

SEARCH ENGINE OPTIMIZATION: AN ESSENTIAL PART OF THE MARKETING TOOLKIT

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ABSTRACT

Search Engine Optimization or SEO is increasing the quality and quantity of traffic to the firm's website through organic (unpaid) search engine results. Given the stiff competition, every firm would want to enhance their SEO. Moreover, given the current internet penetration and which has a rising trend day by day, the businesses must focus on improving their SEO. There are several benefits of SEO such as –increasing relevant and quality traffic, no need to pay for the SEO, resulting more clicks than PPC (pay per click), complementary to PR efforts and dealing with competition. These benefits clearly outweigh the one-time set up costs for SEO. Summarily, SEO is an essential part of the marketing toolkit.

Keywords: SEO, marketing, organic, traffic, competition

Introduction

SEO stands for Search Engine Optimization, which is the act of expanding the quantity and quality of traffic to the website through organic search engine results. Below are the key parts of the definition:

- 1) Quality of traffic: Organizations need to draw in visitors who are truly keen on the products that they offer.
- 2) Quantity of traffic: Once the opportune individuals are navigating from those search engine results pages (SERPs), more traffic is better.
- 3) Organic results: Promotions make up a critical portion of numerous SERPs. Organic traffic is any traffic that you don't need to pay for (moz.com, 2021).

Businesses should care about SEO, because the web traffic can be very powerful, as it is very specific and high intent traffic.

Literature Review

There is ample research on the topic of SEO. Below are a few recent abstracts:

Vyas (2019), has posited that, applying Search Engine Optimization (SEO) devices like TrafficEstimate and Twitter Search, Google Trends, Alexa, SimilarWeb, SEMRUSH, SEO Analyzer, and Moz-Open Site Explorer; this research comparatively evaluates tourism websites of the public authority of India and of five Indian states. The standards for choosing state websites are the quantity of Foreign Tourists Arrival (FTA). Utilizing each SEO device, individual rank is given first and

afterward the method of positions is taken to give the last positioning to six tourism websites. In spite of the fact that there is literature available on assessing Indian government (focal or state) run tourism websites, there is no research accessible on contrasting and positioning state government tourism websites in the Indian setting, utilizing Search Engine Optimization instruments introduced in this research. The outcome shows that the public authority of India's site www.tourism.gov.in positions fourth. Tourism websites of three states for example Delhi, Maharashtra, and Tamil Nadu positions first, second, and third individually.

Bhandari and Bansal (2018), have argued that, the present world rotates around information that is the main thrust behind any economic value chain. The hunger for information has prompted the development of online "Search Engines" over most recent couple of years and are the most generally utilized instruments right now. Steadily marketers additionally began utilizing this stage for marketing their products. This investigation centers around the impact of search engine optimization (SEO) as a marketing tool and its impact on different marketing factors like brand equity, market share, and others. Writing review features many marketing factors getting influenced via search engine optimization. Factors like market share, brand recognition, brand loyalty, brand image, product price, product information, consumer online behavior, brand awareness, and user reviews are a few of them. The

authors have tracked down that the majority of the researches have featured these factors either in seclusion or might be in mix of a few. Scarcely any investigations have considered factors just from marketer's point of view and others from purchaser's point of view. In this investigation, the authors have endeavored to appreciate and understand observationally, the effect of search engine optimization on different marketing factors distinguished as market share and brand equity as the most unmistakable ones and product awareness, purchase persuasion and consumer insights the other significant ones.

Iskandar and Komara (2018), have opined that, the reason for this research is to improve product marketing utilizing Search Engine Optimization (SEO) strategy. This research utilized the descriptive method to dissect market strategy by using Search Engine Optimization. For information assortment utilized interview method of observation and literature study. The aftereffects of this study demonstrate that the execution of SEO strategy is valuable in improving product marketing.

According to Terrance et al. (2017), the internet has changed the world to global village. Because of improved network and expansion in information utilization, any new or existing products or services can arrive at the consumer effectively through digital marketing. Aside from making a substance rich site for a product, it is profoundly important that the site is at the highest point of the Search Engine Result Pages (SERPS) of a Search Engine. The specialized part of Search Engine Marketing Management (SEMM) of the site can be significantly improved via completing Search Engine Optimization (SEO) investigation of the site. The SEO tool can be used for expanding the site traffic and subsequently expanding the business income. This paper centers around the interlinkage of Search Engine Marketing and Search Engine Optimization. The paper likewise gives the effect of Keyword investigation and the other SEO cordial methods that decidedly influences the digital marketing.

