

# Exploring the Suitable Percentage of Search Engine Optimization Keywords, Key-phrases and Meta-tags in Optimizable Web Content

<sup>1</sup>Ijaz Hussain, <sup>2</sup>Syed Muhammad Aziz Ali Naqvi

<sup>1</sup>Sudent M.phil in Applied Linguistics, <sup>2</sup>Sudent M.phil in Applied Linguistics

<sup>1</sup>The University of Lahore, <sup>2</sup>The University of Lahore

<sup>1</sup>The University of Lahore, Lahore, Pakistan, <sup>2</sup>The University of Lahore, Lahore, Pakistan

Email – <sup>1</sup>mijazali.ali308@gmail.com, <sup>2</sup>azizali92@gmail.com

**Abstract:** Internet optimization has become a never ending race in today world of E-commerce. Website owners look for language experts who can write most successfully optimizable content for their websites to boost their business. The topic of this quantitative descriptive study was exploring the suitable percentage of Search engine optimization keywords, key-phrases and meta-tags in optimizable web content. It was hypothesized by the researcher that the optimizable content for Google indexing should carry up to 10 percent distribution of keywords, key-phrases and meta-tags in a blog post. In order to test the hypotheses data collection was planned. Ten most optimizable blogs on the burning issues in Pakistan were selected. Those burning issues were searched on Google one by one to look for the most optimized search engine results pages that gave search results naturally. The pages found as the result of searches showed the optimized content. Each-content was thoroughly searched to look for the most optimized percentage of keyword, key-phrases, and meta-tags used in the natural search results of Google. Frequency calculation of the collected data in the natural searches revealed that the most searched web content on the web contained 2.46% of keywords, 2.46% of key-phrases and 15% of meta-tags should be added in blog or web post. This valid research activity is replicable for exploring further prospects of optimized language content for success on the internet.

**Key Words:** Search Engine Optimization SEO, Optimizable Content, Google, Keywords, Key-phrases, Meta-tags.

## 1. INTRODUCTION AND BACKGROUND:

Search Engine Optimization (SEO) is the procedure of improving the visualizations of a website on gradual search engine result page (SERP) by including search engine elements into a website (Adams, 2012). An effective search engine optimization campaigns as a part of the improvements with relevant keywords. On-page optimization is planned to make a prominent website for SEO (Fleischner, 2011). Search engine optimization is divided into two basic categories; on-page optimization, and off-page optimization. On-page optimization mentions the website features which comprise web pages, such as content writing, pictures, and HTML code. Off-page optimization refers mostly to back-links point out to the website that is being optimized, through other related websites (Jerkovic, 2009).

Keywords and keyphrases are defined as “the keywords and phrases in a web content that make it possible for people to find the site via search engines. The basic purpose of the keywords is to make the web content easily searchable on the web (Ledford, 2015).”

SEO is one of the best techniques that are required for any kind of business website because without website visibility there is less chance to increase sales (Kabra, 2012). It is necessary to optimize the website with keywords, key-phrases, and meta-tags that the content needs to be found under, but it is absolutely necessary to have an outstanding marketing strategy in place simply optimizing (Lieb, 2009). There is no doubt, that the competition is hard for building a website, writing blogs and content-rich articles with the keywords, and key phrases targeting the traffic (Walter, 2009). It is necessary to hire a certified search engine marketer to do an in-depth analysis of the keywords, key-phrases for better research competition.

The study is significant to introduce SEO for the students of linguistics. They have a wide scope of earning money on the Internet by writing SEO web content such as articles writing, essays writing and marketing emails etc. The students who are jobless after completion of their study should go to the Internet and find the online job of writing services. The second purpose of the study is to help eradicate unemployment from Pakistan. Without a job, they have to face a lot of financial problems.

Customer satisfaction is necessary for business SEO content is for the content reader. The content reader does not show his interest in reading the content when keywords, key-phrases, and meta-tags are over repeated. This implies that a web content should avoid unnecessary repetition of keywords and key-phrases. It also should account for adding the keywords and phrases at a sufficient level where the Google spider of a Suitable search engine can track it easily. Thus, the notion ‘suitability’ refers to an amount up to which keywords are added, neither outnumbered nor

over numbered. An optimizable content should be well-written, dynamic, and full of valuable information for the customer or client. This research investigates the exact percentage of keywords, key-phrases, and meta-tags in optimizable content. So, the readers take interest in reading content which publishes on blogs or websites and does not feel boring.

