

SEARCH ENGINE OPTIMIZATION (SEO) STRATEGIES AND IMPACT ON WEBSITE VISIBILITY

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ABSTRACT

Search engine optimization has a corner store of digital visibility and marketing success. This research paper will explore various SEO strategies including on page, off page and technical SEO. It examines their influence on website visibility using data - driven evidence and evaluates the impact of AI driver search algorithm on modern SEO practices. Through literature review and real-world data comparisons, this study demonstrates how SEO significantly enhances organic traffic and long-term digital presence.

1. INTRODUCTION

Search Engine Optimization refers to a range of techniques used to increase a website's visibility in search engine result page (SERPs). The success of a website, especially those relying on digital sales publishing or marketing, can be significantly affected by its SEO strategy. With over 90% of online experiences beginning with a search engine, effective SEO ensures organic visibility, sustainable growth and competitive positioning.

Objectives

1. Explore SEO strategy types.
2. Measure impact on traffic and visibility analysis.
3. Analyze algorithmic and AI effects.

2. LITERATURE REVIEW

Multiple academic and industries studies confirm that SEO is essential to digital success.

1. MOZ (2022) noted that on page elements like title tags and content quality contribute 40% of ranking factors
2. Google SEO Starter Guide (2023) emphasizes usability, indexing structure and link building.
3. Backlinko's study (2023) involving 11.8 million result shows direct correlation between backlinks and rankings.

3. METHODOLOGY

Approach

1. Comparative analysis of website before and after applying SEO strategies.
2. Real-word data drawn from Google analytics and Google Search Console.
3. Literature supported interpretation of ranking trends metrics.

Tool used:

1. SEMrush
2. Google Analytics
3. Google search console

On page SEO strategies

Keyword optimization:

Effective keyword optimization goes beyond simple insertion. It requires:

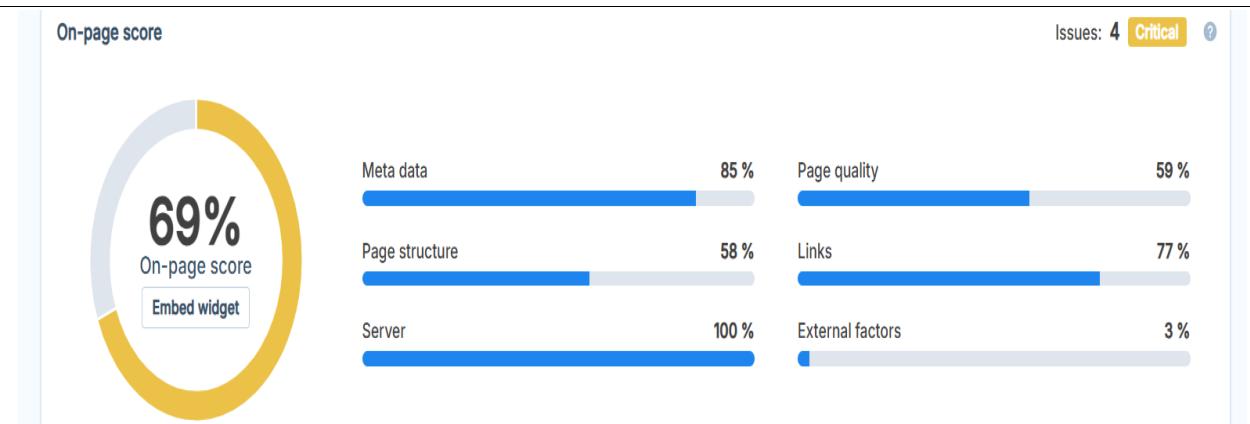
Strategic placement: Primary keyword should appear in title, headers (H1, H2), Meta description and the first hundred words of the content.

Semantic keywords: search engines now evaluate context so using semantically related terms improves topical authority.

Natural integration: over stuffing can harm ranking, maintaining readability and flow is essential.

URL Optimization including keyword in URLs enhances search relevance and CTR.

Image Alt text keyword in ALT attribute help with image search indexing.



