ROLE OF SEARCH ENGINE OPTIMIZATION: IN DIGITAL MARKETING

Abstract

Search Engine Optimization (SEO) is an inbound marketing strategy that helps to increase the amount of traffic on a particular website. It revolves around taking advantage of AI or Bots like the crawlers that constantly search for data, to increase the overall ranking of your website. It can be used in good ways which can easily boost the company and in malicious ways which can harm the company and its competitors. Many companies like Amazon, Spottily, eBay, etc. use SEO as their source of advertisement.

Keywords: Search Engine, SEO, Online Advertisement, Keyword Optimization, PR, Public Relations, PPR, Pay per Ranking.

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I. INTRODUCTION

Any website shown on a search engine can improve its quality and quantity using SEO (search engine optimization). Practically every company in any PLC stage now has a website devoted to selling and marketing the product thanks to the introduction of digitalization. Academic institutions share a similar situation.

"Search engine optimization (SEO) is a process of designing, writing, and coding a website in a way that helps to increase the volume, quality, and visibility of a firm website by individuals using search engines via the natural or un-paid (organic or algorithmic) search results," according to Google. In contrast, other search engine marketing (SEM) types concentrate on paid listings. Increasing a company's online presence through search engine optimization (SEO) is a marketing tactic. Businesses work hard to get their websites ranked higher since there is a bigger chance that users will visit a site if it shows regularly at the top of the page or at the beginning of the search results list."

Marketing is the service given to an individual before and after selling the product. That being said Search Engine Optimization (SEO) is a marketing strategy that is used by an individual to gain traffic on his or her website. SEO can be used in many ways for various purposes.   For   example:

Figure 1: Phases of SEO process

- SEO can be used to introduce a new product in the market.
- SEO can be used to introduce a new entity or brand in the market
- SEO can be used to take a generalized idea about the market trends of a particular item
- SEO can be used to take a generalized idea of a particular life cycle and the popularity of an item in a particular market.

When a user types a search term into a search engine and presses the enter key, a list of online results containing the term is displayed. The websites at the top of the list are more likely to be visited by users since they are thought to be more pertinent to their search. SEO is

a tactic that enables search engines to identify and rank your website higher than the millions of other sites in response to a search query. Because of this, SEO helps to increase traffic from search engines like Google, Yahoo, and Live.

The present paper is based on secondary data and its purpose is to understand SEO its scope and its applications in digital marketing, the utilization of SEO, and the Benefits and Drawbacks of SEO.

II. REVIEW OF LITERATURE

In the early days when there was no internet, people faced many problems such as storing data, categorizing set data, and retrieving the stored data. This used to lead to cabinets getting stacked with a lot of paperwork. This led to problems like some papers being irrelevant, some papers being duplicated, some important papers going missing and the remaining papers being misplaced. Even references needed to be done in libraries, and libraries had finite books in store. During the age of the internet, storing data was made easy. Every form of data was stored in a form of a database, and to retrieve this data, the search engine was created. Earlier versions of search engines needed to be very specific where, it would be extremely hard for the person to search for the relevant data he needs, and this gave rise to Search Engine Optimization.

Dr. Ch Bala Raju (2019) focuses on the impact of SEO on business and determines that online businesses that adopt SEO to promote their business are getting more new prospects and customers. It also helps organizations for alternative purposes like generating and investigating the data and according to that connecting to customers.

According to Vryniotis (2015), Search engine optimization (SEO) is a bunch of various tools and techniques which focus on ranking improvement of a website by providing support to users in making available the information.

Shih (2013) explains that SEO offers various tools to get a higher ranking which contains links to other web pages.

George S. Spais (2010) examined the prospects of an extension of Bedny's theoretical viewpoints and framework for SEO which will be used in the design of SEO and its promotion tools. The study also emphasizes that SEO is the most active promotion channel in the new marketing era and a prime source of information for customers.

III. SEO& WORK OF SEO

"SEO or Search Engine Optimization is a marketing technique in which the company, entity, or an individual uses various methods to get featured on the recommended list of social media, Google and other online platforms". SEO works by sending probing bots to search for relevant keywords on the internet, after that they are ranked in order based on popularity. It is done in the following steps:

- The online search engine first identifies the relevant keyword.
- The online portal sends probing bots to find any relevant detail based on those keywords.
- Then the results are collected and analyzed by the search engine.
- Then the results are ranked in order
- Then the results are placed in the proper hyperlink and displayed to the user.

Search Engine Optimization is mainly categorized on two bases first based on the method of internet use of the SEO and the second one is based on the location of use of the SEO.

1. **SEO Based on the Intent of Use:** In this category, Search Engine Optimization is ranked based on the user's intent and method of use. This category is purely based on an ethical standpoint. There are four categories in this sector, and they are as follows.

- **White Hat:** White hat SEO is a marketing technique, where the user follows the code of conduct, terms, and conditions of the given website or online portal. The user is genuine and therefore very trustworthy. In this category, the user may not face an immediate boost in traffic on his or her website but due to the honesty and integrity, the user may have a long and lasting genuine business.

- **Black Hat SEO:** Black Hat SEO is a marketing technique in which the user doesn't follow the guidelines code of conduct and rules of the given website or online portal. The user's aim is to get as much traffic as possible so he or she will use underhanded techniques like click bait, false advertisement, etc. to lure people on their website. A person using such a technique may be questionable at best to really shady. Marketing done in such a manner is not to be trusted at first glance.

- **Gray Hat SEO:** Gray Hat SEO is a marketing technique where the person uses techniques from Black hat and White hat SEO. The individual may be of integrity and he does follow the rules, but he may sometimes break the rules because it might bring long-term benefits to his organization. Just like Black Hat SEO, you should never trust someone using such techniques at first glance.

