INFLUENCE OF CLASSIFIED AD
ON GOOGLE PAGE RANK AND NUMBER OF VISITORS

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ABSTRACT

One of the media used for promotion was classified ad. The study aimed to find out whether classified ad can increase search engine rankings and increase the number of visitors to a website. The study focus on the influence of classified ad on Google Pagerank line and number of visitors. This research purposes to find the effect classified ad on Google Pagerank line and number of visitors to the website with the comparison period and the number of ads with Google Pagerank change numbers and number of visitors. The benefits of this study is to produce a solution for the owner and manager of the website to get a higher index on Google Page and Google Search through media advertising campaign line to increase the number of visitors. The research result concluded that advertising line with Autosubmit Software is effective tools to increase the number of visitors to four times and effectively index the website domain name on the first page of Google Search engine but is less effective for keywords search specifically. In addition, classified ad via Google plus effectively increase search engine ranking in Google, especially for internet users who connect to the Google plus network.

Keywords: *classified ad, search engine, Google Pagerank, high visitor*

1.   INTRODUCTION

The Increased of human activity through cyberspace affect the emergence of new sites all the time. It is undeniable that this lead to competition between the owner and manager of the website to get Internet users to a website that you want to visit both the commercial and non-commercial purposes [1].

There are many internet users that have diverse needs that they want to bring the initiative for some people to offer goods and services on the internet. In Indonesia itself, the number of active Internet users at any time is always increasing. Based on the survey results Indonesian Internet Service Provider Association (APJII) and in 2013 reached 71.19 million, an increase of 13% from 2012, amounting to approximately 63 million [2].

On the other hand, the emergence of thousands new sites every day more and enliven the interaction on the internet. These websites offer a wide range of goods and services to Internet users through a sales letter are made. Various efforts and strategies to get more visitors who become heavy work for the managers of particular web business.

For an E-Commerce, of course, the number of visitors to have a significant impact on profits [3].

Various promotional strategies conducted to get a lot of visitors, including through the rankings in the search engines, advertising in social media, ads, banners, back links, email marketing, sms marketing and cooperation with other websites. Not a bit of internet business management company which spent tens of millions of dollars for promotion.

One of the effective and automatic media campaign is search engine. It is based on the pattern of thought that every internet user has the habit to seek information through search engines. The web manager certainly hope that when visitors type keywords in search engines, then that appear on the first page is their website. The reality shows that Internet users seeking information via search engines are reluctant to open the 2nd page, 3rd and so on. Therefore, there was intense competition for the manager of the website to display the index website on the first page of search engines that number only 10 sites. Those who have reached the first page in search engines is what is called as the winner in search engine rankings.

The biggest search engine today is the Google.com [4]. Therefore, the owners and managers of competing web in order to get rank in Google. The working of Google is to index every page of web based meta title, meta keywords, meta description, content and how many links are spread on the internet website. The more links or domain name of the website page spread in Google index will be faster. To get as many links as possible, then one of the media used for promotions are classified ads. Of links scattered in the classifieds is expected that the website can get better ranking and the number of visitors more. How effective classified ads can increase search engine rankings and increase the number of visitors to a website?

In this study, we will discuss the influence of advertising on Google Pagerank line and the number of visitors. The study purposes to find the effective advertising on Google Pagerank line and the number of visitors to the website with the comparison period and the number of ads with Google Pagerank change numbers and the number of visitors. The benefits of this research is to produce a solution for the owner and manager of the website to get a higher index in the page Google on Google Search through media advertising campaign line to increase the number of visitors.

Due to limited time and fund this study is only focus on a new site or domain registered (jasawebonline.com), keywords search on Google only two, namely the domain name "jasawebonline.com" and "website creation services" , the tools are used is automatically classified ads software installation (software Autosubmit) as well as two pieces of advertising through Google plus, the number of classified ad sites on Autosubmit software as much as 1100 to 1200 ads (always updated according to the number of active ads), the frequency of advertising 1 times per day.

2. RELEVANT STUDY

The Application of ads line Online using Rest Web Service architecture, Yuli Fauziah, Informatics Department, UPN "Veteran" Yogyakarta. The study found that an application that put a classified ad in which the client can access the application in advertising and entering data server provides an API that can be used by the client [5]. The study has not discussed yet the extent in which the effectiveness of the ads are posted through the app.