Source

<https://www.seobility.net/en/seocheck/check/?url=https%3A%2F%2Fbca4all.blogspot.com%2F&mode=standard>

Content Quality

Search Engine prioritize content that satisfies user intent.

- Relevance: Content must directly answer search queries and align with search intent like informational, transactional or navigational.
- Freshness: Regular updates signal active maintenance which can improve ranking.
- Depth and Structure: Comprehensive content 1500 + words with clear subheading, Bullet points and table enhances readability.
- Originality: Duplicate content can lead to penalties unique insights and research add authority.
- Multimedia integration: Images, infographics and video increase engagement and time on page us.

User experience

User experience is a direct ranking factor:

- **Page speed:** Google Core Web Vital Prioritize fast loading web pages; delays over 3 seconds can reduce traffic significantly.
- **Mobile Responsiveness:** With mobile first indexing, responsive design is mandatory.
- **Navigation simplicity:** Clear menus, breadcrumbs, and logical page hierarchy improve crawlability and reduce Bounce rates.
- **Accessibility:** Proper HTML tags, alt text and contrast ratio ensure inclusive content.
- Engagement Metrics low bounce rates and higher dwell times signal strong UX to search engine.

Internal linking

A structured internal linking strategy distributes authority:

Topic clusters: Grouping related content around pillar pages build topical expertise.

Anchor text: Relevance descriptive Anchor text improves both user understanding and crawler indexing.

Balanced Link Depth: Important pages should be reachable within three clicks from the homepage.

Crawl efficiency: Proper linking ensures that all important pages are indexed.

Link Equity Flow: Passing link authority strategically strengthens underperforming pages.

Off Page SEO techniques

Off-Page SEO refers to all Optimization activities that occur outside the boundaries of a website to improve its search engine rankings. These techniques primarily aim to build the websites' authority, credibility and popularity across the web. One of the most significant Off - Page SEO strategies is link building which involves acquiring high quality backlinks from reputable websites. These links act as endorsement signaling to search engines that the content is available and trustworthy.

Backlinking

Backlinks remain one of the strongest ranking signals

Authority links: Links from reputable domains increase trustworthiness.

Diversity: A natural backlink profile includes various source blogs, news sites, forums.

Anchor Text Strategy: Relevant non-spammy Anchor text improves contextual alignment.

Avoid toxic links: Low-quality or spammy links can lead to penalties; regular audits are necessary.

Social Signals

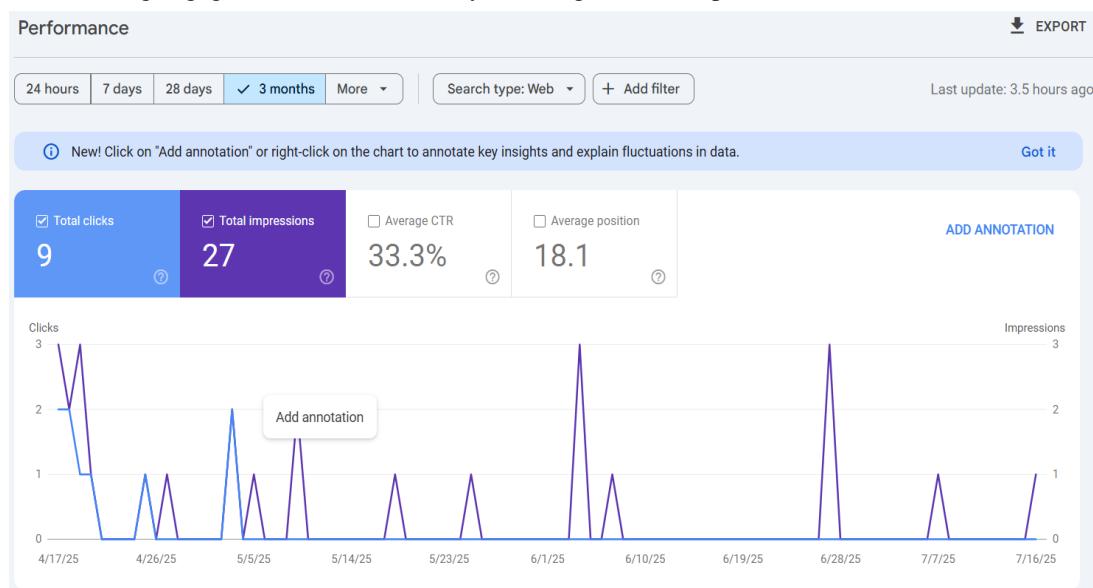
While not a direct ranking factor, social engagement influence visibility:

Content Sharing high shares increase content discovery and potential backlink opportunities.