## 2. RESEARCH OBJECTIVES:

The following objectives were expected to be met by this study;

- a. To find out the most suitable percentage of SEO keywords, key-phrases and meta-tags in web content
- b. To facilitate students of Linguistics developing in content writing in terms of Keywords, Key-phrases, and Meta-tags used in SEO web content

### 2.1 Hypothesis

In order to address the research objectives, it is hypothesized that;

- H<sub>0</sub>1: The optimizable content for Google indexing should carry up to 10 percent distribution of keywords in a blog post.
- H<sub>0</sub>2: The optimizable content for Google indexing should carry up to 10 percent distribution of key-phrases in a blog post.
- H<sub>0</sub>3: The optimizable content for Google indexing should carry up to 10 percent distribution of meta-tags in a blog post.

## 3. SIGNIFICANCE OF THE STUDY:

This research will be quite helpful for:

- a. Those who are jobless after completion of their study. They can earn money by providing writing services in web content writing or any other area of expertise.
- b. Teachers who teach linguistics and e-commerce to the students, to guide them properly according to their needs for SEO content and PR outreach strategies.
- c. Students of E-commerce
- d. Future researchers who desire to further extend this area of research.
- e. SEO content writers, and
- f. Industrialists who want to make their own websites, and optimize their products through more traffic.

## 4. DELIMITATION OF THE STUDY:

The study was delimited to the morphological analysis of 10 SEO web content of the top ten ranked websites related to research in the index of Google. The analysis marked the placement of SEO keywords and key-phrases in SEO sentences of tags and meta-tags of websites made in word-press tool only.

## 5. LITERATURE REVIEW:

Search engine optimization is the procedure of enhancing and improving the visibility of a website in any search engine, either it is Google or being etc. this act is performed by done adding content into their website that embedded keywords and key phrase. High-Quality content writing is the key aspect of every SEO content writing strategy (Ledford, 2015). Every content writer requires some of their creative writing skills. But their content is hardly readable not completely informative, neither entertaining nor inspiring. This research is focusing on well written and nicely structured SEO content which will be easy to understand for the reader and during reading reader will enjoy, entertain and inspiring.

Varndell (2013) suggests the SEO content entertains to inform and persuade the people to read content again and again. In this way most people will come to see the web page for content reading as well as traffic will be increased and that website will come at top ranking at Google Search Engine. In addition, the most important factor in SEO content writing is a search for suitable and good keywords, key phrases based content is good content. There are so many tools that permit to find the specific keyword and key phrase for reasonable content which people search their content for reading. This study focuses on the number of keywords, key phrase, and meta-tags should be added to a blog post.

Yalçın and Köse (2010) express in their research that SEO is one of the widely used techniques that give a website the fastest reachable. In this work, he further explains that required information to build a site more indexed by search engine and considering their keywords makes them first listed.

According to Sezgin. 2009 SEO is enabling a website to show in top result lists of a search engine for certain keywords. There are so many different factors that enable a website to move up top results. The most important way to make build attention of many customers is connected with search engine optimization.

According to Klapdor (2013), SEO is a procedure of getting high rank and fast indexing in the different search engine. For instance, he discusses the term organic search refers to results from keywords or key-phrases search. Thus

the top ranking websites have a good chance to get a huge traffic. This current study emphasis on the number of keywords, key phrase, and meta-tags should be added to a blog post.

Beel, Gipp, and Wilde (2010) discuss in his research article that the concept of Academic Search Engine Optimization (ASEO). They conduct three more studies recently on the academic search engine optimization. They provide the guidelines on how to optimize Scholarly literature for academic search engines in general and for Google scholar in particular. In addition, they briefly discuss the risk of researcher illegitimately over optimizing their article.

This Research focuses on the number of keywords, key phrase, and meta-tags that should be added to a website. It explores the percentage that should be used for the keywords, key-phrases, and meta-tags in the web content to make the page more visible. So that it becomes the top-ranked of the Google SERP. The website should receive more traffic with the suitable keywords, key-phrase, and meta-tags.

