



THE IMPORTANCE OF SEARCH ENGINE OPTIMIZATION IN DIGITAL MARKETING

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ABSTRACT :

As a part of digital marketing strategy, search engine optimization is driving customers towards business through online platforms. For effective marketing search engine optimization plays a significant role. Organizations are enjoying profitability due to the implementation of SEO on their company website which is increasing client visibility as well as market reputation. In this report, the importance of search engine optimization in digital marketing has been assessed. Customers now-a-days are progressively more turning to the web prior to make any purchase in verticals like technology, furniture, autos and real estate. Through setting clear and specific objectives the assignment has been generated. Based on primary and secondary data collection method the key concepts followed by advantages and working methodology have been briefed in this assignment. Moreover, through the conductance of the survey process, the contemporary market scenario has also been enclosed. By the end, certain limitations in terms of data collection method and analysis have also been detailed with making suggestions for future research.

KEYWORDS : digital marketing, search engine optimization, contemporary market scenario.

1. INTRODUCTION

In digital marketing, search engine optimization holds an integral part. It is acutely responsible for taking website visibility to some higher level. It elevates conversation rate, user traffic, return on investment and website visibility. Businesses earn significant revenues through leveraging relevance and quality of this traffic for customer acquisition, direct sales and awareness or branding promotions. A site of good ranking is much more exposed to users in comparison to others on the basis of logic by Google, which utilizes the rank of the website (Iredale&Heinze, 2016). Whenever any business is going online, advertising works the best for garnering the humongous amount of web traffic. In this article, the focus has been made to understand and assess the importance and requirement of SEO in the process of digital marketing. However, it is necessary to be familiar with digital marketing first to understand the concepts of SEO.



Figure1: SEO Process

(Source: <https://www.pinterest.com/pin/641481540647498129/>, Accessed on 09/04/2019, 10.01AM)

In digital marketing there is search engine optimization process, In this process firstly we have to do analysis of website, In which we have competitors and accordingly we have to collect the data and analysis the data for optimize the website. On the basis of website analysis we have to do problem identification, that how we can improve our website visibility on Google. In the SEO, keyword research is the important task, By keyword research the marketers get better understanding that, how high the demand of keyword is, so keyword is one of the important part of SEO process. website optimization is a process, for making changes in a website so that it can appear higher in search engine result pages. Content development is the researching information and from that, producing and publishing information to get our goal in SEO. Outreach is more important to be successful in SEO, using outreach we can make the important back links from off-site website. so that it can improve the organic ranking of the company website. So if organic ranking increases then automatically traffic increases, by increasing the traffic we get the reporting of the customers.

2. LITERATURE REVIEW

Search engine optimization (SEO) provides an opportunity for a great deal of free advertising. Page rank is a protocol which is enforced by Google for assigning a statistical weight in the URL of web documents for measuring its relevance. The numerical weight which is assigned on any given element is known as Page Rank(Zilincan, 2015). The page having higher rank ensures more optimized results. On page optimization is the initial stage where webmasters should focus and deals with alterations done on page for improving rank and visibility. Proper execution of on-page optimization results in a radical increase in readability and rank of websites. Off-page, optimization is the work done apart from website for improving ranking and visibility of pages (Aul& Roth-Berghofer, 2015). This is considered to be the best technique for going ahead of competitors provided webmaster team has been equipped with better quality of web researchers.

1	Title	90%
2	Backlinks	75%
3	Domain and file names	75%
4	Description Tags	66%
5	Image Optimization	65%

Table 1: According to SEO viewpoint effect of various factors, (Gunjan et al., 2012)

Search engine anatomy comprises of four parts which is observed while making a query. Non sponsored listings are the outcomes from listings which have been done by Google crawlers in accordance to the ranking algorithm. Sponsored listings are reflected in result page at the topmost right corner. Search box is the portion used by the user for making a query (Gunjan et al., 2012). Methodology associated with on-page optimization comprises of title optimization, body text,

hyperlinks, URL, easily understandable contents and it's quality, Meta tags optimization, newsletters, robots.txt, sitemaps, hidden target keywords and image optimization (Giomelakis&Veglis, 2015). Off-page optimization is performed through a sequence of processes which includes back links generation, blog posting, social networking, press release, video submission, article submission and finally reputation management. Companies can never afford for ignoring the customer’s necessities as uttered through searches pursued on Bing, Yahoo and Google.



