

The Necessity of Search Engine Optimization: An Empirical Study of Its Impact on Organic Reach and Conversion

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Abstract:

The advent of new digital technologies has catalyzed the proliferation of innovative marketing tools, including digital marketing platforms and social media applications. This paper conducts a comprehensive literature review to analyze the evolution of digital media marketing strategies and evaluate methods for enhancing their efficacy in targeting appropriate audiences with relevant goods and services. Furthermore, it discusses the demonstrated success of these strategies for a diverse range of corporate and non-profit organizations in achieving key objectives such as marketing communications, sales enhancement, and customer relationship management. Employing a critical hermeneutic methodology, this study conceptualizes a framework for addressing contextual issues in Search Engine Optimization (SEO), positioning it as a critical component for designing and analyzing effective digital promotion strategies in the contemporary marketing landscape.

Keywords: search engine, SEO, online advertisement, keyword optimization, SEO tools.

INTRODUCTION

SEO (search engine optimization) is a method of improving the quality and quantity of any website that is featured on a search engine. Because of the advent of digitalization, practically every business in any of the PLC stages now has a website dedicated to selling and marketing the product. Academic institutions are in the same boat.

The same or similar courses are offered by a variety of institutions. Some institutions may have more to offer than others, although the institute's intake may be smaller. This article aims to investigate a number of criteria on which colleges and other educational institutions could focus in order to improve the appearance of their websites in search engines. Search engine optimization is another name for this technique. In this study, we will look at Google, Bing, Yahoo, and Rediff as examples.

In order to understand SEO, we need to know “the working of search engine that involves four major activities namely Web Crawling where the crawler search for text and hyperlinks that moves from one web page to another webpage, Build Indexing where the index about keyword and their location of the crawled webpages were created, Calculate Relevancy where the degree of relevancy between content and searcher’s query were calculated, Result Retrieving where the decision upon the order of pages in the search engine result were taken.”[1]

“Search engine optimization (SEO) is the procedure of designing, writing, and coding a website in a way that helps to improve the volume, quality and visibility of company website by people using search engines via the natural or un-paid (organic or algorithmic) search results. While other forms of search engine marketing (SEM) target paid listings. Search engine optimization (SEO) is a marketing strategy that helps in enhancing company website presence. Companies try hard to attain higher rankings for their websites because when a site appears at the beginning of the search results list or top of the page and more frequently, the greater the likelihood that users will visit the site” (Enge et al., 2012).



Figure 1: Phases of SEO Process

When a user types a query into a search engine and presses the enter key, they are presented with a list of web results that include the query phrase. Users are more likely to visit the websites at the top of the list because they believe they are more relevant to their query. In response to a search query, SEO is a strategy that helps search engines find and rank your site higher than the millions of other sites. As a result, SEO aids in the acquisition of traffic from search engines like as Google, Yahoo, and Live.

OBJECTIVES

- 1) To present an overview of SEO's history, components, and benefits, as well as its marketing applications.
- 2) To determine and assess the influence of SEO dimensions on online advertising.

LITERATURE REVIEW

Various researchers have demonstrated the importance of SEO in our daily lives. Search engine marketing is the world's fastest-growing advertising medium, with the potential to grow many times more intensive and powerful than traditional media outlets. The most important search tools for recovering data on the Internet are search engines. The majority of Web users, it has been determined, use search engines to obtain information from the Internet.

“Search engine optimization (SEO) is a set of techniques aimed at improving the ranking of a website in search engine listings, thereby making it more likely that the end user will choose to visit the site” (Vryniotis, 2015).

“To achieve higher ranking, SEO provides a variety of techniques, it include increasing links from other websites to company web pages, editing the content of the website, reorganizing the structure and organization of company website, and coding changes”. (Shih, et al. 2013).

