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Company”**

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## **STUDENT DECLARATION**

**Under my responsibility I declare that this thesis is written by me, it has never been presented before another institution for evaluation and has not been published in whole or in separate parts of it. The thesis does not contain material written by another person except as quoted and referred to.**

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**Korab Dragidella**

## **ABSTRACT**

The main goal of this research is to specifically define the Search Engine Optimization strategy. The Search Engine Optimization Strategy is on the same level as Content Strategy and Marketing Strategy. This Search Engine Optimization Strategy includes suggestions and best practices for content planning, marketing planning, web analytics, and business analytics as well. The focus in the present study is on defining and drawing up a Search Engine Optimization strategy for a small and medium size company.

Basically, a case study is an in-depth study of a very specific situation rather than a just going through statistical survey. It is a powerful method used to “trim the hedges” down a very broad area of research into one very easy researchable topic. Of course, it will not answer a question to the last detail, but in essence it will give some indications and enables further elaboration and hypothesis creation on a specific subject. The goal of the research is to answer the question of how a company can grow its business by using a search engine to get better visibility and engage customers. This research used a qualitative approach and adopted the case study methodology.

This research will use the analytical descriptive method, where the survey questionnaire will be built to collect information about the variables of the study through a sample search. The research instrument was a three-page questionnaire designed to collect information about the main practices that contribute most to influence online advertisement by SEO dimensions in Kosovo companies, which affect their sales and operational performance. A total of 14 questions in the form of multiple-choices were included.

To test the above mentioned hypothesis, regression analysis was used to clarify which of the four factors had the most impact toward online advertising. In these analyses, the four said factors index scores proved and served as the independent and the general opinion scores as the dependent variables. Regressions proved to be significant.

**Keywords:** *Search Engine Optimizatio, Search Engine Marketing, Online Branding, Ecommerce Marketing, Branding on Google; BING; Yahoo, Search Engine Updates, Optimization AND Retail, Online Retailer Trust.*

## **ABSTRAKTI**

Qëllimi i hulumtimit është të përcaktojë strategjinë e optimizimit të SEO. Strategjia e SEO është në të njëjtin nivel me Strategjinë e Përmbajtjes dhe Strategjinë e Marketingut. Kjo Strategji e SEO përfshin sugjerimet dhe praktikrat më të mira për planifikimin e përmbajtjes, planifikimin e marketingut, web-it dhe biznesit. Fokusi në këtë studim është në përcaktimin dhe hartimin e një strategjie SEO për një kompani të vogël dhe të mesme.

Në thelb, një studim i rastit është një studim i thellë i një situatë të veçantë dhe jo një studim i gjerë statistikor. Kjo është një metodë e përdorur për të kufizuar një fushë shumë të gjerë kërkimi në një temë lehtësisht të hulumtueshme. Përderisa nuk do t'i përgjigjet plotësisht një pyetjeje, ajo do të japë disa indikacione dhe do të lejojë përpunimin e mëtejshëm dhe krijimin e hipotezave në një subjekt. Qëllimi i hulumtimit është të përgjigjet në pyetjen se si një kompani mund të rrisë biznesin e saj duke përdorur një motor kërkimi për të pasur një shikueshmëri më të mirë dhe për t'u angazhuar klientët. Ky hulumtim ka përdorur një qasje cilësore dhe ka miratuar metodologjinë e studimit të rasteve.

Ky hulumtim do të përdorë metodën analitike përshkruese, ku do të ndërtohet pyetësori i anketës për të mbledhur informacion rreth variablave të studimit përmes një kërkimi të mostrës. Instrumenti i hulumtimit ishte një pyetësor me tre faqe të dizajnuara për të mbledhur informacion rreth praktikave kryesore që kontribuojnë më së shumti për të ndikuar reklamimin në internet nga dimensionet SEO në kompanitë e Kosovës, të cilat ndikojnë në shitjet e tyre dhe performancën operacionale. Gjithsej 14 pyetje në formë zgjedhjesh të shumëfishta ishin të përfshira.

Për të testuar hipotezën, analiza e regresionit është përdorur për të përcaktuar se cili prej katër faktorëve ka ndikim maksimal në të anketuarit ndaj reklamave online. Në këto analiza, rezultatet e indeksit të katër faktorëve shërbyen si pikë e pavarur dhe e përgjithshme e opinionit si variabla të varur. Regresionet kanë qenë të rëndësishme.

*Fjalët kyçe: Search Engine Optimizatio, Search Engine Marketing, Online Branding, Ecommerce Marketing, Branding on Google; BING; Yahoo, Search Engine Updates, Optimization AND Retail, Online Retailer Trust.*

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## **ABBREVIATIONS**

**ADDT – Application deployment and development tools**

**CMMI – Capability Maturity Model Integration**

**CRM – Customer relationship management**

**D&D – Development and deployment**

**EITO – European Information Technology Observatory**

**ERP – Enterprise resource planning**

**FDI – Foreign direct investment**

**FOSS – Free and open-source software**

**ICK – Innovation Center Kosovo**

**IoT – Internet of things**

**ISIC – International Standard Industrial Classification of All Economic Activities**

**ISO – International Organization for Standardization**

**KITIB – Kosovo IT Industry Barometer**

**MbO – Management by objectives**

**SMEs – Small and medium enterprises**

**STIKK – Kosovo Association of Information and Communication Technology**

# **CHAPTER I**

## ***1. INTRODUCTION***

Search engine optimization (SEO), in essence, is the process of designing, writing, and coding a web in a way that helps to improve the overall volume, quality and visibility of the said website by people who tend to search or are using search engines via the natural or un-paid (“organic” or “algorithmic”) search results. While other types of search engine marketing (SEM) require paid listings.

Search engine optimization (SEO) is a basically marketing strategy that helps in the company website increase online presence. Companies have made top priority to try hard to attain higher rankings for their sites because when a site ranks at the very beginning of the SERP (Search results screen) or top of the page and more frequently, the greater the likelihood that users will visit the site (*Enge et al., 2012*). To achieve higher ranking, SEO provides a variety of techniques, it include increasing links from other websites to company web pages, editing the content of the website, reorganizing the structure and systemization of the company website, and the whole coding changes.

To develop effective and a result-driven SEO techniques one needs to consider how search engines work in essence and what people are looking for on a daily basis. According to Paraskevas et al., (2011) there are basically two types of search engines that collect information in different ways. The first type of search engine is Crawler-Based Search Engines (e.g. Google and AltaVista), and the second one is the Human-Powered Directories (e.g. Yahoo Directory and Business.com). Search engines are a very complex software apps that are automated to “scrape” (“crawl” or “spider”) the Internet in order to find websites.

A Search Engine crawler is often referred to as “robot” or “bot” and is in essence a program, that searches the Web in a particularly logical, automated manner. Search engines use crawlers to find the most recent up-to-date information. Crawlers are mainly used to create a duplicate copy of all the visited pages in order to list them. These pages are then processed by a search engine that will try to index the downloaded pages in order to provide fast searches. These search engine ‘bots’ generally index websites solely on how good their content and links (i.e. how many websites added your website link to theirs) are. Therefore, a very high number of links, links from

authoritative/reputable websites, and websites with similar content/keywords are valued higher by search engines (*Lahuerta et al., 2014*).

## **1.1 RESEARCH FIELD**

Economic development is realized with the help of economic, social, political and institutional mechanisms, public and private. Technology is not something that happens to the economy, it is a process that countries need to be aware of, promote and apply. It is now widely acknowledged that information technology and electronic commerce are at the center of economic and social transformations (*Chan and Lee, 2001; Hammond, 2001; OECD, 2003*).

