Digital Marketing on the platform of Search Engine Optimization

A review

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Abstract

*Every owner or manager of a company is seeking ways to promote his business on Internet. Thus Digital marketing has become an inevitable part of over all marketing. Digital marketing provides a platform to promote a micro, small and medium enterprises. In the era of internet marketing, the first thing any owner does is to make their presence on internet. This can be done by creating website / facebook page / Bloggers site. But only creating a website will not take it to the target customers. Customers make searches for their requirements on different sites and search engine optimization helps customers become more aware of the company. **Search engine optimization** (SEO) is crucial for businesses who want to gain more exposure through a search engine by having their websites, blogs, or social media posts appear higher in rank and more visible to potential customers. Utilizing search engine optimization is helpful for business development. This document will help the readers to analyze different aspects in the Search engine optimization and they can plan their own strategy wisely.*

Introduction

SEO is an acronym for Search Engine Optimization. The term describes the process used to boost a website's rating when it is searched for on an Internet search engine—i.e., Google, Yahoo, Bing, etc.—and the page rank that website has in relation to other similar websites. SEO writers use web content and tags (HTML code) in the structure of the webpage to improve the online performance of a website. SEO is the process of improving the visibility of a website or a web page in a search engine's unpaid results (i.e., natural, organic, or earned). SEO can be used for a variety of online content, including searches for image and video, academic, and industry.

Search engine optimization (SEO) is the process of taking steps to ensure that the website shows up at the top of the list on search engines, which in turn increases its web traffic. Because of the dominance of the internet and e-commerce, search engine optimization is a requirement for being able to compete in the digital environment. That being said, the type and scope of SEO can vary greatly depending on the type and size of the company.

SEO is relevant in the world of e-commerce and online business, and for those involved in the creation of web sites and web content. Because most Internet users don't browse past the first page of search results they are offered, the higher a website can rank for a given keyword or phrase, the better its chances are of bringing in new

SEO can also be defined as

- ➢ SEO Stands for Search Engine Optimization.

- ➢ SEO is all about optimizing a web site for Search Engines.

- ➢ SEO is the process of designing and developing a web site to rank well in search engine results.

- ➢ SEO is to improve the volume and quality of traffic to a web site from search engines.

- ➢ SEO is a subset of search engine marketing.

- ➢ SEO is the art of ranking in the search engines.

- ➢ SEO is marketing by understanding how search algorithms work and what human visitors might search. If you plan to do some basic SEO, it is essential that you understand how search engines work and which items are most important in SEO.

Benefits of this document

- ➢ To gain knowledge on the premium tool of Digital marketing

- ➢ To develop skills to implement SEO for any business

- ➢ To know how SEO works

- ➢ To evaluate different advantages of SEO

- ➢ To gain complete understanding on the techniques and methods available for SEO and their utilization

- ➢ To optimize the Digital marketing budget by selecting the right method of SEO

- ➢ To design a SEO plan for different types of professions

How Does Search Engine Optimization Work?

Search engines are not the mystical tools, as they work on a pretty simple principle. A search engine constantly locates and stores key words and terms from millions of websites that it finds. When a person searches for something like 'bacon', the search engine will reference all of the indexed web pages that they have with the key term 'bacon' and displays them in order of perceived importance.

The order in which the results are displayed depends largely on two things: the popularity of the website and the location of the key terms in the website. If the terms are located in the title, description, or other key location the engine will rank it higher in the results. Virtually all websites also include **metatags**, which are a series of keywords and phrases that are hidden from visitors to the page but visible to the search engines. These tags also help the search engine rank the page higher on the results list.

Improving the popularity of the website is a little harder to accomplish, as it largely depends on how established the company's presence is on the internet. In our example on 'bacon', one of the first results will be Wikipedia. While there are many other websites that are probably a closer match, Wikipedia is by far the most popular website with a title match to the term. Even name brand bacon producers with key terms in their title, description, and meta tags will be ranked below Wikipedia due to the large traffic it receives.

In order to accomplish search engine optimization, the company must understand what terms the customer will likely enter to search for their website and then ensure that those words and phrases are located in the key places in the code for their pages. This often is the only chance a small or mid-sized company has of getting their website to show up on the first few pages of an internet search. It is also important to make sure that the terms and words that are used actually match the content on the webpage. Deceptive practices can often lead to a website being eliminated from search engine results completely.

