

## Search Engine Optimization and its Implications in the Internet Marketing

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### ABSTRACT

**Purpose:** SEO is an internet sales and marketing strategy which is vastly in use in the process for changing positively the volume and quality index of some consumer traffic which can be used in a company website with the help of search engines. Basically, this paper of research is to aim at the advantages of SEO in the internet marketing as well as the examined part of SEO on the internet ads.

**Design/Methodology/Approach:** The study is primarily based on secondary data collected from various sources.


**Findings:** An analysis of factors was performed which gave four different dimensions, these were later used in the multiple Regression phase. The factors included Strategies, Competitiveness, Experience and Techniques. After the results were up Strategies were named irrelevant whereas other 3 dimensions were all significant.

**Originality/Value:** This paper will benefit all investors to understand the biases that they unknowingly face while taking or making any financial investment decisions.

**Paper Type:** Case Based Study

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## Introduction

### 1. Emergence and Development of ICT

It changed “the world of voice communication and computing technology.” The graphics expansion was the beginning of its kind and introduced new ideas. So the type of communication has taken a step forward. From 1840 various cables were laid under the River Thames in London for development in this area. Almost a century later, in 1955, the transatlantic cable was laid, establishing a solid framework and an excellent means of communication between the various continents of the earth. . Earth people have reached Mars and are using ICT integrated search to create a median for interacting with people on other planets.

### 2. Internet

The use of this feature is increasing day by day. There are millions of interconnected computers around the world. But the basic concept of the Internet is to communicate and share goblins in a variety of ways. Access is wide, freshly taking over nearly any party regardless of geographical region. Also, today’s mobile phones could not be released without this feature and are ubiquitous all over the world.

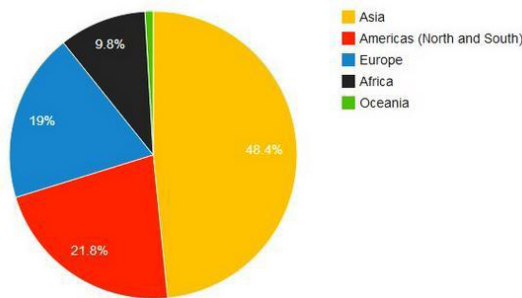


Fig-1 Users of internet worldwide

### 3. E- Commerce

This is a transactional discussion that takes place across the primary chain using digitized technology. Transactional exchanges include trading, buying and selling of various goods and services and ICT. This success of all e-commerce is great because the internet is abused and prices for this type of commerce are much lower than all outdated forms of sales, helping to lower the cost of products. As you can see, last year 2012 B2C e-commerce sales exceeded \$1 trillion. Many websites “relied on the trading context” to “sell their products”.



Fig-2 E-commerce Penetration

## Literature Review

The number of internet users is increasing, and advertisers are focusing on reaching internet users through online marketing. Search engines have never been used as intensively as they are today. The high rankings of search engines like Google show the potential to reach millions of consumers and thereby increase their business. (Neupane, K.; 2013), Enterprise Engine, a website newly developed by Turkus, examined search engine optimization principles provided by experts from various sources to determine its effectiveness. rice field. Your website’s search engine optimization (SEO) has been completed and its presence in Google Search has been monitored and evaluated with significant results. (Matta, H., Gupta, R., & Agarwal, S.; 2020) considers search engine optimization from a management perspective and determines the importance and value of SEO in increasing business profitability. Focus on doing. (Terrance, A.R., Shrivastava, S., & Kumari, A.; 2017) is investigating the relationship between online marketing and search engine optimization. In addition, this study describes the impact of specific keywords and other SEO-friendly strategies on online marketing. (Zhen Liu and Philippe Nain; 2006) First look at the Web SEO service from several aspects, determine the number of crawlers to use, and then determine the best time for these crawlers to display your website. increase.

This is because all these pages are updated at different times. (Rank S. Mukherjee; 2003) Investigate the fundamental difficulties in exploring the online world and ultimately create search engine prediction algorithms to effectively identify and rank deep web pages. increase. (Fuxue Wang, Yi Li, Yiwen Zhang; 2011) The purpose of this study is to investigate the impact of SEO strategies on SEO efficiency, determine which method plan is the most successful, and give SEO tactics to your website.

