Search Engine Optimization Marketing Research on the Internet: a Case Study of yu-anju99.com

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With the rapid development of the internet, E-marketing is experienced by many people on a daily basis and search engine marketing is becoming one of the most effective methods of marketing. Whether through a pay-per-click model advertising or search engine optimization, the purpose is to give a website a higher rank in search engine result pages, and thus attract more attention.

The main purpose of this thesis project is to apply search engine marketing and search engine optimization to the case website by combining theory with case analysis. This thesis first analyzes the current condition of the website, and then concretely implements the case website’s search engine optimization, mainly in four areas: keyword analysis and choice, website design and analysis, web page optimization, and link building.

The research methods used in this thesis are literature review, personal interview and internet surveys. Through the interview with the website owner and designer, Guoyou He, a deeper understanding of the website can be gained.

In conclusion, website search engine optimization remains in need of further improvement, it is suitable for many kinds of websites and enterprises, and plays an important role in internet marketing management.

Keywords search engine optimization, search engine marketing
Table of Contents

1 Introduction ................................................................................................................. 6
  1.1 Search background ................................................................................................. 6
      1.1.1 E-marketing ................................................................................................... 6
      1.1.2 Search engine and search engine marketing ................................................. 6
  1.2 Purpose and significance of this thesis ................................................................. 8
  1.3 Structure of this Thesis ......................................................................................... 8

2 Theoretical background ............................................................................................ 10
  2.1 Search engine ........................................................................................................ 10
      2.1.1 Working principle of search engines ......................................................... 11
      2.1.2 Ranking factors ......................................................................................... 12
  2.2 Search engine marketing (SEM) .......................................................................... 13
      2.2.1 Tasks of search engine marketing .............................................................. 14
      2.2.2 Visual theory of search engine marketing .................................................. 14
  2.3 Search engine optimization (SEO) ....................................................................... 16
      2.3.1 Value of search engine optimization ......................................................... 17
      2.3.2 Target of search engine optimization ......................................................... 17
      2.3.3 Steps of search engine optimization ........................................................... 18

3 Website background .................................................................................................. 20
  3.1 Website’s overview ............................................................................................... 20
  3.2 Search engine condition on February 2013 ......................................................... 20
  3.3 Website problems analysis ................................................................................... 21

4 Implementation of search engine optimization ....................................................... 21
  4.1 Keywords choosing ............................................................................................... 21
  4.2 Website design analysis ....................................................................................... 22
      4.2.1 Domain name choice ................................................................................. 22
      4.2.2 Website’s images optimization ................................................................. 22
  4.3 On-page optimization ........................................................................................... 23
      4.3.1 Webpage naming format ......................................................................... 23
      4.3.2 Page title optimization ............................................................................. 23
      4.3.3 Webpage code label optimization ............................................................. 23
  4.4 External link building ........................................................................................... 23

5 Search engine optimization results analysis ............................................................. 24
  5.1 Indexed web page number .................................................................................... 24
  5.2 Search engine ranking ......................................................................................... 24
  5.3 Website traffic ....................................................................................................... 25
  5.4 Users registration number .................................................................................... 25

6 Summary ...................................................................................................................... 26

References ...................................................................................................................... 27
Figures .......................................................................................................................... 28
Tables ........................................................................................................................... 29
Appendices .................................................................................................................... 30
Introduction

1.1 Search background

1.1.1 E-marketing

E-marketing means using information technology to promote products or services over the Internet in order to create benefits for enterprises and various stakeholders. In this sense, E-marketing is using information technology for traditional marketing activities. When comparing these activities, E-marketing is more efficient and it will bring a new business model to the company and improve the profitability of the business. (Strauss & Frost, 2011)

1.1.2 Search engine and search engine marketing

With the rapid development of networks, the number of global Internet users has reached 2.3 billion. The popularity of the Internet has already created a huge online consumer market (Minimarts Marketing Group 2013). The total number of internet users in American 2012 is 245.2 million. This is accounts for 78.1% of the American population. China has 538 million internet users, which made up 40.1% of the total population in China. (Minimarts Marketing Group 2012)

The high speed development of the Internet provides a vast amount of information. The search engine, as an important tool, provides Internet users a shortcut to obtain the required information, and it has already become an indispensable part of our daily life. In 2012, 91% internet users were using search engines (Purcell, Brenner & Rainie 2012). The number of Chinese search engine users is 69.4%. It is clear that the search engine has a huge market.