- **Negative SEO:** A marketing technique where the user's only intent is to bring harm to the competitors. This may lead to serious violations of legal, and ethical codes of conduct. People following this method are severally punished when found out.

- **Punishments Given For Use of Negative SEO**

  ➢ **Copyright Act:** In this case, if you steal the competitive party classified data you are sentenced to six months to one-year imprisonment and/or a fine of RS 50000/- to one lakh to be paid by the guilty party to the victim.

  ➢ **Data Theft:** In this case, Section 72 of the IT Act which attracts the breach of confidentiality and privacy of the data accused can be punished with imprisonment which may extend to two years or with a fine which may extend to one lakh rupees or both.

2. **SEO Based on the Location of Use:** In this category, Search Engine Optimization is based on the location at which the marketing is done from. SEO is classified into two types:

- **On-page SEO:** On-page SEO is the practice of optimizing one's own web page to make it more user-friendly and easy to access. This in turn will improve the website's own ranking within the search engine, ultimately increasing traffic on the set page.

- **Off-page SEO:** Off-page SEO is the practice of promoting the website on social media and other online portals. This focuses on the presentation of the website and website image. Ultimately making the website seen by many people.

  ➢ **Content Marketing:** Content Marketing is a marketing strategy where the user uses different methods like Blogs, Vlogs, Online Fliers, Mails, Advertisements, and Social Media content. This type of marketing technique does not directly affect the business by any means, but it definitely helps in giving an online representation of your website's content. Content marketing: is a part of on-page SEO. It helps in giving a visual representation of the product or service. Content Marketing also helps the organization to connect with its potential customers.

  ➢ **Keyword Optimization:** it is also known as keyword research, and it is the act of researching, analyzing, and selecting the best keywords to target to drive qualified traffic from search engines to your website.

  ➢ **Guest Blogging:** The act of inviting someone from outside the company to write a blog for your company's website is called guest blogging. Guest blogging is done to get publicity on your website. If a famous personality appears on your website for a blog, it pulls the entire fan base over to your website effectively giving you a lot of traffic in an ample amount of time.

Difference between On-page and Off-page SEO

On-Page SEO	Off-Page SEO
• On-page SEO focuses on its own page optimization	• Off-page SEO focuses on the Publicity of the set page
• Content Marketing, Keyword Optimization, and Page speed are some of the necessary requirements	• Link Building, Guest Blogging, social media, Page publicity are the necessary requirements
• It is done on one's own web page or online portal	• It's done on a portal other than one's own webpage

IV. BENEFITS OF SEO

- One of the biggest benefits of SEO is that it is an inbound marketing strategy, hence giving the user quality traffic control. A well-planned SEO strategy can easily make an individual known in the specific market industry
- Payment of advertisement is completely removed.
- SEO gets more clicks than PPC.

- SEO helps in PR.
- SEO helps you cut ahead of the competition.
- SEO also helps in Page assessment.
- SEO also helps in learning about market trends.
- SEO also helps in Reporting and Analyses.

V. CHALLENGES OF SEO

- Budget Cuts.
- Strategy Issues.
- Lack of Resources.
- Management of Stakeholders' Approval.
- Alignment with another department.
- Scaling Process.
- Maintenance Process.
- Client Relationship Issues.

VI. CASES OF SCENARIO WHERE SEO IS BENEFICIAL AND HARMFUL TO THE ORGANIZATION

1. **Amazon:** Amazon is a company owned by Jeff Bezos. Amazon specializes in B-C Business. Amazon acts as an online middleman where the companies will tie up with Amazon, and they will represent their products on the online portal as well as the amount of that particular product in stock. While browsing on Amazon for a particular product, Amazon ranks the items related to the keyword you have previously inputted, as well as recommended items related to it and any previous searches you have made

2. **Spotify:** Spotify is a digital music, podcast, and video service that gives you access to millions of songs and other content from creators all over the world. Basic functions such as playing music are totally free, but you can also choose to upgrade to Spotify Premium. Spotify is owned by Denial Ek. Similarly, to Amazon, Spotify recommends songs of a certain type of genre you as a user listen to. This is done with the help of SEO.

3. **Generated Content:** Some people use Robots to write texts on their website, and yes, it is much more efficient and time-sparing for a particular person. But in some cases, the Robot will write random texts in sequence in such a manner that the text, in that case, doesn't make any sense. This causes the given webpage to be really sub power. At this point, the website is barely a website at all.

4. **Links from Bad Website/Link Spam:** While designing a webpage people totally overlook at the fact that Google checks more than your links. Google's Crawlers checks everything which includes the content of the page as well. If your page is filled with links that a quite irrelevant then it is very likely that your webpage is going to be penalized.

5. **Duplicating One's Own Content:** Some people think that writing their own content on multiple pages is a good strategy, but they are quite wrong. For you see having multiple pages with the same content even if the content is good and is your original, is still going

to be probed by the crawlers. You may think that it's totally ok for duplicating but Google thinks otherwise.

VII. CONCLUSION

Online advertisement proportions Businesses that are employing SEO for the aim of internet promotion are gaining more new customers than the competition companies that use alternative means following the application SEO can be used for a lot of reasons some useful and some harmful. It is our duty to make the best use of SEO in a way that doesn't hurt the company's reputation or make other companies suffer in the process. The technology used for the benefit of a particular purpose should never be misused. Understanding the application and working of SEO is apparent for anyone who wants to use this method to increase the productivity of their website.

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