It is to determine the impact (interest rate). (Chen, C.Y., Shih, B.Y., Chen, Z. S. , & Chen, T.H.; 2011) Research shows that knowing how to properly apply SEO measures for your website unlocks the potential for the Internet community to improve the visibility and presence of your website. (Andonov, A.D.; 2020) The purpose of this study is to demonstrate how SEO impacts online marketing in today’s environment, by appropriately improving web rankings and online traffic flow for businesses to demonstrate their Internet presence. Is to identify tactics that will help you to do so. (Das, S.; 2021), this book covers all aspects of search engine marketing and search engine optimization, keyword generation technology, site ranking systems, indexing mechanisms, and crawler programming mechanisms. The (HubspotBlog, 2009) survey analyzed data from 1,531 HubSpot users (mainly small businesses) to determine if a blog is suitable for business.



### 4. Search Engine

Without this SE, searching the internet for relevant material would be very cumbersome. But in reality, there are SEs that are used to help users find more relevant data by providing key results from certain “lists of information” that exist on the World Wide Web.

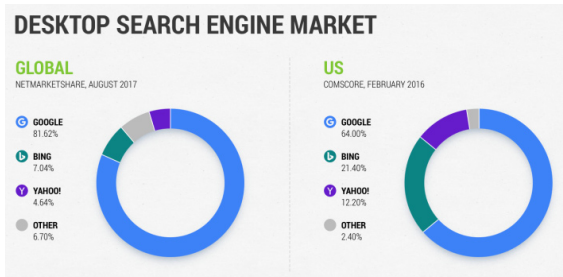


Fig-3 Search engine Market

### 5. Keywords for Search

The process of typing something into the SE and retrieving the result takes the rate of “one second” if all the correct key phrases are used. Key phrases are very helpful for SEs to get desired results.



Fig-4 Keywords

### 6. Search Engine Optimization

“SEO” is a very broad topic that advocates for the promotion of search engines. Availability on the Internet is very important from a commercial point of view. There are two types of results: organic and paid for him. Paid results will always appear at the top of the site, but organic search will now appear just below the paid portion.

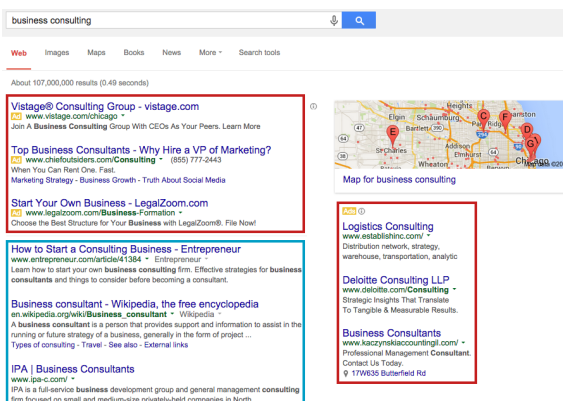


Fig-5 Paid Search (Red) and Organic Search (Blue)

### 7. Search Engine Marketing

“SEM” is a way to get “traffic and visibility” for SE, with paid or free type listings, Get traffic with the help of SEO-free listings Get traffic with the help of SEM-Paid listings PPC is the point of advertising and is very common in online advertising. This process uses small ads placed in SE results and you are only charged if the user clicks on the ad while it is being viewed.



Fig-6 Sponsored Links

### 8. Google Page Rank

SE has many ways to rank and disambiguate pages. The most commonly used method is the availability of search phrases used in the search box. Link popularity was used to prevent auto-generated web pages.

- **Off Site SEO**

Off-site is performed by construction of the relations with very different websites by the generating of beautiful fillings to the persons who run the Webpages.

- **Articles Submission**

“Article Marketing” is a very valuable process when we talk about it links the websites. Their stated various trainings which were written to be about plagiarism. Now the article got posted on a popular website of which the sycophants did come more than regularly with coming across all the spinal links and had more hits to our websites.

