



# ANALYSIS OF DIGITAL MARKETING TECHNIQUES IN SEARCH ENGINE OPTIMIZATION

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## **Abstract:**

*Marketers are faced with new challenges and opportunities within this digital world. Digital marketing Is the utilization of digital media by the marketers to promote the products or services into the market. Search engine has become very strong tool for digital marketers because of internet users unchanging behaviour. Most of the users begin their browsing with search box of search engine. Therefore, digital marketers are putting efforts to pull target audience from search engine result page. This paper investigates the mediating role of website optimisation for successful search engine marketing. This paper suggest that search engine plays vital role in the success of search engine marketing however, if website optimisation is done properly with the help of popular keyword then the effectiveness of search engine marketing increases.*

Keywords: Digital Marketing, Optimization, Advertising, Search Engine, Website, search engine optimization.

## **I. Objectives of the study**

1. To improve the SEO visibility of a website in search engine results pages (SERPs).
2. To present an overview of SEO's history, components, and benefits, as well as its marketing applications.
3. To determine and assess the influence of SEO dimensions on online advertising.
4. To provide user with the most relevant results possible in relation to search query.

## **II. Introduction**

Digital marketing is the use of the internet, mobile devices, social media, search engines, display advertising and other channels to reach customers. Digital marketing goes beyond the internet to include Short Message Service (SMS), Simple Notification Service (SNS), Search engine optimization (SEO), electronic or interactive billboards and other online ads to promote products and services. Some marketing experts consider digital marketing to be an entirely new attempt that requires a new way of approaching customers and new way of understanding how customers behave compared to

traditional marketing. Digital marketing has risen hugely in popularity and there are now countless dedicated agencies scattered around the web such as Facebook, Twitter, Pinterest and LinkedIn are all digital marketing platform which can be used as a part of marketing efforts.

Search Engine Optimization (SEO) means optimizing the content of a website in order to gain better placement on the Search Engine Results Page (SERPS). A variety of techniques are employed to achieve this and it's not a job for dilettante really as there are many pitfalls that could have Google frowning on your site.

Online search activities is considered as one of the common activities performed by users therefore, it is getting importance in e-commerce. Whenever a user try to search information about product or services they usually type a keyword and seek website where relevant information relating to that keyword is available. It is a great opportunity for marketers to make their presence in the search engine result page. So that user can click on the web-link and redirected to company's website. Search engine provides two separate space for search results: (i) organic search results (non-paid) and (ii) inorganic search results (paid)

(i) Organic search results:

Organic search results done through search engine optimization which is free, where an expert or consultant is hired to optimize website pages for a list of popular keywords.

(ii) Inorganic search results:

Inorganic search results done through search engine marketing which is paid form of promotion where payment is based on bidding process. Search engine optimization method is appropriate for popular brand and search engine marketing is suitable for unknown brands. Search engine has become powerful tools for unknown marketers to market and sell their products and services. Search engine marketing helps to display unknown brand web-link in the inorganic search results area of search engine research pages (SERPs). The payment to search engine service provider is made only if a user clicks on the available link. Therefore, both the way it is good for marketers

because it makes presence as well as the charges are imposed by search engine provider on Cost Per Click (CPC) basis. Although search engine marketing is efficient and cost effective, it is difficult to decide whether one should go for website optimization or search engine marketing.

Selection of Search Engines:

Yahoo, Google, Gigablast, AlltheWeb, Zworks, AltaVista, and Bing/MSN were the search engines chosen for comparison of this report. During the discovery process of the web search engines to be analyzed, attention was paid to the inclusion of a number of search engines so that the results obtained could serve as a basis for assessing the search discovery used by the different search engines. Some of the search engines chosen are not the most common or the most recognizable ones. Therefore, the findings of the analysis would help the users about their various capabilities and therefore to improve the usage of search engines for better performance. In online platform certain search engines content stored on other Internet applications, such as Chat groups and Gopher (a network that directs users to businesses that provide those goods or services) but this analysis considered only web data bases.