Search engine optimization is an essential tool to grow the web presence of a website. The ability to enter key terms in the right places in code of a website will allow a search engine to accurately catalog the page and return it to customers at the top of their search results. SEO firms are the primary tool that a company will use to accomplish this important step in their internet marketing process.

In order to ensure a website is seen, attention must be given to search engine optimization. Without it, the page will be buried behind hundreds, even thousands of results that more effectively match the search terms of customers.

Different Activities Performed by Search Engines
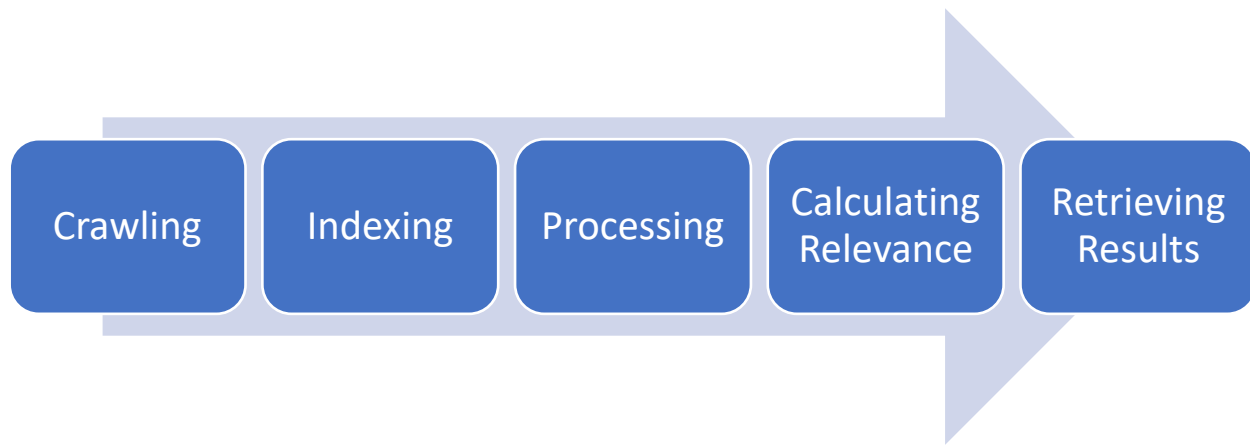
Search engines perform several activities in order to deliver search results.

Crawling - is the process of fetching all the web pages linked to a web site. This task is performed by software, called a crawler or a spider (or Googlebot, as is the case with Google).

Indexing - is the process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.

Processing - When a search request comes, the search engine processes it. i.e. it compares the search string in the search request with the indexed pages in the database.

Calculating Relevancy - Since it is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.

Retrieving Results - The last step in search engines' activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser.
Search engines such as Google and Yahoo! often update their relevancy algorithm dozens of times per month. When you see changes in your rankings it is due to an algorithmic shift or something else outside of your control. Although the basic principle of operation of all search engines is the same, the minor differences between their relevancy algorithms lead to major changes in results relevancy.

Options for Services

Internal Sources

Some major corporations are able to accomplish SEO internally. They hire people with the knowledge on their permanent rolls. This helps them to get the SEO planned and executed as per their terms. But they need to be extra attentive to for the misutilization of resources.

External Sources

The vast majority of companies hire outside SEO firms. They are experts in the field of consulting on improving a company's results. Although there are several ways that these consultants operate, the main two are by charging by the project and charging a flat monthly rate.

Companies with ongoing needs for products and service delivery will normally opt for the monthly rate, as it allows them to get continuous service on improving their ever-changing web pages and product offerings. Ensuring that even their new pages get high placement on search results is often the difference between a product's success and failure. With this option, the company doesn't have to worry about consultant costs per hour or which projects they should focus on, but instead can get attention for their entire web presence.

Charging by project tends to be used more for companies who have a finite time on their web presence. Events, limited-run products, and similar time-sensitive projects are good fits for this type of service. It is also useful for a company that is trying out a new consulting firm, as it is essentially a test run of the firm.

Types of Search Engine Optimization

Companies look to SEO to help gain more awareness and to make their company higher in the rank of a search engine. SEO is utilized through search engines such as Google, Yahoo, MSN, Bing, etc. Search engine optimization uses keywords that attract a user to the company. For instance, if you have a cell phone business, keywords would be "cell phones", " Apple cell phones" or anything else you would want a reader to search for to find a product. There are different types of SEO people can use to promote their company.

