













improve this website to attract more users.

### 3) Advantages

Alexa, created by amazon.com to determine the popularity of a website compared to others. Alexa collects data from millions of users from different sources, and the ranking is based number of visitors and number of pages views per visitor. Because Alexa is very famous, having a better rank can indicate which website is better among a group of competitors and which website is getting more visitors and a better reputation.

In addition to ranking, Alexa [23] provides a very important tool as a toolbar for browsers. The toolbar has many advantages such as providing a way back machine that shows how the website looked months or years ago. The toolbar also shows the average load time of a webpage and compares a website with another. Furthermore, Alexa offers a search analytics that shows the search queries that were used by users to find the selected website, the location of those users, manually submitted reviews, related links and similar websites and most importantly the sites linking to the selected website. Alexa toolbar is very easy to install, configure and use.

### 4) Disadvantages

Alexa, which is used to determine the popularity of a website compared to others has also many disadvantages. This is because not everybody has the Alexa toolbar installed, which is used to collect data about the visited websites and the time spent on that website. Although, Alexa relies on different sources of information other than the toolbar, but the toolbar can greatly influence the information collected which means that websites visited by users that have the toolbar installed will eventually rank better than the ones without the toolbar installed, so the popularity of a website might not be very accurate.

Many people believe that the Alexa ranking are not important and can be greatly influenced (or "gamed" as some prefer to call it), even though there is no actual proof that this is the case. The overall traffic provided by Alexa is based on the top domain only. In other words, sub-domains and subpages are not ranked separately, which can limit the amount of information and analysis for a website with many sub-domains and subpages.

## III. CONCLUSIONS

In this paper, we introduced some of the available solutions to the Search Engine Optimization problems and their advantages and disadvantages. Different types of solutions exist and are developed, but few are practical enough to enhance the search engine optimization of a website or to provide helpful tips on how to improve the website.

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