Figure 2: Impact of SEO, (Gunjan et al, 2012)

Meta tag analyzer tools provide tips for improving Meta tags and check keywords utilized on the page and also evaluate keyword density. In addition, it checks website load time, website files size, links and URLs found on pages and web server operating system where websites are hosted(Sirdeshmukh et al., 2018). Link popularity check tool is enforced for checking the popularity of websites. Sitemap submission tool helps in submission of sitemap to different search engines (Coello, 2016). Keyword traffic estimator shows an approximation of a number of daily searches any particular keywords might get, which is enforced for searching the best keywords. Other significant tools are SEO dictionary, page rank checker, page snooper, broken link checker, link counter and reciprocal link counter.

There are immense advantages of using SEO in websites. Firstly, SEO specifically targets quality traffic (Sahu&Chhabra, 2016). Differentiated from previously used outbound advertising channels associated with reaching out to customers for identifying whether they desired to hear or not, inbound methods are making it easier for the audience in finding their necessities whenever they want any information. Secondly, it is not necessary to pay any bucks for placing advertisements on SEO. Thirdly, SEO gets more number of clicks than Pay per Click (PPC)(Kritzinger&Weideman, 2017).

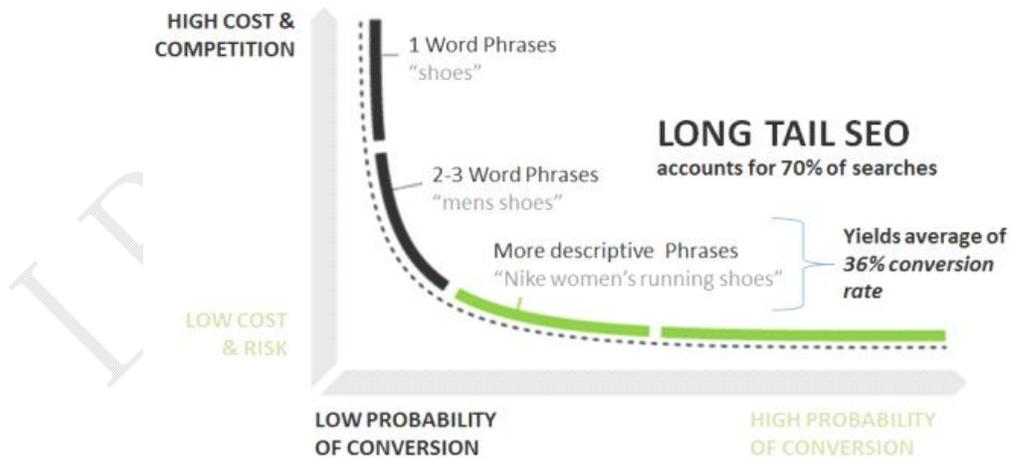


Figure 3: Search Demand, (crazyegg.com, 2016)

3. PROBLEM STATEMENT

There are certain issues that have been raised prior to the initiation of this research work. This study will try to address those problems to reach into a solid conclusion. The study will scrutinize

whether search engine optimization is an efficient tool for digital marketing or not. In addition, it will look for the effectiveness of search engine optimization for getting listed or ranked in Google search. SEO actually tempts to find whether the process works and newly formed websites are listed in search engines and can eventually drive traffic in the website for the improvement of the business. The problems are being faced by online small or medium-sized enterprises, while performing search engine optimization has been depicted in this study.