White hat SEO helps improves a website's performance while still following the rules and regulations of the search engine. If a company used Google, they would abide by their terms and conditions when utilizing their SEO services. White hat SEO is a longer lasting technique than the other types of SEO because you are abiding by the rules and regulations. It offers quality content and uses keywords to help consumers find a business website. One may also pay for ads to help promote his website and get more customers to visit as well.

Utilizing other tactics that are illegal could cause your company to be banned from a website such as Google. Being banned from a search engine would have an effect on your sales and brand recognition. It is essential to make smart business decisions and use SEO that will have a long-term presence. Although you have to pay for SEO, it is beneficial to get the data needed to improve performance.

Imagine you want to gain some attention for your website that sells army figurines. You want to make sure you follow all of Google's terms and conditions. You utilize keywords to help users find the different figurines you have on your site. Using ads also will help the business gain more recognition, so you decide to utilize pay-per-click advertising to be able to earn more brand recognition and increase sales. You followed all the rules and used white hat SEO.

Black hat SEO is a way a company can increase their ranks in SEO by violating the search engines terms of service. Black hat is often used for people who use the internet to perform illegal actions such as hacking, sending viruses, or by performing any unethical behavior online. Using black hat can get a company banned from a search engine because they are breaking the rules. It is not worth it for a company because, when caught, it will affect their profits.

Black hat SEO may be used to report multiple competitors to help eliminate them from the search engine, thereby moving higher on the list. They also can use spam on blogs, hidden texts, keyword stuffing, or use paid links. Keyword stuffing is when a company enters keywords into the website so the search engine will scan it but the users cannot see it. In this way keyword stuffing is another way to make your website appear at the top of a search engine.

Paul owns a website where he sells watches online. Paul wants to be at the top of the list when a person searches for a product. He decides to use keyword stuffing to make sure Google scans the word "watch" plenty of times. He also uses hidden texts to make the keyword "gold watch" the same color as the website's background. Google finds out about Paul's tactics and bans him from using SEO for Google. Although it temporarily helped his sales, the long term sales he could have had through Google is not possible now.

Grey hat SEO is in between white hat and black hat. It utilizes techniques to purchase old websites and displays duplicate information and buying links. Businesses may use an old website to load in more of their keywords to help gain recognition and link customers to their other website. Companies may display duplicate content for the sole purpose of getting more attention on a search engine. Having another company pay for a link to be on your site is not allowed by search engines and could get you banned. When it comes down to it, it is possible you could get away with grey hat SEO techniques because, depending on the situation, it may not be against the terms and services.

Let's go back to Paul who sells watches. Instead of using black hat SEO he decides to utilize grey hat SEO on another search engine. He has a company pay for their link to be put on his website. Although Yahoo SEO hasn't found out, when they do, Paul could be banned from the website. It is best for Joe to give the money back and take the link off to allow his company to be present in all future searches.

Keywords For Search Engine Optimization

Keywords are what allow a company's website to be seen. **Search engine optimization** (SEO) is the ability to enhance the visibility of a website through a search engine. Keywords are phrases that help a company's content become more visible to people through a search engine. It is important for companies to use SEO to stay competitive. Using popular keywords in the text of your website helps attract

customers and utilizing long tail keywords helps the customer who is searching for a specific product. The customer is more likely to buy a certain item when they are searching with long tail keywords.

Long Tail Keyword

There are general keywords and long tail keywords. While both may be important for you to use, it is especially beneficial to incorporate long tail keywords. **Long tail keywords** are more extensive and specific keywords or phrases customers are likely to type into a search engine when they are looking for a particular product. If your web content is full of keywords that are shorter and less precise, it will be harder for customers to find your website. Your website will just be one of countless sites that come up in the search results, with nothing unique to differentiate it from the competition. Using long tail keywords, on the other hand, will help your website jump to the top of the results, making it easier for customers to find specifically what they're looking for, your product or service.

The disadvantage of long tail keywords is that they may not increase traffic significantly for a business because they will only appeal to a specific type of customer. Although a long tail keyword may not increase traffic dramatically, it definitely can help sales by making a site more readily visible to customers looking specifically for the item that particular site is selling.