### III. RESEARCH METHODOLOGY:

The study is quantitative investigation on mediating role of website optimisation and search engine marketing. The independent variable keyword search, mediation variable website optimisation, and dependent variable search engine marketing is identified from various existing Literature. Wenham was used to analyse the empirical data and relationships of variables under this study.

### IV. DIFFERENT TYPES OF MARKETING TECHNIQUES

- 1) Search engine optimization (SEO)
- 2) Search engine marketing (SEM)
- 3) Content marketing.

- 4) Social Media Marketing (SMM)
- 5) Pay-per-click advertising (PPC)
- 6) Affiliate marketing.
- 7) Email marketing.
- 8) Website optimization

## 1. Search Engine Optimization (SEO):

The process of getting traffic from free, organic, editorial, or natural search results in search engines. It aims to improve your website's position in search results pages. SEO is crucial because it makes your website more visible, and that means more traffic and more opportunities to convert prospects into customers and it is a process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

If the search engine is successful in providing with information that meets user needs, then user will be a happy searcher. And happy searchers are more likely to come back to the same search engine time and time again because they are getting the results they need. In order for a search engine to be able to display results when a user types in a Query, they need to have an archive of available information to choose from. Every search engine has proprietary methods for gathering and prioritizing website content.

## 2. Search Engine Marketing (SEM) :-

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results. Search engine marketing is a direct response model where most of Internet user clicks on the top web-link appear in the search engine result page and which is very natural. It helps advertisers to place their web-link on the top, so that user will click on their web-link and visit their website. It a very common digital marketing practice in the field of digital marketing. Many advertisers also feel that ever, if an internet user doesn't click on the web-link even though it gives a positive branding experience. Through effective

optimization of website, search engine marketing helps to place unknown brand in between renowned brands.

## 3. Content Marketing :

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately to drive profitable customer action. Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell. Content marketing is used by leading brands. It is used by many prominent organizations in the world, including P&G, Microsoft, Cisco systems, and John Deere. It's also developed and executed by small businesses. Content Marketing strategy should have these five core elements to be successful such as audience personals, brand positioning, owned media value proposition, business case, and an action plan.

## 4. Social Media Marketing (SMM) :-

Social media marketing refers to the process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or "updates" with others. Social media platform helps to connect with the target audience, increase awareness about the brand, but it also boosts to leads and sales to a great extent. Social media marketing is important for business it offers companies the chance to interact with their customers, reach a wider audience, and keep updated with industry trends.

While social media platforms started as ways to stay connected with user personal and professional network, they have evolved to become powerful ways for brands to connect with buyers and engage in Instantaneous two way conversations. Social media is now the

status quo for a business's digital presence and users expect to see their favorite brands on social media. And that's why social media marketing plays a critical role in the success of every business.

#### 5. Pay-Per-Click Advertising (PPC):

Pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked.

Pay-per-click (PPC), also known as cost per click(CPC), is an internet advertising model used to Direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked. However, websites can offer PPC ads. It is a one of the most successful forms of digital marketing data that shows out of all forms of online marketing. Search PPC ranks highly with as much as 20% claiming it offers them the highest ROI (Return on investment) out of any digital marketing strategy. The money paid by business man is paid only for the traffic that the ads generate. So, this is one of the great options for businesses, which look for great performance on a minimum budget.

#### 6. Affiliate Marketing:

Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts. Affiliate marketing involves referring a product or service by sharing it on a blog, social media platform, podcast, or website. The affiliate earns a commission each time someone makes a purchase through the unique affiliate link associated with their recommendation. Affiliate marketing is the process of earning

money (commissions) every time by promote a company's products or services and drive a sale. It can only get paid every time when drive a sale, just like a commission-only sales representative.

