Abstract—Nowadays many people frequently interact with search engines like Google, Yahoo and Bing to discover the information. There are billions of contents are stuffed in the internet sites. People spend more time to get the actual information or services. So ranking the website or a web page based on the targeted keyword is the important task. SEO (Search Engine Optimization) is to complete this task. Therefore, the primary aim of this research is to explore the factors and techniques that contribute a high page rank in the Search Engine Results Page (SERP). The present system contains some tools and techniques for Meta tags to rank the website in search engine results page. Unfortunately, these were so badly abused by spammers, so Google stopped using it as a ranking signal. Google has ignored the keywords Meta tag for years. But, micro data provides publishers a way to provide the search engines information about their websites. In this, we use micro data and page speed optimization techniques and several techniques to optimize the website visibility and to rank our website higher in the search engine results page (SERP).

Keywords: Back linking, SERP, Page Speed Optimization, Micro data.

Introduction:
Meta tags are snippets of text that describe a page content, the meta tags don’t appear on the page itself, but only in the page code. We all know tags from blog culture, and meta tags are more or less the same thing, little content descriptors that help to tell the search engine what a page is about. The present system contains some tools and techniques for meta tags to rank the website in search engine results page. Unfortunately, these were so badly abused by spammers, so Google stopped using it as a ranking signal. Google has ignored the keywords Meta tag for years. The major factor for higher ranking is to give proper linking. Search engine will consider only if the links are “Do-follow” and it gives more importance to link which is coming from the high PR (Page Rank) sites. Here we going to implement new techniques called “Micro Data “which helps the spider to understand the web pages content related to the specified keyword. By using micro data, we can able to rank the web pages easily. Micro data uses some elements for ranking the web pages. Some of the elements like the photo, video, audio, Reviews about the web pages. So that the spider understood that the people always used that specified web pages for particular keyword search. The proper implementation of micro data in a website can able to reach the higher rank in the search engine. Example of Do-follow :<a href="http://www.google.com/">Google</a>

Here the anchor text is Google if we click on the anchor text it will navigate us to Google Search Page.

ON-PAGE SEO:
It refers to all the things that we can do ON our website to rank higher, such as page titles, meta description, keyword, content, permalink, images and internal linking.

i) Page Title:
Page Title is one of the most important ranking factors. Every page on our site should have unique title preferably relevant to the keyword.

ii) Meta Descriptions
Write a short description of our content. These descriptions are an important place to include relevant keywords for our content, as these are used within the search results when our page is listed. Meta Description can be any length but search engine limit into 160 characters.

iii) Keyword:
A keyword, in the context of search engine optimization, is a particular word or phrase that describes the contents of a Web page. Things to check in the article while optimizing it are keyword density, keyword prominence, keyword proximity.

iii.a. Keyword Density:
Keyword density is the percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page. However, try not to excessively repeat and overuse keywords. Keyword stuffing will lead our site to be ban by search engines. Try to keep our keyword density roughly around 2-3% but not over than 3%.

Example:
If our article has 500 words, then keyword can be used in the article for 3% of 500 which is 15 times.

iii.b. Keyword Prominence:
Keyword prominence is the one of the various factor in Search Engine Optimization. Keyword prominence refers to using keywords at, or near, to the start of a web page, sentence, title, meta description and so on.

iii.c. Keyword Proximity:
Keyword proximity refers to the closeness between two or more keywords. In general, the closer the keywords are the better.

Example:
• How keyword affects the search engine ranking
• How Keyword Density Affects Rankings in Search Engine

Using the example above, if someone searched for "search engine rankings," a web page containing the first sentence as a keyword is more likely to rank higher than the second. The reason is keywords are placed closer together “Search Engine Ranking”.

iv) Tracking Keyword:
Keyword plays a major role in SEO, because user need to get the relevant result when they type anything in the search bar. In other terms this can be stated as, this is the particular word or phrase that describes about the contents of a Web page.

Initially once the developer use some keyword they need to know about their ranking in the search engine. For this purpose we can use