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BRAND POSITIONING STRATEGY USING SEARCH ENGINE OPTIMIZATION FOR EXEL,TIRUPPUR

by

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EXEL
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TIRUPPUR

TO WHIMSOEVER IT MAY CONCERN

PROJECT COMPLETION CERTIFICATE

This is to certify that Mr.C.K.ELANGOVAN(11MBA068) studying Final year MBA in KCT Business School, Coimbatore has successfully completed his Major Project Work in our concern from 26.01.2013 to 14.04.2013.

We wish him Best of Luck for his future endeavor.

For EXEL Sourcing Company

Manager

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BONAFIDE CERTIFICATE

Certified that this project report titled **"Brand Positioning Using Search Engine Optimization for Exel, Tiruppur"** is the Bonafide work of **Mr. Elangovan.C.K, Reg.No: 1120400026** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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1.1 INTRODUCTION TO THE STUDY

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of back links or inbound links, is another SEO tactic.

Methods

The leading search engines, such as Google, Bing and Yahoo!, use crawlers to find pages for their algorithmic search results. Pages that are linked from other search engine indexed pages do not need to be submitted because they are found automatically. Some search engines, notably Yahoo!, operate a paid submission service that guarantee crawling for either a set fee or cost per click. Such programs usually guarantee inclusion in the database, but do not guarantee specific ranking within the search results. Two major directories, the Yahoo Directory and the Open Directory Project both require manual submission and human editorial review. Google offers Google Webmaster Tools, for which an XML Sitemap feed can be created and submitted for free to ensure that all pages are found, especially pages that are not discoverable by automatically following links.

Search engine crawlers may look at a number of different factors when crawling a site. Not every page is indexed by the search engines. Distance of pages from the root directory of a site may also be a factor in whether or not pages get crawled.

Preventing crawling

To avoid undesirable content in the search indexes, webmasters can instruct spiders not to crawl certain files or directories through the standard robots.txt file in the root

engine's database by using a meta tag specific to robots. When a search engine visits a site, the robots.txt located in the root directory is the first file crawled. The robots.txt file is then parsed, and will instruct the robot as to which pages are not to be crawled. As a search engine crawler may keep a cached copy of this file, it may on occasion crawl pages a webmaster does not wish crawled. Pages typically prevented from being crawled include login specific pages such as shopping carts and user-specific content such as search results from internal searches. In March 2007, Google warned webmasters that they should prevent indexing of internal search results because those pages are considered search spam.

Increasing prominence

A variety of methods can increase the prominence of a webpage within the search results. Cross linking between pages of the same website to provide more links to most important pages may improve its visibility. Writing content that includes frequently searched keyword phrase, so as to be relevant to a wide variety of search queries will tend to increase traffic. Updating content so as to keep search engines crawling back frequently can give additional weight to a site. Adding relevant keywords to a web page's meta data, including the title tag and meta description will tend to improve the relevancy of a site's search listings, thus increasing traffic.URL normalization of web pages accessible via multiple urls, using the canonical link element can help make sure links to different versions of the url all count towards the page's link popularity score.

Benefits of SEO

1. The Results are Low Cost (In Comparison to Ad words and PPC)

Organic listings are essentially free. When you are listed at the top, you don't need to pay per click or allocate a budget for advertising, one of the main benefits of SEO is that it is the gift that keeps on giving. With a little bit of effort (and some money upfront to pay for SEO costs) you can watch your website get consistent traffic. You don't have to pay $10 for every person who clicks on your ad. Unlike paid ads, your traffic will not drop to nothing when it stops. SEO gets rid of the need to have thousands of ads across the web.

2. Definite Increase in Traffic

With Analytics and reporting tools, you'll see a clear cut increase in traffic. This is a definite way to maximize your business efforts. SEO will give you results (not immediately but rather quickly) and as soon as you start your SEO efforts, traffic will increase at a steady rate. Using tools to track traffic to your site you can clearly watch as more people visit your site and sales go through the roof.

Interested in doubling your traffic with a few simple changes? Let us E-mail you one of our free custom SEO reports. Its 100% Free, just tell us your URL and we'll reply with your free report!

3. Higher Brand Credibility, People Trust Google

People trust that the first listing in Google is a reputable company, by doing SEO, your website becomes THE brand name. You're the guy the competitors want to beat. The further back you are in rankings on Google the more people are skeptical about your website. If Google has a spot dedicated to you at the top especially if it is a top tier listing with other subpages listed below the main home page it gives your website credibility that no ad can top. Ads can often be seen as annoying and many people have ad blockers installed on their browsers.

4. Better ROI (Return on Investment) Than Normal Ads

When you buy 1000 visitors from a paid ad, 2% of those visitors might convert into a sale. When you get 1000 clicks from SEO, 4% of those visitors will convert into a sale, leading to a better return on investment. This higher conversion rate is just another one of the benefits of SEO that cannot be matched by any other form of marketing. Google searches actually get people who searched for the tag in your website. These people are actually looking for your product. Ads can be from anyone. Many people may miss click on an ad. A hit from Google is much more valuable over a hit from an ad

5. Your Competitors Are Doing It

SEO is a rising field and it is gaining ground. More people are starting to realize that the benefits of SEO are extremely high. Your competitors know this and are starting to take advantage of it. If your competitors are using it then they will appear before you on Google and get all those hits that can lead to sales before your website will. Even if your site offers better services or prices. Hiring a better SEO company or investing in a skilled SEO Staff could be exactly what your company needs to rank above your competitors in the google rankings.

6. Take Your Business to the Next Level

SEO can bring it thousands upon thousands of visitors to your website a day. This may put your company in a position of needing to expand to a larger web server to accommodate the traffic and sales to your website. Your customers may recommend you a product or service that they were looking for when they visited your website. SEO is a really great investment for your company and could be what you need to take it to the next level.

7. 250 Million websites on the web, SEO makes you stand out

There are well over 250 million websites on the web. It can be pretty hard to make a name for yourself with that many out there. Especially if your product or service is highly competitive. Using SEO will make your brand stand out from the rest and can easily be the boost that you need to see your sales go through the roof.

8. 60% of Clicks Go to the First Result

This means that only 40% of clicks are left for the second through the millionth result on Google for the keyword. Securing that top spot on Google is a sure fire way to gain thousands upon thousands of visitors. SEO is certainly the tool needed to gain that top spot as well. For a small upfront investment you are looking at potentially millions of sales.

9. You'll have Access to Data

What data you may ask? You get customer data. You can discover new products to expand to by looking at keyword data and seeing what people are searching the most for. You can use this to your advantage and find a high search volume keyword with low competitiveness and although that may be hard to find it has the potential to bring in thousands of sales per month to your website. Customer data is extremely valuable in this business and is not that hard to come by with the right tools. Manipulating it to your advantage can be exponentially beneficial for your business.

10. The Results are Permanent

Unlike advertisements the affects of SEO are permanent. They don't suddenly stop if you stop paying for them. Of course you will need a little upkeep to maintain that top 1st spot ranking, but if you can get that top spot chances are it will be quite difficult for it to get taken away.

PHP

PHP is a server-side scripting language designed for web development but also used as a general-purpose programming language. PHP is now installed on more than 244 million websites and 2.1 million web servers. Originally created by Rasmus Lerdorf in 1995, the reference implementation of PHP is now produced by The PHP Group. While PHP originally stood for *Personal Home Page*, it now stands for *PHP: Hypertext Pre-processor*, a recursive acronym.

PHP code is interpreted by a web server with a PHP processor module which generates the resulting web page: PHP commands can be embedded directly into an HTML source document rather than calling an external file to process data. It has also evolved to include a command-line interface capability and can be used in standalone graphical applications.

PHP is free software released under the PHP License , which is incompatible with the GNU General Public License (GPL) due to restrictions on the usage of the term

PHP.PHP can be deployed on most web servers and also as a standalone shell on almost every operating system and platform, free of charge

Data types

PHP stores whole numbers in a platform-dependent range, either a 64-bit or 32-bit signed integer equivalent to the C-language long type. Unsigned integers are converted to signed values in certain situations; this behaviour is different from other programming languages. Integer variables can be assigned using decimal (positive and negative), octal, hexadecimal, and binary notations. Floating point numbers are also stored in a platform-specific range. They can be specified using floating point notation, or two forms of scientific notation. PHP has a native Boolean type that is similar to the native Boolean types in Java and C++. Using the Boolean type conversion rules, non-zero values are interpreted as true and zero as false, as in Perl and C++. The null data type represents a variable that has no value. The only value in the null data type is *NULL*. Variables of the "resource" type represent references to resources from external sources. These are typically created by functions from a particular extension, and can only be processed by functions from the same extension; examples include file, image, and database resources. Arrays can contain elements of any type that PHP can handle, including resources, objects, and even other arrays. Order is preserved in lists of values and in hashes with both keys and values, and the two can be intermingled.PHP also supports strings, which can be used with single quotes, double quotes, nowdoc or heredoc syntax.

The Standard PHP Library (SPL) attempts to solve standard problems and implements efficient data access interfaces and classes.

Functions

PHP has hundreds of base functions and thousands more via extensions. These functions are well documented on the PHP site; however, the built-in library has a wide variety of naming conventions and inconsistencies.PHP currently has no functions for thread programming, although it does support multi process programming on POSIX systems.

Additional functions can be defined by a developer:

```
function myFunction() { //declares a function, this is named myFunction
 return 'John Doe'; //returns the value 'John Doe'
}

echo 'My name is ' . myFunction() . '!'; //outputs the text concatenated with the return
value of myFunction.
 //myFunction is called as a result of this syntax.
//The result of the output will be 'My name is John Doe!'
```

In PHP 5.2 and earlier, functions are not first class functions and can only be referenced by their name, directly or dynamically by a variable containing the name of the function.

User-defined functions can be created at any time without being prototype. Functions can be defined inside code blocks, permitting a run-time decision as to whether or not a function should be defined. Function calls must use parentheses, with the exception of zero argument class constructor functions called with the PHP new operator, where parentheses are optional. PHP supports quasi- anonymous functions through the create_function() function, although they are not true anonymous functions because anonymous functions are nameless, but functions can only be referenced by name, or indirectly through a variable $function_name();, in PHP.

PHP gained support for closures in PHP 5.3. True anonymous functions are supported using the following syntax:

```
function getAdder($x) {
 return function($y) use ($x) {
  return $x + $y;
 };
}
$adder = getAdder(8);
echo $adder(2); // prints "10"
```

Here, the getAdder() function creates a closure using the parameter $x (the keyword use imports a variable from the lexical context), which takes an additional argument $y and returns it to the caller. Such a function is a first class object, meaning that it can be stored in a variable, passed as a parameter to other functions, etc. For more details see Lambda functions and closures RFC

The goto flow control statement is used as follows:

```
function lock() {
 $file = fopen('file.txt', 'r+');
 retry:
 if (!flock($file, LOCK_EX | LOCK_NB)) {
 goto retry;
 }
 fwrite($file, 'Success!');
 fclose($file);
}
```

When flock() is called, PHP opens a file and tries to lock it. The target label retry: defines the point to which execution should return if flock() is unsuccessful and goto retry; is called. The goto statement is restricted and requires that the target label be in the same file and context.

The goto statement has been supported since PHP 5.3.

Objects

Basic object-oriented programming functionality was added in PHP 3 and improved in PHP 4.-Object handling was completely rewritten for PHP 5, expanding the feature set and enhancing performance. In previous versions of PHP, objects were handled like value types. The drawback of this method was that the whole object was copied when a variable was assigned or passed as a parameter to a method. In the new approach, objects are referenced by handle, and not by value. PHP 5 introduced private and protected member variables and methods, along with abstract classes, final classes, abstract methods, and final methods. It also introduced a standard way

of declaring constructors and destructors, similar to that of other object-oriented languages such as C++, and a standard exception handling model. Furthermore, PHP 5 added interfaces and allowed for multiple interfaces to be implemented. There are special interfaces that allow objects to interact with the runtime system. Objects implementing Array Access can be used with array syntax and objects implementing Iterator or Iterator Aggregate can be used with the for each language construct. There is no virtual table feature in the engine, so static variables are bound with a name instead of a reference at compile time.

If the developer creates a copy of an object using the reserved word clone, the Zend engine will check if a __clone () method has been defined or not. If not, it will call a default __clone () which will copy the object's properties. If a __clone () method is defined, then it will be responsible for setting the necessary properties in the created object. For convenience, the engine will supply a function that imports the properties of the source object, so that the programmer can start with a by-value replica of the source object and only override properties that need to be changed.

The following is a basic example of object-oriented programming in PHP:

```
class Person {
 public $firstName;
 public $lastName;

 public function __construct($firstName, $lastName = '') { //Optional parameter
 $this->firstName = $firstName;
 $this->lastName = $lastName;
 }

 public function greet() {
 return "Hello, my name is " . $this->firstName . " " . $this->lastName . ".";
 }

 public static function staticGreet($firstName, $lastName) {
 return "Hello, my name is " . $firstName . " " . $lastName . ".";
```

```
}

$he = new Person('John', 'Smith');
$she = new Person('Sally', 'Davis');
$other = new Person('iAmine');

echo $he->greet(); // prints "Hello, my name is John Smith."
echo '<br />';
echo $she->greet(); // prints "Hello, my name is Sally Davis."
echo '<br />';
echo $other->greet(); // prints "Hello, my name is iAmine ."
echo '<br />';
echo Person::staticGreet('Jane', 'Doe'); // prints "Hello, my name is Jane Doe."
```

The visibility of PHP properties and methods is defined using the keywords public, private, and protected. The default is public, if only var is used; var is a synonym for public. Items declared public can be accessed everywhere. protected limits access to inherited classes (and to the class that defines the item). private limits visibility only to the class that defines the item. Objects of the same type have access to each other's private and protected members even though they are not the same instance. PHP's member visibility features have sometimes been described as "highly useful." However, they have also sometimes been described as "at best irrelevant and at worst positively harmful."

Implementations

The PHP language was originally implemented as an interpreter, and this is still the most popular implementation. Several compilers have been developed which decouple the PHP language from the interpreter. Advantages of compilation include better execution speed, static analysis, and improved interoperability with code written in other languages. PHP compilers of note include Phalanges , which compiles PHP into Common Intermediate Language (CIL) byte code, and , developed at Facebook and now available as open source, which transforms the PHP Script into C++, then compiles it, reducing server load up to 50% .

PHP source code is compiled on-the-fly to an internal format that can be executed by the PHP engine. In order to speed up execution time and not have to compile the PHP source code every time the web page is accessed, PHP scripts can also be deployed in executable format using a PHP compiler.

Code optimizers aim to enhance the performance of the compiled code by reducing its size, merging redundant instructions and making other changes that can reduce the execution time. With PHP, there are often opportunities for code optimization An example of a code optimizer is the eAccelator PHP extension.

Another approach for reducing compilation overhead for PHP servers is using an opcode cache. Opcode caches work by caching the compiled form of a PHP script in shared memory to avoid the overhead of parsing and compiling the code every time the script runs. An opcode cache, APC, is planned to be built into an upcoming release of PHP (but not 5.4 as previously planned).

Opcode caching and code optimization can be combined for best efficiency, as the modifications do not depend on each other (they happen in distinct stages of the compilation).

Licensing

PHP is free software released under the PHP License, which insists that.