The electronic commerce revolution carries with it challenges for the micro and macro economy, not just for organizations but also for the government. Companies that try to adopt electronic commerce should consider restructuring their entire process and creating new strategies. They also need to implement new management processes, change their culture, establish new relationships with their employees, and build a well-structured and secure payment system (*Well, 2004*).

The fast-paced development of Information and Communication Technology (ICT) has made e-commerce reach the world wide. It is a source of competitive advantage in every sector of the economy, because it is an effective way of contacting consumers around the world. Almeida et al., (2006); Schmid et al, (2001), have suggested that electronic commerce affects the radical change in the way of doing business.

Also, the adoption of e-commerce has a major impact on a country's economy in terms of creating new jobs, both in developed and developing countries. One of the effects of electronic commerce is the matching of powers among competitors, while small firms are able to compete with major firms in terms of quality and accessibility. Javalgi & Ramsey (2001) argue that e-commerce has had a major impact on businesses by improving resource allocation, relationships and efficiency of economies as well as increasing competition and reducing costs. Fillis, Johansson & Wagner (2003) have emphasized that the adoption of e-commerce in SMEs has helped them to realize competitive advantage and to improve their performance in the market as they have better access to the market.

Obviously, electronic commerce has the potential to help SEO achieve cost reduction by improving business processes by getting information faster, reducing search and customer costing costs, contacting suppliers and buyers, and lowering the cost of using paper. Moreover, new communication technologies can transform the competitive environment of all companies, regardless of their size.

Referring to various authors such as Payne, 2001, Javalgi & Ramsey (2001), Fillis, Johansson & Wagner (2003), we can say that e-commerce has had a huge impact on small and medium-sized companies improving their economic and performance benefits and creating their competitive advantage.

In essence, you can imagine the Search Engine optimization (SEO) strategy as a start or a road map to SEO. It has to be very specifically defined so that the SEO process has it's own unique and special guidelines and goals, where do you want to go and what kind of goals do you want your site to achieve. Strategic goals usually are wanting to have better visibility (branding), higher website traffic or high return on investment (ROI). (*Enge et al 2015: 135*) Every SEO strategy must be customized. It is important for the SEO strategy to be included in the website content and design as early as possible. It really does affect the entire site development strategy (to the core sometimes), the content management system (CMS), and as well as the site architecture and site content too. There are differences between best practices, depending on your goals. (*Enge et al 2015: 136*)

SEO gathers the techniques that lead to a better indexing and ranking of one's site by one or more than several targeted search engines (*Gandour and Regolini 2011*). It is also stated many times as the process of identifying all the factors in a website which would have any kind of impact on the search engine accessibility to it and fine-tuning the many elements of a website so at the end of the project it can finally achieve the highest possible visibility when a search engine responds to a relevant query (*Zgang and Dimitroff, 2005*). Its main duty is to achieve the highest position on the search results or ranking on search engines, such as Google (the main aim), Yahoo! and MSN Search and so on, after a specific combination of keywords or key phrase that is typed in. The final goal or aim is for the site to be have better ranking by one or several targeted and wanted search engines and therefore appearing higher in their results lists for specified requests (*Gandour and Regolini 2011*).

Search engine optimization (SEO) is a systematic approach to improving the membership website on the Internet unpaid wage (Organic result), and focus on the number of visitors to the site and don't on the quality of the search engine, (*Google, Search Engine Optimization Starter Guide, 2010*).

## **1.2 RESEARCH AIMS**

This thesis, by means of contrastive analysis, conducts a discussion of the factors that affect SEO strategy in a local company. Search Engine Optimization (SEO) is a branch of internet marketing. SEO focuses on visibility in search engines, and does so, through site and site optimization. The theme of this thesis, as the title suggests, is: “SEO strategy and implementation for a local company”.

The issue of research is the assessment of the SEO Strategy, conducted by the company RPM Solutions for its client's website. The goal is to benefit the two companies with some recommendations and knowledge of their future collaborations. The research process began collecting literature on this subject. Literature was used to build the theoretical framework by supporting the empirical part of the thesis. Used literature comes from primary and secondary sources. Primary sources come from random company RPM Solutions, and include interviews with two affiliates of the SEO agency. Secondary sources come from online and printed publications.

The main and only focus of this research is to identify literature and simultaneously to inform the creation and whole process of implementation of an organization-wide plan that leads to a successful search engine optimization strategy. There is currently little to no understanding of and focus on the actions the company needs to take in order to become more relevant in search engine results which may prove a factor in why online sales have been unsuccessful for RPM Solutions' clients to date.

## **1.3 THE MAJOR OBJECTIVES OF THIS STUDY**

### **1. General Objective**

The aim of the research is making sure search engine visibility is favorable and drawing up the search engine visibility strategy. Search engine optimization strategy is not separate from the company's strategy and business planning. An SEO strategy is actually a part of the company strategy. It involves a lot of content planning, marketing planning, as well as web analytics, and business analytics on depth too.

The purpose of theses was to identify the most popular techniques used to rank a web page highly in Google. The theses presents the results of a study web page that were created as part of a Search Engine Optimization competition.

The study focuses on the most popular techniques that were used to rank highest in this competition and includes an analysis on the use of PageRank, number of pages, number of links, how old the domain is and the use of any kind of third party sites such as directories. A separate study was made into non-optimized web pages for comparison. The theses provide insight into the techniques that successful Search Engine Optimizers use to ensure a page ranks highly in Google.

1. To provide an general overview on the development process, components, and all the benefits of SEO and its main uses in marketing.
2. To specify and test the impact of search engine optimization dimensions on online advertisement.

### **2. Specific Objectives**

In order to approach the issue, a few additional support questions (or 5 sub-questions) have to be answered as well. These are both theoretic and empirical:

1. How does SEO work?
2. How do search engines work?
3. What are the analytics of the web and what can they do?

4. What are the main and prior benefits of SEO and how can you measure them on a period of time?
5. How many visitors reached the website from a search engine?

## **1.4 RESEARCH QUESTIONS / HYPOTHESIS**

Defining the basic research question, or issue, to be answered is one of the very first steps in a research work, and the most fundamental one. The research question leads the entire process of how the research will go, setting the approach to be chosen, and specifying the expected outcome.

- *How can a company increase its business by using a search engine to gain better visibility and engage clients?*
- *How to measure and assess one year of SEO in terms of concrete benefits for the client and the service provider?*

The empirical research was conducted on companies operating and having an online website in Kosovo. The subject of the study is considered as a new subject, where the concept of search engine optimization appeared newly in marketing, and most studies especially Arab studies are still in early stages.

To achieve the achievement of the above goals, the following hypotheses have been determined and tested:

- *The company needs to have a good website with a good design to actually attain the customer.*
- *A successful search engine marketing strategy can generate steady levels of traffic to the website.*
- *Using SEO will save much time and money and can stay longer than other tools.*

## **1.5 RESEARCH DESIGN AND METHODOLOGY**

This paper for its own characteristics is based on the methodical quality of the analysis of the issues addressed in it. The qualitative method includes within it the research, description, interpretation and comparison method. The research method was used throughout this paper. This method involves in itself the process of collecting materials both in the written format and in the electronic format of information gathering, in function of the writing and the structure of the topic.