Analyzing Google Rankings Through Search Engine Optimization Data (Michael P. Evans). The study discusses optimization techniques that can be used to achieve Pagerank in SEO competition. One result is making a lot of links to a web page will increase the SEO competition [6]. In this study has not been described any attempt to draw links to web pages, for example through classified ads, banner ads, social media links and so on.

Optimization and Share Web blog use Search Engine Optimization technique. In this study discussed about how to optimize your blog to be read by search engines, increase visitor traffic as well as to share the web blog to users [7]. In this study, to be done through SEO optimization and share via social media and email.

Search Engine Optimization (SEO) : Website Analysis of Selected Faculties in Croatia. This study discusses the analysis of 6 (six) website in each faculty Croatia [8]. The result is all the attention to the effectiveness of SEO website as a very important tool to attract visitors.

Bringing Pagerank to the Citation Analysis. In this study discussed about how Pagerank to measure the importance of a scientific paper based on Google Pagerank citation analysis. The conclusion of this study is Pagerank give some advantages in conducting an analysis of citations of scientific papers [9].

3. REVIEW OF RELATED LITERATURE

One of the media that can be used to promote a website is online classified ads. Classified ads are ads that consist of messages commercial related to the needs of advertisers [10]. The Classified ads are created in the print media, electronic media and some are published in the online media through sites classified ads.

SEO is a series of processes carried out systematically in order to improve the volume and quality of traffic through search engines to specific web sites by utilizing the mechanism of action or the search engine algorithm, called Pagerank [11]. Pagerank is an objective and mechanical methods to index a web page in search engines so effective for measuring visitor interest [12]. Pagerank algorithm is one method used by search engines to determine page rank in search results. Websites that meet on the first page of search results on search engines or have a small Pagerank said to have had a good SEO optimization.

4. DISCUSSION
4.1 Object of the Study

In this case the object is determined by the condition of the existing research on a new website developed and newly registered domain name. Moreover, the authors analyzed the content of the website is to be determined targeted keywords in search engines. For the study website as the research object is jasawebonline.com. Jasawebonline.com domains registered in January 26, 2015 on the server hosting MWN (masterwebnet.com).

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Raw Registrar Data

Domain Name:jasawebonline.com
Registry Domain ID:
Registrar WHOIS Server: whois.webnic.cc
Registrar URL: webnic.cc
Updated Date:2015-01-26 12:04:25
Creation Date:2015-01-26 12:04:26
Registrar Registration Expiration Date:2016-01-26 04:04:00
Registrar:WEBCC
Registrar IANA ID:460
Registrar Abuse Contact Email:compliance_abuse@webnic.cc
Registrar Abuse Contact Phone:+603 8996 6799
Domain Status:Protected
Registry Registrant ID:
Registrant Name:Muhammad Multazam
Registrant Organization:-
Registrant Street:Gomong Mataram
Registrant City:Mataram
Registrant State/Province:NTB
Registrant Postal Code:83125
Registrant Country:ID
Registrant Phone:+62.0211000000
Registrant Phone Ext:
Registrant Fax:
Registrant Fax Ext:
Registrant Email:sasaktulen@gmail.com
Registry Admin ID:
Admin Name:Muhammad Multazam
Admin Organization:-
Admin Street:Gomong Mataram
Admin City:Mataram
Admin State/Province:NTB
Admin Postal Code:83125
Admin Country:ID
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Figure 1: Registration data of jasawebonline.com
(references : http://whois.domaintools.com)

4.2 Condition Analysis

Before doing the research, we conducted an analysis of the condition of the research object. Analyses was performed after the observations of the website content that is ready to be published to the public. Statistical analysis of visitors on May 20, 2015 with record visitor statistics on jasawebonline.com domain in detail.

4.2.1 The Analysis of Google rangking website

For the Google Pagerank analysis, we determined the keywords to be the target on search engines, namely "website creation services" and obtained the following results:
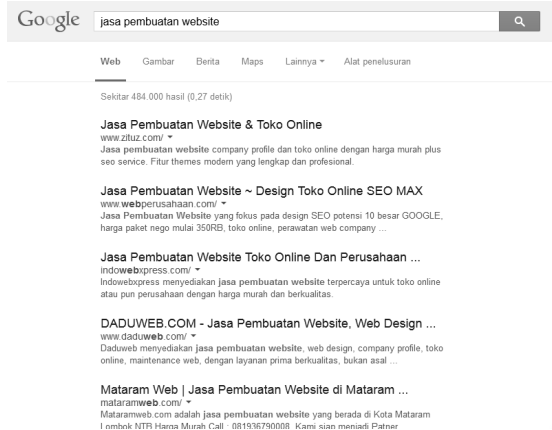

Figure 2: Google Search result (inital condition)

In the initial condition before being implemented research, jasawebonline.com domain not found on the first page of Google. Even checking up to 10 pages of Google (100 sites) with the keyword "website creation" turns jasawebonline.com not found.