Products derived from this software may not be called "PHP", nor may "PHP" appear in their name, without prior written permission from group@php.net. You may indicate that your software works in conjunction for PHP" instead of calling it "PHP Foo" or "phpfoo".

This restriction on use of the name *PHP* makes it incompatible with the GNU General Public License (GPL).

Development and community

PHP includes free and open source libraries with the core build. PHP is a fundamentally Internet-aware system with modules built in for accessing File

Transfer Protocol (FTP) servers, many database servers, embedded SQL libraries such as embedded Postgre SQL, MySQL , Microsoft SQL Server and SQLite , LDAP servers, and others. Many functions familiar to C programmers such as those in the family are available in the standard PHP build.

PHP allows developers to write extensions in C to add functionality to the PHP language. These can then be compiled into PHP or loaded dynamically at runtime. Extensions have been written to add support for the Windows API, process management on Unix-like Operating System, multi byte strings (Unicode), cURL , and several popular compression formats. Other features include integration with IRC, dynamic generation of images and Adobe Flash content, and even speech synthesis. The language's core functions such as those dealing with strings and arrays are also implemented as an extension.

Zend Technologies provides a certification exam for programmers to become certified PHP developers.

Distribution

PHP-FPM (FastCGI Process Manager), a PHP Fast CGI implementation, is bundled with the official PHP distribution since version 5.3.3.

Use

PHP is a general-purpose scripting language that is especially suited to server-side web development where PHP generally runs on a web server. Any PHP code in a requested file is executed by the PHP runtime, usually to create dynamic web page content or dynamic images used on websites or elsewhere. It can also be used for command-line scripting and client-side graphical user interface (GUI) applications. PHP can be deployed on most web servers, many operating systems and platforms, and can be used with many relational database management systems (RDBMS).

PHP acts primarily as a filter, taking input from a file or stream containing text and/or PHP instructions and outputting another stream of data; most commonly the output will be HTML. Since PHP 4, the PHP parser compiles input to produce byte code for

processing by the Zend Engine, giving improved performance over its interpreter predecessor.

Originally designed to create dynamic web pages, PHP now focuses mainly on server-side scripting, and it is similar to other server-side scripting languages that provide dynamic content from a web server to a client, such as Microsoft's ASP.NET, Sun Microsystems 'Java Server Pages, and mod perl. PHP has also attracted the development of many software frameworks that provide building blocks and a design structure to promote rapid application development (RAD).

The LAMP architecture has become popular in the web industry as a way of deploying web applications. PHP is commonly used as the *P* in this bundle alongside Linux , Apache and MySQL, although the *P* may also refer to Python, Perl, or some mix of the three. Similar packages are also available for Windows and OS X, then called WAMP and MAMP, with the first letter standing for the respective operating system. Although both PHP and Apache are provided as part of the Mac OS X base install, users of these packages seek a simpler installation mechanism that can be more easily kept up to date.

As of April 2007, over 20 million Internet domains had web services hosted on servers with PHP installed and mod_php was recorded as the most popular Apache HTTP Server module. PHP is used as the server-side programming language on 75% of all websites whose server-side programming language is known, and PHP is the most-used open source software within enterprises. Web content management system written in PHP include Media Wiki Joomla ,Ez Publish, Silver Stripe Word Press, DrupalModule the user-facing portion of Facebook and Digg.

Security

About 30% of all vulnerabilities listed on the National Vulnerability Database are linked to PHP. These vulnerabilities are caused mostly by not following best practice programming rules; technical security flaws of the language itself or of its core libraries are not frequent (23 in 2008, about 1% of the total). Recognizing that programmers make mistakes, some languages include taint checking to automatically detect the lack of input validation which induces many issues. Such a

feature is being developed for PHP , but its inclusion in a release has been rejected several times in the past.

There are advanced protection patches such as Suhosin and Hardening-Patch, especially designed for web hosting environments.

MySQL

MySQL is a relational database management system (RDBMS), and ships with no GUI tools to administer MySQL databases or manage data contained within the databases. Users may use the included command line tools or use MySQL "front-ends", desktop software and web applications that create and manage MySQL databases, build database structures, back up data, inspect status, and work with data records. The official set of MySQL front-end tools, MySQL workbench is actively developed by Oracle, and is freely available for use.

ABOUT MICROSOFT SQL SERVER 2005

SQL Server 2005 is an RDBMS that uses Transaction-SQL to send requests between a client computer and a SQL Server 2005 computer.

An RDBMS includes databases, the database engine, and the applications that are necessary to manage the data and the components of the RDBMS.

The RDBMS is responsible for enforcing the database structure, including the following tasks:

- ✓ Maintaining the relationships among data in the database
- ✓ Ensuring that data is stored correctly and that the rules defining data relationships are not violated
- ✓ Recovering all data to a point of known consistency in case of system failures

Features

- ✓ SQL Server has complete administrative tool set
- ✓ Easy of installation, Deployment and use

- ✓ Data encryption
- ✓ T-SQL (Transaction SQL) enhancements
- ✓ Multiple Active Result Sets (MARS)
- ✓ MS-SQL server also provides easy to use Data storage services to an individual or small business.
- ✓ SQL Server has the capability to execute multiple queries in parallel.
- ✓ Indexed views and high availability of SQL Server make it most popular.

Benefits of MySQL

Whether you are a Web developer, CNE[SM], or a dedicated network administrator with an interest in building database applications, MySQL is easy to use, yet extremely powerful, secure, and scalable. And because of its small size and speed, it is the ideal database solution for Web sites.

Some of its advantages include the following:

- **It's easy to use**: While a basic knowledge of SQL is required—and most relational databases require the same knowledge—MySQL is very easy to use. With only a few simple SQL statements, you can build and interact with MySQL.
- **It's secure**: MySQL includes solid data security layers that protect sensitive data from intruders. Rights can be set to allow some or all privileges to individuals. Passwords are encrypted.
- **It's inexpensive**: MySQL is included for free with NetWare® 6.5 and available by free download from MySQL Website
- **It's fast**: In the interest of speed, MySQL designers made the decision to offer fewer features than other major database competitors, such as Sybase* and Oracle*. However, despite having fewer features than the other commercial database products, MySQL still offers all of the features required by most database developers.
- **It's scalable**: MySQL can handle almost any amount of data, up to as much as 50 million rows or more. The default file size limit is about 4 GB. However,

- **It manages memory very well**: MySQL server has been thoroughly tested to prevent memory leaks.
- **It supports Novell Cluster Services**: MySQL on NetWare runs effectively with Novell® Cluster Services™, letting you add your database solution to a Novell cluster. If one server goes down, MySQL on an alternate server takes over and your customers won't know that anything happened.
- **It runs on many operating systems**: MySQL runs on many operating systems, including Novell NetWare, Windows* Linux*, many varieties of UNIX* (such as Sun* Solaris*, AIX, and DEC* UNIX), OS/2, FreeBSD*, and others.
- **It supports several development interfaces**: Development interfaces include JDBC, ODBC, and scripting (PHP and Perl), letting you create database solutions that run not only in your NetWare 6.5 environment, but across all major platforms, including Linux, UNIX, and Windows

Benefits of MySQL

As web and network applications become more significant, the value of relational database management systems increases. Selecting the one that suit your needs is important to ensure quality of your application. Knowing the pros and cons of running applications such as Microsoft SQL Server will help you to decide whether it suits your current needs.

1. Enterprise-grade management application

SQL server includes enterprise database management software. On the other hand, few competitors like MySQL have created similar applications in recent years, but the SQL is more advanced and has additional features. The software provided by Microsoft SQL also provides integration the other applications like .NET framework.

2. Data Recovery Support

Since corrupt data is a concern when improper shutdowns occur, SQL server integrates new features that help promote data recovery and restoration. Even though it may not be possible to restore individual table, complete recovery

and log files, Microsoft SQL allows the consumer to feel confident that recovery options are ample.

1.1 ABOUT THE STUDY

How To Check A Site's Rank

When we build back links, submit guest posts, or simply advertise on a site, we want popular sites because these are the ones that are working. While no ranking algorithm is perfect and we can never be sure that the sites we have picked are good ones (or that they will remain so in the future), here are some ranking services to help you decide if a particular site is a high ranking one or not.

Page Rank (PR)

The Page Rank service from Google is the most popular way to measure the quality and popularity of a site but it alone isn't enough to give us the correct idea if a site is good or not. There are too many sites with inflated PR, so we can't trust PR alone.

The principle of PR is that sites are divided into 11 categories with ranks from 0 to 10, respectively (plus the N/A category of sites that are not included in the ranking as well). The concept is that the higher the PR, the better the site. Sites that have a PR of 10 are very rare. Sites with PR of 7-9 are more common but still they are a minority because this page rank denotes a very high quality site. If a site has a PR of 5 or 6, this means this site is viewed by Google as a quality site. PR of 3 and 4 are for sites that are about the average. PR of 0 to 2 are for sites that are below the average and therefore aren't the top back linking candidate.

Alexa

Unlike PR, Alexa doesn't divide sites in groups. Rather, it arranges them in a list. The most popular sites, such as Google, Facebook, or Twitter are at the top. The concept here is that the lower the Alexa ranking, the more popular the site is. Sites with Alexa ranking under 10K are considered exceptionally popular. Sites with Alexa ranking of 10K to 30K enjoy very good popularity. Sites of Alexa ranking up to 100K

do get more than decent traffic. It could be speculated that good sites span up to 200-250K and everything above this are sites with low traffic.

It is best if you use Alexa together with PR. While there is some correlation between the two, it is not an exception to find sites with PR6 and Alexa of more than 100K, or with PR3 or 4 and Alexa over a million. Just cross-check a site in two or more ranking services and this will allow you to determine its relevance.

One of the perks of Alexa is that it also allows to see which country the majority of a site's traffic comes from.

Compete

Compete.com isn't as through as the first two services because they gather their data from a sample of 2 million US users only but still it helps to get an idea if a site is popular in the US or not. When you analyze Compete data, you will notice that frequently sites with good PR and Alexa are almost unheard of in the States and vice versa.

Quantcast

Quantcast is also a service targeted mainly at the US market. It also gathers data from a sample rather than the general Internet population but in its case the sample is comprised of Web site masters, who insert a code snipped on their sites, thus allowing tracking visitors. Quantcast also gather their data from ISPs and ad companies. Needless to say, Quantcast isn't very reliable because there are millions of great sites that don't use its services but still it is one more service to check, if you are wondering if a site is good or not.

Custom Rank

CustomRank.com provides a service that combines several metrics at once to offer a joint ranking. At present, the services it aggregates are MozTrust, MozRank, PageAuthority, DomainAuthority, Alexa, as well as some other metrics, such as load times, date created, and whether it is listed in DMOZ or not. The good thing about CustomRank is that it tries to balance one service with the other to produce a fair rating

MozTrust and MozRank

MozTrust, MozRank, together with DomainAuthority and PageAuthority are all methodologies developed by SEOmoz, one of the most reputable names in SEO. Therefore, it can be concluded that these two metrics are very useful for SEO purposes. MozTrust measures the global link trust score, while MozRank measures link popularity. The more reputable a site's backlinks are, the higher the MozTrust score. Both MozTrust and MozRank use scales from 1 to 10 and here the rule is the higher, the better.

ComScore

ComScore is another company that uses a sample of 2 million users to provide rankings and therefore isn't as reliable as PR or Alexa. Similarly to Compete and Quantcast, it is more useful when you plan your advertising budget than when you are looking for sites to get backlinks from but still the top sites on the Internet are present in ComScore's lists, so this service can be used as well.

Google Trends

Google Trends is mainly about search volume of keywords but one of its less known uses is to compare how two sites fare over time or in different regions. So, if you have some sites you want to get past data for, so that you can predict their possible future popularity, you can do it with Google Trends (Alexa also offers the trendline for a site over time)

Ranking

Ranking.com is one more service to consider if you are dissatisfied with the rest. It's kind of limited because only the top one million websites are included but if the site you are interested in is not on the list, this speaks a lot about its popularity. Ranking collects its data from an IE browser toolbar, which means the data is skewed because no Firefox and Apple users are part of the sample.

The list of ranking services doesn't end here but these are the ones that are more or less the top ones. Use them in conjunction (i.e. 3 or more together) to determine if a site is good for back links. Some of these services are available as Firefox extensions, so get the extension and you will know more about a site the moment you open it.

1.2 ABOUT THE ORGANIZATION

1.2.1 INDUSTRY PROFILE

India's trade in textiles and its share in world trade can be categorized as follows:

India's Trade in Textiles

Type	India's Share in World Trade (1998)
Yarn	*22%*
Fabrics	*3.2%*
Apparel	*2%*
Made-ups	*9%*
Over-all	*2.8%*

Compound Annual Growth Rate (CAGR) of different segments

Type	CAGR (1993-98)
Yarn	*31.79%*
Fabric	*9.04%*
Made-ps	*15.18%*

Global Scenario

The textile and clothing trade is governed by the Multi-Fibre Agreement (MFA) which came into force on January 1, 1974 replacing short-term and long-term arrangements of the 1960's which protected US textile producers from booming Japanese textiles exports. Later, it was extended to other developing countries like

India, Korea, Hong Kong, etc. which had acquired a comparative advantage in textiles. Currently, India has bilateral arrangements under MFA with USA, Canada, Australia, countries of the European Commission, etc. Under MFA, foreign trade is subject to relatively high tariffs and export quotas restricting India's penetration into these markets. India was interested in the early phasing out of these quotas in the Uruguay Round of Negotiations but this did not happen due to the reluctance of the developed countries like the US and EC to open up their textile markets to Third World imports because of high labour costs. With the removal of quotas, exports of textiles have now to cope with new challenges in the form of growing non-tariff / non-trade barriers such as growing regionalisation of trade between blocks of nations, child labour, anti-dumping duties, etc.

Nevertheless, it must be realised that the picture is not all rosy. It is now being admitted universally and even officially that the year 2005 AD is likely to present more of a challenge than opportunity. If the industry does not pay attention to the very vital needs of modernisation, quality control, technology upgradation, etc. it is likely to be left behind. Already, its comparative advantage of cheap labour is being nullified by the use of outmoded machinery.

Textile exports alone earn almost 25 percent of foreign exchange for India yet its share in global trade is dismal, having declined from 10.9 percent in 1955 to 3.23 percent in 1996. More significantly, the share of China in world trade in textiles, in 1994, was 13.24 percent, up from 4.36 percent in 1980. Hong Kong, too, improved its share from 7.06 percent to 12.65 percent over the same period. Growth rate, in US$ terms, of exports of textiles, including apparel, was over 17 percent between 1993-94 to 1995-96. It declined to 10.5 percent in 1996-97 and to 5 percent in 1997-98. Another disconcerting aspect that reflects the declining international competitiveness of Indian textile industry is the surge in imports in the last two years. Imports grew by 12 percent in dollar terms in 1997-98, against an average of 5.8 percent for all imports into India. Imports from China went up by 50 percent while those from Hong Kong jumped by 23 percent.