SEO is evolving rapidly and with no sign of stopping, and so are the strategies used for it are following the trend. Nevertheless, the core principles remain unchanged. Online visibility is a very real problem for, well, every company. However, rather than pleasing search engine algorithms, it is crucial to delivering contents which fulfill users' requests: pleasing them instead. In consideration of the existing literature, this study uses a deductive approach: after building the needed theoretical framework, this is used to test its own validity through the observation of the numerical data collected.

The whole process leads to an empirical conclusion. The second step in research is the choice of a method for collecting the data. There are three main methods: qualitative, quantitative and mixed. Each one of them is particularly suitable for a certain type of issue to be investigated. The qualitative method focuses on understanding the phenomena as a whole, through categorization and conceptualization. It is based on theory, and through theory, it explains the phenomena. On the other hand, quantitative research is based on numbers and measurement, it emphasizes the importance of testing and verification with the support of statistics and diagrams. Finally, it is possible to combine these two methods, generating a third one: the mixed method.

### **INSTRUMENT**

This research will use the analytical descriptive method, where the survey questionnaire will be built to collect information about the variables of the study through a sample search. The research instrument was a three-page questionnaire designed to collect information about the main practices that contribute most to influence online advertisement by SEO dimensions in Kosovo companies, which affect their sales and

operational performance. A total of 14 questions in the form of multiple-choices were included.

The research questionnaire was divided into three sections, with most of the scales standardized to a five-point scale for consistency and ease of completion. The statistics indicate that many companies have active online marketing websites. After contacting those companies, only some companies agree to participate in this research. The questionnaires were administered and gathered during a two-month field survey.

The research visited the designated companies and handled the questionnaire to the person in charge of marketing operation in the company. At the end of the two months period, only 12 companies returned the questionnaire. After discarding invalid and incomplete questionnaires, this study collected valid responses, which gives us a 72.8% response rate.

## **1.6 IMPORTANCE OF THE THESIS**

This paper attempts to contribute to the limited literature and empirical studies regarding the influence of SEO dimensions on online advertisement. Particularly, this work tends to explore the nature, importance and how the mechanism works of this concept and the various factors that influence and have impact on the online advertisement. The empirical research was conducted on companies operating and having an online website. The subject of the study is considered as a new subject, where the concept of search engine optimization appeared newly in marketing, and most studies are still in early stages.

The contribution of the research is a search engine optimization (SEO) strategy, which includes suggestions for content planning, marketing planning, web analytics, and business analytics as well. The company may use the search engine optimization strategy when they're planning to develop their website, content strategy, marketing strategy planning, web analytics, and business analytics as well.

## **CHAPTER II:**

## *LITERATURE REVIEW*

### **2.1 THE STATE OF THE INDUSTRY**

SEO factors are tremendously difficult to enumerate, as search engines do not reveal the specific factors used when determining the ranking of a website (*Lourdes and Paloma 2013*). SEO factors can generally be categorized into two groups (*Enge et al., 2009; Evans, 2007 SEOMoz, 2009*). The first group, known as on-page factors, includes those factors related to information that can be gathered directly from the pages of a website whose relevance is to be optimized, such as the existence and frequency of keywords.

The second part are also known as the off-page factors. These include those kind of factors that are related to information about the said website that can be gathered from other, external websites. This study will focus on on-page factors. According to SEOMoz and Evans, every search engine constantly and rapidly works to improve their ranking calculations on a regular basis which complicate matters further on ranking easier. As a result, the calculated relevance of webpages has been watched over to have changed over time, due to various changes in the relative weights specified to individual SEO factors, as well as the including of the brand new factors and the removing or modification of others. In the case of Google, for instance, the identifying of more than 200 factors which have changed over the time of the search engine has been around, thus far, prevented the precise method by which the high ranking of a website on the search engine could be guaranteed.

Despite these difficulties and obstacles, the peer group assembled by SEOMoz made a list of the most critical SEO components and decided it needed to include keywords, titles, web site name, and the right top level headings. With the proper usage of a keyword phrase, a web site is more likely to appear in the first page of search results and be seen by the people that an organization wants to get to their web page (*SEOMoz, 2009*). Google highly suggests that a web site page should have a short but a very unique (no duplicates) and accurate and descriptive page title. The description meta tag is not seen on the page by the users visiting the website, but should have useful and more detailed information than the page title as it determines what the page is all about.

The filename of the page or its page address should be worded so that it is easily understood by a visitor (*Google, Search Engine Optimization Starter Guide, 2010*). The easiest way to optimize a web site is to enter appropriate text in the web site's title, meta description, headings, and page content that search engines recognize (*Goldsborough, 2005*). To make sure that Internet users find the company's website easily, a lot of different Internet marketing techniques are tried and used.

Additionally, Google highly suggests using a general sitemap for the human visitors (the traffic) and an XML Sitemap to improve the visibility of pages to search engines. Navigation should be simple to follow and be made from text instead of Flash or JavaScript (*Google, Search Engine Optimization Starter Guide, 2010*). Also, Google highly suggests using the Robots.TXT file to let the search engines know faster what pages should be shown in search results and what pages should be hidden.

A site without a Robots.TXT file cannot grant search engines the permission needed to look at their pages or show search results to searchers (*Google, Search Engine Optimization Starter Guide, 2010*). The common elements that occur among different sources are the elements that were used in the instrument.

## **2.2 MARKETING PROGRAMMES**

Marketing programs can comprise many different stakeholders whose objectives must be aligned. This means resolving potential conflicts between business functions and elevating search engine optimization (SEO) to a strategic level if the needs of the business, web users and by proxy, those of Google are to be met.

Search engine optimization (SEO) is the process of improving a website's position or 'ranking' within non-paid search engine results pages (SERPS) in order to drive more traffic to the site. SERPS are the lists of suggested web pages and other content such as video and social media displayed when a user enters a specific word or phrase (often known as 'keywords') into a search engine. Content is ranked according to what the search engine considers to be most relevant to the user's query. This process is known as 'natural' or 'organic' search. However, Google's search results also include paid search results in the form of 'Ads' or 'Sponsored' placements. Under the Pay-Per-Click (PPC) model, for instance, a lot of companies bid on keywords they want to be listed for and pay a charge for each time a user clicks on their website from the listing.

Yet many larger corporations today remain behind the curve, either because online businesses have established a leading position, or because they are being outpaced by more nimble and digital-savvy competitors. That's not to say that larger brands don't already have a website and digital strategy in place that incorporates some form of search engine marketing. Indeed, a lot of people have a solid understanding of the PPC model, since it is very similar to traditional forms of marketing that is around for a long time – i.e. a budget is set and the results can be measured.

The latter is achieved via clickthrough rate (CTR), which refers to the number of viewers that click on a specific ad, and is based on ad impressions or overall search volume. The SEO model, however, is much harder to grasp, and is more about making a long-term commitment to specific activities that drive gradual improvement over time.

## **2.3 GLOBAL E-COMMERCE SEO**

Global Search Marketing is all about bringing an international (opposite of local) audience to your brand. Global brands can no longer be US-centric with their online presence, organic and paid search, or social marketing campaigns. Marketers, retailers, and brands need to “think globally, act locally”. Global SEO is essentially Local SEO on an international scale, with many additional complications due to differences in countries’ languages and colloquialisms, cultures, economic state, currency, shipping and tax laws, search engine provider preferences, privacy laws, etc.

There are a lot of technical SEO considerations for international retailers and brands always striving to increase ranking and improve their Global SEO strategy, as well. Inventory/website management issues come into play, for example. In addition, server location can impact page load speed, and therefore search engine performance, of your international sites. Note, though, that Google recently clarified that server location should not be relied on for geotargeting; instead, webmasters and SEOs should create geotargeting through ccTLDs or the geotargeting tool in Google Webmaster Tools to identify country-specific subdirectories or subdomains.