Brand Mentions: Even unlinked mentions can influence search engines' perception of brand authority.

Platform Diversity: Using multiple platforms like Twitter, LinkedIn, Reddit extends reach.

Viral Content: Strong engagement metrics indirectly drive organic search performance.



Technical SEO Optimization

Technical SEO refers to the process of optimizing a website infrastructure to help search engines crawl, index and render it more efficiently. Unlike content based or off-page strategies, technical SEO focuses on the backend elements that influence a site's performance, usability and visibility in search engine results.

One key component of Technical SEO is mobile first indexing where Google primarily uses the mobile version of websites for ranking and indexing. This makes responsive design essential ensuring a consistent and seamless user experience across devices. Additionally mobile usability elements like readable font sizes and appropriately sized tap targets play a crucial role in improving engagement and accessibility.

Site-speed

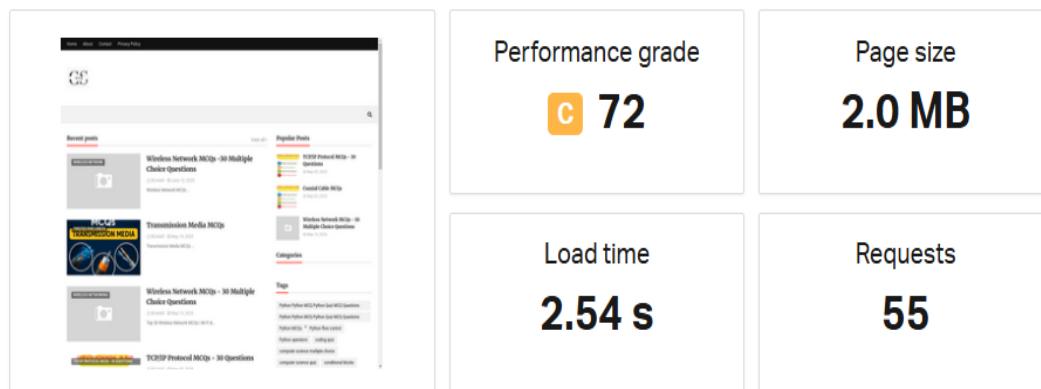
Search engines prioritize fast loading websites as they enhance user experience. Techniques such as Image Compression, browser caching and using Content Delivery Network CDS help improve load times. Similarly, HTTPS encryption ensures Secure data transfer which is now ranking signals.

Proper URL structure, XML sitemaps and robots.txt configuration guide search engines on how to crawl and index content. Structured data markup further enhances search visibility by enabling rich results like star rating and FAQ.

Your Results:

 DOWNLOAD HAR

 SHARE RESULT



Role of Google algorithm:

Google search algorithm plays a pivotal role in determining how websites rank in a search engine result page (SERPs). These algorithms are complex set of rules and machine learning models that evaluate 100s of ranking factors to deliver the most relevant authoritative and user-friendly content to searchers.

Over the years several major algorithm updates have significantly reshaped SEO practices.

For Example:

Google Panda focused on penalizing thin or low content.

Penguin targeted spammy link building practices.

Hummingbird update introduced semantic searches enabling Google to understand the intent behind the queries rather than just matching keywords.

Impact of artificial intelligence

Artificial intelligence has brought dynamic real time improvement to how search engines understand, and rank content. AI allows search engines like Google to move beyond static rules and adopt more adaptive user-centric approaches.