Global factors influencing textile industry

The history of the textile and clothing industry has been replete with the use of various bilateral quotas, protectionist policies, discriminatory tariffs, etc. by the developed world against the developing countries. The result was a highly distorted structure, which imposed hidden costs on the export sectors of the Third World. Despite the fact that GATT was established way back in 1947, the textile industry, till 1994, remained largely out of its liberalization agreements. In fact, trade in this sector, until the Uruguay Round, evolved in the opposite direction. Consequently, since 1974 global trade in the textiles and clothing sector had been governed by the Multi-fibre agreement, which was the sequel to an increasingly pervasive quota regime that began with the Short-term arrangement on cotton products in 1962 and followed by the Long-Term arrangement. After the successful conclusion of the Uruguay Round in 1994, the MFA was replaced by the Agreement on Textiles and Clothing (ATC), which had the same MFA framework in the context of an agreed, ten year phasing out of all quotas by the year 2005.

Multi–Fibre Agreement (MFA)

On January 1st, 1974, the Arrangement Regarding the International Trade in Textiles, otherwise known as the MFA came into force. It superseded all existing arrangements that had been governing trade in cotton textiles since 1961. The MFA sought to achieve the expansion of trade, the reduction of barriers to trade and the progressive liberalisation of world trade in textile products, while at the same time ensuring the orderly and equitable development of this trade and avoidance of disruptive effects in individual markets and on individual lines of production in both importing and exporting countries. Though it was supposed to be a short-term arrangement to enable the adjustment of the industry to a free trade regime, the MFA was extended in 1974, 1982, 1986, 1991, and 1992. Because of the quotas allotted, the MFA resulted in a regular shift of production from quota restricted countries to less restricted ones as soon as the quotas began to cause problems for the traders in importing countries. The first three extensions of the MFA, instead of liberalising the trade in textiles and clothing, further intensified restrictions on [illegible] affecting the developing country exporters of the textile and

clothing products. Increased usage of several MFA measures tended to further erode the trust which developing countries had originally placed in the MFA.

The MFA set the terms and conditions for governing quantitative restrictions on textile and clothing exports of developing countries either through negotiations or bilateral agreements or on a unilateral basis. The bilateral agreements negotiated between importing and exporting country's contained provisions relating to the products traded but they differed in the details. The restraints under the MFA were often negotiated, or unilaterally imposed at relatively short intervals, practically annually. The quotas could be either by function or fibre

Under the MFA, product coverage was extended to include textiles and clothing made of wool and man-made fibres (MMF), as well as cotton and blends thereof. With regard to applications of safeguard measures, import restrictions could be imposed unilaterally in a situation of actual market disruption in the absence of a mutually agreed situation.

The TSB ensured compliance by all parties to the obligations of bilateral agreements or unilateral agreements. It called for notification of all restrictive measures. A Textiles Committee – established as a management body consisting of all member countries – was the final arbiter under the MFA and worked as a court of appeal for disputes that could not be resolved under TSB.

Unsatisfactory experience with several extension protocols of the MFA, retention clauses, such as "good will", "exceptional cases", and "anti-surge" and other trade related factors led the developing countries to press for the inclusion of the textile issue in the agenda of the GATT Ministerial meeting.

The eventual outcome of prolonged negotiations was the Agreement on Textiles and Clothing.

Agreement on Textiles and Clothing (ATC)The ATC calls for a progressive phasing out of all the MFA restrictions and other discriminatory measures in a period of 10 years. In contrast to the MFA, the ATC is applicable to all members of the WTO.

Post-MFA / ATC Scenario

It is generally believed that quota phase-out can only be **beneficial** for the industry. In 1993, a study of seven countries found that the price of cotton yarn per kilo, was cheapest in India at US$ 2.79, compared to US$ 3.30 in Brazil, US$ 4.19 in Japan, and US$ 3.10 in Thailand. This was because overall labour and raw material costs are cheaper in India.

There is, therefore, a propensity towards **sourcing from low-cost countries** in the neighborhood as also a growth of offshore processing by manufacturers in developed countries. Regional integration reinforces this.

Further exporters in India fear that freer imports could lead to **dumping of low-cost fabrics** from China and other Southeast Asian countries. Thus, the industry needs restructuring on all fronts. Although the policy framework can be blamed partially for its ills, internal factors are equally important.

Recent studies indicate that India is beginning to lose out to its rivals. In one survey of US textile and apparel imports, China and Hong Kong had higher market shares than India. In certain categories, other Asian low cost producers like Pakistan and Indonesia had higher market shares and had emerged as close competitors to India. Because many of these countries depend on imports, however, India can take advantage of **home production**.

Further, formation of NAFTA means **direct competition** from the Latin American countries. The United States has farmed-out offshore processing work to enterprises in Mexico and the Caribbean Base Initiative countries. Similar relocation has taken place in Europe with manufacturers shifting base to Eastern Europe, which provides similar advantages of cheap labour and proximity.

According to projections by TECS, EU imports of ready-made fabrics will double between 1994 and 2004, as a result of the elimination of quotas. US imports are expected to treble over the same period.

According to another prediction, apparel output could more than double (i.e. expand by 241%) between 1995 and 2005, compared to an increase of only 114%, without the agreement on textiles and clothing.

By increasing market access, the ATC will generate **multiplier effects** in the Indian economy, eventually feeding back into the textile industry itself. The rise in demand for exports could increase output and employment in the textile industry. This in turn will stimulate the agricultural sector to meet the rising demand for cotton. As profits rise, so will wages, which will act as further stimulus. The export boom in the textile and clothing industry will also generate considerable foreign exchange.

Given India's high quota growth rates during the phase-out period, its competitive product niches and established links with retailers and importers in developed countries, it should experience vigorous growth in the future. The World Bank predicts a growth rate of 16% per annum in the coming decade.

Conclusions

To effectively tackle the situation India needs to invest in research and development to develop new products, reduce transaction costs, reduce per unit costs, and finally, improve its raw material base. India needs to move from the lower-end markets to middle level value-for-money markets and export high value-added products of international standard. Thus the industry should diversify in design to ensure quality output and technological advancement.

The weakest links in the entire chain are the power looms and the processing houses. The latter especially are very important because they are responsible for the highest value addition in the manufacturing line. A power loom co-operative structure could be evolved for pooling of common services and functions such as quality testing, marketing, short-term financing, etc. Further, because of the geographical proximity enjoyed, a cluster approach can be adopted.

The government also needs to make policy changes like dereserving the small-scale

Handlooms by their very nature can adopt a strategy of "niche" marketing. In this respect, export promotion, common credit and marketing facilities and more significantly publicity are important areas for co-operation. Here too, a co-operative structure would be useful though government agencies should be involved because of their outreach. Newer and more innovative forms of involvement are required where decentralization should be a key element.

India has made little attempt to forge partnerships – in equity, technology and distribution in overseas markets. The newer nuances of global apparel trade demand joint control of brand positioning, distributing and quality assurance systems.

The Indian textile industry has recognized the need for a cradle-to-grave approach when tackling environmental issues i.e. eco prescription should be applied right from the stage of cultivation to spinning to weaving to chemical processing to packaging. Here especially there is great scope for private -public partnerships.

A great deal of work has been done by Indian trade and industry to comply with ecological and environmental regulations, and so Indian garments can adopt an appropriate label signifying a distinct quality.

Efficiency and output of handloom and power loom sectors also needs to be increased. The clothing sector needs the support of high quality and cost-effective cloth processing facilities. Modernisation of mills is a must.

Human resource is another area of focus. The workforce must be trained and oriented towards high productivity.

1.2.2 COMPANY PROFILE

Organizational Goal:

Always work for the best quality and on time delivery which would satisfy the needs

Sales Network:

Our Products are targeted towards trendy fashion oriented line for both sex of the upper middle class segment. Our garments are exported in large quantities to many of the European and South American Countries. We conform to International standards in Human Resource Practices and adopt Eco-friendly standards in Production.

Fashion Gate believes in continuous improvement in the product quality and being cost effective as a means of achieving total customers satisfaction. We have an experience of more than Two Decade in the Garments industry with world renowned customers across US, Canada and European markets.

Our Mission:

Superior quality, reasonable prices, prompt delivery, keeping commitment and better service are our product polices to serve our every patron.

About Us:

Incepted in the year 1993, Fashion Gate has acquired a reliable name engaged in manufacturing, exporting and supplying of an exhaustive collection of knitted fashion garments ranging from T-shirts, long sleeve t-shirts, jogging suits, boys wear, girls wear, men's wear, ladies wear and children wear.

Total 15, 000 Square feet and total employees up to 200, plants infrastructure has to a total production capacity of 2500 Garments per day.

It terms of safety, environments, norms, social responsibility, this factory is ready to meet any compliance requirements of our valued customers. Strong sampling Departments Create Own collection of 500 styles each season.

we have strive to diligently work on developing newer and innovative styles in designing our garments. We deliver 1,00,000 piece per month for basic T-shirts.

Our Quality Assurance

Being known as a reliable enterprise, we keep a constant attitude towards quality of our Knitted Garments. We make certain that our garments are in line with the international standards and meeting the specified needs of our customers. The fabrics and other requisite garment accessories used in fabrication are sourced from trusted associates of the market. In addition, our textile engineers make sure that the dyeing of the fabrics is carried out in perfect conditions.

The quality of our collection is further checked on the following parameters:

1. Fabric
2. Colour
3. Dye
4. Shrinkage

Our Team

The expertise of the company lies upon the team of highly skilled and dedicated professionals. We hire a highly qualified team after analyzing the skills and competence of the professionals through various tests and interviews. They have vast industry experience and in-depth domain knowledge which helps us in meeting the exact requirements of our valuable clients. Moreover, we conduct regular training sessions to keep them abreast with the latest designing trends and technology as well.

Our experienced team of professionals includes the following:

1. High Qualified staffs.
2. Experts Labours.
3. Procurement professionals
4. Quality testers

6. Administrative staff
7. Client Satisfaction

Customization

We provide them the customization facility and manufacture our products according to the specifications detailed by our clients in order to meet their requirements. Moreover, in our customization facility, we offer the options to our clients to avail our offered Knitted Garments in various customized specifications as per their requirements.

Client Satisfaction:

Due to our advanced and well developed manufacturing unit, we are capable of producing a range of high quality Knitted Garments along with the customized options. Our manufacturing experts make sure that the offered garments are as per the prevailing trends of the apparel market. Apart from this, in-depth research is conducted by our professionals to understand the requirements of our customers in detail. Our customers can avail these products from us in various designs, colors and patterns. Due to our wide distribution network, we have created a huge client-base across the country.

Why Us?

Some of the factors that helped us in gaining an edge over competitors are as under :

Superior quality products
Trusted vendors
Experienced professionals
Warehousing unit
Customized solutions
Industry reasonable prices etc.,

We are offering a range of quality bound Knitted Garments that are widely

Craftsmen, we further offer customized solutions for our products in order to value the specified demands of our customers.

Products:

All range of knitted garments for men/ ladies/ boys/ girls for instance casual wear, nightwear, sportswear, under garments and also for babies which are being made in 100% Cotton, Viscose, Lycra mixed fabrics and various Blend materials in accordance with summer and winter seasons.

Fabrics Range:

Includes Single Jersey, Heavy Jersey, 1x1 rib, 2x2 rib, Interlock, Pique, yarn dyed, mercerized, Tie and dye and Garment dyed, Velour, Polar Fleece which are being used with AZO free dyes.

Men's Wear	Ladies Wear	Children & Kids Wear
• Men's Casual Wear • Men's Inner Wear • Knitted T-shirts • Polo T-shirts • Boxer Shorts • Men's Pyjama sets , etc	• Knitted Tops • Fashion Tops • Ladies Casual Wear • Pyjama sets • Ladies T-shirts • Swim Wear , etc	• Kids T-shirt • Kids Top & Short sets • Kids Boxer Shorts • Knitted T-shirts • Infant Sets

Compacting

Our Factories are well equipped with the latest state of the art following imported Compacting (Shrinkage Control) Tube Tex - USA, Ferrorrow - Italy, Lafer - Italy & Raising Machineries. A modern state-of-the-art machineries are available in-house to make sure that quality is always delivered at every stage of production.

Compacting Machine (Shrinkage Control) We are very particular in keeping the shrinkage levels well below permissible limits. Every garment that goes out of our factories are compacted as a rule.

The latest compacting machines we use ensures that a smooth fabric is delivered without the shine after compacting.

Infrastructure:

The infrastructures at Fashion Gate have marked by a perfect harmony among the various functional units namely Knitting, Compacting & Sewing Machines. All the units at Fashion Gate are well equipped with the latest machinery to keep in pace with the changing & challenging needs of the customers around the world

Compacting Units:

We are very particular in keeping the shrinkage levels well below permissible limits. Every garment that goes out of our factories are compacted as a rule. The latest compacting machines we use ensures that a smooth fabric is delivered without the shine after compacting. Our Production capacity is 6 Tonnes/day.

Cutting Sections:

Cutting Room is handled both manually (for stripes, Jacquards to get the stripes and design set in side seam) and also mechanically, i.e., Lay cutting of cloth by a cutting master to make consistent and sharp cuts.

Stitching Sections:

We have modernized stitching units and our all department well experienced & skilled employees are working. The over lock and flat lock machines are from Pegasus-Japan and lock stitch are from Juki-Japan. All the machines are fixed with auto thread trimmer and dust collector. Total no. of machines 210.

Checking Sections:

The finished garment is then subject to a thorough check by skilled supervisors, even the smallest defect is not overlooked.

Ironing & Packing Section.

Ironing is the Final phase of production of the garment, which has been doing with latest machines. The garments are steam pressed and vacuum sucked in order to take away any excess moisture in the garment due to steaming. After pressing the garment goes for final packing.

1.3 STATEMENT OF THE PROBLEM

Search engine optimization (**SEO**) is the process of affecting the visibility of a website or a web page in a search engine's "natural" search results In general, the earlier, and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, academic search news search and industry-specific vertical search engines.

In EXEL Sourcing Company, no analytical tools were used and it currently uses Google SEO on daily rental basis which is highly expensive. The proposed system of SEO has validating links in which articles can be submitted to social networking sites. It has availing space for additional concerns. Fashion gate garments website and sub domain pages also manageable by one tool. A list of keywords according to the organization's varied needs can be added. Thus the proposed system creates more visibility to the company's website and hence the brand image is improvised at a cost effective manner.

1.4 SCOPE OF THE STUDY

The scope of the study is to identify whether EXEL Sourcing Company, through their implementation of Search Engine Optimization can make a significant impact on the market with respect to its brand image. In addition, implementation of Search Engine Optimization can further strengthen their market position in tune with current needs and wants. The study also examines the cost effectiveness achieved by EXEL Sourcing Company by implementation of Search Engine Optimization.

CHAPTER 2

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

ROSS A. MALAGA

Ross Malaga[1]: This article examines some of the techniques that can lead the search engines to ban a site- so called "black hat" techniques . It is important for all webmasters and those that outsource their search engine optimization programs to understand these techniques and the impact they can have on search engine placement.

Chenting Su[2]: Whether and how firms can employ relative rankings in search engine results pages to differentiate their brands from competitors in cyberspace remains a critical, puzzling issue in e-commerce research. By synthesizing relevant literature from cognitive psychology, marketing, and e-commerce, this study identifies key contextual factors that are conductive for creating brand positioning online via SERPs. In two experiments, the authors establish that when Internet user's implicit beliefs about the meaning of the display order of search engine results are activated or heightened through feature priming, they will have better recall of an unknown brand that is displayed before the well-known brands in SERPs.