Another layer of complexity for retailers looking to expand their reach and potential customer base is ensuring your content is available in multiple languages. Even if your site sells to only US consumers, you may want to consider creating an alternate language version of your site that targets the large Hispanic population of the country (estimated at 53 million consumers). The language optimization option that is right for your eCommerce website will depend on your specific resources and needs. However, there is more to Global Search Marketing than just translating your existing web pages into other languages. To get Global SEO right, you really need to have a “local” understanding of your target areas. The person responsible for your Global SEO must know the importance of localization, as your company’s keywords, link building, and technical requirements must factor in the cultures, customs, and laws of each respective nation served.

Although search engine algorithms are somewhat secret and always evolving, there is no denying that links are still an important trust signal that search engines rely on when ranking websites. The way search engines categorize and vet links have evolved; we’ve all heard high-profile cases of retailers like JCPenney and Interflora face the consequences of poorly executed, spammy linking strategies of the past.

The way all the marketers and retailers think about how linking works desperately needs to evolve, too. Linking is no longer about getting links from as many domains as possible with exact match anchor text or submitting your site for inclusion in as many directories as you can find. Even if you're a retailer without local listings to optimize as part of your linking strategy, your e-Commerce site still has a variety of opportunities to create a strong and unique linking profile, solely through content and social linking.

This should include social shares and influencer outreach - creating and maximizing relationships with third-party industry leaders or social influencers that already have authority and rank for key phrases or content themes you wish to target or that offer product or services related to yours. You should also have a strong "link bait" focused content strategy, and don't forget traditional press releases and press coverage!

### **2.3.1 LOCAL SEO VS NATIONAL SEO**

In today's technology-driven world, companies have to focus crucially on their online presence, today more than ever. Investing in organic SEO is important for any business because it provides companies with the visibility that they need to attract new customers. SEO strategies can be applied to any business and they can be focused on the local target audience or national/global potential clients.

Local search engine optimization is optimizing your online presence to drive the most traffic to your website from a specific area. National SEO, on the other hand, is when you try reaching customers on a national or global level. Either of these types of SEO share in essence the very same principle to rank higher on Google and other search engines and get maximum traffic. But, they are also different in so many ways which makes them unique. Still, there are a lot of strategies that can be applied to both approaches. Such is the link building or content marketing.

In this chapter, we are going to discuss the differences and similarities of local and national SEO to help you determine which approach is best for your business.

#### ***Local SEO Company***

Online presence is important for brick and mortar local businesses as much as their physical location if not even more. According to statistics, 97% of consumers search

online for local businesses to find specific products and services before they make their purchasing decisions. If they don't find you, they will find your competitors and you may lose a significant chunk of potential business. Just think about it: 50% of consumers who perform a local search visit a store on the same day!

The best way to connect with these clients is to pay experts from a professional local SEO company that provide affordable local search engine marketing services. When you turn your focus on local SEO marketing campaigns, it can help the small and medium-sized companies improve their exposure to local customers online and dominate their local markets. If you can't get into a "fight over ranking" with larger brands on a national level, you can always turn your focus on local SEO.

### *National SEO company*

Creating an efficient organic SEO strategy can be very time-consuming and it will require a lot of hard work. National campaigns, on the other hand, require strategic thinking and a great part of research demanding to be successful. A national SEO company Extra brain can help you gain a competitive advantage in multiple localities around your country by setting up a winning national campaign.

## **2.4 BUSINESS FACTORS TO IMPACT SEO STRATEGY**

The SEO strategy is important to be built as early as possible. It has an effect on the entire site development strategy, content management system (CMS), site architecture and site content. There are a lot of differences between the best practices you can use, and they all depend on the websites goals. Search engines drive a lot of highly targeted

traffic to the website. Business, for instance, can earn huge revenues just by taking advantage of the the quality and relevance of this traffic. Revenues, on the other hand, can be any kind of direct sales, or brand awareness, etc. Visibility in search engines makes endorsement effect. Visibility associates quality, relevance, and trustworthiness with a site that rank highly in search queries.

Consumers looks for information from the Internet before buying all kind of products and services e.g. cars, computers and health and wellness services (Enge et al 2015: 135). Getting visibility in search engine with all the relevant keywords can increase the number of visitors on a company's website and cause huge growth in sales online and in store.

There are a lot of business factors which impact on the SEO strategy. These said six factors below are crucial to know and to put to use for company strategy and all SEO operations.

1. **Revenue and business models:** What is the main purpose of the site? Are you trying to sell products, sell advertising, or do you want to obtain leads or get membership signup?
2. **Target customers:** Who is the customer? Who is tried to be reached? Age group, gender group or a specific group or interest group.
3. **Competitors:** One has to know the competitive landscape in the business strategy.
4. **Branding goals:** Are there search terms which are fundamental for the business?
5. **Content development:** Good content has the central role. Creating and optimizing high-quality content for users.
6. **How people search for products:** Understanding what cleints do when they search for products or services you offer. Mapping actual search queries. (Mika Mäki 2016; Enge et al 2015:138- 146, 156)

After careful defining these business factors, it is considerably easier to do well the SEO.

## **2.6 EDUCATING PARTS OF THE BUSINESS ON SEO**

In addition, the language and structure employed in tender documents are designed primarily for the procurement of physical goods and services, rather than virtual technologies or logical assets that are less tangible. Even in scenarios where those leading procurement does have some understanding of digital and the key messages being pitched to them by SEO specialists, it is unlikely they will appreciate the nuances. Usually, the result is a decision based solely and only on price, as opposed to the other strategic benefits. This is where the difference between the search engine optimization strategy and its execution occurs.

Ideally, SEO should start with the technical aspects of a company's website, such as initial design and build, and the technology behind the site – including the content management system (CMS) and the service. It also takes in optimizing the information architecture of the website – i.e. the way the website is structured to deliver the most important information for users in a simple and effective way, but also such that search engines can identify the information they believe is important for users. These factors are classed as 'on-page' activities. SEO activities also embrace 'off-page' activities, which are designed to increase the 'popularity' of a company's site and thus its rank within SERPS – for example, the number of people that link back to a company's website and the 'strength' and quality of those links. These particular activities are also known as 'link development' and are pretty much the same as seeking votes from other web users for being the best option and the most relevant for a particular type of query or search topic.

Training sessions are another beneficial activity. Sessions don't have to be long, but placing an experienced SEO professional in front of different teams to ensure a better understanding of the SEO process can deliver significant benefits. Putting it shortly, the basic search engine optimization knowledge should be like any other kind of fundamental skill for marketing executives. And checking that it has been executed the right way with an in-house function or external agency expert should be the top priority.

### **CHAPTER III:**

#### **LOCAL SEO STRATEGY**

*A local search engine optimization approach makes it a lot easier for close consumers to discover the local businesses. It increases the website's visibility, improves relevant*

*web traffic and generally increases the revenue by connecting businesses with local shoppers.*

*Effective search engine optimization includes targeting industry specific keywords (terms like organic tea, car sale and cat sitter) as well as location-based terms such as the city name.. Local search engine optimization also encompasses factors that don't play a major role in the more traditional SEO, like Google My Business. A business that decides to invest in local search engine optimization is way more likely to attract customers to their website than those who lack it.*

### 3.1 SEO STRATEGY FOR COMPANY

The company's website layout was multiple-pages format. The navigation works pretty well with links, but still all the main content was in the first page. All meta data was also for multiple pages, so technical SEO optimization with meta data was not at all limited. The Wordpress publishing platform is for blogs and quite simple. It has a lot of easy-to-manage site structures and it has somewhat limited possibilities when it comes to SEO. Another, not more preferred though, alternative is to make the company change the site to use Joomla! Content management system and platform.