4.2.2 Statistical Analysis of Website Visit

Number of Visitors per Month (since the domain registered).

Bulan	Pengunjung Unik	Jumlah Kunjungan	Halaman	Hit	Bandwidth
Jan 2015	37	52	1086	5620	47.11 MB
Feb 2015	133	145	480	1757	36.83 MB
Mar 2015	207	224	556	2477	64.49 MB
Apr 2015	151	166	364	1501	55.10 MB
Mei 2015	76	101	350	1250	32.73 MB
Jun 2015	0	0	0	0	0
Jul 2015	0	0	0	0	0
Agu 2015	0	0	0	0	0
Sep 2015	0	0	0	0	0
Okt 2015	0	0	0	0	0
Nov 2015	0	0	0	0	0
Des 2015	0	0	0	0	0
Total	604	688	2836	12605	236.27 MB

Figure 3: statistical of website visit
(references: http://jasawebonline.com/webapps/webstat)

The data above showed that during the last 3 months the ranges from 100-200 unique visitors per month, or in other words an average of about 5 people per day. The number of visits obtained is also not different from that 100-250 visits, which means that each visitor is only open only one website.

Number of Visitor in the last Month (April 2015).

Hari	Jumlah Kunjungan	Halaman	Hit	Bandwidth
01 Apr 2015	5	8	42	1.98 MB
02 Apr 2015	4	4	5	129.84 KB
03 Apr 2015	2	2	3	132.29 KB
04 Apr 2015	3	4	27	898.42 KB
05 Apr 2015	3	4	12	239.42 KB
06 Apr 2015	5	8	81	3.26 MB
07 Apr 2015	7	18	89	2.73 MB
08 Apr 2015	12	35	64	1.82 MB
09 Apr 2015	6	7	7	83.72 KB
10 Apr 2015	6	9	40	1.39 MB
11 Apr 2015	4	21	82	2.45 MB
12 Apr 2015	4	5	30	1.44 MB
13 Apr 2015	3	6	56	2.83 MB
14 Apr 2015	4	17	18	167.76 KB
15 Apr 2015	4	19	98	3.68 MB
16 Apr 2015	4	6	7	142.76 KB
17 Apr 2015	1	4	33	1.57 MB
18 Apr 2015	1	1	2	143.56 KB
19 Apr 2015	3	6	59	2.70 MB
20 Apr 2015	5	15	59	2.56 MB
21 Apr 2015	8	9	29	678.48 KB
22 Apr 2015	4	16	88	3.45 MB
23 Apr 2015	21	55	174	6.23 MB
24 Apr 2015	8	14	95	3.81 MB
25 Apr 2015	10	12	20	165.72 KB
26 Apr 2015	11	11	23	200.89 KB
27 Apr 2015	7	27	130	4.57 MB
28 Apr 2015	3	3	6	531.23 KB
29 Apr 2015	4	8	58	2.41 MB
30 Apr 2015	4	10	64	2.77 MB
Rata-Rata	5.53	12.13	50.03	1.84 MB
Total	166	364	1501	55.10 MB

Figure 4: Number of visitor in april 2015 (references : http://jasawebonline.com/webapps/webstat)

On an average, the visit per day during May was 5.53 or less than 6 visitors per day, while the daily visit was 12 visits per day.

The Statistical Visit in the last month (April 2015)

Lama kunjungan

Jumlah Kunjungan: 166 - Rata-Rata: 58 s	Jumlah Kunjungan	Persen
0s-30s	140	84.3 %
30s-2mn	18	10.8 %
2mn-5mn	6	3.6 %
5mn-15mn		
15mn-30mn	1	0.6 %
30mn-1h		
1h+	1	0.6 %

Figure 5: the statistical of time visit in april 2015 (references : http://jasawebonline.com/webapps/webstat)

The visit time lasted 0-30 seconds (84.3%) or in other words a visitor just open a website and immediately close it without reading the information on the website.

