

Digital Marketing Strategy and Role of SEO

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Abstract- This study examines the digital marketing and role of search engine optimization. As the world has progressed into era of digitalization and technology is playing an integral part in everyone's life. Digital Marketing has become a backbone for all the business houses to promote their market through online means with the help of internet. The overall purpose to study and writes on this topic is to broaden my knowledge about the concept of SEO which has become very important for every online business firm and how big role it plays while digital marketing. The basic design of study is to focus on the term digital marketing which has impacted all the business firms who wants to take their business online and how SEO has assisted them in doing that. The paper is based on the primary tools and in the end paper present various data about the current as well as the future trends of topic with graphs and charts collected from various sources alongside the Review of Literature. JEL Classification Code: M310, O35, O36

Keywords- Business Houses, Technology, Optimization

I. INTRODUCTION

As the world progresses, we have changed according to the pattern of the market and have operated through the current trend. In the modern world where everyone is engaged through technology, business and market have also progressed its roots from manual to online with the help of the internet to expand their reach and that too at a very low cost. Promoting business online seems to be an easy and certified process but it is not as facile as it looks because a lot of process goes behind to successfully launch your business online and to promote it among the users.

This has enabled the concept of digital marketing which helps firms to foster their business among consumers through various marketing tools. Digital marketing mainly refers to an aspect of marketing that helps business houses to promote its product and services by utilizing internet and digital gadgets such as mobile phones, desktop, and laptops, etc. It has been in trend for a long time now and that has helped various businesses to expand their business and make them much more profitable.

Now digital marketing is not an easy process and various tools are required to perform it and all of them are very important to successfully promote the business. One such tool is known as Search Engine Optimization (SEO) which has become very popular and is widely used to promote online websites to the people. SEO mainly refers to the process of increasing the viability of a website by polishing your website to be reachable among users. SEO generally uses various keywords and codes which a website to come at the top when you search that keyword

on your internet browser. Web optimization is performed because a site will get more viewers from an internet searcher when site positions are higher in the web search engine results page (SERP). If we look at some famous websites such as Flipkart, Amazon, etc uses the concept of SEO to make themselves more viewable among the searchers so that they become engaged to their website and make their business more profitable.

Performing SEO services is not an easy task and a person has to take legitimate training to be a professional and do it in such a way that it would help the company to flourish their business. In this research paper, you will study the scope of SEO and digital financing alongside the future impact of it on business firms, etc.

II. OBJECTIVES

- To study the concept of SEO and Digital Marketing and their role in assisting online business firms.
- History and the Past trend of SEO with certified data and figures.
- Future scope and opportunity of SEO and Digital Marketing.

III. METHODOLOGY

- The basic design of the study is to focus on the digital tools that have acquired by various online business houses that enable them to promote their products to viewers and make their site more visible on the internet to earn more revenue and popularity.
- The paper is based on the primary tools and in the end, the paper presents various data about the current as well as the future trends of the topic with graphs and charts collected from various sources.

IV. REVIEW OF LITERATURE

1. Search Engine Optimization for Dummies

BY- Peter Kent

This research paper written by Peter Kent covers the basic meaning of SEO. This research cum book guides readers with the utmost basics of Search Engine Optimization and if you want to study about the beginnings of the SEO this paper is highly recommended. This paper is themed on 4 features that you would study to get detailed knowledge about this tool. These features are discussed in detail in this review.

- To build a search strategy and use local search powers - This paper would enable you to gain knowledge regarding the search strategy which is prepared while promoting any website online. Generally using SEO is not an easy task and it requires a well-planned strategy and without it, you cannot succeed doing it successfully. In recent times we have seen that the structure of website varies from the nearby site with the up-gradation in that the last is centered around streamlining a business' online nearness with the goal that its site pages will be shown via web crawlers when a client enters a neighborhood scan for its items or administrations. The previous rather is progressively centered around national or global quests.
- Build sites that increase the viewership – The main purpose of the tools like SEO is to build a site that increases the viewership and make it more and more attractive and in this research paper it is explained in details what patterns you have to input so that you can achieve the required popularity target. The SEO procedure is viewed as the white cap on the off chance that it fits in with the web crawlers' rules and includes no misleading so that initially proves that along with its gainful features it is a very reliable tool if used with the mind.
- Interpreted the results obtained from SEO – After all the process, papers also guide readers like me how to interpret the result obtained from the SEO process. It is very important to know results to compare the improvement that the tool has provided to the website and if not finding out the reason due to which it suffered drastically. It is always not an easy way to interpret as it requires a high level of patience to do it. Once you are familiar with the result you can start planning the next set of keywords that are going to be used to make your site more popular as the process of SEO never stops. This is what this research spills about and it has been very helpful for me to pen down this research paper.

2. The image of search engine optimization on the advertising market

By – Bo Xing, Zhangxi Lin

This research paper contains a variety of statistical data regarding the growth of online advertising in the world and how much companies spend to get their website popular. Through this various advertising agencies have opened to provide these services and have been profitable for a while. The abstract of this research paper focuses on the Web-based publicizing market and how it is turning into a well-known territory of scholastic research.