Vishwa V.Kumar and Felix T.S[3] : Environmental management and economic concerns drive the remanufacturing industry to inevitable process in closed loop logistics. Most of the existing models on reverse logistics assumed the return rate as a fixed fraction. The RFID embedded model is aimed at mapping the economical merits by easily counting returned products and transferring them to different remanufacturing units.

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[1] Ross Malaga, "Worst Practices in Search Engine Optimization", Communication of the ACM, December 2008, vol 51, no.12

[2] Chenting Su, "Brand Positioning Strategy Using Search Engine Marketing", MIS Quarterly, June 2010, vol 34, no.2

[3] Vishwa V.Kumar and Felix T.S, "A Superiority search and optimization algorithm to solve RFID and an environmental factor embedded closed loop logistics model",Communication of seo, December

Kfir Eliaz and Ran Spiegler[4]: A search engine is a platform that serves a two-sided market. It is based on a technology that potentially improves the quality of consumer search. Before the advent of Internet search engines, yellow pages were the closest example of a search engine. Firms pay to be included in the yellow pages, with various degrees of prominence. In Internet environments, consumers use search engines by submitting a query in a language dictated by the search engine.

Saravana Kumar:[5]This research work implies a new methodology of Search Engine Optimization without getting sandboxed by search engines like Google,bing,yahoo etc. In the past, algorithm was based on the quantity of back links that a site has. The latest algorithm updation are taken in to consideration and the strategy is developed to rank for a keyword. By implementing this method , any organization can take advantage of the traffic from the search engines and have a good online presence.

Karthikeyan:[6]Search Engine Optimization (SEO) is an Internet marketing strategy and a process, widely used now-a-days for improving the volume or quality of traffic to a website through search engines. The results generated by search engines can be natural (organic or algorithmic) and/or paid search. In the present study, different techniques were used for achieving better optimization for Web 2.0 based websites. Different techniques related to SEO like keyword discovery, crawling, on-page and off-page optimization and different Google tools are discussed in this paper. The present study also study also describes the impact of SEO on Internet marketing. The results of the investigation help webmasters to gain a deep insight about SEO and also to guide them in making better decisions regarding their online advertising and marketing campaign.

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[4] Kfir Eliaz and Ran Spiegler,"A Simple Model of Search Engine Pricing", The Economic Joutnal, November 2011, vol 121, no 53

[5] Saravana Kumar, "A New Methodology of Search Engine Optimization", MIS , November 2011, vol 112, no 43

Google Search Engine Optimization Starter Guide:[7]Search engine optimization is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results. You're likely already familiar with many of the topics in this guide, because they're essential ingredients for any web page, but you may not be making the most out of them.

JOERAN BELL [8]This article introduces and discusses the concept of academic search engine optimization (ASEO). Based on three recently conducted studies, guidelines are provided on how to optimize scholarly literature for academic search engines in general and for Google Scholar in particular. In addition, we briefly discuss the risk of researchers' illegitimately 'over-optimizing' their articles.

Thomas D.Cook:[9] Search engine optimization or SEO is the process devised to improve the volume and quality of traffic coming to a website from search engines through the means of natural search results for targeted keywords. Usually, the higher the website is present in the search engine result pages, the better rate of traffic it receives. The process of **Search Engine Optimization** is planned on the basis of different kinds of search, including image search,local search, and industry-specific vertical search engines. Most of the web traffic is driven by 5 major commercial search engines Google, Yahoo, MSN, AskJeeves and AOL. However, many other search engines such as Altavista, Gigoblast, Netscape and etc are also available on the Internet.

Andrew Flory:[10]The Page Rank service from Google is the most popular way to measure the quality and popularity of a site but it alone isn't enough to give us the correct idea if a site is good or not. There are too many sites with inflated PR, so we can't trust PR alone. The principle of PR is that sites are divided into 11 categories with ranks from 0 to 10, respectively (plus the N/A category of sites that are not

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[7] Andy Page,"Google's Search Engine Optimization", Starter Guide, January 2007, vol 52, no 14
[8] Joeran Bell, "Academic Search Engine Optimization",Research Challenges on Information Science, January 2010, vol 36, no 23
[9] Thomas D. Cook, "Implementation on Search Engine Optimization", Challenges on Search Engine

included in the ranking as well). The concept is that the higher the PR, the better the site. Sites that have a PR of 10 are very rare. Sites with PR of 7-9 are more common but still they are a minority because this page rank denotes a very high quality site. If a site has a PR of 5 or 6, this means this site is viewed by Google as a quality site. PR of 3 and 4 are for sites that are about the average. PR of 0 to 2 are for sites that are below the average and therefore aren't the top back linking candidate.

CHAPTER 3

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

3.1 TYPE OF RESEARCH

The study adheres to descriptive research design to gain valuable insights on effectiveness of the Search Engine Optimization tool implemented in the organization.

.3.2 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- To increase web hit(viewer) counts by ranking the organization's web site very high in the results of searches.

SECONDARY OBJECTIVES

- Providing wide range of information in the company website does making it more informative for the users who visit the web site seeking information regarding company's products, offers, tenders.
- Ensuring availability of online purchase of company's products along with payment option.

3.3 METHOD OF DATA COLLECTION

- Primary data was collected by observation and survey method.
- Questionnaire was conducted to learn about the effectiveness of Search Engine Optimization tool implemented in the organization..
- Questionnaire with a set of questions was presented to respondents for their answer. The questionnaire included closed end questions.

3.4 SAMPLING DESIGN

The total population for the study is employees of EXEL Sourcing Company in Pollachi location. The population taken for the analysis was 160 employees Out of it, 100 samples were collected based on random sampling method.

3.5 STASTICAL TOOLS USED

The statistical tools used for analysis are,

1. Independent T test
2. ANOVA
3. CROSS TABS

3.6 LIMITATIONS OF THE STUDY

- The observation and conclusion, which are presented in the report, are based on the data collected from employees in Pollachi branch only of EXEL Sourcing Company.
- Location has led to choosing a smaller sample size, hence may have an effect on the accuracy.
- Some employees were hesitant in spending time on the questionnaire.
- Due to time constraints, the study is limited only to Pollachi branch only.

CHAPTER 4

ANALYSIS AND INTERPRETATION

CHAPTER 4
ANALYSIS AND INTERPRETATION

T-TEST

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
BRANDMGT	Equal variances assumed	.242	.624	-.803	98	.424	-.08000	.09961	-.27768	.11768
COST	Equal variances assumed	.004	.952	-.445	98	.657	-.03867	.08693	-.21117	.13384

Table 4.1 Independent T Test

INTERPRETETION

H0: There is no significance difference between gender and brand image, cost effective tools used by the company.

HA: There is significance difference between gender and brand image, cost effective tools used by the company.

Brand mgmt: high impact on brand image

Cost: cost effective

Significance value: **.624 and .952**

Since significance value is **>.05,**

There is no significant difference between gender and brand image, cost effective of seo tool.

ONE WAY ANOVA

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
BRANDMGT	Between Groups	1.254	2	.627	3.558	.032
	Within Groups	17.099	97	.176		
	Total	18.354	99			
COST	Between Groups	3.374	2	1.687	15.526	.000
	Within Groups	10.539	97	.109		
	Total	13.913	99			

Table 4.2 One Way Anova

INTERPRETATION:

H0: There is significance difference between age groups and brand image, cost effective tools used by the company.

HA: There is no significance difference between age groups and brand image, cost effective tools used by the company.

Brand mgmt: high impact on brand image

Cost: cost effective

Significance value: **.032 and .000**

Since significance value is **<.05,**

There is significant difference between gender and brand image, cost effective of seo tool

Descriptive statistics:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
COST	100	1.4	3.1	1.963	0.37488
BRANDMGT	100	1.3	3.2	2.008	0.43057
Valid N (listwise)	100				

Table 4.3 Cross Tabs

INTERPRETATION:

The value obtained is 1.96. so the employees agree that implementation of SEO tool is cost effective.

The value obtained is 2.00. so the employees agree that brand management or image of the company is effective.

IMPLEMENTATION:

1. SEARCH ENGINE OPTIMIZATION

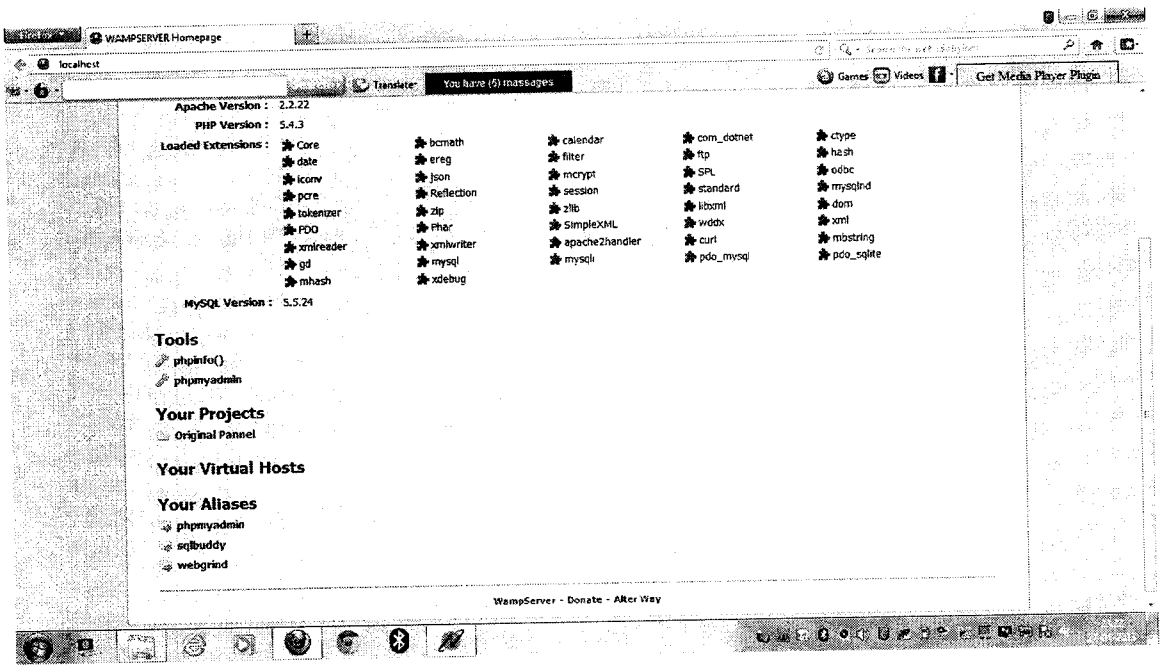

FIG 4.1.1 HOME PAGE OF SEARCH ENGINE OPTIMIZATION

This screenshot represents the home page of search engine optimization in EXEL Sourcing Company.

2. USER LOGIN

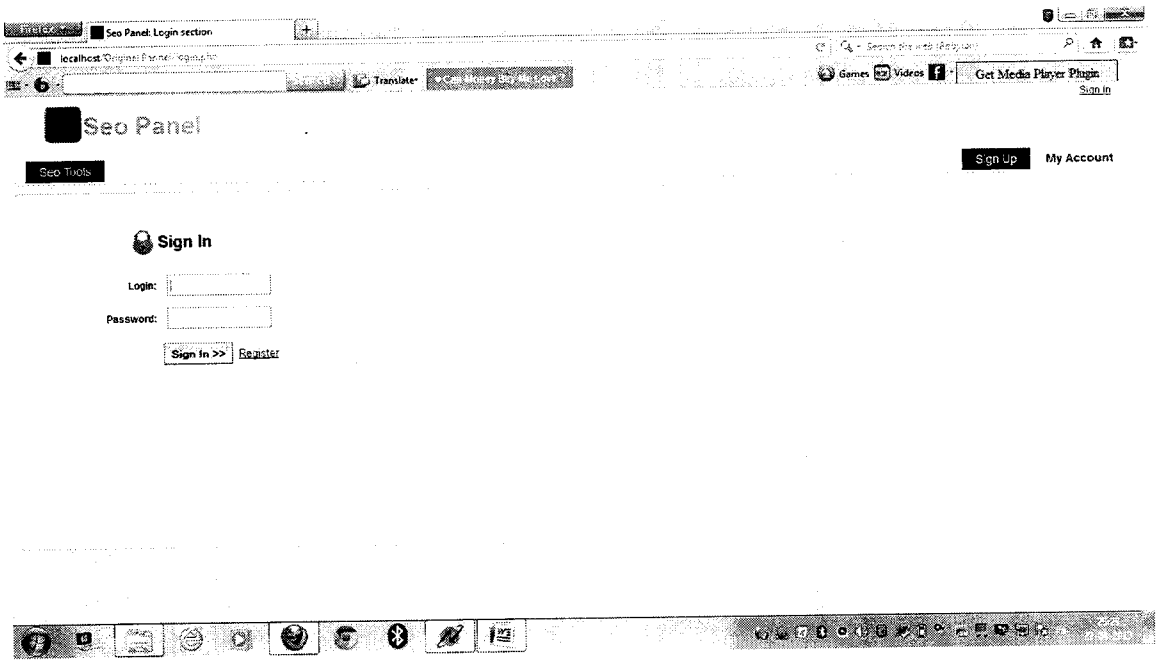

FIG 4.1.2 USER ID

This picture represents the Login page of the user..

3 ACCOUNT SUMMARIES

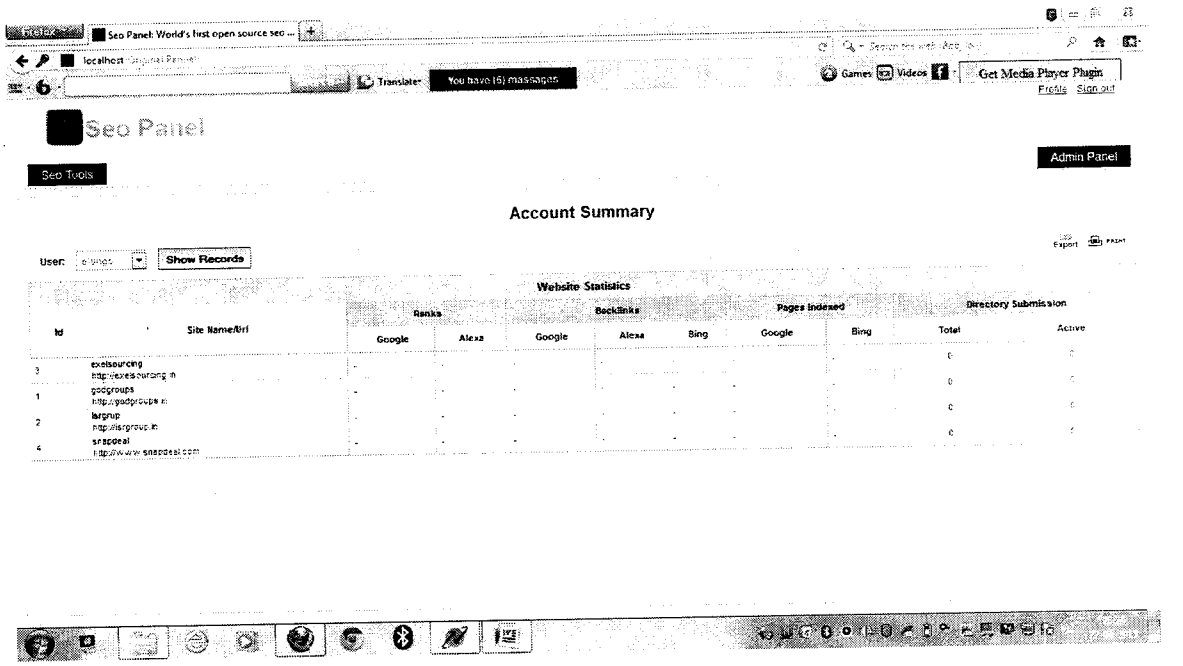

FIG 4.1.3 ACCOUNT DETAILS

This picture gives the details about the account summary of the company.