Joomla! is an open source solution, very similar to Wordpress but with some differences. It includes all needed online applications and extensions also for SEO optimization use. It is recommended that the very first thing to do is to link Webmaster Tools to website. Google Analytics, Google Adwords and Webmaster Tools are suggested to be linked each other, but not required. These changes are made before starting on optimizing anything else.

The utilization of search engine optimization techniques in public relations materials such as adding links and utilizing keywords in online press releases and other documentation has made search engine optimization a very relevant topic for public relations professionals. The authors of this article conducted research by interviewing college students majoring in public relations on their knowledge of search engine optimization strategies and where they received their knowledge. According to their research, many of these future public relations professionals didn't know what search

engine optimization was or had answers that showed a lack of understanding of search engine optimization.

While the authors who conducted this research were hoping to find public relations students with an understanding of and eagerness for the utilization of search engine optimization, the results showed that quite a few understood what search engine optimization is but did not understand how it can be used by public relations professionals.

### 3.2 E-COMMERCE

Global Search Marketing, also mentioned above as National SEO is about generating traffic on an international level to your brand. Global brands can no longer be US-centric with their online presence, organic and paid search, or social marketing campaigns. Marketers, retailers, and brands need to “think globally, act locally”. Global SEO is essentially Local SEO on an international scale, with many additional complications due to differences in countries’ languages and colloquialisms, cultures, economic state, currency, shipping and tax laws, search engine provider preferences, privacy laws, etc.

There are a lot of different other technical SEO considerations for international retailers and brands looking to increase visibility and improve their Global SEO strategy, as well. Inventory/website management issues come into play, for example. Besides, server location can impact page load speed, and therefore search engine performance, of your international sites. Note, though, that Google recently clarified that server location should not be relied on for geotargeting; instead, webmasters and SEOs should create geotargeting through ccTLDs or the geotargeting tool in Google Webmaster Tools to identify country-specific subdirectories or subdomains.

Although search engine algorithms are somewhat secret and always evolving, there is no denying that links are still an important trust signal that search engines rely on when ranking websites. The way search engines categorize and vet links have evolved; we’ve all heard high-profile cases of retailers like JCPenney and Interflora face the consequences of poorly executed, spammy linking strategies of the past. Linking is no

longer about getting links from as many domains as possible with exact match anchor text or submitting your site for inclusion in as many directories as you can find.

Even if you're a retailer without local listings to optimize as part of your linking strategy, your e-Commerce site still has a variety of opportunities to create a strong and diverse linking profile, primarily through content and social linking. This should include social shares and influencer outreach—creating and maximizing relationships with third-party industry leaders or social influencers that already have authority and rank for keyphrases or content themes you wish to target, or that offer product or services related to yours. You should also have a strong “link bait” focused content strategy, and don't forget traditional press releases and press coverage!

The value of a link should be determined by the traffic it drives to your site, as well as by the authority level of the source linking to you. Social Link Building is taking blogger outreach to a new level by combining SEO know-how with social reach. Building relationships with online influencers empowers them to become ‘brand ambassadors,’ sharing their experiences and product reviews with their readers. This amplifies social signals, which can have an exponential effect on a brand's authority and trust.

**For example, Catalyst utilized influencer outreach during a product giveaway** campaign for a CPG retailer in the beauty industry with an e-Commerce website. Catalyst identified and connected with some of the top influencers in the social and blogging space for the target consumer demographic and asked these respected beauty bloggers and gurus to host and promote product giveaways for the new cosmetic. The contests resulted in great success, with over: \*4,550 Entries \*345 Retweets \*355 Facebook Shares. The website received an impressive 2,931% increase in organic search traffic as a result of the campaign. The client also went from not ranking in the top 30 results for the highly competitive keyphrase “lipstick” before the engagement, to ranking first for the term within a few months of the campaign launch.

Links from social sites such as Facebook are technically rel=“no-follow” links and therefore don't pass any “link equity,” but “no follow” doesn't mean “no SEO value” or “no sales value”. As search engine algorithms increasingly rely on social signals to help determine the value of a webpage, social influencer outreach has become an even more effective way to help your brand expand its audience and the reach of your

message. If a link drives relevant referral traffic to your site, it's a good link. In contrast to Facebook, links shared from G+ status updates DO pass link equity, and each status update has a unique URL, is crawlable, and is indexed by search engines like Google. So, you should ask your influencers to share a link to your site on G+ as well as their other social profiles, since different social networks cater to different age and gender demographics and therefore have slightly different audiences. This also increases the chances of your content being noticed and reshared across a variety of social channels.

Implementing an effective content strategy that produces “linkbait” is another important way of generating links for your e-commerce sites. Linkbait is content that is so helpful, entertaining, or unique that the people who read it feel compelled to share it across their social channels. Your content strategy is something that should be unique to your website and aligned with your brand messaging, target audience, business goals, and needs, budget, and timelines, etc.

Ideally, your linkbait lives on your domain, so that your website receives the increase in website traffic and inbound links that come with great content and broadened exposure, thus improving the SEO performance of the site. That way, your website (where people buy things you are trying to sell) gains longer-term SEO and business benefits, long after the social buzz around your content inevitably begins to fade. Some retailers and brands choose to utilize third-party blogging services such as Tumblr instead of hosting their blog (and all of that content and engagement) on their e-Commerce website. Although this does provide initial cost savings, Tumblr should be considered as another social media opportunity and not as your sole blogging platform, because it doesn't provide an SEO benefit to your e-Commerce site other than links. Retailers that host their blogs not only get all the page and domain authority SEO benefits of robust content, links, and engagement, but they can also feature “ads” for their products and promotions in the sidebar of the blog at no additional cost.

You can share teaser elements of your linkbait on social sites to get better exposure (i.e., microblogs on Tumblr; images on Pinterest or Instagram; videos on YouTube, Pinterest, and Vine; mentions in status updates; etc.), but you should always try to drive traffic back to a page on your website. Just as in paid search, these links need to lead visitors to the designated “landing page” for each campaign, such as a blog post, a product page, or a promotional page. These pages provide additional value or content

of interest to the visitor to keep them engaged with your brand on your website, and ideally convert these visitors into buyers. As can be seen in the images below, TOMS is using a variety of content (product videos, lifestyle images on Instagram, Rich Pins on Pinterest, etc.) across multiple social platforms to help promote the launch of a new product line called the “Nepal Boot”.

These digital assets successfully drive viewers to visit the TOMS website to purchase the product using engaging language and product stories, as well as using links (with campaign tracking) to the Nepal Boot landing page on the TOMS website. Some visitors won't be ready to make a purchase when they are exposed to your content, and that's OK. You can still impress and engage them enough that they subscribe to your profiles on social media sites like Facebook, G+, Twitter, and Pinterest; sign up for your newsletter; or create a user account to use a feature of your site, such as a wishlist.

Viewers may simply share your social media posts or share a link to content they found on your site. This is still successful engagement - simply at an earlier stage of the purchase funnel - providing your brand with additional exposure through a social network. Having optimized content and a social sharing strategy can help e-Commerce vendors build an audience by continuing to provide compelling content to your subscribers' newsfeeds and inboxes. This helps you to stay top-of-mind with customers as well as potential customers.

