

An evaluation of how the evolution and development of search engines affect search engine optimisation strategies

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Abstract

This dissertation approaches and presents search engine optimization strategies required to cope with the development and evolution of search engines. The development of search engines created the opportunity for an increase in sharing data and information on the Internet. The aim of search engines is to retrieve the most relevant websites and display the results set in an orderly list based on page relevancy. This 'cat and mouse' game, battles between search engines and search engine optimizers continues to heighten, as search engines regularly update algorithms to determine ranking. New signals and factors are gaining priority in evaluating the relevancy of pages. Therefore, the goal of this paper is to identify the strategies and techniques used, to allow the discovery of web pages and display them on the results page according to their evaluated ranking. Search engine optimization strategies and techniques, which achieve high-ranking, will be explored through a process of analysis. This study will also reveal how search engines place priority and emphasis on search engine optimization techniques. Many methods and techniques can be used to gain a higher page ranking however this process is ever changing. It requires continuous learning as search engines change their algorithms regularly, to prohibit their secret methods of ranking being revealed. The future of search engines will be explored in relation to advancement, evolution and strategies needed by developers. This research will facilitate the construction and creation of optimized websites.