

Search Engine Optimization (SEO) by E-Commerce

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Abstract: The digital landscape has changed dramatically over the past few years but in the competing world, just marketing won't be enough to excel. The industry has to take a further step to not only capture right customer but also to convert their interest into sales. This extra step is known as Search Engine Optimization (SEO). SEO is one of the most emerging and effective marketing strategy among the competitor as it focus on quality of traffic, quantity of traffic and organic result. This paper deals with the awareness, benefits and implementation of Search Engine Optimization (SEO) by collecting and analyzing the secondary data.

Keywords: Search Engine Optimization (SEO), Re-targeting, E-Commerce, Browsing and Display Advertisement.

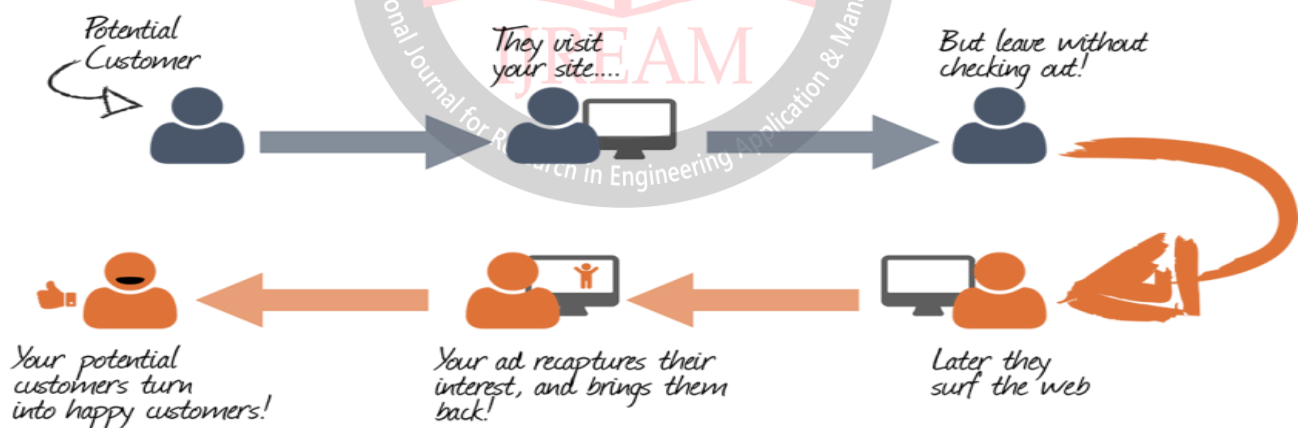
I. INTRODUCTION

According to Webopedia, "SEO is search engine optimization. Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) — including Google, Bing, Yahoo and other search engines."

Off times, a customer just suffers the website and leaves the page without purchasing the commodity. To bring that potential customer to the website and transform his desire into sales, industry has to step further and opt for Search Engine Optimization. This strategy deals for :-

- a) Quality of traffic
- b) Quantity of traffic
- c) Organic results.

For example: if a consumer visited an e-commerce website and browses mobile phones of brand A,B and C and left the site without purchasing it. It will be retargeted with a display banner featuring the exact products of brand A, B and C that they previously viewed on the current page the customer is now working on. Later this product gets retained in the subconscious mind of the customer and he again surf that particular e-commerce website and purchase the product.



II. RESEARCH METHODOLOGY

The data of the study has been collected from the secondary sources by published and unpublished records of websites.

Purpose of the research paper: the purpose of the research paper is as follows:-

- a) Working of Search Engine Optimization (SEO) as emerging strategy.
- b) Why e-commerce is picking Search Engine Optimization (SEO)
- c) Effective measures for implementation of Search Engine Optimization (SEO)

III. WHY E-COMMERCE ARE DOING SEARCH ENGINE OPTIMIZATION (SEO)?

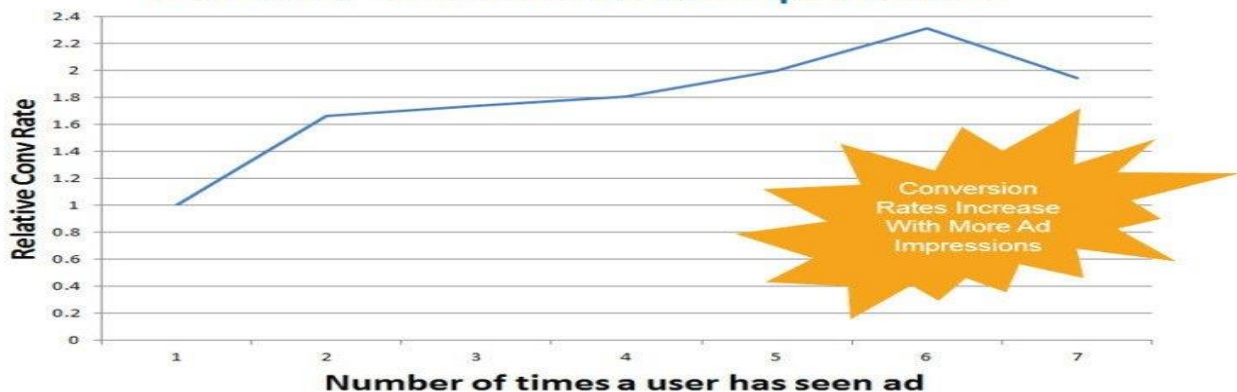
1. **Niche targeting:** According to Marketo, 96% of visitors that come to a website are not ready to buy. These visitors are creating a huge chunk as they aren't converting their website suffering to sales.