Operating system and Browser used by visitors in April 2015

Sistem Operasi (Kembali Ke Atas 10) - Daftar Lengkap/Versi - Tidak Diketahui

Sistem Operasi	Hit	Persen
Windows	1036	69 %
Tidak Diketahui	209	13.9 %
Linux	152	10.1 %
Java Mobile	52	3.4 %
Macintosh	51	3.3 %
BlackBerry	1	0 %

Browser (Kembali Ke Atas 10) - Daftar Lengkap/Versi - Tidak Diketahui

Browser	Grabber	Hit	Persen
Firefox	Tidak	772	51.4 %
Google Chrome	Tidak	409	27.2 %
Opera	Tidak	86	5.7 %
MS Internet Explorer	Tidak	74	4.9 %
Tidak Diketahui	?	50	3.3 %
Safari	Tidak	48	3.1 %
Android browser (PDA/Phone browser)	Tidak	28	1.8 %
Mozilla	Tidak	25	1.6 %
iBrowse	Tidak	8	0.5 %
BlackBerry (PDA/Phone browser)	Tidak	1	0 %

Figure 6: operating system and browser visit april 2015 (references : http://jasawebonline.com/webapps/webstat)

Before the study conducted, it is showed that the initial conditions have the most visitors use the Windows operating system as much as 69% while most used browser is Firefox and Google Chrome 51.4% as much as 27.2%.

Statistical of connection resources visitors in April 2015

Asal koneksi dari

Asal	Halaman	Persen	Hit	Persen
Direct address / Bookmark	188	81.3 %	251	79.1 %
Link dari Search Engine - Daftar Lengkap	33	14.2 %	56	17.6 %
- Google 32 55				
- Yahoo! 1 1				
Link dari situs lain (yang bukan search engine) - Daftar Lengkap	9	3.8 %	9	2.8 %
- http://permatakita.com 3 3				
- http://permatakita.com/toko-perhiasan /cincin/perak.html 2 2				
- http://permatakita.com/toko-perhiasan.html 1 1				
- http://permatakita.com/toko-perhiasan /set-perhiasan/set-perhiasa... 1 1				
- http://burger-imperia.com 1 1				
- http://permatakita.com/toko-perhiasan /gelang/gelang-merah-siam.h... 1 1				
Asal tidak diketahui	1	0.4 %	1	0.3 %

Figure 7: Connection resources visitors (references : http://jasawebonline.com/webapps/webstat)

It can be seen from the above data that direct visitors as much as 81.3% of visitors through search engines and 14.2% of visitors from other sites only 3.8%.

5. RESEARCH METHOD
5.1 Tools Election

The process of posting and advertising is done by Autosubmit software (from website http://Autosubmit.web.id). Some advantages of the program Autosubmit when compared with other lines advertisers software (software promo solar, mass advertising software and software promotion agency) are:

The program can recognize Autosubmit contained in the captcha characters, including the type of the type that is quite complicated, so to sites that captcha classified ad sites can be recognized by the

program, you do not need to enter a captcha code it again because it is automatically entered by the program.

Autosubmit program detects the characteristics of website content after the advertising is done to ensure that the ad content posted on the website is, if no then declared failed pairs.

Autosubmit program always was renewed periodically, adding new features.

The program Autosubmit you can choose to advertise on the site have been recognized captchanya ad that course, so that when the advertising programs can work alone without the need for user intervention.

The program Autosubmit your advertising material data of data stored online, so that when you log in on any computer to reinstall your ad, advertising material data that you've created earlier remain there without having to retype

On some sites of classified ads, classifieds this website will check whether there was exactly the same advertising material before, if there is then classified ad sites will reject creatives, it makes you have to modify a little bit of your ad every time you reinstall ad the same one. The program contained Autosubmit random character insertion feature that if you activate, automatically adding some random characters that would not change the meaning of your ad on the title and content of your ads, so as to avoid the duplicate content filter.

Autosubmit programs can run on a computer connected to the Internet either directly or connected to the Internet via a proxy server. Other programs can only be run if the computer is connected to the internet directly.

5.2 The Process Of Add Posting

Advertising is done every day just one time per day. The number of sites classified ad into media advertising as advertising sites 1100-1200 (always updated according to the number of active classified ad sites). However not all the ads successfully installed. Some causes of failure eg advertising server problem, captcha is not known, the content is not allowed, an internet connection and so forth.

