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An Empirical Study on Search Engine Optimization

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ABSTRACT: Digital marketing initiatives that use an electronic device or the internet are classified as digital marketing. To engage with present and potential customers, businesses use digital channels such as search engines, social media, email, and their websites. This is also known as web marketing, online marketing, internet marketing. Digital marketing is described as the application of a variety of digital methods and channels to interact with customers where they spend the majority of their time: online. Digital marketing encompasses a wide range of strategies, from a company's website to its online branding assets, digital advertising, email marketing, online brochures, and more. In digital marketing SEO (search engine optimization) takes an integral part. SEO is very much essential to the digital period. In digital marketing SEO takes a key role that how you can compete with another competitor. SEO technique that can get you a better rank in the web world. Importance of both ON and OFF page optimization method, to improve website ranking.

KEYWORDS : Digital marketing, SEO techniques, on – page, Off – page.

I. INTRODUCTION

Search engine optimization (SEO) is a set of tactics for increasing a website's visibility and presence on a search engine's result page (SERP). To put it another way, the higher and more frequently a website appears in search results, the more traffic it receives. It will receive visitors through the usage of search engines. The significance of SEO can be comprehended by the reality that many websites today get the majority of their visitors from search engines' natural outcomes.

Search engines crawl the contents of websites to gather information about them. As a result, optimising a website to make it search engine friendly is necessary. This will help a website rank higher in search results. SEO programmes are referred to as 'crawlers' or 'spiders'.

CRAWLER: A programme that retrieves web pages and their contents. A web spider visits the seeds, which is a collection of URLs. The crawler visits URLs and distinguishes each one. One of the page's hyperlinks and adds it to the crawler's lists of URLs to visit next. Search engines scour the internet for information.

SPIDERS: Because so many webpages include links to other web pages, a spider can get started anywhere. When it sees a link to another page, it goes off and brings it. A spider visits websites and creates a search index on basis of their page and other information.

The methods that SEO includes can be divided into four categories; research/selection, search engine indexing, on – page, off – page. On-page optimization is the control of all factors directly related to a person's website. Off-page optimization involves everything except keywords, relevant content, and internal link structure. Link building and social signal strategy are examples of efforts conducted apart from the website. Without a doubt, with a revolution in the industry, the world search engine optimization has altered and grown dramatically. Moving away from traditional ranking variables and towards aspects like quality and multi-form social signals and content even though SEO has evolved significantly, it remains a crucial component in any digital marketing.

SEO services are search engine optimization services offered by an agency, freelancer, or consultant that optimize your site for SEO so you can capture more traffic and revenue from search. Most SEO plans will include on-page, off-page, and technical SEO. At present the major internet sites are Google, YouTube, Amazon, Facebook and so on.

On-page SEO (Search engine optimization) refers to the process of optimizing pages on your site to improve ranking and user experience. Elements of on – page include: title tags, internal links, HTML code, URL optimization, on-page content, images,.

Off – page SEO refers to all seo tactics that don't involve updating or publishing content to your website. In the past many used off page seo and link building interchangeably , but in reality there are many off – page seo tactics you can use , including brand building, citation building, content building , social media and more. These tactics help both search engines and users better understand your website and increase your site's authority, trust and relevance.

SCOPE OF STUDY

The scope of study is to understand how digital marketing is using SEO services and how it is helping them in their marketing . in digital marketing you can compete with another competitor through seo to get website ranking higher.

II. LITERATURE REVIEW

1. SEARCH ENGINE OPTIMIZATION: A PRIMER ON OUTSOURCING KEY TASK.

AUTHORS :

RALPH .F , WILSON AND JAMES .B, PETTIJOHN

This is the third in a series of primers on the fundamentals of seo by the authors. The first two pieces, which appeared in previous issues of this journal , deal with the essential duties connected with results in general keywords optimization and incoming link security. This document covers the topic of seo outsourcing, namely outsourcing the key word research. Obtaining and optimising incoming links to the site's pages on specific keywords whose internal efforts have not yielded the intended results. Search engine results in general , outsourcing seo can be beneficial.because of the specialised expertise that certain people have seo companies. The standard service given are related to this knowledge by seo companies . which is the use of unethical and / or manipulative search engines might have disastrous effect for the offending website. E- marketers in particular should be aware that unethical acts can cause search engines to penalise you in their rankings and their most serious consequences could result in a ban by one or more of the major players.