## 6. METHODOLOGY:

This study was quantitative in nature. In this research, researcher underpinned the model of Google Keyword Planner and other SEO based software which are used for the distributing the frequencies. This corpus-based research was quantitative in nature. Google planner was the instrument to check the monthly search volume of the keywords, key-phrases and meta tags in. 100 most optimized blogs related to the burning issues in Pakistan on Google SERP were selected as population for this study. Ten optimized blogs which were coming continuously in the top results of the Google SERP related to the burning issues in the Pakistan were selected as a sample out of the population. The ten sample blogs had sustained their top ranking most frequently in the observation period of two months (1st August to 30 September 2016). The corpus data was collected from the topmost results in Google SERP from meta description and blog posts in the form of meta-tags, Keywords, and Key-phrases. The collected data was presented in this research in tabulated form in Chapter Four. The meta-tags in the meta description were calculated their percentage. All the web posts found at the top results of SERP were noted and the total number of key phrases and keywords were noted down in each post. The collected data entered into the MS Excel 2010 for calculated their percentage. After that, the total numbers of content words were calculated and the percentage of each search term related to the burning question was calculated in terms of keywords key-phrases and meta-tags. The results of all the frequencies were added in the data analysis chapter in tabulated form.

## 7. DATA ANALYSIS :

The following table shows the demographics of the selected sample which is used for the data collection process.

**Table 4.1 Table of Sample ‘Demographic**

Sr #	Topic	Blog Links	Country
1	Terrorism in Pakistan blog	blogs.tribune.com.	Pakistan
2	Altaf Hussain anti-Pakistan speeches blog	khudipakistan.com/blog	Pakistan
3	Kidnapping for ransom in Pakistan blog	sindhnewsonline.com/blog	Pakistan
4	Unemployment	brazen.com/blog/	
5	Load shading	http://blogs.tribune.com.pk/	Pakistan
6	Panama Papers	blogs.tribune.com.	Pakistan
7	Overpopulation	ahsankhaneco.blogspot.com/2012/04/over-population-in-pakistan-causes.html	Pakistan
8	Inflation	blogs.tribune.com.pk/tag/inflation/	Pakistan
9	Health issues	healthblog.pliro.com	Pakistan
10	Corruption	blogs.tribune.com.pk/tag/corruption-in-pakistan/	Pakistan

In the above-mentioned table demographic of the selected the clearly is defined. All the sample blogs are made by Pakistani peoples. All the blogs show their location in Pakistan and the topic of the blogs as well as the URL of blogs

### Formula Used for analyzing Keywords

Following formula is used for analyzing the keywords

$$\frac{\text{total number of meta tags per post}}{\text{total number of words in the post}} \times 100 = \text{percentage}$$

The following table represents the planned and actual percentages for a good post of the website. With the help of this formula, the exact percentages were found out.

**Table 4.2 Results of the Meta-tags Frequencies**

Serial no.	Meta-tags Items	Total # of meta-tags in Meta Description	Total #of words found in meta description	% of keywords
1	Video	17	1	6%
2	Confession	28	1	4%
3	<u>Indian Spy</u>	42	3	7%
4	Social Media	31	2	6%
5	Video Featuring Confession	22	3	14%
6	<u>Mustafa Kamal</u>	14	3	21%
7	Muttahida Quami Movement	24	4	17%
8	Media	22	2	9%
9	Huge	24	4	17%
	Affair	20	3	15%
10	Research And Analysis Wing (Raw)	22	3	14%
11	Agent	14	3	21%
12	Directly	24	3	13%
13	Kulbhushan Yadav	24	3	13%
14	Serving	22	3	14%
15	Indian Naval Officer	14	4	29%
16	Raw	24	1	4%
17	Security Forces	22	3	14%
18	Over	24	3	13%
19	Pakistan	22	2	9%
20	Border	14	3	21%
21	Iran	24	3	13%
22	Disturbing Facts	13	3	23%
23	Confirming	29	3	10%
Serial no.	Meta-tags Items	Total # of meta-tags in Meta Description	Total #of words found in meta description	% of keywords
24	Longstanding Fears	24	4	17%
25	Authenticity Of Claims	22	2	9%
26	Profound	14	2	14%
27	Implications	24	2	8%
28	Discovery	22	3	14%
29	Test	24	2	8%
30	Pakistan-India Relations.	20	1	5%
31	Truth	22	4	18%
32	Significant	14	3	21%
33	Potential	24	3	13%
304	Impenetrable	14	3	21%
35	Country's	24	3	13%
36	Top	22	3	14%
37	Intelligence Agency's	24	1	4%