An example of a long tail keyword is given below. The description is very specific, helping the individual find exactly what he or she wants. Fig.1 explains how the long tail keywords help customers to reach the particular product the website deals in.
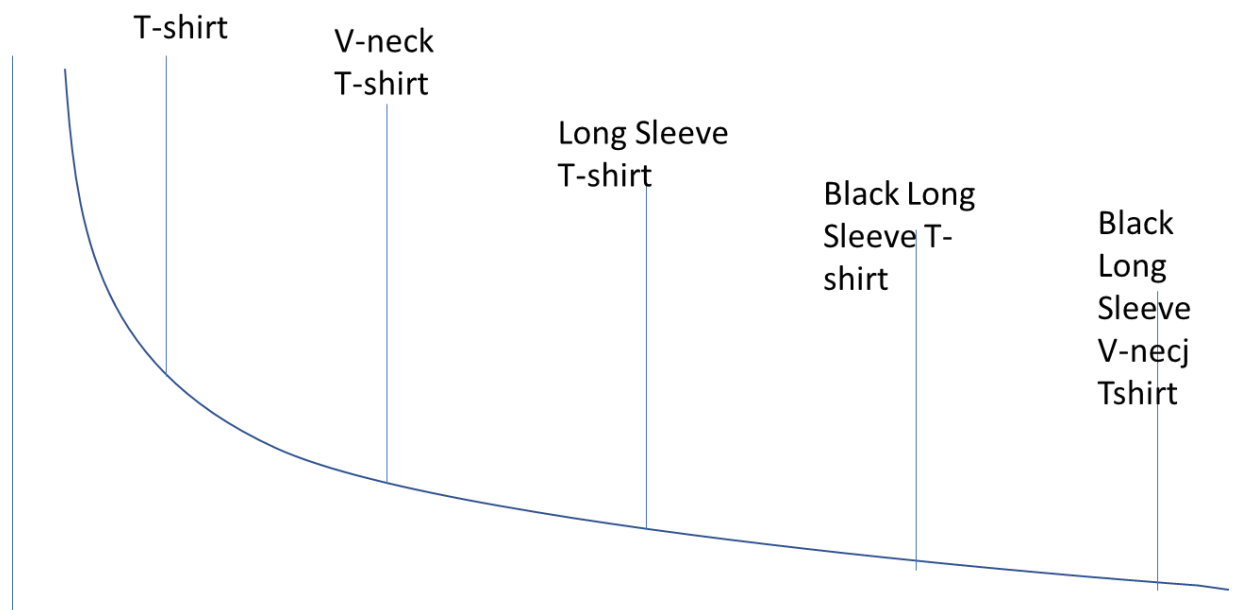

Fig.1

Tools

There are plenty of different websites available to help a company create long tail keywords. It is beneficial to utilize various long tail research tools to help achieve different types of long tail variations. If you have a limited budget, fear not, there are tools that are free of charge. The following tools are some of the most popular websites to use:

Word Stream- This site offers a free long tail keyword tool that helps give a company efficient phrases to use. They also provide a program called Keyword Search Suite, which helps a company find the most used long-tail keywords from different search campaigns. They also offer a pay-per-click (PPC) option, which is when a company pays for each person that clicks on their Adwords.

Hittail- This company offers a free 21 days to test out the program. Once you sign up and link your website, it will grab all the keywords that help draw customers to your website. Hittail's dashboard will show a list of different types of long tail keywords. It will create brand new keywords; it will also use some of the keywords you may utilize on your website.

Google Suggest- Google Suggest is a way for companies with a small budget to receive keywords for free. The company can type a keyword into the Google search, and they will have some long tail keywords that Google suggests. This helps generate long tail keywords without the company having to spend money. The disadvantage is that there are no analytic tools to determine how effective the long tail keywords will be.

After Generating Keyword

Afrer generating long tail keywords generated, it is time to put them to use. In order for this keyword to be relevant to respective site, it must appear in that site. It may be used as the main title on one of the web pages. The main title will be the first thing a search engine scans.

Meta tag can also be used, which is a description of the web page that only search engines can view. Meta tag can be used to input long tail keywords for users to find links, blogs, headers, or any part of the website..

The long tail keywords should be mentioned in the various headers and sub-headers on the page. It should be mentioned atleast 3-5 times on a webpage to maximize the search.