4. WEBSITE MANAGER

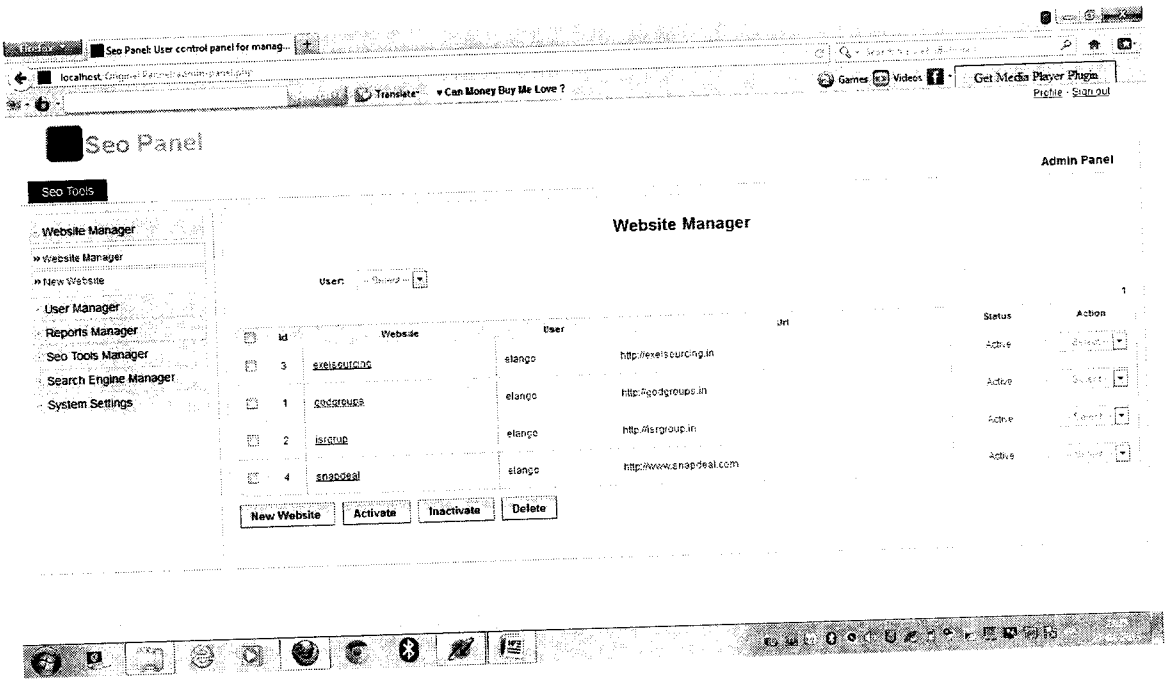

FIG 4.1.4 WEBSITE MANAGER

This picture gives the detail about managing the website in a secured process .

5. USER MANAGER

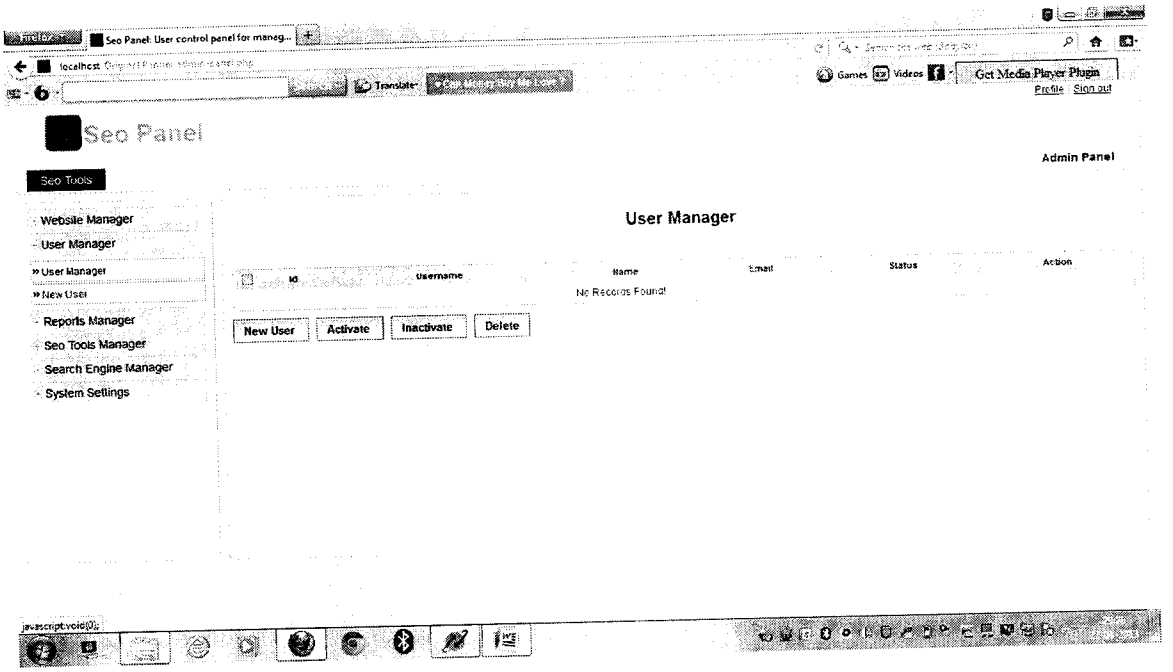

FIG 4.1.5 USER MANAGER

This picture gives the detail about efficient and several users can use at a time in a secured and efficient way.

6. REPORT SUMMARY

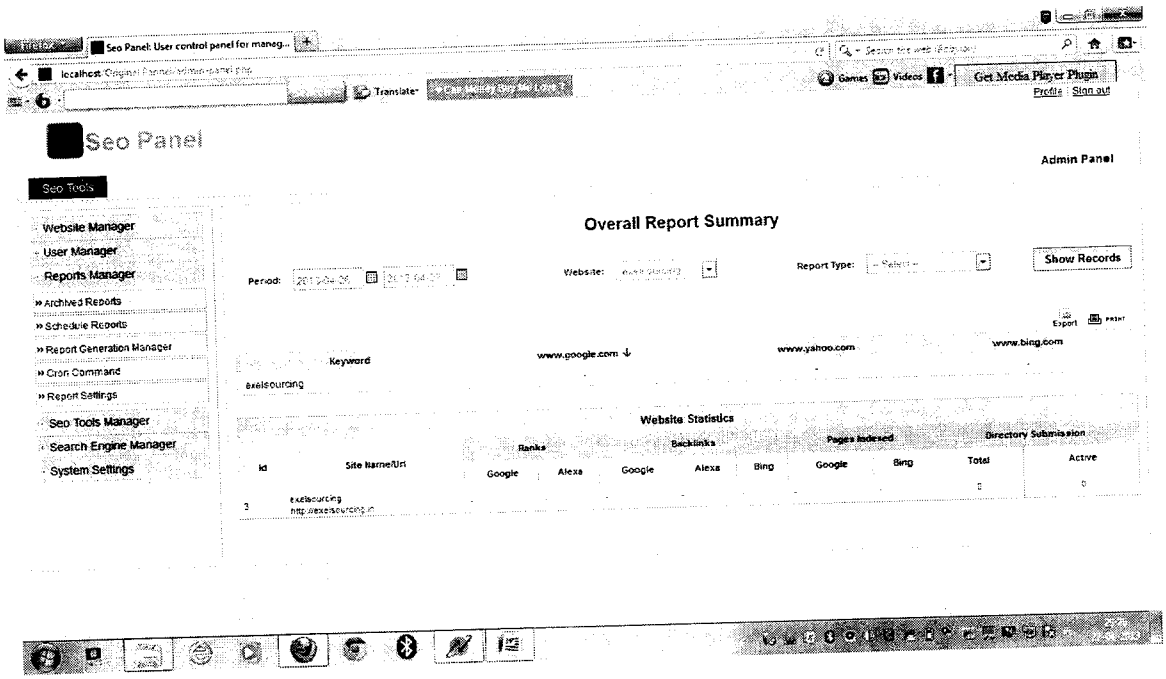

FIG 4.1.6 OVERALL REPORT SUMMARY

This picture gives the detail for overall report summary of the company.

7. SCHEDULED REPORTS

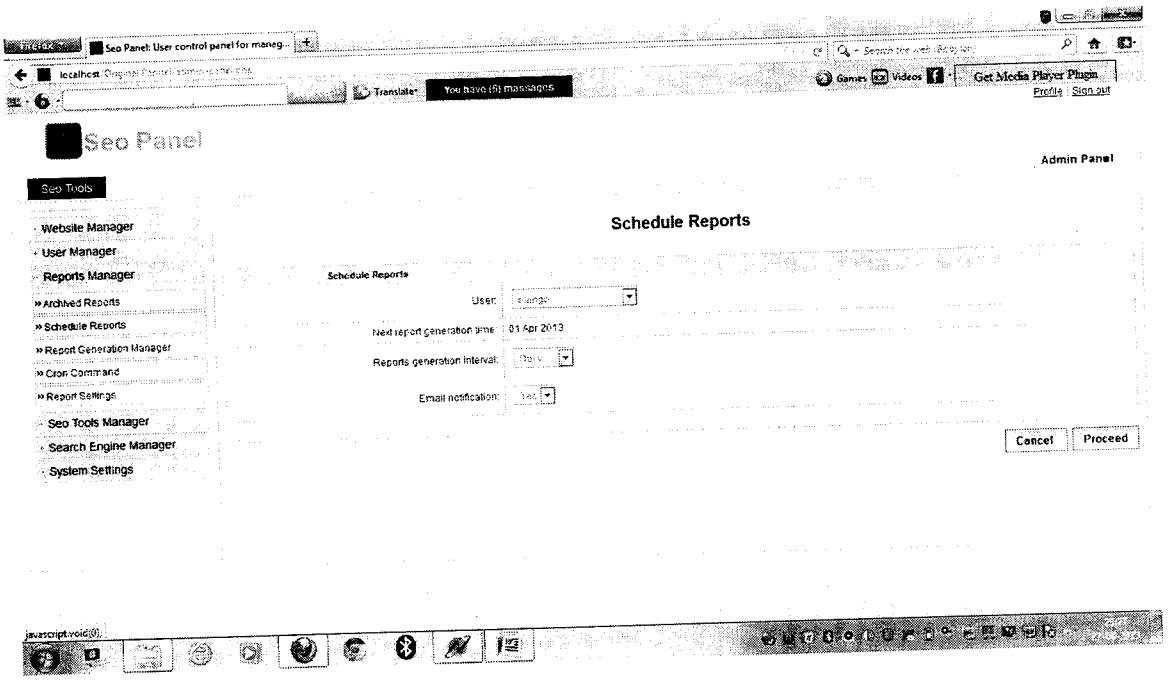

FIG 4.1.7 SCHEDULED REPORT

This picture gives the detail about company schedule report like daily, weekly, monthly basis.

8. REPORT GENERATION MANAGER

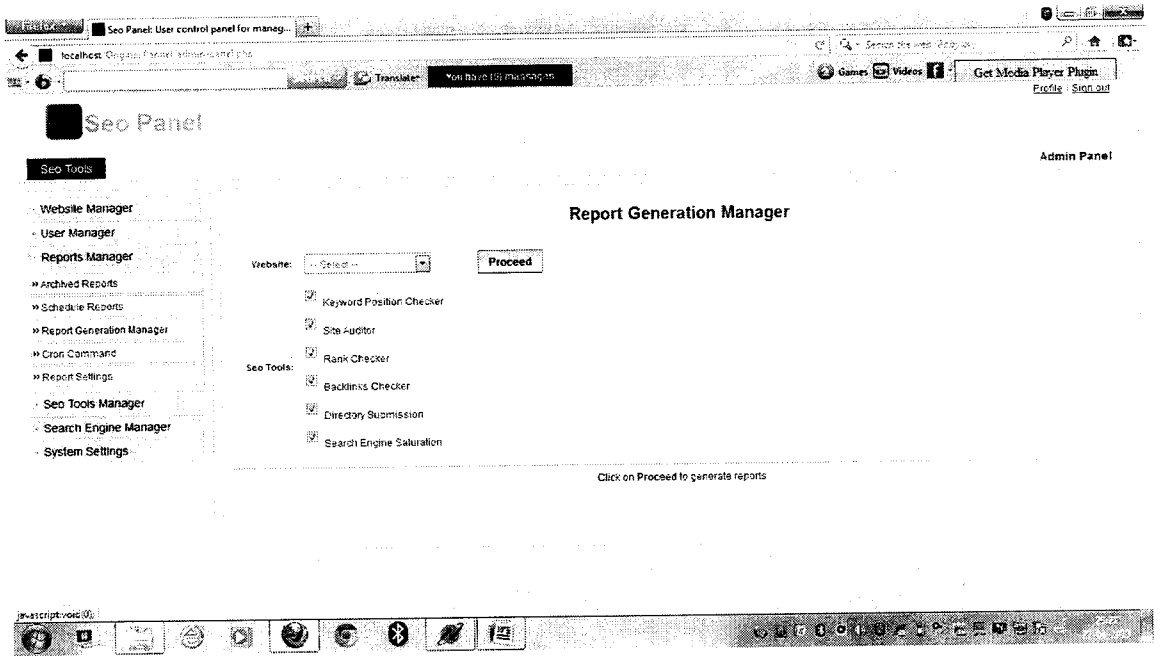

FIG 4.1.8 REPORT GENERATION MANAGER

This picture gives the detail about the key aspects of SEO tool.