According to Karisma et al. (2019), the essential location of the island of Bali which is encircled via ocean has an extraordinary potential for individuals in Bali to set up a

diving company. Some diving organizations in Bali have made different methodologies to contend offering diving tour packages. Marketing through the internet is the most ideal way that most diving organizations in Bali have as of late taken. Be that as it may, to have the option to rival other comparable organizations on the internet, the website should be effectively open to internet users, for example by showing up on the primary page of the Google search engine. Web optimization or search engine optimization is an internet marketing strategy that serves to increment website visibility by focusing on specific keywords. The utilization of Search engine optimization can emphatically affect expanding online sales, expanding website visibility and brand awareness on the internet. This study points to break down the degree to which SEO strategies have a positive effect on the marketing of diving tourism in Bali through the internet, utilizing quantitative enlightening methods. The consequences of the study showed that diving organizations in Bali have gotten every one of the positive effects of SEO. These effects were expanding website visibility, brand awareness, and sales. Moreover, Andonov (2020), Kushwaha (2020), Matta et al. (2020), Verma et al. (2020) and Moura and Casais (2020) have posited that SEO is an important aspect of firm's marketing strategy.

Benefits of SEO

1) SEO targets quality traffic:

One of the greatest benefits of SEO is that it's an inbound marketing strategy. Dissimilar to traditional "outbound" advertising channels, which include contacting consumers whether they need to hear or not, inbound methods focus on making it simple for the audience to discover when they need information. The traditional methods, similar to spam emails, cold calling, and interruptive ads, are done exclusively in view of the publicist's objectives. And numerous consumers discover them out and out irritating.

Inbound marketing, on the other hand, is considerably more customer centric. Rather than intruding on consumers as they're sitting in front of the TV or tuning in to the radio, it includes making supportive resources and

making accommodating information more effectively open. Then, when users are prepared to invest some energy researching the industry or becoming familiar with their options for a particular sort of product, they can discover the business on their own (crazyegg.com, 2021).

2) No need to pay for ads in SEO

Google's organic rankings are based altogether on what its algorithm determines to be the best results for any given inquiry. This means that once a webpage is created and that the search engine considers worthy of directing their users to, it can continue to attract traffic to the site for months. Obviously, researching and writing high quality content requires an investment. Yet, once that initial investment is made, there's no ongoing cost to continue to attract traffic to the content. In any case, regardless of anything else, the valuable spot in search results is free of charge. This is a major distinction from PPC (pay-per-click) ads, which involve a cost each time a user clicks and visits a page.

3) SEO gets more clicks than PPC

Although PPC ads appear above organic rankings, 71.33% of searches bring about a tick on an organic outcome on the primary page. The most logical conclusion is that users trust Google's algorithm. They realize which spots advertisers are paying for, and they decide to instead visit the pages the search engine has determined to be the best. Regardless of the reasoning behind it, the fact is that the majority of the clicks for any given search go to an organic outcome.

4) SEO helps PR

Although SEO and PR may seem like totally separate marketing strategies, they can be utilized together to maximize the results. Earning links from reputable websites is a main component of any SEO strategy. This means that one of the greatest parts of a SEO professional's responsibility is to distinguish

opportunities for placement or coverage on industry blogs, news publications, and other relevant sites. And considering that a PR strategy rotates around getting prominent publications and influencers to talk about the company, this presents a colossal opportunity.

5) Can deal with competition

SEO enhancement is broadly considered a staple of any marketing strategy. In fact, 61% of marketers say that improving their SEO and improving their online presence is a first concern. And with a SEO strategy, the business can ideally, push forward of the competition in the industry.

Conclusion

SEO is enhancing the quantity and quality of traffic to the website through organic (unpaid) search engine results. Given this is the digital world, where use of internet is widespread and increasing every day, SEO becomes an important part of the marketing toolkit. Thus, a firm's marketing strategy involves enhancing the SEO. There are several benefits of SEO. First, SEO targets quality traffic. More importantly it is based on inbound marketing strategy where the potential customers themselves reach out to the business. Second, the business need not pay for the ads in SEO. There are no ongoing costs for this strategy and it differs from PPC (pay per click) model. Third, SEO gets more clicks than PPC. The logical conclusion is that users trust Google's algorithms. Fourth, SEO helps Public Relationship (PR) efforts. The two are complimentary in nature. And lastly, SEO helps businesses deal with the competition. Given these benefits, SEO becomes the key aspect of any firm's digital marketing strategy. The associated one-time costs are worth investing, as the SEO will drive increased sales and result in quick recovery of the costs. All in all, the benefits of SEO significantly dwarf the costs.

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