As in Fig.2, if somebody is interested in buying "Samsun Galaxy Note 8" and searches for it on Google. Google will give many options. But the top sites are those which have utilized the Keywords really well and also have bought the keywords from Google.

So, if we go to the first option appeared in search results, we find that the keyword "Samsung Galaxy Note 8" is appearing on the header and the text also. This site has used the keywords optimally to help it customers reach their page very easily.
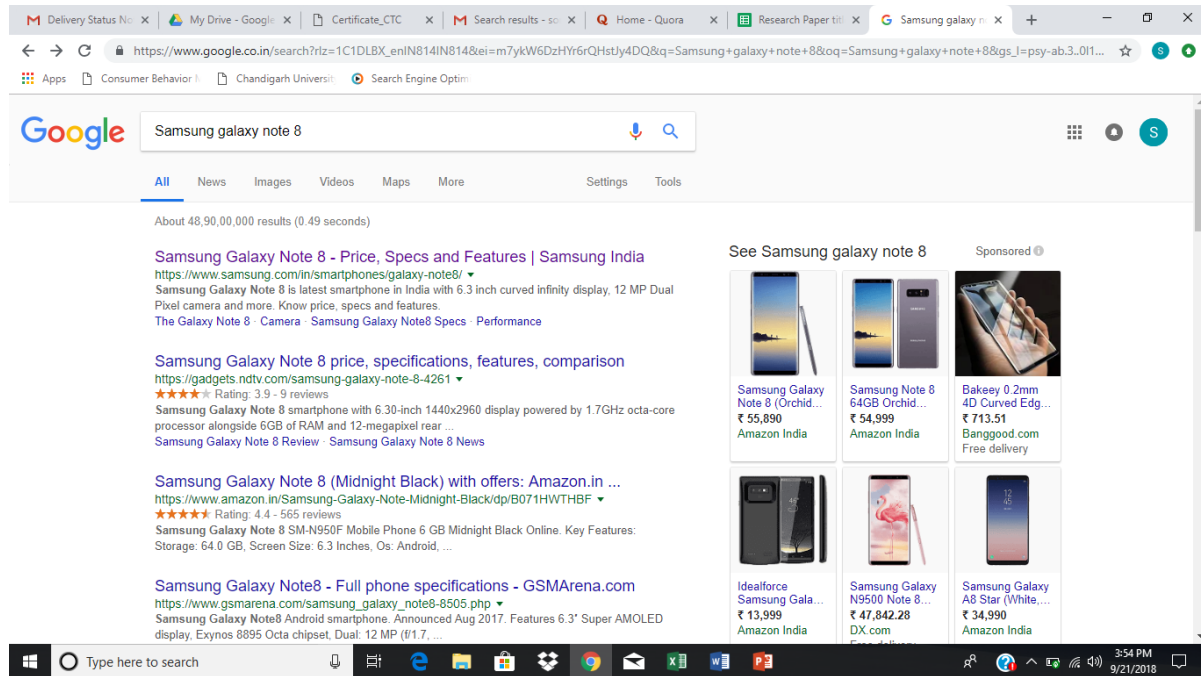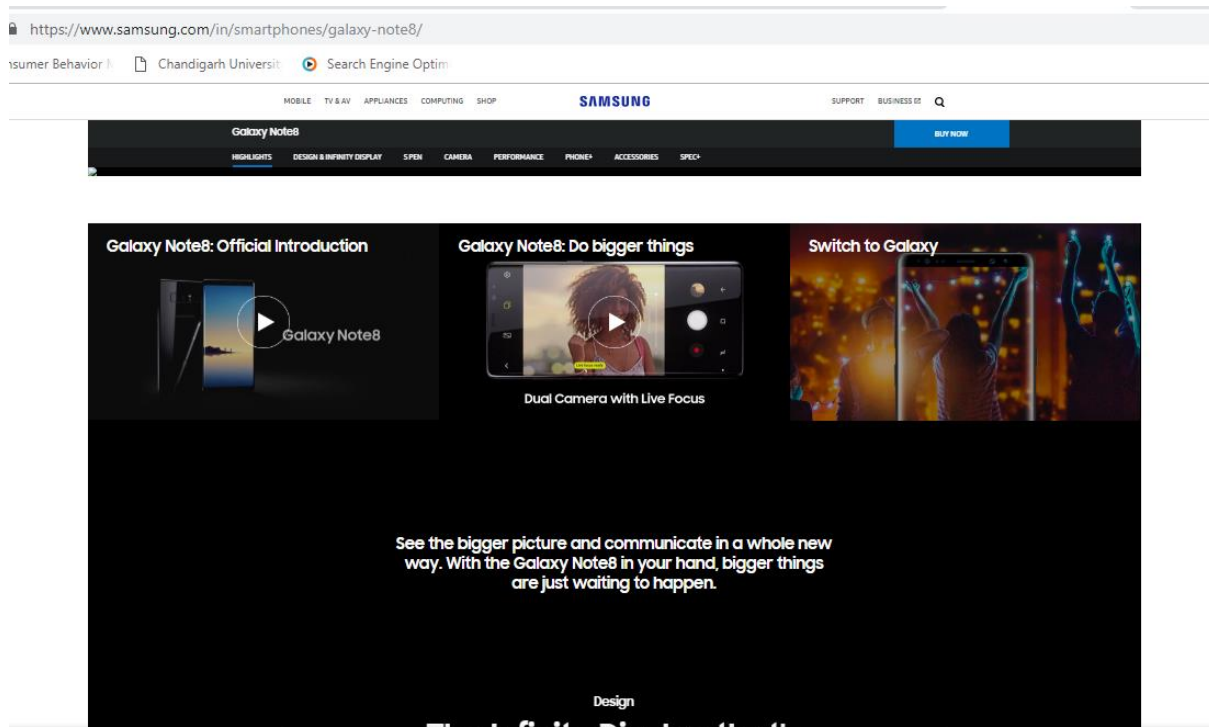
Fig. 3