The value of a search engine is that it brings the potential customer to the website, and the customers that come via the search engine have a strong purpose in mind. Especially in the case of commercial websites, visitors have a clear purpose of purchasing. How to get traffic and customers from search engine is the search engine marketing.

Nowadays, search engine marketing is the most popular way of Internet marketing. It is mainly divided into two ways: pay-per-click model and search engine optimization (SEO).
1) Pay-per-click

When users use search engines to search different keywords, on the right top side of the search results is the advertising links which matching the keywords. The company will make the advertisement according to the keywords of the products or service, in order to make the potential customers be able to search it. For example, a shoes company acquires an advertising position for the keyword “shoes” in Google. When internet users search for “shoes” in the Google search engine, this shoe company’s website will be placed in the Sponsor Link list. When users click the advertising links, the webpage will jump to the retailer’s home page and the retailer will pay a click announcement fee to Google. When more than one company wants to buy the same keyword advertising, the higher bid price will have higher position.

2) Search engine optimization (SEO)

According to people’s habits, the top ten websites that appear in search results will get more attention by searchers. When users search keywords through Google search engines, the results are shown as in Figure 1.

Figure 1: Type of search results
1.2 Purpose and significance of this thesis

Because search engine can bring huge opportunities for businesses, search engine marketing is becoming more and more important.

This thesis focuses on the study which is based on Google and Baidu search engine marketing and improving the company’s website in organic rankings.

The significance of this thesis: firstly, pay-per-click advertising is expensive, not every company can afford it; secondly, using search engine optimization can let the website get a higher position in search results, and attract more visitor to the website.

Search engine optimization involves information technology and marketing these two aspects knowledge at the same time. The marketing parts will concern website positioning and keyword research.

The author first encountered search engine optimization technology is in her second internship in a Chinese company, and now she will use what she learnt to the case of “yu-anju99.com”. This website is a new social network website which was established in February 2013. Because this is a new website, not too many users use it, so this is why the website needs more people to know this website, and search engine optimization can make it. For this reason, the author in charge of the search engine optimization task of the website “yanju99.com” from March 2013.

1.3 Structure of this Thesis

This thesis consists of 6 different chapters starting with the introduction section and ending with the final summary, as shown in Table 1.
The first chapter, namely the introduction section, provides a brief overview of the whole thesis such as: study background, basic information and case study purpose.

The second chapter, namely the theoretical section covers the theoretical background to the research problem of this thesis. It presents information about search engines, ranking factors, search engine marketing and search engine optimization.

Chapter 3 introduces the target website’s background and analyzes the existing problems for the target website.

Chapter 4 is the implementation of search engine optimization, mainly from keywords choosing, website design and analysis, On-page optimization and external link.

Chapter 5 describes the case study results and its effect analysis.

The last chapter is the final summary of the whole thesis.
2 Theoretical background

2.1 Search engine

Search engine refers to search information by using keywords on the Internet. It is automatic indexing and query service tool. When users query the keywords in the search engine, the search engine will find the information which contains the keyword in database, and displayed them in the search results. (Moran & Hunt 2008)

There are many kinds of search engine, for example: Google, Yahoo, Baidu etc. Google is the most popular search engine in the world. In 2013, Google is already peaked at 88.8% in the worldwide search engine market share. (Search Engine Market Share 2013) While Baidu is the most popular search engine in China, in the first quarter of 2013, Baidu ranked first for the customer visits, which accounted for 66.91%. (The first quarter of 2013 Chinese search engine research report 2013)

<table>
<thead>
<tr>
<th>Search engine</th>
<th>Global market share (2013)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>88.8%</td>
</tr>
<tr>
<td>Bing</td>
<td>4.2%</td>
</tr>
<tr>
<td>Baidu</td>
<td>3.5%</td>
</tr>
<tr>
<td>Yahoo</td>
<td>2.4%</td>
</tr>
<tr>
<td>Ask.com</td>
<td>0.6%</td>
</tr>
<tr>
<td>Other</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