#### 7. Email Marketing:

Email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services. It can help to make customers aware of latest items or offers by integrating it into marketing automation efforts. Email marketing campaigns are used to promote special offers, new product releases, gated content like E-books and webinars, and the brand at large.

Elements of effective e-mail marketing inboxes are flooded with new email every day. In order to be effective, it make sure that emails utilize these elements: A Strong Subject line the subject line is like a mini ad all by itself. If the subject line doesn't catch a person's attention and, ideally, intrigue Then, it is unlikely that they will open and read the email. Take some time to craft the subject line so that it is brief, pointed, and interesting. Avoidance of spammy words will be aware of how much email gets filtered out automatically by spam filters. Even if the email makes it past the filters, there are specific words and phrases that a lot of people tend to ignore.

#### 8. Website optimization:-

Website optimisation is also known as search engine optimisation. The purpose of this activities to improve the website ranking for search engine. It helps in marketing the web-link listed on the top of organic search in the search engine result page. Keywords and key phrases are most important elements of

search engine model. The latter searches information which an internet user is will to get with the help of these keywords. The latter ranks the website on various parameters where in keyword has the highest weightage. Now, during the search engine marketing also search engine service providers charge to the advisor based on bidding amount. The website optimisation helps to reduce bidding price and also it helps to occupy first position in the search engine result page.

## V. Impact of SEO on Business Performance Through Digital Marketing :-

It demonstrate that SEO can be the imperative solution for the organisations in order to thoroughly survive in the current competitive environment of the market. SEO enhances business performance, by promoting its feature across the social media. It has been found out that users who find a particular website through Yahoo or Google are more likely to promote it on Twitter, Facebook, Instagram, and other channels of social media. Hence, SEO can be quite significant for the running efficiency of the business website. It provides both direct and indirect benefits to the website stakeholders. In terms of direct, SEO ensures to enhance the traffic of the search engine, while the indirect benefit is that it offers a coherent checklist (framework) for utilisation before the content is published on the website. Thus, by improving the rate of conversion, SEO allows businesses to transform their online visitors of the website into potential customers. Through this phenomenon, the best targeted SEO will aid in attracting genuine online users towards a particular website, which will have true interest in the selected business. Thus, this will help to enhance the conversion rate by transforming visitors into consumers, and eventually increasing the sales of the services or products. Also, it has been found out that SEO plays an important role to boost customer engagement altogether. Aligning the

needs of the customer to improve service or product can be quite crucial for the company.

## VI. Findings:

Digital marketing across multiple channels offers marketers valuable insights into target audience behaviors, In addition to a myriad of opportunities for consumer engagement. Customers are a businesses 'most important asset' every step of their journey start from discovery through conversion and advocacy, should be monitored and facilitated by the company. The success of campaign strategies depend on metrics compiled over time across digital platforms. Digital marketing go hand-in-hand, and businesses can use the tools outlined here to stay one step ahead of their customers, moving above and beyond the competition.

### I. Suggestions

Providing a better way to digital marketers to conduct effective search engine marketing will help them to reduce their search engine marketing budget. It will help them to work more on website optimisation. It will also help them to identify effective keywords and increase their presence in the website content. It is also useful for digital marketer to conduct organic search marketing. Search engine optimisation will help to make the presence of web-link on the top of organic area of search engine result page

### 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 it could be get new experience for the users . Digital advertisement proportions businesses that are employing SEO for the aim of internet promotion are gaining more new customers than the competition companies that use of alternative means, following the application and factor analysis. Digital marketing has facilitated two

most effective tools for marketer that are cost-effective and accountability. Whom an ad is targeted and how many of them have seen the ad analytics is easily provided by digital ad service providers. Therefore, marketers have to plan and organize their Campaign in effective way to reach more customers with low budgets. Quality web content helps to optimize website in better way. Thus, marketers need to place popular keyword in the web content and Increase the effectiveness of search engine marketing.

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