Search Engine Optimization (SEO) campaigns target these visitors with distant ads with the specific goal of converting their interest into sales by continuously displaying the same product on the screen and creating a stimulus in the mind of the customer so that the particular product settle in their preconscious brain.

The display advertisement on the screen of the user is customized according to the requirement of the customers, hence Search Engine Optimization (SEO) target niche audience by segmenting the data on the engrossment basis.

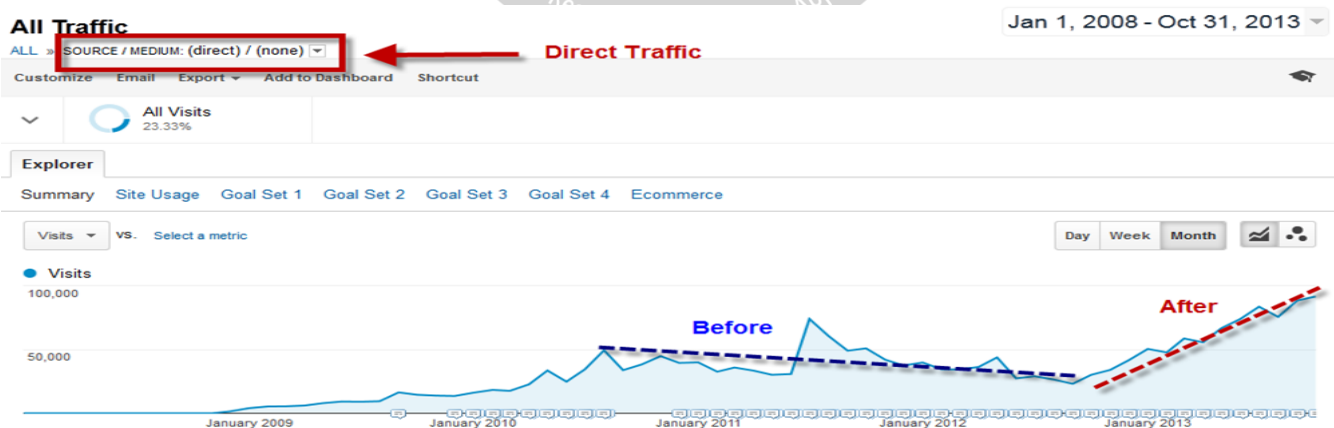
2. **High conversion rate:** Search Engine Optimization (SEO) have high conversion rate as it has the focal point on
 - Right person *with*
 - Right Ads *at*
 - Right place.

Weird Thing About Remarketing: Conversion Rates Increase With More Ad Impressions



3. **Increase traffic rate for the website:** Search Engine Optimization (SEO) increases in traffic rate by increasing the brand awareness by position the brand on top of the search engine result page and increasing the majority of impression and clicks. The more a potential customer is exposed to the brand, the more will be the sales. Just 18 months out, Search Engine Optimization (SEO) allowed to increase repeat visitors by 50%, boost conversion by 51%, and increase time on site by an insane 300%!

- ✓ Visibility means traffic
- ✓ Traffic means leads
- ✓ Leads mean sales



4. **Search Engine Optimization (SEO) Clicks Are relatively cheaper:** Search ads in super-competitive industries can cost several dollars or more per click – and that's just the average (with some keywords costing more like \$50 per click). Display and social Search Engine Optimization (SEO) ad clicks by contrast might cost anywhere from 2-100x less ; whereas Search Engine Optimization capture the active and potential customers for the product and services online which make it cost efficient.
5. **Reach new market:** Trade has become easy by Search Engine Optimization, by sitting in one corner of world; one can catch each and every activity of the customer and place the product in front of them within seconds without going nowhere for selling the commodity. In short SEO is transforming the mode of doing business.

IV. IMPLEMENTATION OF SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization (SEO) is a double edged sword if not used correctly it can not only decline the sales but also affect the goodwill of the firm. Hence following are the few suggestive measures to implement Search Engine Optimization (SEO) effectively:-

- i. **Privacy measures:** Privacy is one of the primary concerns for the customers as their each and every activity is being stalked and used by the industry. Hence to overcome this leakage of Search Engine Optimization (SEO) European law came with GDPR. GDPR is the General Data Protection Regulation, it create obligations for digital publishers to give information to the visitors of their sites about their use and sharing of personal data, as well as about the use of cookies, mobile ad IDs, and other forms of local storage. Therefore if using the customer's information then there should be a pops up message on the screen about the double click cookie for using the customers' personal information. This will give the industry user's confirmation for using the data.
- ii. **No Overdo:** There shouldn't be overdoing by following the visitor everywhere and every time. This might annoy the customer and he may never visit the website again. This irritation can lead to negative word of mouth. Hence Search Engine Optimization (SEO) should be in such limits that the customer is comfortable.
- iii. **Target specific audiences:** Search Engine Optimization (SEO) should be audience specific with specially designed advertisement. Same display advertisement can't be used for a young student and an old age doctor. The needs and requirement of both the individual is extremely different. Hence the audience target should be according to the want and wish of the customer.
- iv. **Know about proper timing:** An advertisement is a waste if it is not done on time. The peak usage time of the customer should be noted and advertisement should be re marketed at that targeted time only. Additionally the time of display advertisement should be time bound; it should also have a feature of stopping the advertisement if the customer finds it annoying.
- v. **Keep refining the targets:** Search Engine Optimization (SEO) is a customized strategy. Therefore the data collected should be kept refined timely according to the targets of the advertisement. Further segmentation should be done according to the search profile of the customer so that the right product is converted into the sales. This will not only fulfil the requirement of the customer but also successfully attain the goal of the firm.

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