Table 2: Global search engine market share

<table>
<thead>
<tr>
<th>Search engine</th>
<th>Chinese market share (2013)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baidu</td>
<td>66.91%</td>
</tr>
<tr>
<td>360</td>
<td>13.42%</td>
</tr>
<tr>
<td>Sogou</td>
<td>9.32%</td>
</tr>
<tr>
<td>Google</td>
<td>3.89%</td>
</tr>
<tr>
<td>Soso</td>
<td>3.68%</td>
</tr>
</tbody>
</table>

Table 3: Search engine market share in China
Table 2 and Table 3 indicate that Google has taken the majority of global search engine market share, while Baidu has the majority of the Chinese search engine market. So, this study will focus on Google and Baidu, the two most popular search engines.

2.1.1 Working principle of search engines

 Basically, search engines are computer algorithms which help users find the specific information they are looking for. With a huge number of pages of information online, without effective search engines, it is impossible to find any information on the Internet. Different search engines have different specific ways of working, but they all utilize the same basic principles. A search engine usually consists of the information collecting module, indexing module and searching module.

1) Information collecting module

The search engines have their program to detect information. Actually, this kind of program is a detector, also called crawler, spider or robot. Google’s detector is called Googlebot, it will read the hyperlink in web pages, and retrieve the web page content, labels, images, etc., then formulated with Google's algorithms to give them index.

2) Indexing module

The webpages collected by Googlebot need to go through the quality evaluation of search engine, only part of useful information will send to the content repositories.

3) Searching module

Searching module is the interface between search engines and Internet. According to the users’ search words, it is access to content repositories and then sorts the search result to the user according to the ranking algorithm of search results, correlation and match level.
Above all, the basic working principles of search engines include the following processes (as shown in Figure 2): firstly, search engine will collect webpage information on the Internet, and create content repositories - database. According to the query keywords input by the users in search engines, search device rapid detection the target keywords in the database, and evaluate the relevance, and then return the results to the user. (Moran & Hunt 2008)

2.1.2 Ranking factors

It is already mentioned above, search engine ranking algorithm determines the order of search results, and there are five most influential factors: webpage titles, keywords, external link, anchor text and on-page text.

1) Webpage title

In the search engine algorithm, page title can immediately impact the result in search results, so it is the most important factor.

2) Keywords

Search engine robots will read and analyze the text on the page and the frequency words will be considered by the search engine robots as keywords. Generally, the higher keyword densi-
ty the more match in search engine, so that the rank will be higher in the searching result page.

3) External link

This ranking factor involves two concepts. The one is link popularity, and it is related to the number of external links. The more linked the more voted by the other websites. The other is Google PageRank which is used to judge the quality of external links which it focuses on the authority of a website.

4) Anchor text

The anchor text is a hyperlink on the web page. The webpage anchor text which contains target keywords will be considered to have a high correlation with the keywords, and it will help to improve webpage ranking in search engine results.

In brief, anchor text is a link text. For example, if “yuanju99” is the link text for http://www.yuanju99.com/, and people can enter the http://www.yuanju99.com/ by clicking the “yuanju99”, then the “yuanju99” is the author text for this website.

5) On-page text

Static pages are more suitable for search engines, because search engines consider that the variables of dynamic pages are higher and they have many uncertain factors. So on the search engines’ point of view the static pages are safer than the dynamic pages.

6) Others

The description tag in the web page code, image tags and website URL will also affect the ranking in search result.

2.2 Search engine marketing (SEM)

Search engine marketing is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising, in order to get more visitors for website. (Ramos & Cota 2008)
2.2.1 Tasks of search engine marketing

1) Let website structure suitable for search engine

Information can be collected by search engine is the basic task of search engine marketing. This is also the reason why the website construction is important to the search engine marketing.

2) Let more webpages can be collected by search engine.

When website construction completed and posted on the Internet, it does not mean it can achieve the purpose of search engine marketing. If the website cannot be collected by search engine, the users can't find information about the website through search engines, and then the goal of network marketing cannot be achieved. Therefore, let more webpages collected by search engine is one of the basic tasks of the network marketing and the basic steps of search engine marketing.