38	Role	20	4	20%
39	Destabilizing	13	3	23%
40	Balochistan	29	1	3%
41	Supporting	24	4	17%
42	Separatist	20	4	20%
43	Insurgency	22	1	5%
44	Planned	22	4	18%
45	Target	14	3	21%
46	Key Ports	24	4	17%
47	Region	22	3	14%
48	Including	24	3	13%
49	Gwadar	20	1	5%
50	Sabotage	22	4	18%
	<b>Total Average Score</b>			<b>15%</b>

The first 10 cases exhibit the percentage of meta-tags between 13% to 18% meta-tags should be added to the meta description. Next 10 cases show the results of meta-tags percentage 16% should be included in the description for the promotion of the website and the next 10 cases present the percentage of the meta-tags 12% should be in well-written content for the website. The next 10 cases display the percentage of should be 15 % added in the meta description. The next 10 cases demonstrate the calculated percentage of the meta-tags should be 16% in the meta description. The remaining cases show 15 % of meta-tags should be added to the most optimized content.

**Formula Used for analyzing Keywords and Keyphrases**

Following formula is used for analyzing the keywords

$$\frac{\text{total number of keywords and Keyphrases per post}}{\text{total number of words with in the post}} \times 100 = \text{percentage}$$

The following table represents the planned and actual percentages for a good post of the website. With the help of this formula, the actual percentages were found out.

**Table 4.3 Results of the keywords, key-phrases Frequencies**

Serial no.	Keywords/ Key-phrases Items	Total # of words in blog post	Total #of keywords/ keyphrases found in blog post	% of keywords
1	Video	2086	40	2%
2	Confession	218	12	6%
3	Indian Spy	519	18	3%
4	Social Media	2333	44	2%
5	Video Featuring Confession	1307	25	2%
6	Mustafa Kamal	586	12	2%
7	Muttahida Quami Movement	470	10	2%
8	Media	1188	30	3%
9	Huge	895	20	2%
	Affair	380	7	2%
10	Research And Analysis Wing (Raw)	2564	44	2%
11	Agent	1200	25	2%
Serial no.	Keywords/ Key-phrases Items	Total # of words in blog post	Total #of keywords/ keyphrases found in blog post	% of keywords
12	Directly	845	12	1%
13	Kulbhushan Yadav	987	10	1%
14	Serving	458	30	7%
15	Indian Naval Officer	752	20	3%



16	Raw	658	7	1%
17	Security Forces	1155	40	3%
18	Over	1257	12	1%
19	Pakistan	1822	18	1%
20	Border	1766	44	2%
21	Iran	489	25	5%
22	Disturbing Facts	1540	12	1%
23	Confirming	1452	10	1%
24	Longstanding Fears	1234	30	2%
25	Authenticity Of Claims	2014	20	1%
26	Profound	1324	7	1%
27	Implications	1426	44	3%
28	Discovery	1180	25	2%
29	Test	1745	12	1%
30	Pakistan-India Relations.	1950	10	1%
31	Truth	2183	18	1%
32	Significant	658	44	7%
33	Potential	692	25	4%
304	Impenetrable	815	12	1%
35	Country's	945	10	1%
36	Top	648	30	5%
37	Intelligence Agency's	563	20	4%
38	Role	1080	7	1%
39	Destabilizing	1475	44	3%
40	Balochistan	1654	25	2%
41	Supporting	1589	12	1%
42	Separatist	2086	40	2%
43	Insurgency	218	12	6%
44	Planned	519	18	3%
45	Target	2333	44	2%
46	Key Ports	1307	25	2%
<b>Serial no.</b>	<b>Keywords/ Key-phrases Items</b>	<b>Total # of words in blog post</b>	<b>Total #of keywords/ keyphrases found in blog post</b>	<b>% of keywords</b>
47	Region	586	12	2%
48	Including	470	10	2%
49	Gwadar	1188	30	3%
50	Sabotage	895	20	2%
	<b>Total Average Score</b>			<b>2.46%</b>

