



**INFORMATICS
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In Collaboration with

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“ImmerSEO”

Smart On-Page SEO Optimizer for Content-Heavy Websites

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Abstract

With the invention of the Internet, almost all information was accessible by humans but there were scattered all over the internet. A Search Engine was created to arrange and organize the information on the internet making it easier to access. When a person goes to a search engine and enters his/her query, the search engine algorithm will present the necessary information by matching the keywords used in the query and the information available. With time people started to rank their websites higher by stuffing the keywords into their content and following other unethical practices. Therefore, the Search Engines started coming up with powerful algorithms to differentiate the websites which follow ethical and unethical practices. These ethical practices are known as white hat SEO tasks.

It's important to follow these SEO practices to rank higher on the Search Engine Results page. The problem with this is these tasks take a lot of time and they're repetitive which makes it difficult for humans to do it over and over again. With the invention of a new SEO analytics tool, these tasks have become reasonably easy but it still requires human effort to make use of the data.

To overcome these difficulties, this research project presents ImmerSEO, a smart tool that can automate SEO tasks efficiently, especially for content-heavy websites like blogs. ImmerSEO is one of its kind because of its ability to automate SEO tasks. This tool has been implemented with state-of-the-art technologies and has been tested and evaluated thoroughly to ensure better performance.

Keywords: Search Engine Optimization (SEO), Ranking, White Hat SEO