A Study on Types, Classification and Mechanism for Optimization in Search Engine

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Abstract: *This paper is a over-all valuation of different tools and practices used for optimization in Search Engines, these are used to discover any material across internet. The core purpose of any website is to list at the top of all the links. Search Engine Optimization is the art of civilizing a website's visibility in the main body of search engine results. This art of improving a websites visibility in the body of search engines outcome is promising using the techniques and applications accessible in the market.*

Keywords: Search Engine, Optimization, Techniques, Mechanisms.

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