9. CRON COMMAND

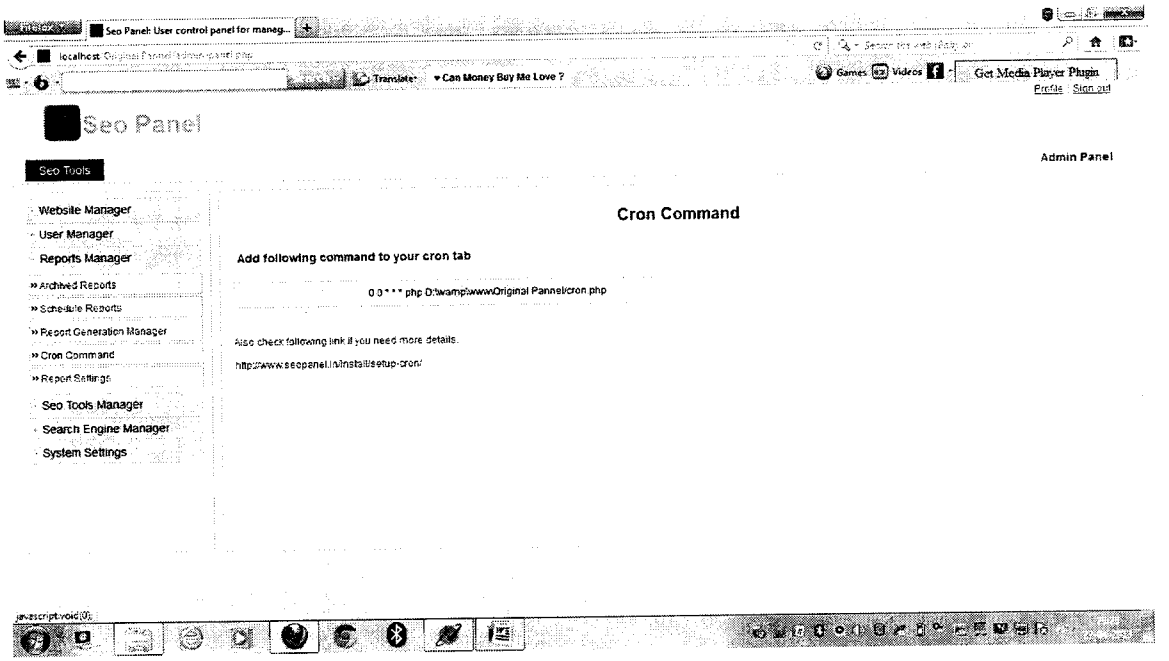

FIG 4.1.9 CRON COMMAND

This picture gives the detail about stores all other report features like key position, rank checking, back link, saturation.

10. REPORT SETTINGS

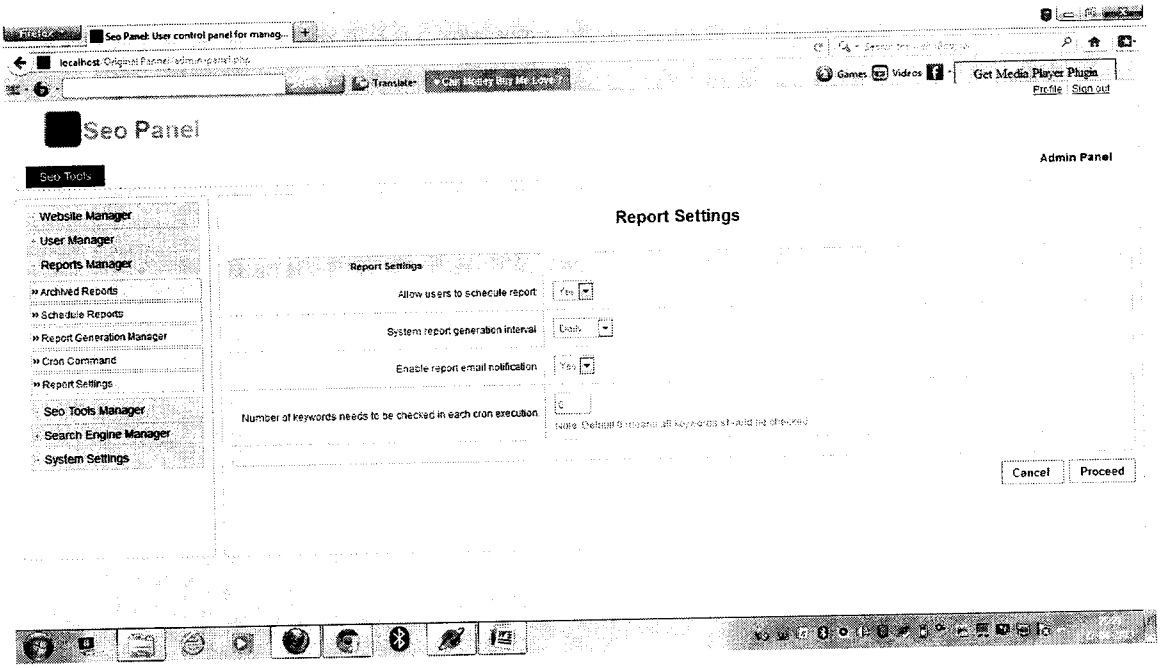

FIG 4.1.10 REPORT SETTINGS

This picture gives the detail about the report settings.

11. SEO TOOLS MANAGER

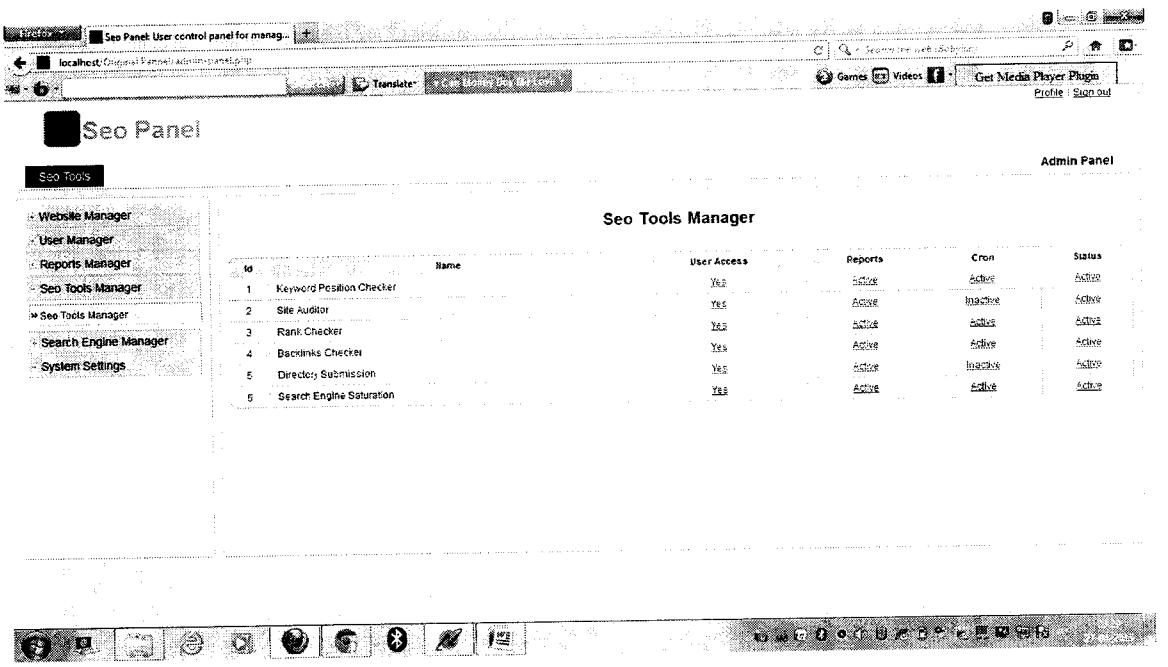

FIG 4.1.11 SEO TOOLS MANAGER

This picture gives the detail about keyword position checker, site auditor, rank checker, back link checker, etc..

12. SEARCH ENGINE MANAGER

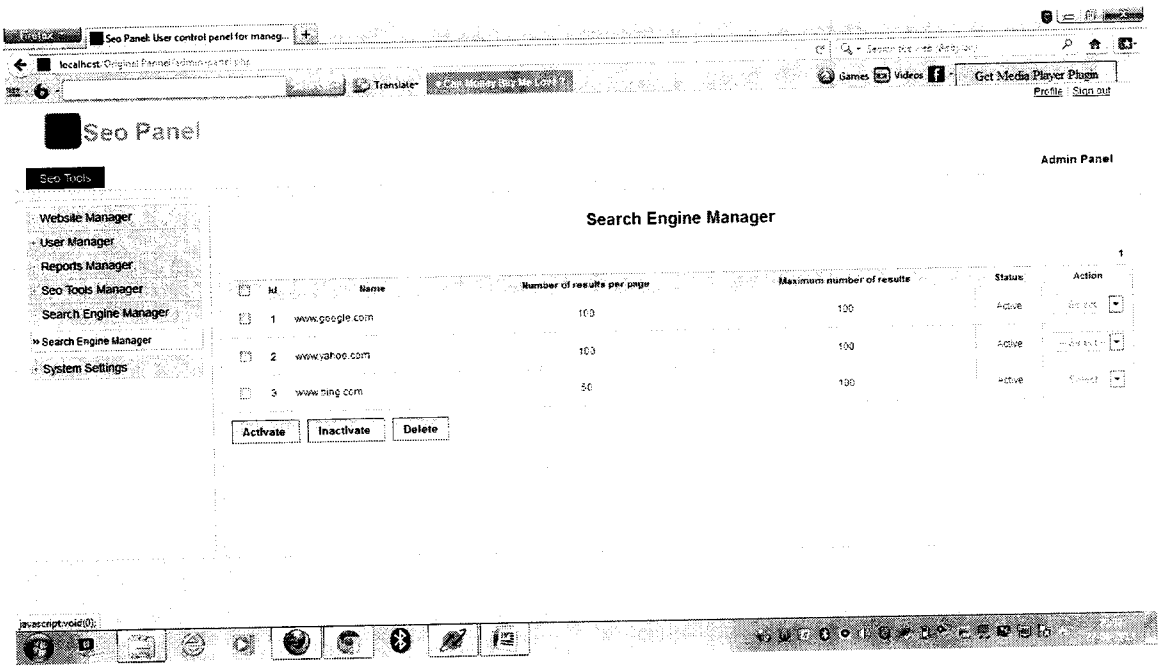

FIG 4.1.12 SEARCH ENGINE MANAGER

This picture gives the detail about search engine manager.

13. SYSTEM SETTINGS

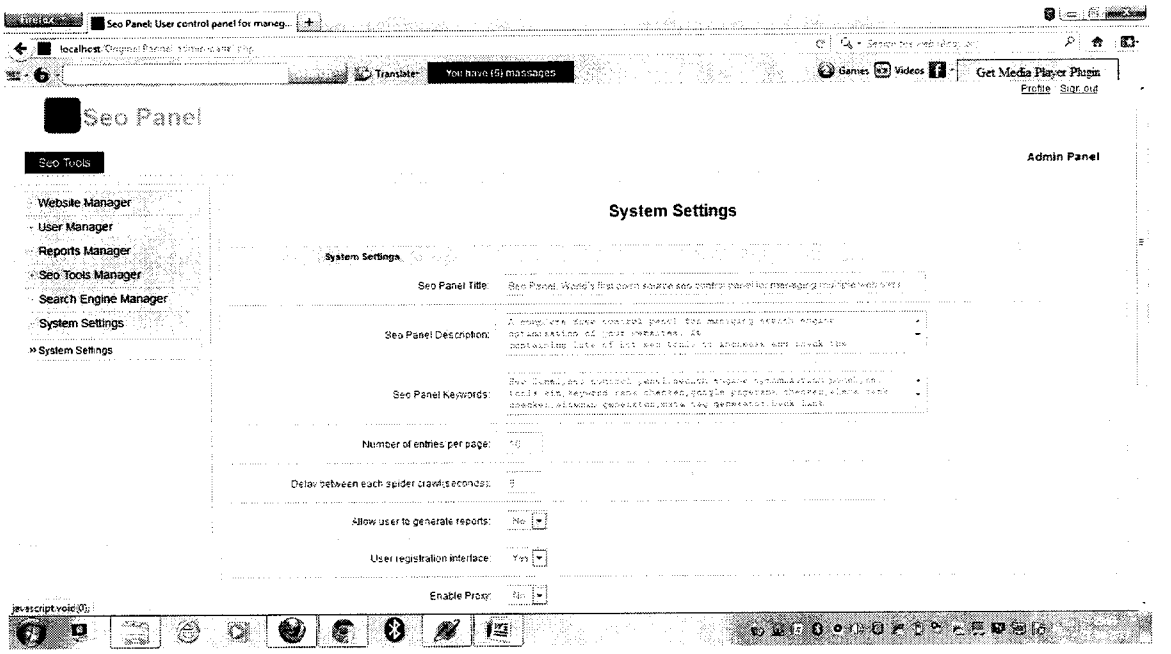

FIG 4.1.13 SYSTEM SETTINGS

This picture gives the detail for assigning keyword , description, title , etc...

14. KEYWORD POSITION SUMMARY

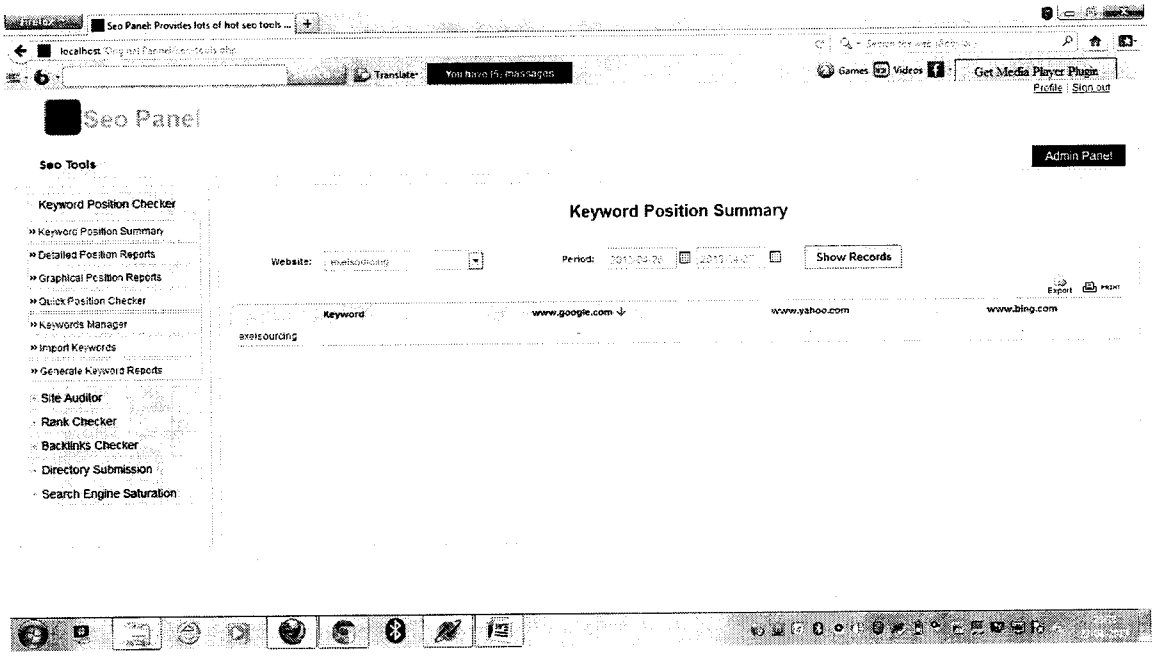

FIG 4.1.14 KEYWORD POSITION SUMMARY

This picture gives the detail for current keyword position summary of the company.