The first 10 cases exhibit the percentage of keywords and keyphrase between 3 keywords and keyphrase should be added to the blog post. Next 10 cases show the results of keywords and keyphrase percentage 2% should be included in the blog description for the promotion of the website and the next 10 cases present the percentage of the keywords and keyphrase 2% should be in well-written content for the website. The next 10 cases display the percentage of should be 1 % added to the blog post. The next 10 cases demonstrate the calculated percentage of the keywords and keyphrase should be 2% in a blog post. The remaining cases show 2 % of keyword and key-phrases should be added to the most optimized content in a blog.

**Table 4.4 Monthly search volume of Lexical Items which is used in blog post**

Sr #	Key-Words / Key Phrases	Morpheme Type	Monthly Search Volume	Competition
1	Video	Lexical	1K – 10K	Low
2	Confession	Lexical	100 – 1K	Low
3	Indian Spy	Lexical	100 – 1K	Low
4	Social Media	Lexical	1K – 10K	Medium
5	Video Featuring	Lexical	10 – 100	Low

	Confession			
6	Mustafa Kamal	Lexical	10K – 100K	Low
7	Muttahida Quami Movement	Lexical	100K – 1M	Low
8	Media	Lexical	10K – 100K	Low
9	Huge	Lexical	1M – 10M	Low
	Affair	Lexical	10K – 100K	Low
10	Research And Analysis Wing (RAW)	Lexical	10K – 100K	Low
11	Agent	Lexical	10K – 100K	Low
12	Directly	Lexical	100K – 1M	Low
13	Kulbhushan Yadav	Lexical	1K – 10K	Low
14	Serving	Lexical	10K – 100K	Low
<b>Sr #</b>	<b>Key-Words / Key Phrases</b>	<b>Morpheme Type</b>	<b>Monthly Search Volume</b>	<b>Competition</b>
15	Indian Naval Officer	Lexical	10K – 100K	Low
16	RAW	Lexical	100K – 1M	Low
17	Security Forces	Lexical	10K – 100K	Low
18	Over	Lexical	1K – 10K	Low
19	Pakistan	Lexical	1M – 10M	Low
20	Border	Lexical	10K – 100K	Low
21	Iran	Lexical	10K – 100K	Low
22	Disturbing Facts	Lexical	1K – 10K	Low
23	Confirming	Lexical	10K – 100K	Low
24	Longstanding Fears	Lexical	1K – 10K	Low
25	Authenticity Of Claims	Lexical	100K – 1M	Low
26	Profound	Lexical	10K – 100K	Low
27	Implications	Lexical	10K – 100K	Low
28	Discovery	Lexical	10K – 100K	Low
29	Test	Lexical	100K – 1M	Low
30	Pakistan-India Relations.	Lexical	100K – 1M	Low
31	Truth	Lexical	10K – 100K	Low
32	Significant	Lexical	10K – 100K	Zero
33	Potential	Lexical	10K – 100K	Low
304	Repercussions	Lexical	1K – 10K	Low
35	Country's	Lexical	10K – 100K	Low
36	Top	Lexical	10K – 100K	Low
37	Intelligence Agency's	Lexical	10K – 100K	Low
38	Role	Lexical	10K – 100K	Low
39	Destabilizing	Lexical	10K – 100K	Low
40	Balochistan	Lexical	100K – 1M	Low
41	Supporting	Lexical	10K – 100K	Low
42	Separatist	Lexical	10K – 100K	Low
43	Insurgency	Lexical	10K – 100K	Low
44	Planned	Lexical	10K – 100K	Low
45	Target	Lexical	100K – 1M	Low
46	Key Ports	Lexical	100K – 1M	Low
47	Region	Lexical	1K – 10K	Low
48	Including	Lexical	10K – 100K	Low
49	Gwadar	Lexical	100K – 1M	Low
50	Sabotage	Lexical	10K – 100K	Low

## Interpretation

The above-mentioned table displayed the 50 lexical items taken out from the different blog post related to the burning issues in Pakistan. With each lexical item noted from the blog post related to the burning issues and checked the monthly search volume of the word on Google Keyword Planner.