3) Let the website information appear in the top position in search engine results.

The information collected by search engine is huge. When users search keywords, there will be much information in the search results. If the website information cannot appear in a higher position, then the information will be hard for users to find.

4) Let the information in the search results get more users’ attention.

Through the observation of the search engine results it is found that not all search results contain abundant information. The users usually cannot browse the entire website in search results. They will pick the websites which have some highly relevant and useful information.

2.2.2 Visual theory of search engine marketing

Whether the search engine optimization or keywords advertising is making the website appear in the searcher's visual field. For a long time, the researchers have tried to figure out users' browsing behavior, and the related visual theories are:
1) F-shaped pattern for reading web content

The study by Jakob Nielsen found that users often read webpages in an F-shaped pattern, as shown in Figure 3. These are three different webpages. The third one is the Google search results page. Most people read webpages in F-shape. (Moran & Hunt 2008)

![F reading pattern eyetracking](image)

Figure 3: F reading pattern eyetracking (Jakob Nielsen’s Alertbox 2006)

F-shaped pattern illustrates:

1. The important keywords should be put in the title, subtitle, and in front of a paragraph. Users will not read the text word by word. When users search keywords in search engine, their first glance will be the title and subtitle and words in front of a paragraph. Same for the search engine. These three parts have influence over the ranking position.

2. The websites which have a higher position in search result will get higher attention. People usually will focus on the top three in organic ranking.

3. The pay-per-click advertising on search result does not get much attention when compare to the top three websites in organic ranking. Therefore, search engine optimization is the most effective way to increase website visibility.
2) Google’s golden triangle

A joint eye tracking study conducted by eye tracking firm Eyetools and search marketing firms Enquiro has shown that the vast majority of eye tracking activity during a search happens in a triangle at the top of the search results page. The researchers also indicate that users exhibited an F-shaped pattern when scanning a search engine result page. (Moran & Hunt 2008)

This study indicates the visibility of search results and rankings, as shown in Table 2.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Organic ranking visibility</th>
<th>Side sponsored ad visibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100%</td>
<td>50%</td>
</tr>
<tr>
<td>2</td>
<td>100%</td>
<td>40%</td>
</tr>
<tr>
<td>3</td>
<td>100%</td>
<td>30%</td>
</tr>
<tr>
<td>4</td>
<td>85%</td>
<td>20%</td>
</tr>
<tr>
<td>5</td>
<td>60%</td>
<td>10%</td>
</tr>
<tr>
<td>6</td>
<td>50%</td>
<td>10%</td>
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<tr>
<td>7</td>
<td>50%</td>
<td>10%</td>
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<tr>
<td>8</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>9</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>10</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Table 4: Ranking and visibility Research

From this ranking and visibility, the visibility of pay-by-click advertising is half of the organic ranking, and top three in organic ranking visibility can attract 100% visibility. Therefore, using search engine optimization (SEO) is the best way to attract users from search engine.

2.3 Search engine optimization (SEO)

Search engine optimization is a way of using search engine rules to improve the website ranking in the search results. Through the search engine optimization, website can be provided with an E-marketing solution, and occupy the leading position in the industry to gain brand benefits.
2.3.1 Value of search engine optimization

1) High attention and clicks rate

From F-shaped pattern and Google’s golden triangle, the top three in organic ranking will get 100% visibility, and from the fourth the visibility began sharp decrease. Therefore, if the website is successfully displayed on the first page or even the top three on the search result page by using search engine optimization, it will bring high attention and click rate to the website.

2) Enhance competitiveness

Using search engine optimization will let many small companies and personal websites have the ability to compete with big companies on the internet, because the search results rankings is assessed by scientific algorithm. The higher ranking in the search engine result page will let the company get more potential customers from search engines.

2.3.2 Target of search engine optimization

According to the visual theory, organic ranking is highly important for the a website to get attention from search engines. In addition, we need also consider is the higher ranking can bring potential customers to the website.