2. OPTIMAL SEARCH ENGINE MARKETING STRATEGY.

AUTHOR : RAVI SEN

Most online buyers engage in some form of online searching, and search engines are the most popular tools for this .As a result, search results have evolved into a non-intrusive pull marketing method that works in the background. ground seller are eager to promote themselves and advertise on search engines . banner ads, pop-ups and email marketing were among the first attempts. Promotions employ a vexing push marketing tactics that disrupts the user's experience. Self-guided search the efficiency of these strategies in term of click through rates in re-entry, through have decreased from roughly 2% to less than 0.5 percent. In recent years, online sellers have realised that banner marketing are ineffective. Bring the desired traffic volume paid search results, on the other hand help seller to determine their best SEM strategy and realise the circumstances in which one tactic is superior to another. The proposed model, like any analytical model, has limitations due to its simplicity. The ideas that underpin it the model, on the other hand , is realistic enough to provide a better grasp of the problem and a business case for the solution most popular SEM method used by most online sellers today.

3. IMPORTANCE OF SEARCH ENGINE MARKETING IN THE DIGITAL WORLD.

AUTHORS: AROKIA R.TERRANCE, SHRUTI SHRIVASTAVA, ASMITA KUMARI

The website developer should be familiar with various SEO techniques that ensure that the highly relevant, content-rich website is gradually positioned in the top ranked result pages of search engines. The internet search engine the investigation of SEM and SEO assist us in comprehending the technical and commercial aspects . in the field of digital marketing ,there is a websites. The keyword research demonstrates that it is essential in the current SEO techniques . The texts and the links crawled, indexed pages, and the keyword density of a website can be checked with the tool. Advanced seo tools and deliver SEO reports on a daily, weekly, or monthly basis, which helps to increase website traffic and overall product or service sales.

4. SEARCH ENGINE MARKETING : DOES THE KNOWLEDGE DISCOVERY PROCESS HELP ONLINE RETAILERS.

AUTHOR : TAPAN K PANDA

Web-based algorithms are developed using a variety of data mining and knowledge discovery approaches , with varied degrees of success. Analysis, development, and maintenance are the three stages that should be used to create an effective search engine analytical tool. It should be constructed. Than the engineering team on user preference and ease.

A search engine that is based on consumer preference and choices should facilitate navigation and access to desired content. Due to the influx of new search engine companies, the market for search engine companies is becoming increasingly crowded. Search engine firms, including generic and domain-specific search engines. There is a likelihood that pricing mechanism through local search engine companies. Bids like google does will be rare, and cost will be determined by the sponsor.

5. SEO THCHNIQUES AND ITS IMPORTANCE IN DIGITAL MARKETING.

AUTHORS : DR.R . SAMINATHAN, MR . S .EDWARD
PACKIARAJ

Digital marketing is mostly focused on the availability of a digital marketer's website through a search engine. A digital marketer can win in the market by developing an attractive digital marketing website with suitable design and using effective SEO tactics. By using the effective on-page seo and off-page seo a website can get higher rank in search engine's search results. Someone who has created a successful seo friendly website can save money on advertising and lower the mediator's commission. As a result, the end user will benefit more.

6. SEARCH ENGINE OPTIMIZATION (SEO) AS A DYNAMIC ONLINE PROMOTION TECHNIQUE : THE IMPLICATIONS OF ACTIVITY THEORY FOR PROMOTION MANGERS.

AUTHOR: GEORGE S.SPAIS

The purpose of this study was to see if Bedny's theoretical perspective of activity theory might be extended as a useful tool. A framework for contextual seo issues could be helpful in the development and analysis of investigations into seo promotion techniques. The concept of conceptualization was viewed as a framework. In order to develop search engine optimization technique for (SEO) promotion. The preceding discussion allowed us to confirm : a) the degree of response the research question and the initial support assumption, and b) the findings relationship to previous findings practical consequences, c) theoretical ramifications implications, and d) more research. we based our decision on the research question's response can accept the following assumptions as a starting point a) attempting to understand bedny's theoretical stance hypothesis of activity. If any type of business wants to use internet marketing to become more well-known and increase sales of its products and services online, it must first establish its brand have a good understanding of how SEO works, and more effective web promoting strategy efficient and effectively one of the most popular appears to be search engines. New internet promotion from dynamic marketing channels, as they are an excellent source of information increasing number of internet customers there had been a crucial information research literature. Such as activity theory and tools for systems of activity system, on the other hand, words like 'subject', 'object', and 'goal' statement remained largely unexplored. No research until now, has provided a fresh perspective on managers in charge of an internet promotion a technique.