Then, when they are ready to make a purchase, they are more likely to come to your site since you have built familiarity and trust. Do your research (or hire an experienced SEO agency) to determine the areas of interest of your target audience. This will help to ensure that you identify the key phrases they are searching for, the social platforms or blogging sites they frequent the most, the types of content they engage with most, and the social influencers in the space. With this critical information, you will then be able to design, optimize, and execute an effective content strategy to help drive awareness, traffic, and sales to your e-Commerce website.

### **3.2.1 BENEFITS FROM USING E-COMMERCE**

The main benefit from the customers' point of view is a significant increase and saves time and eases access from anywhere in the globe. The main benefits of eCommerce for customers are as follows:

- ✓ Reduced transaction costs for participating in the exchange in a market.
- ✓ Increased comfort - transactions can be made 24 hours a day, without requiring physical interaction with the business organization.
- ✓ Quick and continuous access to information customers will have easier to access information check on different websites at the click of a button.
- ✓ Convenience-All the purchases and sales can be performed from the comfort sitting home or working place or from the place a customer wants to.
- ✓ Switch to other companies-Customer can easily change the company at any time if the service of a company is not satisfactory.
- ✓ Customer can buy a product which is not available in the local or national market, which gives the customer a wider range of access to the product than before.
- ✓ A customer can put his comment or review about a product and can go through other reviews what others are buying.

The main benefits of e-commerce from sellers' point of view is increasing revenue and reducing operation and maintenance costs through the internet.

These include as follows:

- ↪ Increases revenue.
- ↪ Reduces operation and maintenance costs.
- ↪ Reduces purchase and procurement costs.
- ↪ Raises customer loyalty and retention.
- ↪ Reduces transportation costs.
- ↪ Develops customer and supplier relationships.
- ↪ Improves the speed of the process of selling.
- ↪ Improves internal and external communication, and
- ↪ Develops the company image and brand.

### 3.3 SOCIAL MEDIA EFFECT ON SEO

Social activities and thinking outline in the past have been announced via radio, newspapers, and T. However, a new trend has emerged since the 2010s: social media. Social media is the approach to socialize. In early, the web played a vital role in the retrieval of discrete information but now the web has become a social place that connects people worldwide. Now the use of social media becomes common most of the users and business person in different ways.<sup>1</sup> Social media is reciprocal messaging between a business and follower/ People. The term ‘social media’ can be split into two parts. Media usually refers to publicity and the spread of information through publications. Social involves the interaction of user within a group or community.<sup>2</sup>

Any website which permits the user to like, dislike, tweets and shares their content, and allows making community can be classified as a social media. Some social media platforms are:

1. Social Bookmarking site such as delicious, stumble upon.
2. Social Networking sites such as Facebook, Google+.
3. Photos and video sharing such as Flickr and YouTube.
4. Microblogging site such as Twitter and
5. Blogs such as WordPress and Blogger.

This is a very helpful Wiki explanation of that direction...

Social media optimization is converting increasingly important for search engine optimization, as search engines are frequently utilizing the suggestions of users of social networks such as Facebook, Twitter, and Google+ to rank pages in the search engine result pages. And because it is more challenging to shift the scales search engines in this way, search engines are putting more assets into social search. This, linked with

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<sup>1</sup> “Social Media – Is It Worth the Trouble?”, Iris Uitz, IBIMA Publishing, Journal of Internet Social Networking & Virtual Communities, Vol. 2012 (2012), Article ID 313585,

<sup>2</sup> “SOCIAL MEDIA AND ITS ROLE IN MARKETING”, Ms. Sisira Neti, International Journal of Enterprise Computing and Business Systems ISSN (Online) : 2230-8849, Vol. 1 Issue 2 July 2011

increasingly personalized search based on interests and location, has tremendously raised the importance of a social media appearance in search engine optimization<sup>3</sup>

Rohit Bhargava was the very first one to have used the term “Social Media Optimization” in 2006 and also identify rules.

1. Increase your linkability;
2. Make tagging and bookmarking easy;
3. Reward inbound links;
4. help your content travel;
5. Encourage the mashup<sup>4</sup>

It’s one thing to understand that social factors are frequently affecting search engine rankings, but it’s a different thing entirely to see what combinations are already in place and leading results pages.

1) FACEBOOK is the most comprehensive social platform of the social networks, with extensive usage approaching 700 million users as of June 2011. This outlines nearly 10% of the total world population. Facebook has the biggest audience of any social network and is absolutely worth adding as a key part of your social media strategy. Facebook is the most beneficial social media site to improve traffic to your website by using quality. Facebook groups, building up your Facebook page likes and creating engagement that you create on your wall and the Facebook page wall. Images post work really well. So add images to your profile and the Fan Page wall every day. <sup>5</sup>

2) TWITTER In April 2011, Twitter was in use by about 7% of the US population and this figure was expected to grow to 11% by the end of 2011. Twitter business share may be small as opposed to the penetration of Facebook, but it absolutely includes a considerable number of influencers that can help create distinctness for your

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<sup>3</sup> “Search Engine Optimization in an Increasingly Social World”, Enge, Eric (30 November 2010), Search Engine Watch. Retrieved 17 July 2012. <http://www.searchmetrics.com/en/white-paper/googleranking-factors-us-2012/>

<sup>4</sup> “5 Rules of Social Media Optimization (SMO)”, Rohit Bhargava, August 10, 2006, [http://www.rohitbhargava.com/2006/08/5\\_rules\\_of\\_soci.html](http://www.rohitbhargava.com/2006/08/5_rules_of_soci.html)

<sup>5</sup> “How Social Media Affects SEO” [www.quicksprout.com/2011/08/24/how-social-mediaaffects-seo](http://www.quicksprout.com/2011/08/24/how-social-mediaaffects-seo), 12/4/2013.

organization. One of the different ways to seize traffic from Twitter, and it was by following new people and making them to visit your blog via your profile links. <sup>6</sup>

3) LINKEDIN Since January 2011, LinkedIn had more than 101 million users worldwide that made LinkedIn a great social network. LinkedIn can be applied to build a strong chain of connections. In Mail functionality to be used to send free emails to members; if done judiciously, this can be used to start new connections with influencers of interest. It can also use to make a powerful profile of users..<sup>7</sup>

5) YOUTUBE can be thought of as a search engine, but it is also a social network. People prefer sharing when it comes to videos, and this is happening in mass. Video hosting service from YouTube is a social networking website, in which almost every character or business with Internet access can upload videos that can be seen by the general public almost instantly. As the world's largest video platform, YouTube has had an influence in many areas, with some specific YouTube videos undeviatingly happens worldwide have formed. Below there are some factors used by various web services and mechanisms that influence the authority, the trust of social media links and also assess Social Media respect.

Additionally, search engines are demanded to use Social Media noise in order to decide:

- How a particular post is fresh;
- Is Particular page still useful/valid/up-to-date;
- What are the current trends;
- For the appropriate post which terms are described;
- They are likely to use the keywords and the hashtags that can be found in the content of the shared messages.<sup>8</sup>

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<sup>6</sup> “How Social Media Affects SEO” [www.quicksprout.com/2011/08/24/how-social-mediaaffects-seo](http://www.quicksprout.com/2011/08/24/how-social-mediaaffects-seo), 12/4/2013.

<sup>7</sup> “Art Of SEO”, Eric Enge, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin, March 2012

<sup>8</sup> Twitter and Facebook links affect SEO on Google and Bing Posted by Vassilis Vryniotis on Tuesday, December 7 at 11:46 to Marketing, SEO, and Social Media.