The goal of search engine optimization is gaining more customer and gain more profit from it. In order to achieve this goal these targets should be followed:

1) Collected by search engines

More webpages in the website can be collected by search engine is the most basic goal of search engine optimization, otherwise anything won’t succeed.

2) Ranked as high as possible in the organic results

According to the visual theory, a higher ranking will get more users’ attention from search results. So let more information can be displayed in a higher place of organic search results is an important target.
3) Increase user clicks

Users will not enter all the webpages in the search result webpage, so it is also a challenge to change the searchers to website visitors, and then turn the visitors into customers, increase business for the company.

4) Improve structure and content of the website

Through improving the website's structure and enlarging the content, search engine optimization will increase the hit rate in a search engine website. In addition, it will provide more useful information for visitors, and make more visitors become the company’s customers.

5) Establish enterprise network brand

Through the platform of internet, the company will growing strong by expanding the business and richening the products to establish enterprise network brand.

Overall, these five search engine optimization goals closely related, and promote to each other. Any goal achieved will help to achieve the other goals.

2.3.3 Steps of search engine optimization

There are six steps for search engine optimization:

1) Keyword analysis and choice

Keywords analysis is the basic and important part in search engine optimization. It will focus on the attention degree analysis of keywords, the relevant analysis of keywords and website theme, as well as the arrangement of keywords.

2) Website design and analysis

Let the websites be more suitable for the search engine. Removing the bad design of a web page will help the contents be fully included by the search engine.
3) Web page optimization

Search engine optimization can not only let the website get a higher ranking in the search result, but also make the website bring more traffic. Webpage optimization can bring more traffic, and the targets from certain webpage and easier to satisfy the customers.

4) Website link building

Website link included: inbound inside and external link. The inbound link is the connection of each webpage inside a website, and it can let the search engines understand the importance of each webpage and webpage keywords. While the friends link is belongs to the external link, the external link will let search engine knows the influence of the website.

5) Ranking reports and analysis

Through ranking report check the effect of search engine optimization, and find out the existing problems, then find the way to improve it.

6) Website traffic analysis

Through the traffic analysis for the website, and realize the influence of the search engine optimization.
These six steps are a cyclic process, as long as the website is still running, it is necessary to improve it gradually. Only with continuous improvement can make a better website.

3 Website background

3.1 Website’s overview

Yuanju99.com is a social network website built by Guoyou He, graduated from TKK in 2005. This website is established on February 2013 and it is used for people making friends and creating all kinds of entertainment. This website can be used by any individual or group to organize activities and post information. It can let people make more new friends and have more entertainment, especially for Chinese people who are living in Finland. This website can give people a reliable social platform by using self-created groups, organize activities and online chatting mode to provide diverse social service for all people.

3.2 Search engine condition on February 2013

On February 2013, the webpages in the case website included by search engine are Google 15 and Baidu 75 respectively (When you enter site: + website URL you will get how many
webpages are included by the search engine, as shown in Figure 5). This website does not have many web pages included in the search engine, the main reason for this situation is this website is a new website and the designer did not pay much attention on the search engine optimization at that moment.

For the keywords, the designer did not add the any keywords in the website. So that user cannot search this website in the search engine by using keywords. And this is the reason why this website does not have users at that moment.

3.3 Website problems analysis

The website designer did not use any search engine optimization on the website, so that this website did not get many users at that moment. If the website does not have users, the website is useless. So they need to optimize the website, and let more people know it and use it.

4 Implementation of search engine optimization

Due to the problems this case website facing, the website starts the implementation of search engine optimization from March 2013, according to the steps of search engine optimization mentioned in Chapter 2.

4.1 Keywords choosing

1) Avoid choosing the hot keywords

There has a large amount of search number and webpage number of hot keyword, so it is a challenge to choose the hot keywords, and there will be no effort in a short period. Therefore, avoid choosing hot keywords at the beginning of search engine optimization.

2) Avoid choosing the keywords not in popular demand

If the website chooses less-used keywords the results will suffer. Despite the less-used keywords may let the website gets a higher position in the keywords searching, the target customer will be too narrow, and search engines won't bring you any visitors. Improper keyword will lose many potential customers.
The right keywords must be the searching words which are able to accurately reflect the main content of the webpage, and the keywords should highly match the target website. Use appropriate keyword to do search engine optimization will get more target visitors and improve search traffic.