Among different kinds of publicizing, internet search promoting is driving the development and has been increasing the income of the people who perform these tools for advertising. This research paper aims that there are two kinds of web search tool publicizing: paid situation and search engine optimization (SEO). This examination means to dissect the condition under which SEO exists and further, its effect on the publicizing market. With a logical model, a few fascinating bits of knowledge are created through keywords and other tools which makes the site more viewable. The aftereffects of the investigation fill the hole of SEO in scholastic research and help directors and company owners in web-based promotion with good results and that too at low cost compared to the manual marketing done by human resources.

This research paper is generally useful for those people who already have a running website and wants to increase their viability through various tools. Every website owner has a dream to make its website popular among the user as it will attract investors and advertisements agencies to put their money on the website and make themselves more profitable. While reviewing this paper it helped me to discover the mindset of an advertising agency that provides SEO services and their thinking behind the idea to make this website more viable. There are certain algorithms used to do that and that makes it a difficult yet rewarding job. In the current decade, the role and usage of these agencies have grown immensely and that shows how important marketing has become in the current trend and with the high level of competition Advertisements and tools like SEO can make you better and more popular than your opponent.

3. Effectiveness of Digital Marketing in the Challenging Age

BY - Afrina Yasmin, Sadia Tasneem, KanizFatema

This paper talks about the use of digital marketing in this world where studying the market is a very tough job and still, people do that and succeed in it. This also relates that in this challenging age it is the concept of digital marketing is widely used by every form and company and website to make it popular. Advertisers are confronted with new difficulties and openings inside this digital age. Digital marketing is the use of electronic media by the advertisers to advance the items or administrations into

the market. The fundamental target of digital marketing is pulling in clients and permitting them to cooperate with the brand through digital media.

This article centers around the significance of digital marketing for advertisers and shoppers. We inspect the impact of digital marketing on the organizations' ideals. Furthermore, the distinctions between customary marketing and digital marketing in this paper are introduced. This examination has portrayed different types of digital marketing, the viability of it, and the effect it has on association's deals. The inspected test consists of 150 firms and fifty executives who have been arbitrarily chosen to prove the adequacy of digital marketing. Gathered information has been broke down with the assistance of different measurable instruments and methods.

Digital marketing is a kind of marketing being broadly used to advance items or administrations and to reach purchasers utilizing digital channels. Digital marketing stretches out past web marketing including channels that don't require the utilization of the Internet. In my research, this paper has helped me to make my thesis and to get a collective idea about how to tackle the factor which affects the process of SEO and makes it easy for you to continue the process. If you want to research SEO this research appears can you give an idea about how to write the particular research an adequate so that it looks presentable in front of people and fellow researchers?

V. DATA ANALYSIS AND INTERPRETARION

There are various unique facts and data in the case of SEO and digital marketing. These facts would be covered in this research paper to provide a good knowledge to reader alongside side with the data collected from the primary and secondary source and all my data are proven and checked so it source of reliability is very high and you interpret this data adequately.

First data is fragmented from the total percentage of budget allocated by the firm or a business how on online advertising through social media portals such as Facebook, Instagram, Twitter etc. All this advertising is a part of Digital Marketing Strategy and various companies and startup provoke this.

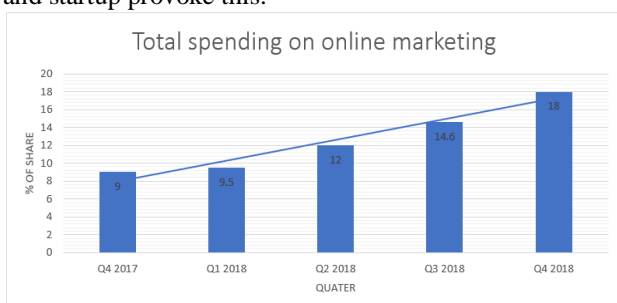


Fig.1 Total Spending on online marketing.

The figure shown in this current clearly indicated that how much companies are investing in social media channel as almost everyone uses social media and this could be a wonderful strategy to outsource their services and products among students. The total spending as seen has been increase to 9% to 18 % in only one year which is significantly high showing the impact of social media.

● ORGANIC GOOGLE SEARCH MONTHLY TRAFFIC

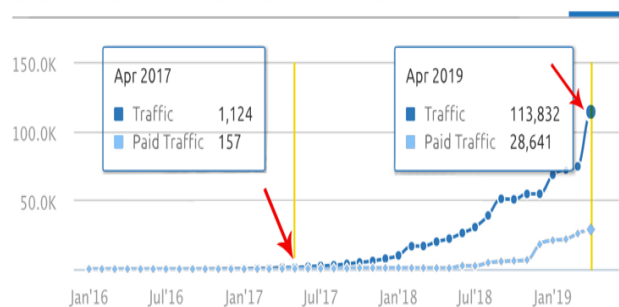


Fig.2 Organic Google Search Monthly Traffic.