(Bhandari & Bansal, 2018) “This study focuses on the impact of SEO as a marketing tool and its influence on various marketing variables like market share, brand equity and etc. Literature review highlights many marketing variables getting affected by search engine optimization. Variables like brand loyalty, market share, product price, brand recognition, brand image, product information, brand awareness, consumer online behavior, and user reviews are among them. The authors have found that majority of the researches have highlighted these variables either in combination of few or in isolation.”

(Iskandar & Komara, 2018) “The objective of this research paper was to improve marketing of the product using Search Engine Optimization (SEO) strategy. The authors have used the descriptive /exploratory method to analyze market plan of action by using Search Engine Optimization. For data collection, the researchers have used observation method, interview method, and literature study. They found that the application of SEO strategy is very helpful in developing product marketing.”

(Terrance, Shrivastava, & Mishra, 2018) "Internet has changed the world to global village. Due to advanced connectivity and increase in data usage, any new or services or existing products can reach the consumer easily through digital marketing. The paper also provides the impact of Keyword analysis and the other SEO friendly techniques that positively affects the digital marketing."

DATA ANALYSIS AND INTERPRETATION

Descriptive statistics conducted on the demographic and search engine profile of the respondents, the result presented in below tables. I taken the number of respondents as 338.

Age	Frequency
15-20	75
21-25	145
26-30	46
31-35	43
36-40	29

Table 1. Demographic Profile of the Respondents(Age)

Gender	Frequency
Male	195
Female	143

Table 2. Demographic Profile of the Respondents (Gender)

Education	Frequency
Undergraduate	82
Graduate	165
Post Undergraduate	86
Doctorate	5

Table 3. Demographic Profile of the Respondents (Education)

Table 4. Descriptive Statistics of Identified Variables

Variables	Mean	SD	Max.	Min.	Skewness	Kurtosis
Market share	2.7685461	1.5621516	5	1	0.5163977	-1.4059115
Brand commitment	2.8902076	1.5725866	5	1	0.4319877	-1.534184
Brand loyalty	2.9080118	1.6239908	5	1	0.3004482	-1.6286582
Brand recognition	2.1008903	1.3212657	5	1	1.2773848	0.3740314
Product price	2.3086054	1.5137317	5	1	1.0041362	-0.5808234
Product information	2.1513352	1.3510157	5	1	1.2668191	0.2915189
Brand image	2.3560830	1.4197482	5	1	1.0098812	-0.4315692
Information searched	2.8872401	1.0346885	5	1	1.0545505	-0.0544142
Consumer dissonance	3.2077152	0.5811011	5	1	2.5980582	5.0645593
Brand awareness	2.6023738	1.5340561	5	1	0.6638018	-1.1742651
Search engine analytics	2.1869435	1.3857507	5	1	1.2139108	0.0906894
Consumer online behavior	1.9080118	1.1854127	5	1	1.6455953	1.8276836
User reviews	3.3857566	1.2414608	5	1	-0.0416838	-1.6707496
Feedback mechanism	2.6617212	1.5014242	5	1	0.5641122	-1.2559522
Scarcity of products	2.8189912	1.2978443	5	1	0.9974833	-0.9416925

The univariate analysis of the identified variables used in exploratory factor analysis is shown in the table above. User reviews (mean = 3.39), customer dissonance (mean = 3.21), and brand loyalty (mean = 2.91) and brand commitment (mean = 2.90) are regarded to be the most influential variables in the emergence of SEO as a marketing strategy.

CONCLUSION

Customers are more likely to notice online advertisements when they use search engines like Google, MSN, and Altavista to look for information. Details about a product or service this could be the case. Especially in a country like Jordan, this is critical. 87.3 percent of the population has access to the internet. As a result, in reality, the goal of this study is to determine the impact of SEO. Online advertisement proportions Businesses that are employing SEO for the aim of internet promotion are gaining more new customers than the competition companies that use alternative means following the application, Factor analysis, for example, is one of the statistical tools that can be used. Regression analysis is a method of analysing data.

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