From the Google and Baidu keyword search trends analyze some words related this case website. For example: making friends, dating and love are the hot keywords. But some words have more than one meaning. Such as, love, when people search for love they may not want to find a social networking website, maybe they just want to search a love movie. On the other side, consider the best in optimization, the keywords in each webpage should be less than four. Through all aspects conditions yuanju99, social network and dating are chosen as the website keywords.

4.2 Website design analysis

Website design is in order to let users like it, in terms of search engine, is how to let the search engine accept your website. Let search engine include as much as possible on the target webpages, and get a higher rank.

4.2.1 Domain name choice

Put the important keyword in the domain name can help to improve the ranking in search result. Therefore the website uses yuanju99.com as its domain name. Yuanju has the meaning of making friends and dating in Chinese and 99 has the meaning of lasting a long time in Chinese. These can let visitors easily remember the website address.

4.2.2 Website’s images optimization

Search engines don't have the ability to read image, it only can read the text. In view of the images optimization, it is better to add key words in the images’ filename. Such as, change the original image link <img src="1.jpg" to <img src="yuanju_keyword1.jpg">. Add some text in the image filename will help search engines determine the content of images.
4.3 On-page optimization

Webpage optimization is improving the webpage’s modification factors, such as the page title and keywords description. The target webpage optimization focuses on home page, including the page name, page title, tags and webpage contents.

4.3.1 Webpage naming format

Put keywords into the webpage name is the best way of naming the webpage. In this way, it can make the page content clearer and reduce the workload for the webpage design. For example, using keyword “dating” to name the webpage “yuanju99-dating.html”, it is clear let the search engine and users know the theme and content of this webpage.

4.3.2 Page title optimization

Page title is an important part in the search engine ranking algorithm, and it plays an important role in search engine optimization. The best page title can reflect the main content of the webpage.

The webpage optimization needs to contain: control the length of the title, the title should be concise and comprehensive; contain the keyword, the webpage title which contains the keywords can let people easier search the webpage.

4.3.3 Webpage code label optimization

In the HTML code `<meta name="description content"=" "> is the description tag. The important of description tag is just after the page title, because search engine is using description tag to read main content of webpage, and then provide the main content to the searchers.

4.4 External link building

According to the factors of organic rank, external link will affect the ranking position. Search engine will concern the number of external links as well as its quality, because the links as an important way for potential customer visit the target website.
There are four steps to build the external links: Determine target object of link construction; link quality evaluation; implementation of link building; statistics the number of external links.

The target objects of the link construction are the hyperlink, anchor text and image link. The ways to increase the external links are: friend links, message links in BBS or blog, leave the website link when you answer post information or answer questions on the internet. Messages link in BBS or blog are belong to the low quality external link, while the external links which from high weigh website and highly relevant website are belonging to high quality external link.

Through all kinds of consider the website determines to add some friend links which are highly relevant into the target website. Such as “ska-ry.org (Suomen Kiinnalainsten Allianssi Ry/Chinese Alliance in Finland)” and “beiounet.com”. These two websites are all related the people living in Finland and its highly related to the target website.

5 Search engine optimization results analysis

There are five targets for search engine optimization which are mentioned in Chapter 2: improve website visibility; improve website structure and content; increase click rate; get higher ranking in search engine result; let webpages can be collected as much as possible by search engine.

Through using search engine optimization to this website during these months, it already has some achievement. Here will analyze from the following four parts.

5.1 Indexed web page number

On February 2013, the webpages in this website included by search engine are Google 15 and Baidu 75 respectively. Until May 2013 the website included by Google and Baidu are 2680 and 2640 respectively.

5.2 Search engine ranking

The increasing number of webpages included by search engine responds that the content of website is already suitable for search engines, and web pages have already stored in the search engine index database, these will help to increase the search engine ranking. Besides, external links will also affect the ranking position.
When we search “yuanju (in Chinese)” in Google search engine, we can found that this website is already ranked 8\textsuperscript{th} in the search results. This is a great progress by using search engine optimization.