Fig. 4

While using the keywords one must be careful not to sacrifice good content for the benefit of using keywords and increasing search engine optimization.

To summarize a **long tail keyword** is usually between 3 to 5 keywords used by customers who are searching for a specific item in a search engine. Long tail keywords are beneficial for companies to use because it allows them to have specific items rank high in a search engine list. Word Stream, Hittail, and Google Suggest are some example of long tail tools that are beneficial for a company to use. Utilizing multiple long-tail tools are helpful to have many variations of words. In order for keep keyword to be relevant to the site, it must appear in the site, so it should be added to meta tags, titles, headings, and content.

Competitive Intelligence For SEO

Search engine optimization, helps a company rank higher when an online search is performed. There are many different competitive intelligence tools online.

Competitive intelligence is when a company gathers publicly-available information about competitors and uses the information to help gain a business advantage.

Finding out what online avenues your competitors are pursuing is important for your company. Determining competitor tactics for SEO and analyzing what is or is not working for them will help you have a stronger SEO presence.

SEO Online Tools

SEO planning entails using different online tools to help gain information about competitors and customers. A quick search of tools for SEO will display many different online SEO tools. Some of the tools are free, and some have small fees associated with them. These tools are constantly growing and expanding what they are able to offer.

Analyzing keywords is a basic function that companies use to decide which words should be included on their website. For instance, if a competitor's ads are generating more keyword hits than yours, you will want to improve your keywords by determining which keywords they are using and updating your site to include those words as well.

Types of SEO Tools and What They can Offer

- There are SEO tools available that alert about competitor's **SEO activity**. This tool is helpful to keep track of the competitor's moves and learn how they are making SEO work for them.
- There are tools to determine **keyword trends** for a particular market segment.
- There are tools which help a company develop ideas for keywords to use for specific marketing campaigns.
- Online tools that analyze the different **demographics** of people visiting a website and using keywords
- Another popular SEO tool is used to help gain specific data on what people are searching for, how they are searching, and what search engine they are using to search.

SEO basic Tools

Search engine optimization tools are beneficial for companies to use to make sure they are running an efficient internet marketing campaign. There are numerous tools available to help an organization track performance. It is essential to determine which ones work best for your company, and what exactly you want to track. You want to get the most bang for your buck! These are some of the best SEO tools to use for a business:

- **Google AdWords: Keywords Planner**- Utilizing keywords is an important part of the search engine optimization process. Google AdWords is a free service that is offered to companies to help them determine the best keywords for their website. The Google AdWords tool helps you predict the amount of web traffic you will receive, the number of conversions, and the budget you will need. **Conversions** are the result of people doing what you want by following your links or signing up for a newsletter.
- **SEMrush**- This tool allows a business to determine how effective its website is for search engine optimization. A company may be wondering if its website is healthy, or if it needs a doctor to fix it up. SEMrush is like a doctor because it helps determine which keywords are having a significant drop in usage. When a company has links on the internet, SEMrush also helps it determine how successful the links are to attract users.
- **Advanced Web Ranking**- This software is a multi-purpose software used to help a company monitor numerous items. It monitors social media accounts, tracks ranking in searches, and analyzes keywords, competitors, and websites. It can also show you how your keywords rank on different search engines which is helpful for you to determine if the keywords are effective enough to use. This tool would be good for a business who wants to use a one-stop SEO tool.