The initial lexical items display the monthly search volume rate of words is 10K – 100K of the meta-tags, keywords, and keyphrase. The remaining lexical items demonstrate the monthly search volume rates of the words are 100K to 1M. Each blog contains such kind of words which search 100K to 1M.

The last column in the above-mentioned table is showing the competition of the words. It is Google's pre-assume analysis about the niche which is searching for the Google Keyword Planner. If Google finds the competition about the niche which is searching for Google keyword planner then Google shows the result as follows: Low, Medium, and High, if the Google keywords show the result of the niche is "Low" that means this word or niche has no competition. If the Google keyword shows the result of the niche is "Medium" that means this word or niche has competition. If the Google keyword shows the result of the niche is "high" that means this word or niche has significant competition.

## 7. DISCUSSION:

Data analysis results show that the blogs are found the most optimized blog in the Google natural results. From the above-mentioned data analysis, it is inferred that on Google's SERP the blog is related to the burning issues are the most popular blogs. The results of the data inferred the following detail about the hypothesis states: Table 4.1 shows a low score from the hypothesis 15% of the keywords should be add in a post. So, it is inferred that H<sub>01</sub> is disapproved and H<sub>11</sub> is approved. Table 4.1 shows a low score from the null hypothesis. 2.46% of the keywords should be added to a post. So, it is inferred that H<sub>01</sub> is disapproved and H<sub>11</sub> is approved. Table 4.2 shows a low score from the null hypothesis 2.46% of the key-phrases should be add in a post. Thus, it is inferred that H<sub>01</sub> is disapproved and H<sub>11</sub> is accepted. After analyzing the results of the data this study infers that well-optimized web content demands that maximum 2.46% keywords should be added to a post. Well, optimized web content demands that maximum 2.46% key-phrases should be added to a post. Well, optimized web content demands maximum 15% Meta-tags should be added to a post.

## 8. FINDINGS:

This research found 15% meta tag should be added to the meta description of each post. It proves that if the percentage increased or decreased that blogs will not come at the topmost results in the Google SERP. The study displayed a well-optimized blog post required 2.46 % of keywords should be inserted in a blog post; this will help the blog to come in the top results of the Google organic search results. The data analysis presented an optimized blog post demanded 2.46% of key-phrases should be injected in a blog post; it will be beneficial for the blog to come in the top results of the Google natural results. The study also discovered that nomenclature for different keywords exhibiting different concepts gradually changed within a few months. For instance, the word 'horse' is gradually replaced by 'stallion' on the web.

## 9. CONCLUSION:

At the end of this research, it is concluded that an optimized content should be carried 2.46 % of keywords, and key-phrases in well-written content for a blog post or website. 15% meta-tags should be inserted in the meta description. The mentioned percentages help to blogs and websites to reach the top of search engine results pages. The study has effectively met its goals of finding the suitable percentage of Keywords, Key-phrases, and Meta-tags to guide proficient search engine optimizers. It helps them to improve the market estimation of their web content. This examination is legitimate and gainfull for the students of linguistics who need to know the correct percentage of keywords, key-phrases, and meta-tags in optimizable web content. This study is replicable in making further researches as far as ghostwriting, search engine marketing, and social media marketing. It also opens new opportunities for the future researcher to duplicate a similar study on other sample sites.

## 10. RECOMMENDATIONS :

At the end of this research, it is recommended that:

- This study should be directed at the large sample size of keywords, to make sure more validity and reliability of the data to test the hypothesis of the research.
- Social media sites should be examined with regards to keywords, key-phrases, and meta-tags in order to decide some non-specific parameters of writing optimized content for blogs posts
- Further investigations should be made on banners and business-oriented advertisement optimized to offer distinctive items in the online market.



- d) This present study recommends that the research should be conducted on the low search volume keywords, key-phrases, and meta-tags because without low search volume keywords, key-phrases and meta-tags cannot stand high search volume alone in a blog post.
- e) This study was latitudinal in nature. A longitudinal study should also be conducted to observe the variations that occur within the percentages of optimizable keywords, phrases, and meta-tags.
- f) Young content writer who writes article for SEO should be urged to utilize the keywords, key-phrases and meta-tags percentages mentioned in the finding of the research, and
- g) The future researchers should additionally investigate this area of study by replicating this research with regards to video and picture content as well.

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