The data shown above represents the monthly google search traffic in which it shows how much companies pay google to make their site reachable on the top and its clearly shoes the usage of search engine optimization. In 2017 you can see only 157 paid traffic were approached by google in the month of July and it had significant increased to 28641 in January 2019 which shows how it has impacted in a period of only 2 years and how companies are taking it seriously.

VI. DISCUSSIONS

As we have already discussed that how big impact does digital marketing and SEO is playing in promoting the websites and their products and services. In the current trend also, we have seen how companies are investing in online advertising which has become so trendy nowadays, and also, we have seen the usage of paid traffic in google which is an example of SEO. Digital marketing is much more complex and advanced than normal marketing but it cheaper than the long string of normal marketing.

Digital marketing has a significant audacity in the promoting strategy of any organization despite its budget, size, or nation of beginning. Subsequently, this concept is so complex and new, to stay serious, organizations are compelled to misuse this marketing and tools, which basically can bring various advantages at low expenses. Digital marketing turned out to be highly complex during the 2000s and the 2010s when the expansion of gadgets equipped for getting to digital media prompted unexpected growth. Statistics delivered in 2012 and 2013 indicated that digital marketing was still growing. With the improvement of internet-based life during the 2000s, for example, LinkedIn, Facebook, YouTube, and Twitter

are highly dependent and hanged on the subject of digital marketing in their day by day lives.

The above outcomes show that a positive degree of website streamlining may improve the website's positioning quality and, in this manner, it satisfies the business houses and owners. Without supported connections, the natural positioning is improved by SEO if and only when the quality given by a site is adequately decidedly associated with its valuation for buyers. Within the sight of supported connections, the outcomes are emphasized and hold paying little heed to the relationship. These are discussions made on the cases of digital marketing and SEO. These are very important look for and it can help you to derive hoe big impact these things have on the current market.

VII. FUTURE SCOPE AND LIMITATIONS OF DIGITAL MARKETING AND SEO

There is the various scope of Digital Marketing that would shine in the future. In the above data, we have seen how many companies are investing in promoting their products and service and, most importantly their websites. The extension is much broader with regards to digital marketing. Digital Marketing will stay as the most remarkable method of Marketing later on. In any case, as the elements of digital marketing are changing each day, a digital advertiser must be deft, alarm, shrewd and adjust to most recent changes. With an expected \$46 billion going towards automatic promotion in 2018, it's anticipated that 86% of all digital presentation advertisements will be introduced utilizing mechanization by 2020. This move towards AI computerization gives an increasingly consistent, effective, and precise way to deal with paid media, in the long term it will save money and funds for the business houses than the normal marketing.

We've been discussing the computerized transformation for over 10 years now. So, it's truly not that energizing any longer. What is energizing, as the world faces the blackest economic pit in living memory, is to propose what kind of a world will we see on the opposite side? A world where digital marketing will hold a specific key as everything in this world will become online and human resource free. Understanding Digital Marketing proclaims on its spread that it will 'illustrate, in a handy and far-reaching way, how to saddle the intensity of digital media and use it to make the most extreme progress in business, presently and later on'. Now here we have discussed how bog impact will Digital marketing and SEO will play in the upcoming times and if you are a business owner the be ready to adapt it and learn its algorithm because you may have to use in future to prosper your firm.

In the case of limitations, Digital marketing poses special challenges for its users. Digital channels are increasing at a very high rate and one should look up for the usage, and

digital marketers have to keep up with how these channels work, how they're used by receivers, and how to use these channels to effectively market their products or services. This highly shows how digital marketing must be used as it is quite a trick to get the desired output if the algorithms aren't put in a good way. Also, it has seen that various companies fail to capture a good market despite selling quality products and services.

VIII. CONCLUSION

With all the details which we have adjourned above, it shows how the business and economy have moved forward in the past 7-8 years and hot the growth of technology and the internet has impacted everything that surrounds us. One example we have seen is of digital marketing and SEO that how big transition they have seen in just a short period and how will they grow in the future. With the increment of these tools, it brings new opportunities and jobs for people as they can develop skills by learning the concept of Digital Marketing and SEO and can make a profound career from it.

In recent times we have seen that new jobs such as web designing and SEO operators have been, I trend and students are taking the course to upgrade their skills and participate in the job. These jobs will increase further in the future as the business keeps on expanding. Also, this can help in reducing unemployment in the nation as more and more people can get employed after learning these skills and run their houses. At last, the paper coordinates these recognized inquiries and set an exploration plan for future examination in digital marketing to inspect the issues for the firm.

As we have come to the end of the research paper, we can only say that digital marketing and its tools will be very effective in the upcoming future as it will help online business firms to expand their market and look for new opportunities by expanding their business through internet. The Internet has become an integral part of our lives and it had made various websites run through search engine platforms and from here we can explore websites. It is a common belief that most of the people don't scroll down to page 2 while searching on a search engine so a website must assure that it must appear on Page 1 so that its visuality must be better than other sites and more and more people could browse the website easily.

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