15. DETAILED KEYWORD POSITION REPORTS

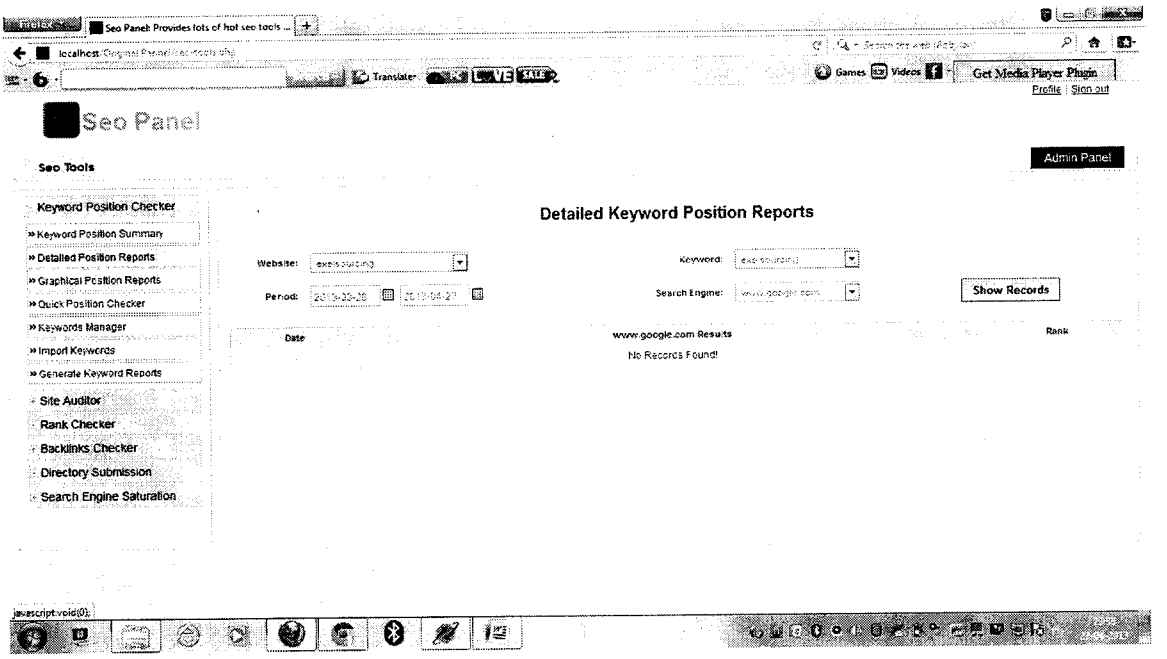

FIG 4.1.15 DETAILED KEYWORD POSITION SUMMARY

This picture gives the detail for complete full keyword position summary of the company.

16. GRAPHICAL KEYWORD POSITION REPORTS

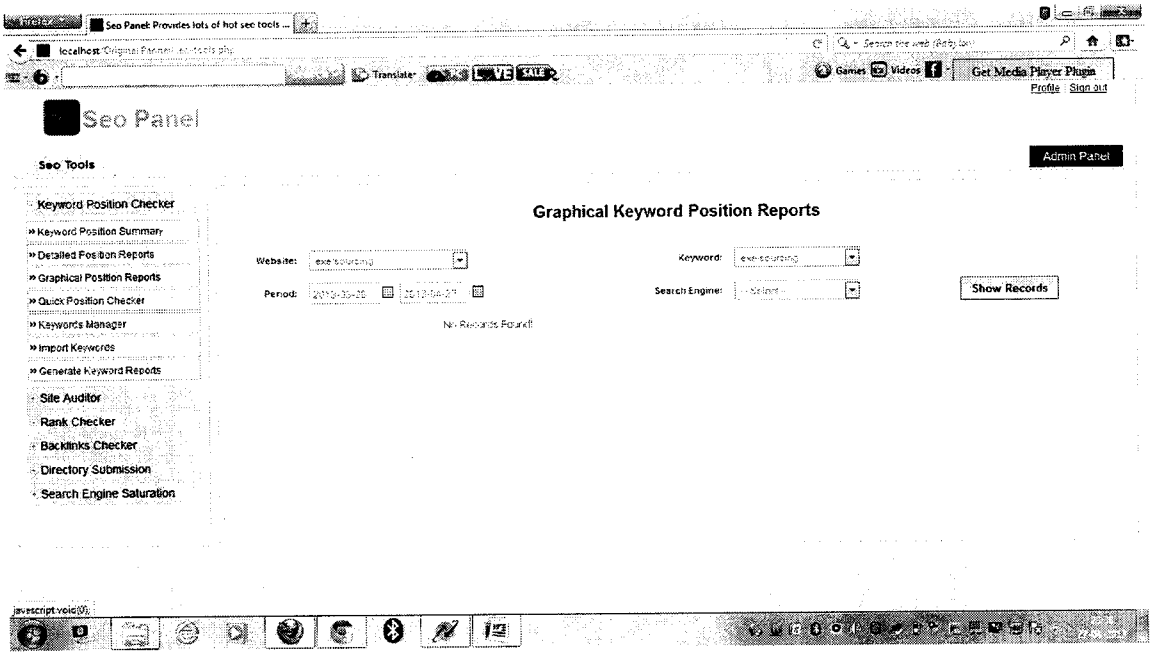

FIG 4.1.16 GRAPHICAL KEYWORD POSITION SUMMARY

This picture gives the detail for graphical report about keyword position summary.

17. QUICK KEYWORD POSITION CHECKER

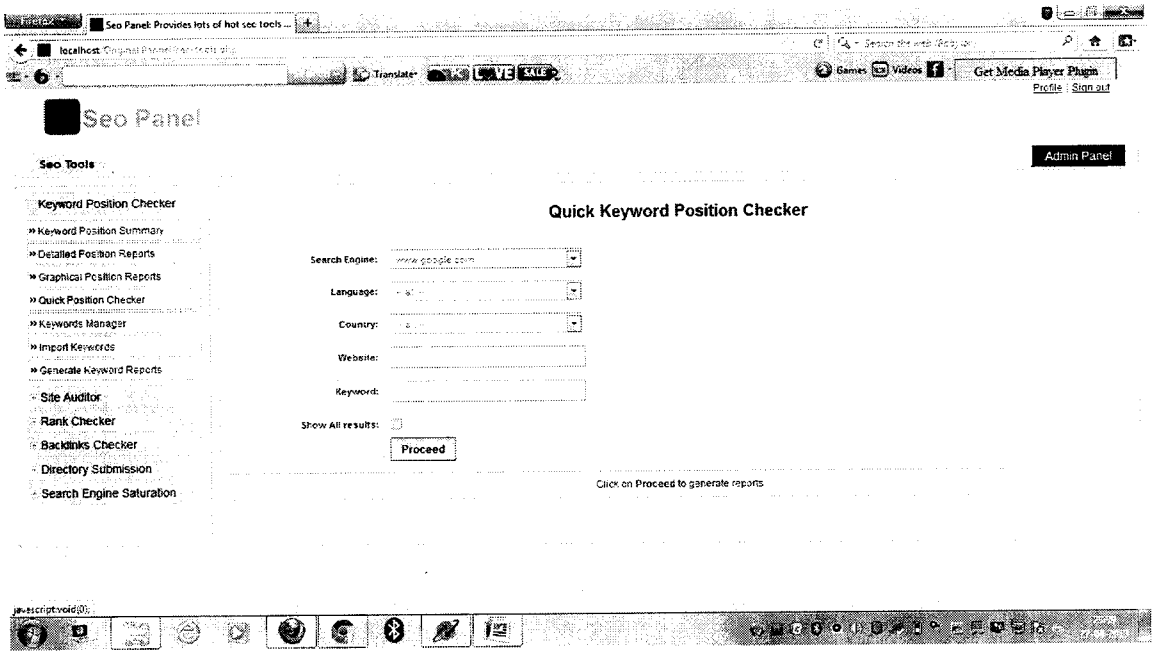

FIG 4.1.17 QUICK KEYWORRD POSITION SUMMARY

This picture gives the detail for quick keyword position summary of the company.

18. KEYWORDS MANAGER

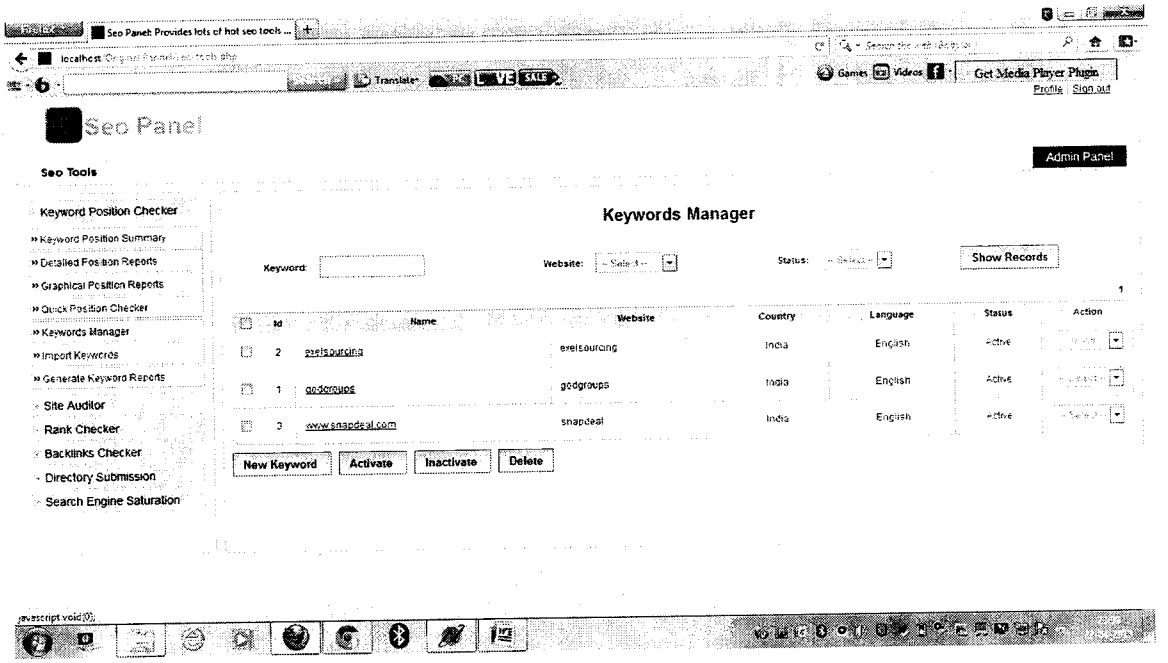

FIG 4.1.18 KEYWORDS MANAGER

This picture gives the detail for managing various keywords for the same company.

19. IMPORT KEYWORDS

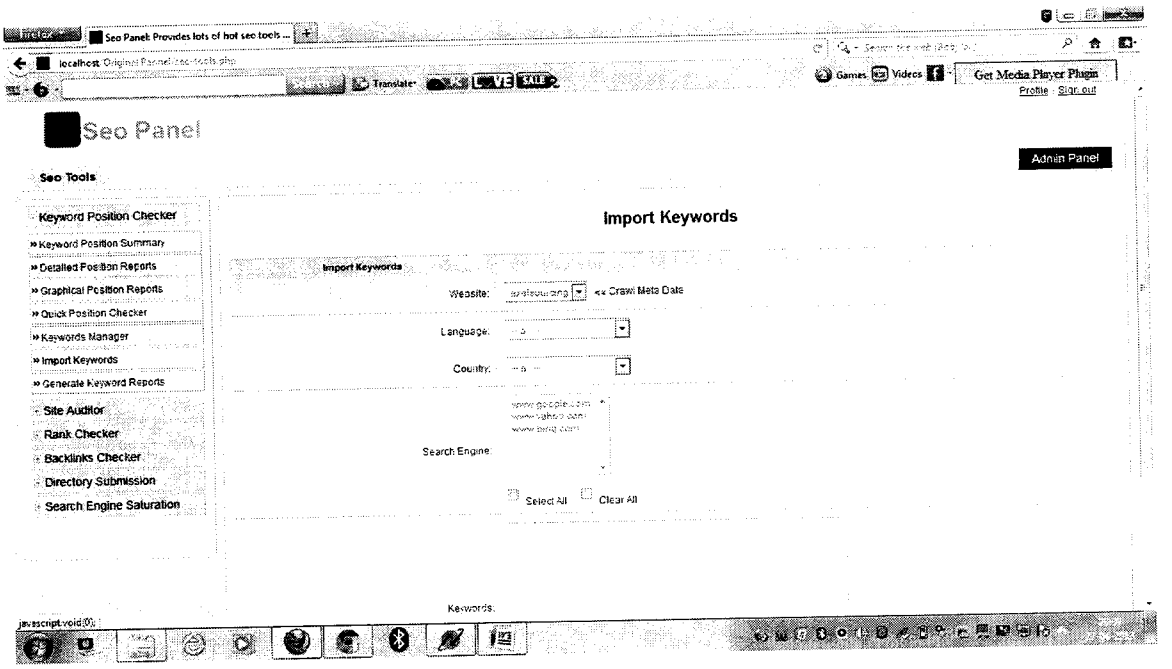

FIG 4.1.19 IMPORT KEYWORDS

This picture gives the detail for adding different keywords for the company to be attractive .

20. GENERATE KEYWORD REPORTS

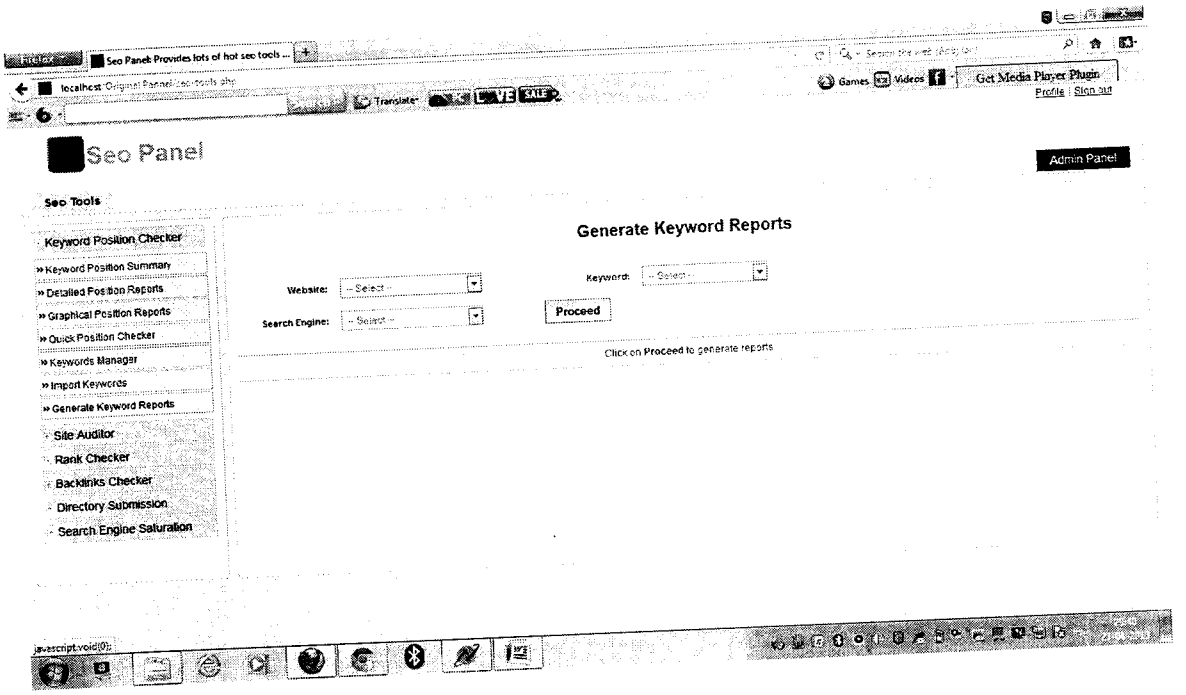

FIG 4.1.20 GENERATE KEYWORD REPORTS

This picture gives the detail for generating the complete report of companies keywords.

