA Safa*

# Introduction

# **Why did I choose this area of research?**

Many of the websites that were designed by students or new developers have not been successful or were not used at all.

# The problem

The reason that led to this, was due to their sufficiency and their interest only in writing the website's code programming without paying attention to study and apply the website Optimization factors and techniques in Search Engine (SEO).

# Hypothesis:

What do you think will happen if developers don't care about this area?

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# The History of SEO

- 
- Before the advent of google
  - After the advent of google
  - YouTube, Google Analytics, and Webmaster Tools
  - Cleaning up the Cesspool
  - Bing & The Search Alliance
  - Panda & Penguin
  - Machine Learning and Intelligent Search
  - Core updates

# Techniques to increase the number of visitors to your website

- SEO
- Create a blog
- Social networks
- Advertising
- Emailing
- Update old content
- Increase the loading speed of your site

# Techniques to increase the number of visitors to your website

- Have a mobile site
- Optimize the visitor experience
- Analyze your web traffic
- Paid Advertising



# Where are these techniques applied?

I applied it on my own website



# Definition of my website

This site is an electronic store specialized in the field of e-commerce, specialized in selling phone accessories and mobile phone repair tools. It is my own project that I am constantly developing to achieve excellent results and provide the best online shopping experience in Algeria.

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# Definition of my website

تسجيل الدخول التسجيل إتمام الطلب



أكسسوارات الهاتف شروط الموقع الشحن خصومية المتجر عن المتجر الصفحة الرئيسية أدوات تصليح الهواتف



أكسسوارات الهواتف النقاله  
تعرف على أحدث الاكسسوارات التي يقدمها متجرنا

تصفح منتجاتنا و إختار منها ما يناسبك

تصفح الآن

# Actors of my website

**Visitor**

**Client**

**Admin**

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**How I Applied these  
Techniques on my Website ?**

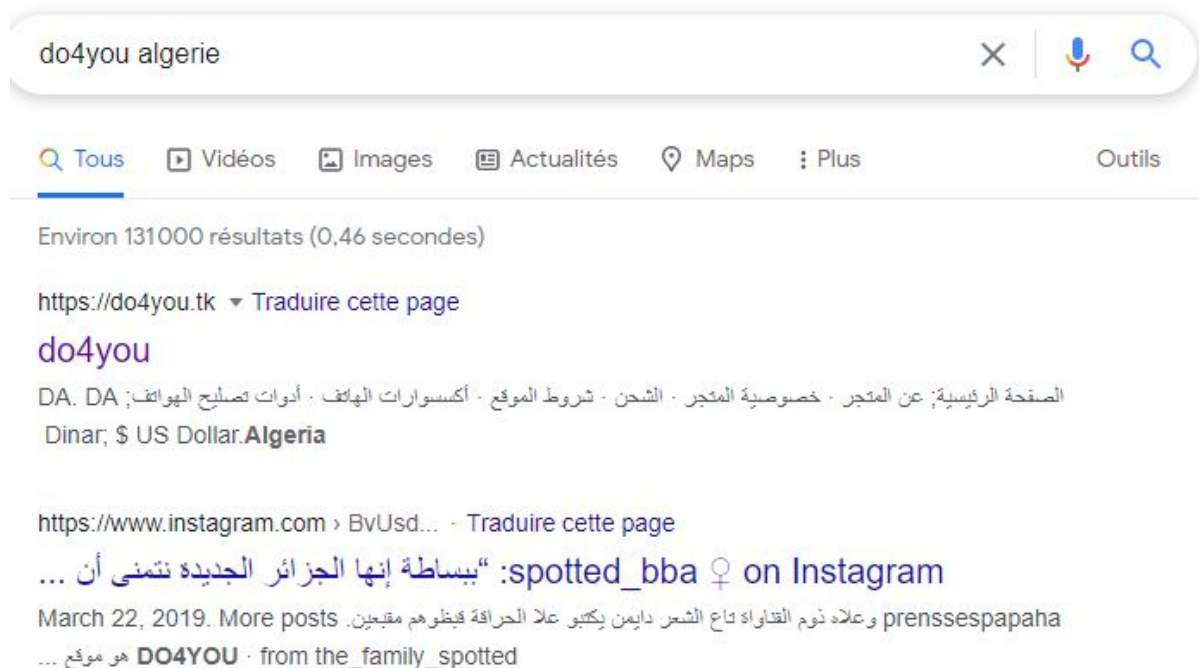
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# How I Applied these Techniques on my Website ?

- 
- SEO
  - Social networks & Paid Advertising
  - Advertising
  - Emailing
  - Increase website loading speed
  - Web traffic analysis
  - Google my business

**Guess what is the result after  
applying these techniques?**

# My site ranks first in search results after using keywords listed on the site



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... [spotted\\_bba ♀ on Instagram](#): “ببساطة إنها الجزائر الجديدة نتمنى أن ...

March 22, 2019. More posts. [prensrespapaha](#) وعلاه نوم القاواه تاح الشعر دايمين يكتبو علا الحرافة فيظوهم مقبين.

... موقع هو **DO4YOU** · from the\_family\_spotted



**Conclusion**

**THANK YOU ...**

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