5.3 Website traffic


Table shows the website’s ranking from February to May.

<table>
<thead>
<tr>
<th></th>
<th>February</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic rank</td>
<td>-</td>
<td>1072404</td>
</tr>
<tr>
<td>Visit quantity rank</td>
<td>-</td>
<td>1398048</td>
</tr>
<tr>
<td>Page views rank</td>
<td>-</td>
<td>634054</td>
</tr>
<tr>
<td>The average browse pages</td>
<td>-</td>
<td>8</td>
</tr>
</tbody>
</table>

Table 5: Website ranking (\textcolor{blue}{http://www.123cha.com/alexa/yuanju99.com})

According to the data above, yuanju99.com ranked 1072404 in the global traffic rank, while in February this website does not have a ranking, as well as the improvement in other ranks, the website yuanju99.com has some achievement by using search engine optimization.

5.4 Users registration number

For the user registration number, until the beginning of May 2013, this website is already got 419 users, while in February nobody knows this website. Through the online survey of all the users we got 312 feedbacks. There are 87 users registered in March, 63 user of them is known it from friends and 24 users are from search engines. And the other 225 users are registered in April, 98 users are known it from friends and 127 users from search engine. The percentage of users from search engines increase from 27.4\% in March to 56.4\% in April. (As shown in Table 6) This progress is partially due to the search engine optimization.
<table>
<thead>
<tr>
<th></th>
<th>Users known this website from friends</th>
<th>Users known this website from search engines</th>
<th>Total users</th>
<th>Percentage of users from search engine</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>63</td>
<td>24</td>
<td>87</td>
<td>27.6%</td>
</tr>
<tr>
<td>April</td>
<td>98</td>
<td>127</td>
<td>225</td>
<td>56.4%</td>
</tr>
</tbody>
</table>

Table 6: Users registration number

6 Summary

This thesis conducts a general analysis on the target website and identifies problems, then through the keyword analysis and selection, website design and analysis, web page optimization, external links build, ranking report to analyze the implementation of search engine optimization.

Yanju99.com is a new website, which was officially launched in Feb. 2013. Things are always hardest at the beginning, but until the end of April, it already has 419 users, and more and more organization joined it, such as Suomen Kiinalaisten Allianssi SKA Ry (Chinese Alliance in Finland).

Search engine optimization applies to all websites. For small companies, search engine optimization can improve the site visibility to visitors from search engines at a low cost. For large companies, the advertisement budget can be reduced if their websites already rank high in search engines.
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Figures

Figure 1: Type of search results.................................................................7
Figure 2: Architecture of search engine ...................................................12
Figure 3: F reading pattern eyetracking (Jakob Nielsen’s Alertbox 2006) ........15
Figure 4: Steps of search engine optimization............................................20
Figure 5: way of search included webpages ..............................................21
Tables

Table 1: Structure of this thesis ................................................................. 9
Table 2: Global search engine market share ............................................. 10
Table 3: Search engine market share in China .......................................... 10
Table 4: Ranking and visibility Research .................................................. 16
Table 5: Website ranking (http://www.123cha.com/alexa/yuanju99.com) ....... 25
Table 6: Users registration number ............................................................ 26
Appendices

Interview the website owner Guoyou He (01.05.2013)

1. What is your website doing?

He: This website is a social network website for people making all kinds of friends and creating different groups as well as organizing all kinds of business or entertainment activities. Any individual or group can use this website to organize activities and post information.

2. Why did you build this website?

He: It can let people know more new friends and have more entertainment, especially for Chinese people who are living abroad.

3. What are the problems that the website facing now and how you want to solve them?

He: Because this website is established on Feb. 2013, it is a new website, and just a few people knew it. Let more people know it and use it, which are the most important things.

On the one hand I need to promote this website, on the other hand use search engine optimization to improve this website.

4. Why you want to use search engine optimization to improve your website?

He: When people browse in the internet, more people will find and notice this website, and get more exposure, so as to get more users.

5. Do you have any developing plan for this website?

He: I want to develop this website to a multi-language website, and let people from other country can use it as well, not only for Chinese. By using optimization, let this website become the most popular social network website in Finland or even the whole world in the future.