One major breakthrough is Google's Rank Brain, which uses machine learning to analyze search behavior and adjust ranking based on user engagement and intent. It helps Google understand context, especially for queries it hasn't seen before by improving result accuracy.

AI also powers Natural Language Processing (NLP) models like BERT and MUM (Multitask Unified Model) which allow Google to comprehend the deeper meaning of words in context. This shift forces content creators to write more naturally and focus on clarity, coherence, and user intent rather than just inserting keywords.

Case Study: SEO impact on computer science MCQ website

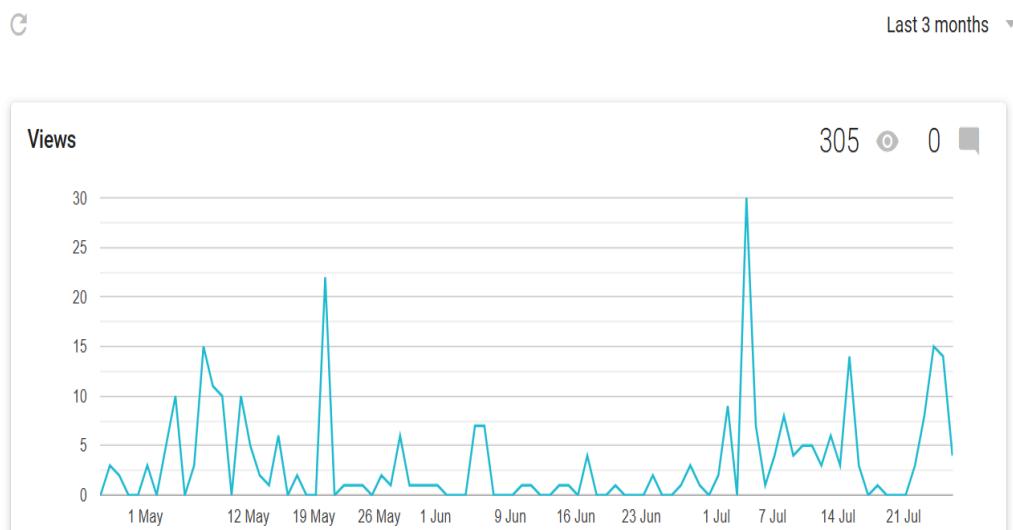
This case study exam is the transformative effect of an SEO strategy on a mid-sized educational website offering Computer Science Multiple Choice Question (MCQs). The primary goal was to enhance visibility, reduce bounce rate, and drive targeted organic traffic to support student engagement and exam preparation.

Before SEO

Bounce rate 68% - A significant number of users were leaving the site after viewing only one page. Organic traffic is 100 to 200 visitors per month. Limited visibility on search engines especially for competitive Academy keywords.

Technical Gaps: Non-optimized mobile interface, slow loading times, lack of internal linking and no structured data for rich snippets.

BCA Subjects with 1000+ MCQs: Python, C++, Java, OS, CN, DSA



SEO Implementation Strategy

Technical SEO optimization

Improved page speed through image compression and lazy loading.

Implemented mobile first responsive design.

Fixed crawl errors, improved the XML sitemap, and optimized robots.txt.

On- page SEO enhancement

Keyword optimization for high volume queries like “computer science MCQs”, “CS quiz”, “Python MCQs” “C++ MCQs” etc.

Structured content with headings (H1, H2, H3) schema markup for quizzes and meta description improvements

Enhancement internal linking between related quiz topics and explanations.

Content strategy

Published fresh topic, specific MCQs across various computer science domain such as DBMS, Networking OS and Programming languages such as Java, python etc with consistency.