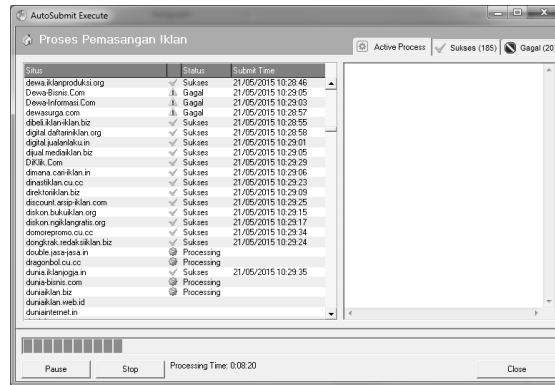The process of advertising can be seen in the following figure:

Figure 8: The process of ad posting

The reports of successful advertising can be seen, even the ads posted on the site can be directly checked on classified ad:
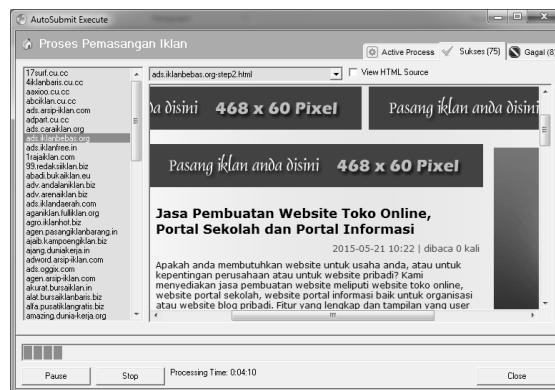

Figure 9: the result of ad posting success on Autosubmit

The result of successful advertising can be seen on the web ad page in the following picture:

Figure 10: the result of ad posting success on browser

Similarly, advertising that fails can be known and checked the cause of failure.
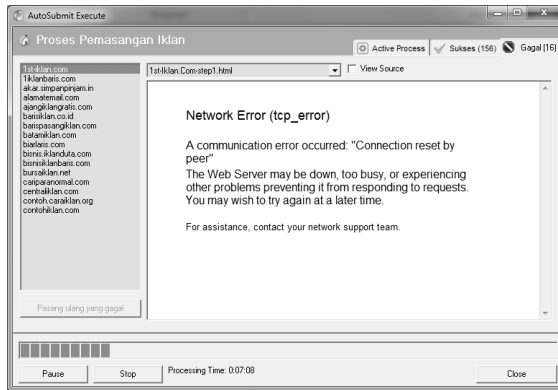
Figure 11: the result of ad posting failure

The process of advertising is monitored and checked every day, including how they affect search engine rankings and the number of visitors every day.

5.3 THE FREQUENCY OF AD POSTING

Table 1: The Frequency Of Ad Posting

Day/Date Submit	Time	Total Ad	Submit Success	Submit Failure	Unknown Captcha
Thursday, 21 May 2015	11.20-12.15	1154	885	228	41
Friday, 22 May 2015	05.08-05.50	1154	891	222	41
Saturday, 23 May 2015	05.00-05.34	1154	885	226	43
Sunday, 24 May 2015	05.05-05.43	1154	893	218	43
Monday, 25 May 2015	08.02-08.37	1154	901	210	38
Selasa, 26 May 2015	05.03-05.49	1139	877	224	38
Wednesday, 27 May 2015	05.05-05.43	1139	891	210	38
Thursday, 28 May 2015	05.10-05.41	1139	895	206	38
Friday, 29 May 2015	05.05-05.38	1134	889	207	38
Saturday, 30 May 2015	05.03-05.44	1133	836	259	38
Sunday, 31 May 2015	05-04-05.45	1133	845	250	38
Monday, 01 June 2015	05.11-05.49	1133	836	259	38
Wednesday, 03 June 2015	07.44-08.18	1133	895	200	38
Thursday, 04 June 2015	05.18-06.23	1133	846	249	38
Friday, 05 june 2015	05.16-05.50	1133	890	204	38

6. THE RESULT OF THE STUDY

The influence of advertising on Google rank and number of visitors in jasawebonline.com

6.1 Numbers of Visitor

The following table showed the visitors on jasawebonline.com

Table 2: Number Of Visitors

Date	Unique visitors	Number of visits
20 May 2015	20	159
21 May 2015	12	34
22 May 2015	57	341
23 May 2015	13	25
24 May 2015	8	27
25 May 2015	21	30
26 May 2015	38	157
27 May 2015	17	39
28 May 2015	12	35
29 May 2015	8	9
30 May 2015	14	26
31 May 2015	52	107
01 June 2015	20	101
02 June 2015	8	68
03 June 2015	32	205
04 June 2015	18	122
05 June 2015	19	66
06 June 2015	18	83
Average (initial condition)	5,53	12,13
Average (Currently)	21,5	90,77

It can be seen that by advertising one (1) time per day for 15 days, there was an increasing visitors from the previous average of 6 unique visitors per day by the number of visits 12 visits per day, until this day 15 increased to an average of 21 unique visitors and 90 visits per day. This means that the effectiveness of advertising lines have to increase the number of visitors to 4 times as much.