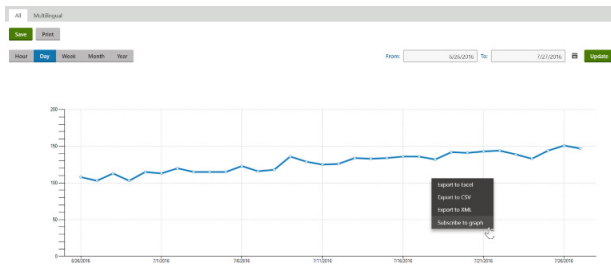
- **On Site SEO**

Different from the Offsite, these got carried within the webpage in the terms of diverse contents and tags. According to the authors, it’s “getting the best keywords for the page and making the cover page keyword-friendly.”

- **Google Analytics**

This is a great service that Google had offered, which would generate very detailed stats about bay website traffic and its sources which measures various conversions and marketing’s. it can be used to see where mainly a tick for a website has come from. These Stats are then saved in a data format and that could be analysed later.





**Fig-7 Statistics on visits on a website**

## Research

It is simply a process of surveying in a particular way with some questions and answers. Can be known as a procedure of known collections or analysis and interpretations of the data which can be used in a way to answer some problems

This research helps us with the analysis of whether if the search engine optimisation for a for some of the various websites which could be helpful to give a ranking higher in the SE rankings and boost the marketing strategies and maximize sales.

The key area behind accomplishment the SEO was truly to bargain out if the process works. Enterprise engine is a E-union based management, which sells firm and activity their possible.

## Proposed work

### Research Methods

These methods will be further used in the following research which would be qualitative and also a quantitative paper. The first analysis was used to know a complete description on and about topic, but in the other analysis was done to categorize the landscapes and protect them in various models which were used to explain the various things that were observed during the analysis.

The main reason of this research is to get to a conclusion of finding effectiveness of SEO in the listings. The first part i.e., Literature Review was qualitative analysis.

### Data Collection

It is the procedure of gathering and gauging information on variables in a very systematic manner that could easily enable the sources from all that the data was collected and abstracted into 3 categories: -

**Primary Sources-** These could be confidential as the real material which has never been taken or even calculated and include various articles etc.

**Secondary Sources-** These are the ones which were vague from the first sources and are already taken for calculations.

**Tertiary Data-** These could be said as taken from an primary source and also the secondary ones and very purified in all nature.

### Benefits

The main advantage of SEO is that it can be easily ranked first in search engines. Traffic tends to increase, which can affect sales. The higher the rank, the higher the ROI and the free traffic. This is the **maximum cost-powerful manner** to sell.

### Limitations

There are no more defined standards in the SE, all use different approaches in the SEO. Always there is a need to update the information. We are eyed by more than we expected. We are having success and success, which at a point state over success.

## Conclusion

The main attraction of the research was to assure if the rules of SEO that were described on the internet, really works if we “make a newly formed website which is visible in the listings. After using all the literature reviews and using then in a website”, we find out that those rules work.

SEO has once proven to be effectively working for E-marketing in an improved and listing and make its visibility in the search engines.

We find that this is the best tool that would increase the listing on a webpage. Many small organisations find it very helpful as their websites traffic has increased on a vast pace.

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## Annexure 14.4

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Search Engine

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Memorandum**

**Reviewer's Comment 1:** The paper is based on a quite interesting theme. It discusses Search Engine Optimization in the internet marketing as well as the examined part of SEO on the internet ads. An analysis of factors was performed which gave four different dimensions, these were later used in the multiple Regression phase.

**Reviewer's Comment 2:** The study is strategically planned in a systematic manner. It will aid researchers and practitioners in providing an overview of the search engine optimisation and its four factors i.e. Strategies, Competitiveness, Experience and Techniques.

**Reviewer's Comment 3:** The paper is comprehensive in nature. It talks about all the related aspects. Also, it is well structured and the authors have provided important references by which readers can gain detailed knowledge on the subject matter. Overall, the paper offers a strong basis for further study in the area.



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**Editorial  
Excerpt**

The article has 8% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Laxmi, Rajbala & Anurag), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Search Engine Optimisation and its Implications in the Internet Marketing**" both subject-wise and research-wise. Search Engine Optimisation is an internet sales and marketing strategy. The present study focuses on describing the advantages of SEO in the internet marketing as well as the examining part of SEO on the internet ads. Overall, the paper promises to provide a strong base for further studies in the area of Search Engine Optimization. After comprehensive reviews and the editorial board's remarks, the manuscript has been categorized and decided to publish under the "**Case Based Study**" category.

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