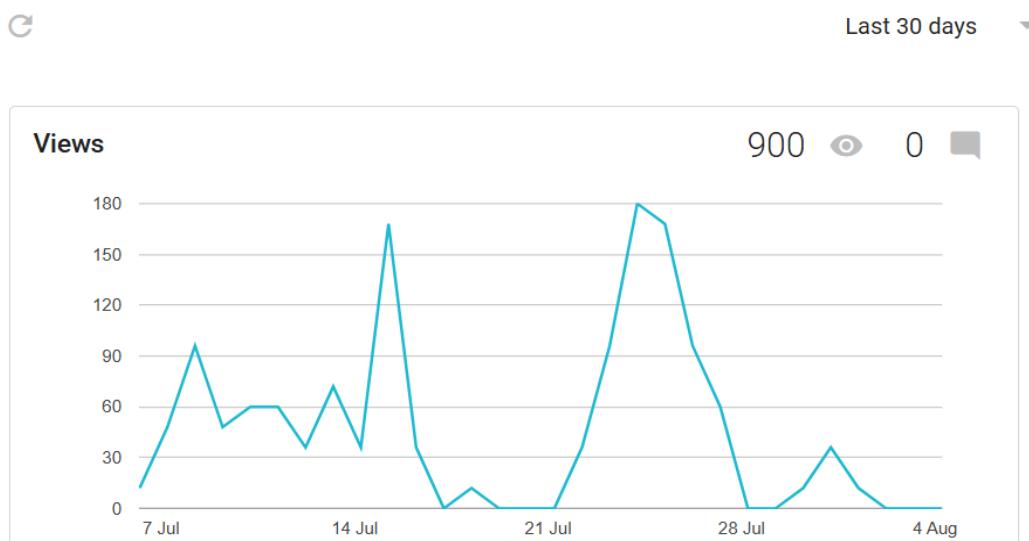
Result after 2 months

Bounce rate reduced to 40%- Better engagement due to targeted content and improved UX.

Organic Traffic increase to 500 to 1000 visitors per month - 200% growth from pre-SEO performance.

Keyword Rankings: 75 + keyword rank in the top 10 on Google, many of them related to niche topics like CS mock test MCQs, Python MCQs, Java MCQs, C Sharp MCQs.

BCA Subjects with 1000+ MCQs: Python, C++, Java, OS, CN, DSA



4. ANALYZE ALGORITHMIC AND AI EFFECTS

1. Algorithmic and AI Effects on SEO

Search engine optimization SEO is increasingly shaped by algorithmic updates and artificial intelligence AI driven technologies. Modern search engines, especially Google, no longer rely solely on keyword density or backlink instead they integrate complex machine learning models and ranking algorithms to deliver more accurate, user centric result. Algorithmic Updates search engines frequently roll out algorithmic changes to refine search quality and reduce manipulation.

- Google Panda and Penguin targeted low quality content and its premium backlinks encouraging websites to focus on genuine authority and relevance. Google's Rank Brain introduced machine learning to better understand user intent behind queries rather than just keyword matching.
- BERT and MUM further enhanced natural language processing allowing search engines to interpret context, semantics, and even multimodal data.

These updates shifted SEO keyword optimization to semantic search optimization, rewarding sites that provide value through high quality context-rich and authoritative content.

2. AI in search algorithm

AI technologies are transforming SEO in several ways:

- Intent recognition: AI models like Rank Brain and BERT interpret ambiguous or conversational queries aligning results with user intent rather than literal keyword.
- Personalization: Search results vary depending on users' history, behaviour, location, and device type meaning SEO must adopt to audience-specific strategies.

- Content Evolution: AI detecting duplicate or irrelevant content penalizing sites that lack of authority or originality.
- Voice and Visual Search: AI powered assistant like Google Assistant, AleXa, Siri are fuelling voice queries while Google lens support image based search requiring, SEO strategies to optimise for conversational and visual inputs.

4. AI Tools for SEO

Alongside algorithmic AI businesses now leverage AI based SEO tools for:

- Predictive analysis anticipating keyword trends and traffic fluctuations.
- Content generation: Using AI like Chat GPT models to draft optimized articles product descriptions and meta tags.
- Automation of technical SEO: Automated crawlers, indexing checks, and schema markup suggestions.

5. CHALLENGES AND OPPORTUNITIES

- Challenges: AI driven algorithms make ranking less predictable as personalization and contextual understanding vary by user. Over-reliance on AI generated content may also trigger penalties if not aligned with E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) standards.
- Opportunities: Businesses that harness AI power tool Adapt to semantic search and optimize for multi-device experiences gain sustainable visibility and competitive advantages.

