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

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?

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

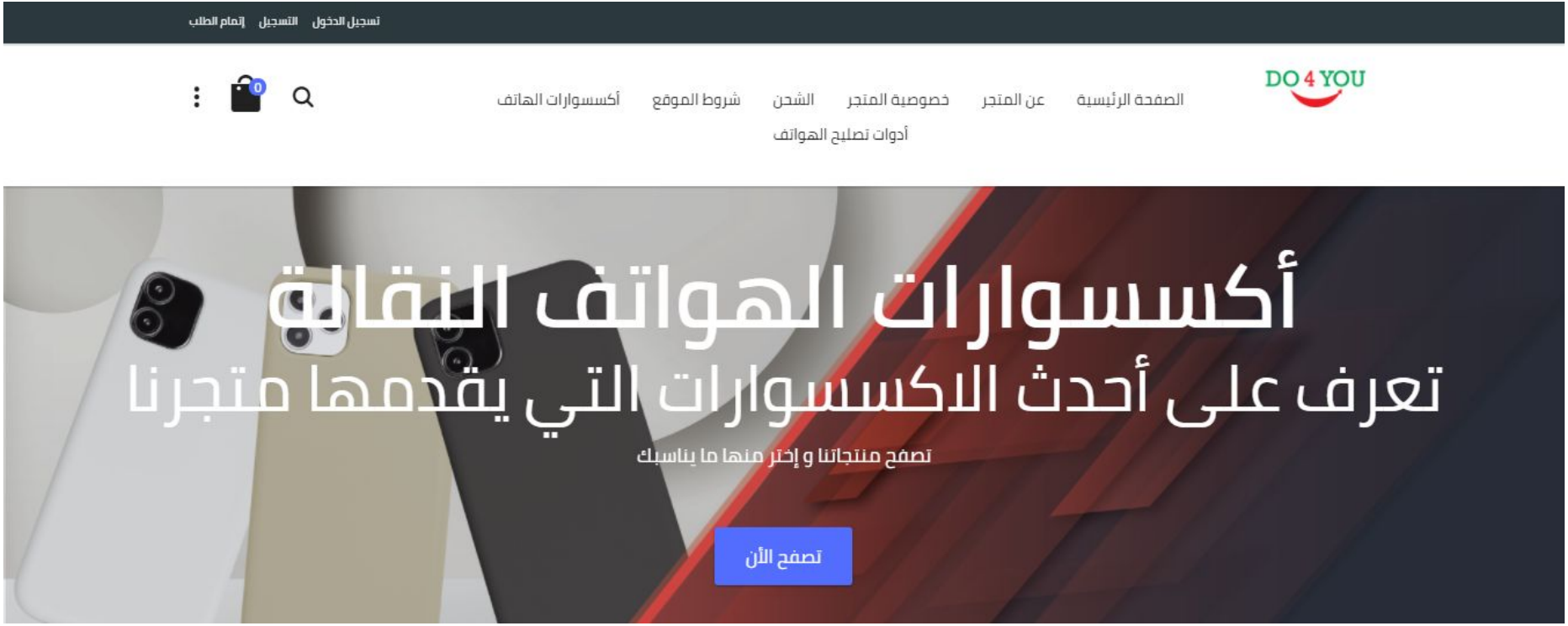
Where are these techniques applied?

I applied it on my own website

Definition of my website

This site is an electronic store specialized in the field of ecommerce, 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.

Definition of my website



Actors of my website

Visitor

Client

Admin

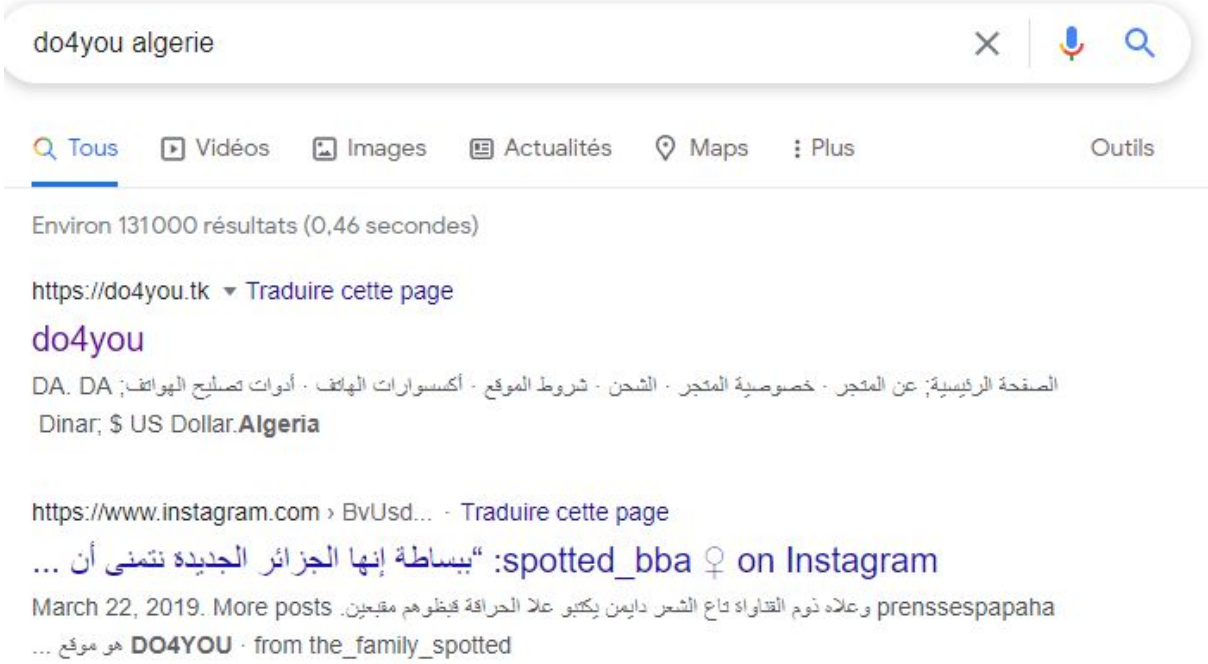
How I Applied these Techniques on my Website ?

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



Conclusion

THANK YOU ...