Hari	Jumlah Kunjungan	Halaman	Hit	Bandwidth
01 Mei 2015	4	24	82	2.59 MB
02 Mei 2015	4	18	77	3.41 MB
03 Mei 2015	5	7	34	1.39 MB
04 Mei 2015	8	15	150	6.98 MB
05 Mei 2015	2	3	28	1.54 MB
06 Mei 2015	5	14	109	2.38 MB
07 Mei 2015	5	9	80	3.17 MB
08 Mei 2015	4	5	6	135.80 KB
09 Mei 2015	2	2	8	1.08 MB
10 Mei 2015	4	11	60	1.91 MB
11 Mei 2015	1	1	2	166.57 KB
12 Mei 2015	2	2	6	734.82 KB
13 Mei 2015	2	2	14	1.55 MB
14 Mei 2015	3	3	6	432.63 KB
15 Mei 2015	9	10	10	58.20 KB
16 Mei 2015	6	7	16	91.43 KB
17 Mei 2015	2	2	3	165.86 KB
18 Mei 2015	7	18	50	2.10 MB
19 Mei 2015	15	120	323	2.39 MB
20 Mei 2015	20	159	395	1.22 MB
21 Mei 2015	12	34	54	532.90 KB
22 Mei 2015	57	341	633	4.49 MB
23 Mei 2015	13	25	109	344.87 KB
24 Mei 2015	8	27	57	777.72 KB
25 Mei 2015	21	30	39	320.58 KB
26 Mei 2015	38	157	372	20.48 MB
27 Mei 2015	17	39	59	209.31 KB
28 Mei 2015	12	35	35	163.89 KB
29 Mei 2015	8	9	10	42.33 KB
30 Mei 2015	14	26	37	523.75 KB
31 Mei 2015	52	107	409	1.56 MB
Rata-Rata	11.68	40.71	105.58	2.03 MB
Total	362	1262	3273	62.82 MB

Figure 12: the statistical of visits (after research)
(references : http://jasawebonline.com/webapps/webstat)

6.2 The result of Google Search (top 100)

Search results on Google checked once every 2 days.

Table 3: The result of Google Search (top 100)

Keyword	Google Ranking Top 100 (day)								
	1	3	5	7	9	11	13	15	17
Jasa pembuatan website	-	-	-	-	-	-	-	-	-
Jasawebonline.com	-	-	1	1	1	1	1	1	1

Until day 8 index search on Google.com for some keywords not found in 100 sites of search results, but to search by keyword domain name "jasawebonline.com" on day 5 was found on the first page of Google Search results ranking first.

The interesting finding is that the advertisement posted on Google plus, in just 3 days where if a search is performed in a state already logged into a Google account, then ads on Google plus already appearing on the first page ranking 2nd Google and can be seen by everyone in the network (circle) belong Google plus admin as shown below:
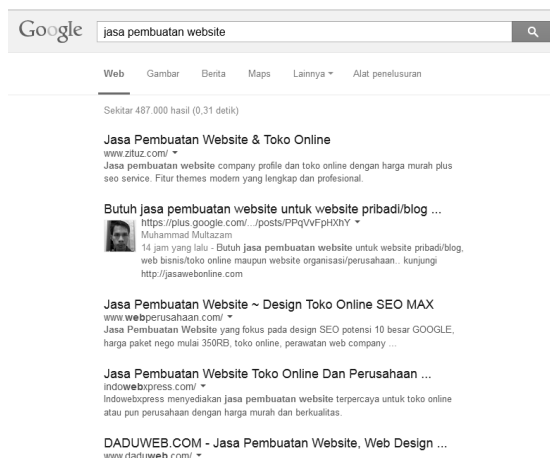
Figure 13: Google Search result (after research)

7. CONCLUSION

1. The Installation of classified ad with Autosubmit has an effective tool in increasing the number of visitors to four-fold.
2. The Installation of classified ad is effective to index a website domain name in the first page of Google Search engine but is less effective for keywords (keyword) search specifically.
3. The Classified ad via Google plus is effective in increasing search engine ranking in Google, especially for the Internet users who connect to the loop (network) Google plus.

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