6. FUTURE-OUTLOOK

With the rise of generative AI in Search (Google's Search Generative Experience, SGE), SEO strategies must adapt to AI curated answers that appear directly on search pages. Traditional “blue link” SEO may decline, but structured content is schema markup, and authoritative sources will be critical in appearing within AI driven summaries.

Aspect	Pre-AI SEO (Before 2015)	AI-Driven SEO (2015 – Present)	Impact on Website Visibility
Keyword Strategy	Focused on exact match keyword and density.	Focuses on semantic search, intent, and context (via Rank Brain BERT, and BERT)	Improves ranking for natural conversational queries.
Content Optimization	Quality-driven (more pages more keywords)	Quality driven (E-E-E-A-T relevance, authority).	High-value authoritative content rank higher.
Link Building	Emphasis on backlink count, often manipulated.	AI evaluates link quality, relevance and authority.	Spammy links penalized; authentic links rewarded
User Experience (UX)	Manual rule; SEO mainly technical + keywords.	UX signals (page speed, Core Web vitals, engagement) heavily influence ranking.	Websites with strong UX gain higher visibility.
Search Personalization	Static results for same query across users.	Personalised result Based on history device and location.	Visibility varies by audience segment, requiring tailored SEO.
Technical SEO	Manual audits for crawl errors, indexing sitemaps	AI powered tool automate crawling, indexing schema recommendation.	Faster optimization and error detection.
Search Interfaces	Desktop text search dominated	Voice, mobile, and visual search integrated.	Requires optimization for conversational and multimodal queries.
Algorithm Updates	Infrequent, predictable updates (e.g., Panda, Penguin).	Continuous learning models adapt dynamically.	SEO strategies must evolve constantly.
Content Generation	Fully manual writing and optimization.	AI-assisted writing, keyword prediction, and metadata generation.	Speeds up SEO but risks penalties if overused.
Future-Outlook	Ranking via 10 blue links model.	AI-generated answers (Google SGE, Bing Copilot) reducing	Visibility depends on structured, authoritative

reliance on clicks.

content.

Real world case studies impact of AI on SEO

1. Rank Brain and Website Traffic.

- After Google introduce rank brain in 2015, websites that relied heavily on keyword stuffing saw traffic drops 20 to 30%, while content-driven sites that focused on answering user intent experienced traffic growth of 15 to 25% according to search engine journals 2017.
- Example: HubSpot reported a significant boost in organic impressions when it shifted focus from “exact keywords” to topic clusters and semantic relevance, aligning with Rank Brain’s intent-driven ranking.

2. BERT and Natural Language Queries

- In 2019, Google’s BERT algorithm update improved its ability to process conversational queries.
- Example: Healthline, a medical content site, saw a 22% increase.
- Tail keyword traffic because it’s in depth, contextually rich articles matched.
- BERT’s NLP evolution better than thin- content.
- Conversely website with vague or generic content lost visibility as BERT prioritized content rich answer.

3. AI Tools in SEO Optimization

- Businesses using AI-powered SEO platform (e.g., surfer SEO, SEMrush Clearscope) experience up to 40% faster optimization cycles compared to manual process. (Ahrefs Study, 2022).
- Example: Forbes used AI tool for automated keyword clustering and saw 30% boost in organic traffic within 6 months.

4. Voice Search Optimization

- AI-powered voice search assistant (Google Assistant, Alexa) nearly 50% off all searches become voice-based by 2020 (ComScore).
- Domino’s Pizza optimized its website for voice queries (e.g., “order pizza near me”), resulting in a 12% increase in local conversation within first year.

5. Search Generative Experience (SGE) & AI Answers

- Google AI driven SGE 2023-25 shows AI-generated answer above organic result, reducing CTR for traditional blue link.
- Example: Early test by Search Engine Land (2024) found that websites ranking below AI generated snippets saw CTR drop by 18 to 30% while authoritative sites cited in AI summaries gained high trust and stable traffic.

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