4. OBJECTIVES OF THE STUDY

1. To understand the concepts of a search engine, which drives dramatic quantities of traffic by compromising their purchasing and research goals in digital marketing
2. To assess implied endorsement effect due to increased visibility in search engines, where searchers associate with relevance, quality and trustworthiness of websites, which are ranked highly for their query
3. To apprehend the dramatic growth in interaction between online and offline marketing necessitates investment by companies of all types in flourishing search strategy

5. RESEARCH METHODOLOGY

During the pursuance of the research, the researcher has followed *secondary* data collection method. Following primary data collection method the researcher has strategized to conduct a survey process. The secondary data collection method has been helpful for the researcher in acquiring a better understanding of the key concepts associated with SEO in digital marketing. Following random probabilistic sampling method, the researcher has selected 80 employees as respondents from various sectors to analyses the importance of SEO in their digital marketing process and significant initiatives.

6. DATA ANALYSIS AND INTERPRETATION

Survey Process:

How long have you been working on search engine optimization?

Options	No of respondents	Percentage of respondents	Total number of respondents
Under 3 years	21	26.25%	100
4 to 5 years	27	33.75%	
6 to 10 years	13	16.25%	
Over 10 years	19	23.75%	

Table 1: Employee's job duration

What is the geographic target coverage of most companies in the market?

Options	No of respondents	Percentage of respondents	Total number of respondents
Local	9	11.25%	80
Regional	16	20.00%	
National	30	37.50%	
International	17	21.25%	
All	8	10%	

Table 2: Geographical coverage target of Companies

How do you rate your current website in terms of traffic logs or statistics for people to review on the search engine?

Options	No of respondents	Percentage of respondents	Total number of respondents
Highly optimised	47	58.75%	80
Average	22	27.50%	
Working on it	11	13.75%	

Table 3: Rating of current websites related to traffic statistics on search engines

How far do you agree that the current digital marketing strategy through SEO is supportive and complimentary to your products and services?

Options	No of respondents	Percentage of respondents	Total number of respondents
Strongly Agree	39	48.75%	80
Agree	25	31.25%	
Neutral	11	13.75%	
Working on it	5	6.25%	

Table 4: Support of SEO in digital marketing of products

7. FINDINGS OF THE STUDY

1. The survey process reflects that most of the companies' target is to cover national geographic area through search engine optimization as a premeditated technique for taking web articles in top exploration results of search engine.
2. Online existence of an organization can ever be considered as an easy way for reaching the intended users but it can be beneficial too provided optimization is done keeping in view the target users as the motive that most of the time users search with keywords of their use.
3. In this process of optimizing traffic logs or statistics for people to review the website it is redeveloped for making keywords to communicate effectively with significant search engines, which is done by search engine optimizers.
4. The target can be video or image or local or academic search and others. In support of their digital marketing strategy through SEO the employees answered that optimization of a page is associated with editing of HTML codes and contents for increasing its importance towards proper indexing and specific keywords in search engines. Few respondents indicated that the coding and contents are still under editing following the indexing patterns of search engines that are accomplished by crawlers such as Googlebot in Google.

8. CONCLUSION OF THE STUDY

It can be inferred that proper optimization technique not only ensures better results due to ranking but also means better user experience. The companies have been profitable through search engines which allow good user signals in terms of low bounce rates, high time on website and others along with better integration of relevant videos and photos. From the analysis it can be concluded that local search ranking leads to elevation of sales and visits. Sixthly, marketers in the modern business environment rank SEO as their most preferred digital marketing strategies.

9. SUGGESTION OF THE STUDY

There are various tools used in SEO process. It can be suggested that studying Google webmaster tools which are free web services and are offered by Google for webmasters allowing them to check index status as well as optimize visibility of websites would have been a better insight in this research study.

10. FUTURE SCOPE OF THE STUDY

For future scope of the study how Meta tags are used by organisations through SEO for better digital marketing can be focused. Meta tag analyzer tools are used for seeing search engine robots and can analyze competitors' websites.

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