A whopping 89% of all marketers stated that their social media efforts have brought a lot more exposure for their businesses. Also, as the statement continues, the generated traffic was the second major benefit, with 75% reporting more positive results. Many companies are using social media strategies in order to drive traffic to their websites and products.

As a part of study made 71% percent of social media users are more likely to purchase from a brand they follow online. Social media is a trend that is increasing rapidly every day and companies not using social media will be left behind. Finding different ways to promote your website through social media is very crucial to the success of your site.<sup>9</sup>

### **3.4 LOCAL MARKETING**

Marketing ideas and conventions have also been adopted by local government management. Historically, some traditional private sector marketing tools and techniques are appropriate for local government applications and these have been used to improve communication and delivery of services (Graham 1993; Latham 1991). But, when private sector practitioners have attempted to apply the traditional marketing models to all aspects of local government marketing, (Graham 1993) deficiencies and inconsistencies have arisen, particularly about meeting the complex and often contradictory stakeholder demands found in local government (Marks 1994). This has led to the application of marketing in local government achieving mixed results (Marks 1994), which have resulted at best, in haphazard and often ad hoc applications of marketing principles.

This application has usually only been to those local government activities that are easily translated into marketing practice and even worse, has resulted in many local government managers believing that 'marketing' need not play a role in their operations. Further complicating the issue are the qualitatively different product types offered by the local government compared to traditional product models and the difficulty of identifying and classifying the various customer groups served by local

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<sup>9</sup> Use Social Media To Drive Traffic To Your Website” Posted on December 2, 2013 by Nancy Badillo

government (Graham 1993). Specifically, the local government is different from traditional goods or services operations in the following ways:

- ↳ local government delivers a wide range of products, which are both wanted and unwanted to its stakeholders (Elliott 1994);
- ↳ local government serves a range of customers including individuals and citizens [citizens are collective groups or the complete local government community (Elliott 1994)];
- ↳ local government management deals with a wide range of diverse exchanges with its stakeholders due to the issues mentioned above.

This is based on the premise that local government accepts the advantages of adopting a marketing approach for improved business performance and customer satisfaction. This approach does not imply that traditional sector marketing practices are not relevant to local government. Rather, it suggests that traditional marketing approaches may not be comprehensive or holistic enough to encompass the complex mix of products, players and exchanges found in local government management activities. Therefore, a new model of marketing application may be needed based on marketing principles that would meet the unique characteristics and needs of local government (Dann, Davidson & McMullan 2000).

This kind of approach of modifying traditional marketing approaches is not at all unique or innovative. Others have also proposed variations on the traditional model to allow for peculiarities and to contextualize marketing practice. Examples of this access are social marketing, which may also inform this research and the development of a local government marketing model. To summarize it, this research will help to identify the marketing characteristics that can be adopted to develop a successful marketing access for local government. It will do so by addressing the research problem and objectives presented in the following section. Performance in local search encompasses a variety of factors, on and off your local websites. At the core, your local business partners need to ensure the following are accurate and consistent across their online presences. The local search involves defining everything specific to their business location.

- ↳ **NAP Data:** Consists of data elements core to a business location, including business name, address, and phone number;

- ↳ **Latitude/Longitude:** Latitudinal and longitudinal coordinates comprise your pin data, making it possible for your business location to appear accurately on mapping apps;
- ↳ **Business Category:** This describes what type of business you are;
- ↳ **Business Description:** This is a brief description of what you do;
- ↳ **Attributes:** Includes offerings like “Has Wi-Fi” and “Offers outdoor seating,” which tell customers more about your business. While you may have all of these items listed on your local websites and in their structured data, that’s only half the battle. Claiming your local Google My Business listing and establishing a local Facebook page is essential, but beyond, you’ll need to make sure your local business partners’ Yelp, Superpages, Foursquare, YellowPages, Bing, and other geo-, industry-, and region/city-specific sites and directories (there’s more than 300 of them, for perspective) are accurate.

In addition to NAP data, these pages include links to your local website, text/photo/video content, and ratings and reviews that are all part of the holistic presence of your local business online. Local SEO is about seeking competitive advantage in terms of both coverage and content available across these multiple platforms. Google pulls information about your local business from these platforms as well as your structured data to form your knowledge graph and answer immediate search questions about your brand. That said, location data management isn’t a one-and-done process. Local SEO requires constant updates to remain timely and relevant in Google’s eyes.

### **3.5 TECHNOLOGY**

#### ***1) Prioritize the pages you optimize***

To get the best ROI of time and/or money, you must always focus your initial SEO efforts on “magnet” pages, the ones on your site that are the most likely to gain search engine clicks. For instance, if we take colleges and universities into consideration, these program and scholarship sites, followed by accreditation pages rankings, awards, and recognition pages.

Once you know what your best pages are, it will be easier to set goals and aims. This way, you'll attract exactly who you want to attract, and where you want them to go.

### ***2) Incorporate keywords into your web writing***

To decide which words are the most searched for a particular timeline, it's crucial that you do a keyword research. To get the most out of the keywords, you have to add them into headings and subheadings (H1 and H2), body content, anchor text in links, and photo alt tags.

### ***3) Plan your page***

Once a visitor has landed on your page, the key to getting your copyread is to have clear goals for what you'd like to accomplish with the page. What do you want the client to feel once it's on your page?

The best way is to make sure your description is spot on, and it is clear at what your website is all about. It's not enough that you tell the robots that crawl your page, but the visitor has to know too.

What questions will you answer when the client enters your website? What information will be first showed on this page that isn't already covered on another website, possibly your competition? What information should be removed completely from the page, or potentially moved to another page?

### ***4) Consider how much every page is relevant to the others***

In the first place of planning the page, it's very helpful to take into consideration how much every page is relevant to the others on your site. For instance, if your website is an e-commerce site, you have to add the suggestions that are somewhat similar to the others.

One of the biggest mistakes small companies make is that they have either bad suggestions, or not at all. You want to add hose + ladders together, not beer and body wash for women. These suggestions are very helpful as they keep the page to be relevant to the rest of it.

### ***5) Keep track of the amount of content on the page***

Generally speaking, Google is not fond of pages that are too short, but then again the normal human web visitor doesn't like pages that are way too long. Ideally, you want to find a happy medium between these two demands and create pages with about 300-700 words of content. If you have a page that's too long, split the copy and create multiple pages; if the page is too short, beef up the content or eliminate the page. You can use bullets to make a list of facts, links, and pull quotes to help separate the text and you'll display your point much more clearly. As you're writing each page, don't assume the reader knows something about your school. Many won't, so it's important to include brief, top-level information on your pages.

## **CHAPTER IV:**

### **ANALYSIS AND DISCUSSION**

**To accomplish this** task, the SEO will need to agree on two- or three-year planning. Once the planning aspect is established the work can be divided into four stages;

- ✓ External and internal analysis;
- ✓ Reviewing options open to the SEO and selecting strategic priorities;
- ✓ Transforming strategic priorities into concrete objectives;
- ✓ Develop activities and projects to achieve strategic priorities and transfer objectives.

This part of this guide is about the first three stages; the guidance later addresses the task of strategic priorities in concrete activities and projects.