Benefits of Search Engine Optimization

Companies have the ability to determine what words are present on their web page that could be used as keywords for SEO. As a result, this can help increase traffic to their web page. Creating relevant keywords helps increase the click-through rate, which is the number of users that click on a link or an ad. The higher the company's link appears in search results, the more traffic the company can receive. The more traffic the company receives, the more likely they are to receive sales or get their message across to consumers. The overall goal is not just to increase traffic, but to increase the website's conversion rate. The conversion rate is the number of people who visit your website and perform a desired action.

A failure to use SEO can be a missed opportunity for businesses.

Brand Awareness

SEO helps build **brand awareness** because the more people that search for specific keywords pertaining to the website, the more people there will be who view that website. Being at the top of the list of search engine results allows more consumers to learn about your business. The more people that see the name of the company through a search, the more brand recognition the company will receive. Brand awareness is essential for an organization because it helps increase the number of visitors to a website.

Return on Investment

When a company invests in a marketing strategy like SEO, they want to make sure they make a profit as a result of their efforts. SEO helps a company track their **return on investment** (ROI) by determining if the company's chosen keywords are improving their ranking in search engines, if their ads are receiving enough hits, and if more people are purchasing items. SEO gives a company definitive information on how many people visit their site, conversion rates, and search engine rankings. The company can determine how many people click on a link from a search engine and how many people make purchases or perform an action on the site. Even if they don't make a purchase, site visitors may look at a company's blog, sign up for a newsletter, or click on ads. All of these actions are tracked using SEO to determine their profitability.

Stay Competitive

Utilizing SEO helps a company maintain a competitive advantage. If your business didn't use SEO, chances are your website would get buried under many other search results. Most people will not make the effort to look through multiple pages of listings to find a website. It is essential to leverage SEO to compete with similar companies. Unless you are a large company like Walmart, it will be more difficult for customers to find out about your business unless you use competitive marketing strategies.

Utilizing the many different marketing channels has become even more important as technology continues to advance. Companies must have a solid marketing plan to improve search engine optimization, which helps to increase website traffic, build brand awareness, increase ROI, and stay competitive.

Determine Customer Behavior

Analytics allows your company to determine who your target market is and what your customers' interests are. Knowing who your target market is an essential part in marketing your product. Using analytics such as Google Analytics helps you gain insight about customer search habits on the Internet. For example, analytics helps you to learn how your customers search, if they use mobile devices or the computer, which days they browse the most, etc.

Local SEO

Customers often want to find businesses that are close by to purchase products. Your company can use **local SEO** to get a higher local search rating. Your company must provide an accurate mailing address, phone number, and email address online for customers to contact your business. An accurate business location is also essential to appear on maps when customers perform a search for your company. Many small businesses depend on their local customers, which makes it necessary to maintain accurate online information.

Trial and Error

It is essential to remember SEO will not give instant gratification. It takes time to develop the best ads and the most efficient keywords. It is all trial and error. One must use multiple keywords in the website ans must observe from the analytics that which keywords are giving the best response. For a startup company, it could take months to see results because you do not yet have brand awareness.

ummary

Search engine optimization (SEO) is crucial for businesses who want to gain more exposure through a search engine by having their websites, blogs, or social media posts appear higher in rank and more visible to potential customers. AdWords: Keywords Planner is a free service that is offered to companies to help them determine the best keywords for their website. The Google AdWords: Keywords Planner tool helps you predict the amount of web traffic you will receive, the number of conversions, and the budget you will need. When a company has links, SEMrush helps a company determine how successful the links are to attract users. Advanced Web Ranking is software that is a multi-purpose software used to help a company monitor numerous items. After you use different SEO tools, it is crucial to develop a plan that will improve your company's internet performance.

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