21. AUDITOR PROJECTS

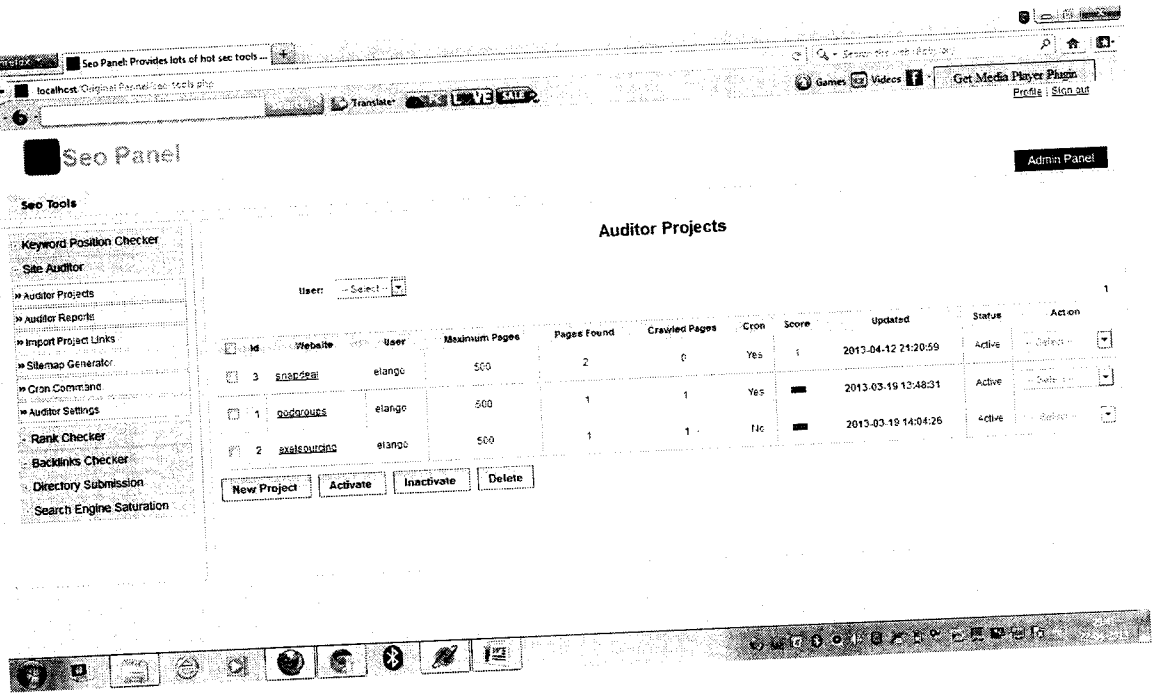

FIG 4.1.21 AUDITOR PROJECTS

This picture gives the detail for knowing the rank of the company.

22. QUICK RANK CHECKER

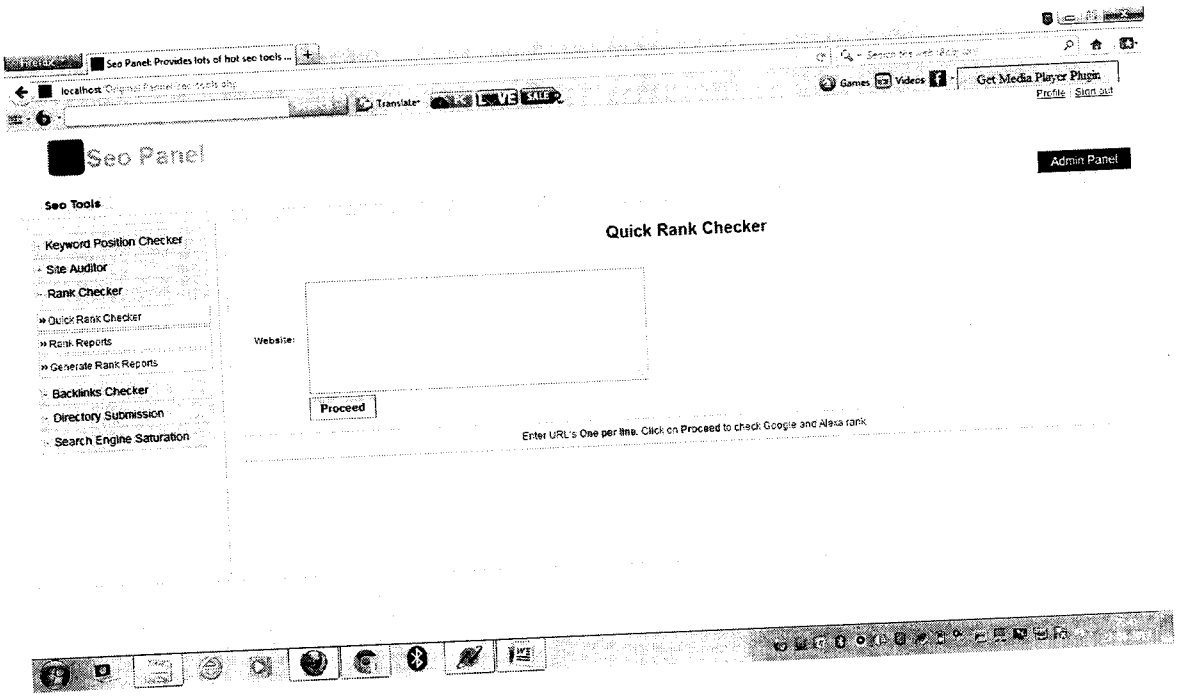

FIG 4.1.22 QUICK RANK CHECKER

This picture gives the detail for immediate or current status of the company.

23. QUICK BACKLINKS CHECKER

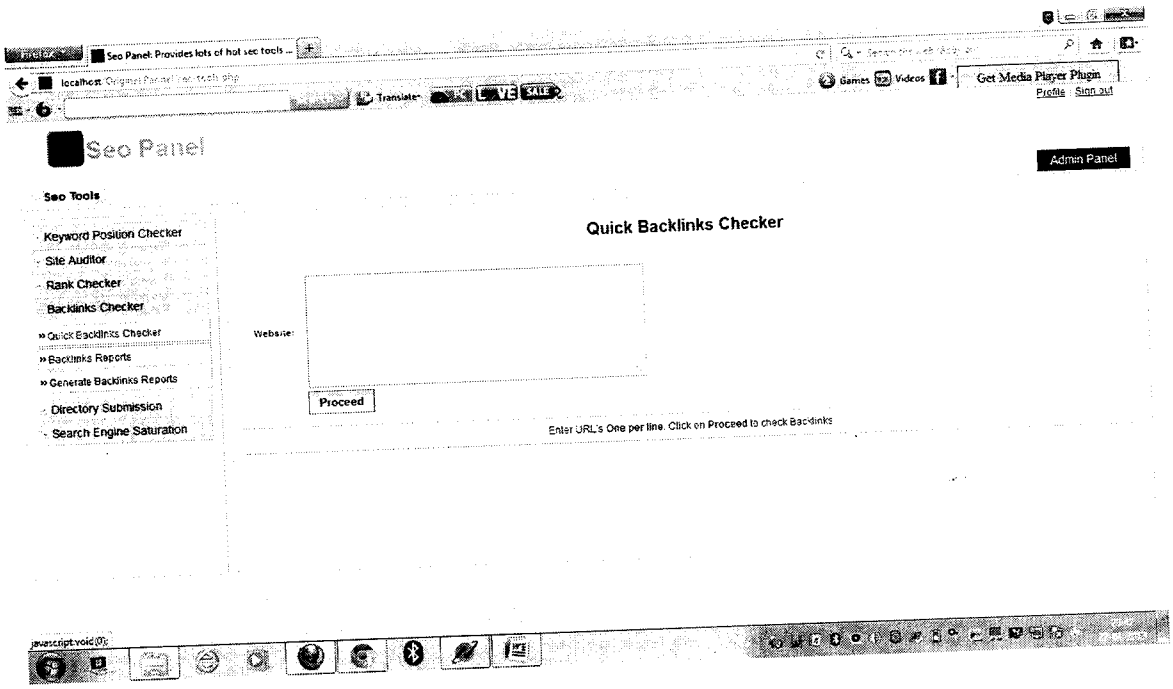

FIG 4.1.23 QUICK BACKLINKS CHECKER

This picture gives the detail for companies current status of the quick backlinks checker

24. DIRECTORY SUBMISSION TOOL

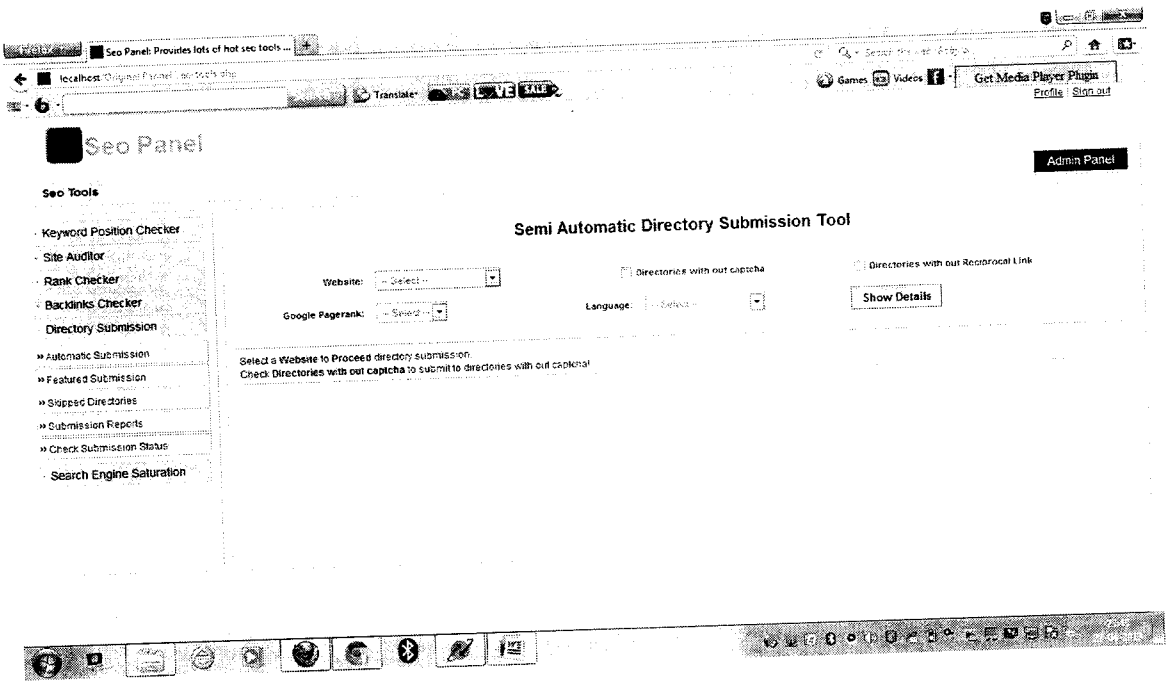

FIG 4.1.24 DIRECTORY SUBMISSION TOOL

This picture gives the detail for automatic directory submission tool.

25. QUICK SEARCH ENGINE CHECKER

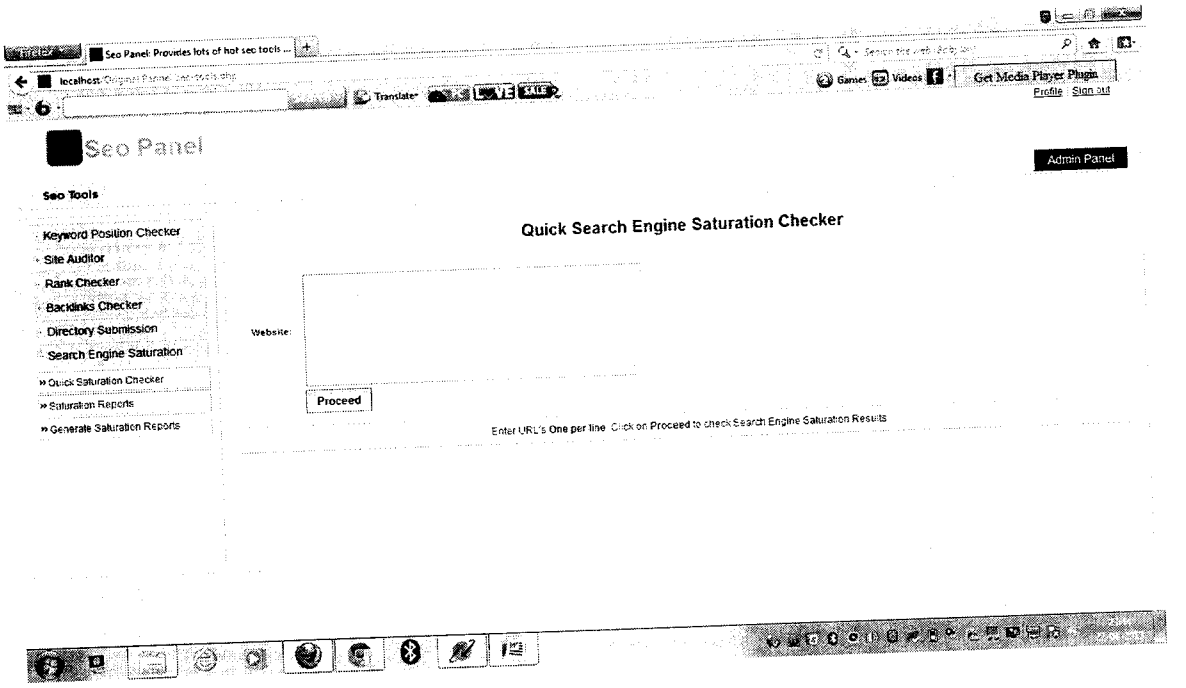

FIG 4.1.25 QUICK SEARCH ENGINE CHECKER

This picture gives the detail about saturation gives number of pages in a link.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

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FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS

- The gender of the employees does not have an effect on their opinion of the brand image of the company.
- The age of the employees have an impact on their opinion about the brand image of the company and the cost effectiveness of the SEO tool implemented.

5.2 SUGGESTION

- Proper training should be given to the employees on the proper utilization of SEO tool.
- Trained and skilled personnel should be appointed for managing the SEO tool.
- Updation of SEO tool should be done in a timely and effective manner so as to address the current needs of the market.
- The functions and benefits of implementing the SEO tool should be clearly explained to the employees of the organization.
- Evaluation of the SEO tool should be consistently done and required changes should be made into effect.

5.3 CONCLUSION

India having more than 100 years of business in textile industry , has secured good status in the global market meeting the needs of global demand. Tiruppur being a leading manufacturer in textiles has shown a positive progress in the course. Therefore it is highly essential to be in tune with the market needs to be competitive in the business. Therefore implementation of modern software tools in the business will enhance the quality of the service. Implementation of SEO tool in EXEL Sourcing Company will lead to increased brand image and improved cost effectiveness. This will generate more visibility of the company in the market. Proper

5.4 SCOPE FOR FURTHER STUDY

The study can be extended to all the branches of the EXEL Sourcing Company helping in implementing standardization in business activities across all the branches. Therefore comparative analysis on the performance of the branches could be done. Overall opinion of the employees on the implementation and benefits of the SEO tool can be gathered.

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WEBSITES

1. www.google.com
2. www.yahoo.com
3. www.bing.com