7. SEARCH ENGINE OPTIMIZATION IN DIGITAL MARKETING : PRESENT SCENARIO AND FUTURE SCOPE.

AUTHORS : HIMANSHU MATTA, RUCHIKA GUPTA, SUMIT AGARWAL

In today's marketing, search engine optimization has become a common practise. As every company strives to expand its online presence, SEO is critical in enhancing the ranking of the company's online services on search engines. Because customers search for keywords rather than company names, it is critical for businesses to rank highly in search engine results. As a result, the focus of this research is on investigating search engine optimization from a managerial standpoint, as well as determining the role and value of seo in enhancing firm profitability. It also examines the current state and future prospects of seo in the context of digital marketing. The research is based on secondary sources of information. The findings of this study support the importance of seo and suggest that SEOs in mobile marketing be included as well, given that smartphones currently account for the majority of internet usage. The report also reveals that organisations utilise white hat SEO tactics to boost their profits.

8. ON-PAGE SEARCH ENGINE OPTIMIZATION (SEO) TECHNIQUES MODEL : A USE CASE SCENARIO OF A BUSINESS ENTITY WEBSITE

AUTHORS : DR ALI GHULAM, MANSOOR HYDER, SIKANDER RAHU

The internet is becoming an increasingly vital and necessary element of our daily lives. Whether we are a commercial organisation

, a consumer, a researcher, a scientist, a student, or a regular end user, we all want data in order for specific processes to run according to our roles and expectations. Search engine are typically the primary source of information acquired by various users. according to google data, on a typical day, the google search engine processes over 40,000 search

queries per second , totaling around

3.5 billion search inquiries per day . As a result , it is evident how difficult it might be for search engines to produce search query result.

9. COMPETITIVE ANALYSIS OF RETAIL WEBSITES THROUGH SEARCH ENGINE MARKETING .

AUTHORS: AROKIA RAMYA TERRANCE , SHRUTI SHRIVASTAVA , ASMITA KUMARI, LOKESH SIVANANDAM

In today's competitive environment ,a retail startup's website developer should be aware of numerous SEO friendly tactics that might help the company succeed. Be incorporated into the website's coding phase . it gradually improves the web's visibility. The comparative study of strategic strategy, the use of both natural and paid seo techniques is beneficial. To comprehend the strategic and tactical implication in digital marketing , the website is crucial keywords and phrases. The importance of links on a website is significant. SEO strategies that are currently in use . The texts crawled and keyword density, indexed page links, and linkages. Free SEO tools can be used to keep track of the website and would produce a daily or weekly SEO report weakly or monthly basis, which ensure that plan helps the retail startup company.

10. A COMPREHENSIVE REVIEW ON SEARCH ENGINE OPTIMIZATION.

MAINI

AUTHORS : Er. TANVEER SINGH , Dr. RAMAN

Search engine marketing has evolved into search engine

optimization(SEO).Without the aid of a search engine (to search anything) , the user will be forced to memorise nearly all URLs. It is really difficult, and the user will be forced to search . Search engine optimization is used to complete this work and deliver the best results to potential customers. Page ranking algorithm are used by seo to provide the most relevant results to users for search query . search engine optimization , a strong web marketing method , is used to rank pages(SEO).SEO employs strategies such as black hat and white hat tactics. Because it adheres to search engine criteria, white hat techniques are more effective . when utilising white , data is apparent.

III. CONCLUSION

SEO has a lot of importance in digital marketing to provide service to firms .the literature review revealed that seo has a high competitor in digital marketing . it uses the techniques to improve the website for higher ranking and also have the importance of both on and off page otimization method to improve website ranking. It is also useful for startup retail websites in digital marketing. This method is easy to grab the attention from customers to get profits.

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