Whichever method is used for analysis, it should allow the generation of a list of possible strategic options from which priorities and objectives can be selected. The tools suggested here are: ANALYSIS (strengths, weaknesses, opportunities and risks external and internal environment analysis; DISCUSSIONS (political, economic, social, technological) external environment analysis; A form of member surveying using data generated from these analyzes will enable the strategic options available to the SEO to be identified and the priority areas will be debated. the following options can be identified:

- ↳ Strengths, weaknesses, opportunities and risks;
- ↳ Members' views on the SEO today and where the SEO will be in the future;
- ↳ Key Strategic Alternatives; and
- ↳ A look at the strategic priorities to be pursued and the objectives to be achieved.

In this regard, it will be the responsibility of the Board to select and agree on the initial draft. At this stage it is important not to go beyond planning and to pass on resources without any commitment and without the Board's agreement on strategic priorities and objectives.

The following pages provide step-by-step instructions for conducting analysis, and conducting member surveys.

The analysis is useful in strategy formulation and selection. The analysis is an acronym for strengths, weaknesses, opportunities and risks. The following diagram shows how analysis fits into what is often referred to as an “environmental scan”. In the analysis, an important distinction was made between external and internal factors; strengths and weaknesses are internal factors. For example, the specialist's expertise in sectoral issues may be strength, while weakness may be a focus on collective issues. On the contrary, opportunities and risks are external factors; for example, one option may be to recognize some of the strong brand or loyalty of the member, and the risk may be over sector regulation. The analysis suggests that an SEO does not always have to pursue the most lucrative opportunities: it may have a better chance of developing competitive opportunities by identifying the fit between future strengths and opportunities. In some

cases, it will be more convenient for SEO to overcome weaknesses in order to exploit compelling opportunities.

**Question 1:** In your opinion, what is the main purpose of your sector employer organization? Please make a brief, realistic statement outlining what results you should achieve.

**Question 2:** What are the main problems that the sectoral employer organization addresses? Please describe the main problems facing companies / organizations in the sector and how their situation can be improved or changed if your SEO succeeds in resolving their problems.

**Question 3:** What are the main tools used by your sectoral employer organization to accomplish its goal? Please describe the key tools (for example, effective advocacy, research, support services) that your sectoral employer organization should use in achieving the desired results and solving the key problems of member companies/organizations.

**Question 4:** What are the core values and beliefs that should guide your sectoral employer organization, its representatives and members in their actions? Make a list of the core values and principles that should govern the actions of your sectoral employer organization.

## **4.1 BACKGROUND OF THE STUDY**

Search Engine Optimization (SEO) is a term used to describe the marketing techniques by which a website is perfected in a way that search engines like Google, Yahoo rank the page in the top ranks. By placing your site in the forefront you create more chances for the customer to access your online store. The Internet provides a leading and complementary channel for selling company products and building a professional online profile. You should consider using the internet along with other communication media. An interactive web site is just as needed as other forms of media especially if your competitors also have web pages. To be effective, websites need to attract the right and appropriate customers.

A large portion of people who visit a website finds it through a search engine or social media. These services represent important promotion opportunities. Search engines

generate URL lists (web page addresses) in response to certain queries made by potential customers. The online presence can particularly help in two ways: Personalization: Customer data (names, addresses and registration details) can be used to track preferences and process site content, with e-commerce elements, in line with individual interests of the client. For example, your site may suggest products that a specific customer may be interested in, based on previous shopping experiences on your site. Useful methods for direct promotion to customers are Evidence of success:

These are genuine reviews made by satisfied customers about your products or services. Effective testimony utilization builds credibility and makes customers feel more secure about online shopping. Effective recommendations are published, true, freely given, used with the author's permission, and are associated with the author's name and location. Viral marketing: Using your email contact list to spread information and provide an incentive to pass on the message. The dynamics of promotion are planned to have the features of spreading real-world viruses from one person to another. Advertisements: Ads appearing on websites where there is considered to be a high influx of typical profile visitors with ideal company clients. Promotions on social networks such as facebook, LinkedIn, Google + as well as the google search engine have also been considered successful. Mutual Links: Links to other sites that provide an easy way for the client to drive visitors from a particular site to your website, and vice versa.

## **4.2 ANALYSIS OF THE STUDY**

The analysis of the internal environment of an organization aims to study all the factors that operate within an organization to determine its weaknesses and strengths. The formulation of an effective strategy is based on a clear definition of the company's mission, a careful assessment of the external environment, and a thorough analysis of the firm's internal environment. At least three elements are critical to the success of a strategy:

- ✓ First, the strategy must be built following the conditions of the competitive environment. In particular, it should seize opportunities and minimize threats.

- ✓ Second, the strategy must rely on a realistic analysis of the firm's internal environment. In other words for taking advantage of the opportunities of the external environment, we must rely on the internal strengths of the firm.
- ✓ Finally, the strategy must be carefully implemented.

In this chapter, we will study the second element, the firm's internal capacity analysis. Experience of both large and small firms shows that thorough evaluation of the firm's internal environment is of the utmost importance in the successful design of a strategy. 'Apple Computer' experience illustrates the importance of indoor environment analysis in creating future strategies. Strategists should carefully analyze the information of the organization's internal and external environment to make strategic decisions. Strategies must recognize the strengths and weaknesses of the indoor environment to respond optimally to the projects and threats of the indoor environment.

Strategic planning and corporate decision-making cannot be successful without a good understanding of the strategic factors within it. These strategic factors, which may turn into strengths or weaknesses for the corporation, are structure, culture, and resources.

In analyzing the internal environment, knowing the structure of the organization is very important. The structure of the organization is often defined by the terms of communication, authority, and mutual relationships within the organization. It is about coordinating the roles and relationships of employees within the firm. Knowledge of the structure is important for the formulation of the corporate mission. If the structure is in line with the proposed changes to the strategy, it is about power, and on the other hand, it is about a firm weakness.

The structure defines formal and informal relationships between members of the organization. The structure can be “robust”, with well-defined roles and responsibilities, or “weak”, with autonomous units. The structure can have a huge effect on strategic choices. The organizational structure should be viewed in four dimensions:

- ↳ Concentration;
- ↳ Specialization;
- ↳ Flexibility;
- ↳ Formalizing.

Concentration is about the degree of concentration of authority at the highest levels. A focused structure is the most effective way to accomplish tasks. It is well organized, with formal organization cards, role descriptions, policies, procedures, and well-specified norms. In general, large organizations need a centralized structure. Centralized organizations are generally those in which decision-making and control of authority are done by senior management. The problem in these organizations is the large distance between the top and the base of the pyramid, the number of hierarchical levels, and the number of managers in the organization.

Decentralized organizations are those in which decisions are generally made at the lowest possible levels. A decentralized organization generally has a flat structure with few levels. For example, retail supermarkets claim that their stores are located in heterogeneous markets and therefore allow the latter to choose the types of products they will sell.

The question arises: **Is concentration or decentralization the best strategy?** Every organization needs both concentration and decentralization. The focusing element of the organization's structure is more effective and efficient in realizing the efforts and directives of the organization. The decentralized element, if used properly, has an impact on the future of the organization. Continuing the argument for decentralization, there are many supporters of the fact that it provides greater flexibility in decision making. Focusing decisions on senior managers would lead to delays in obtaining information, which would decide to lose its relevance. Decentralization is advisable when dealing with organizations operating in a changing environment. Focused organizations that know how to use decent internal decentralization tend to be more successful and have a better project of profitability and survival of the future.

For example, a concentrated structure organization that supports its R&D activity could create a decentralized R&D department within its structure. Of great importance here is the person overseeing this decentralized part of the organization. He must have great managerial skills and “have to speak two languages, one of concentration and one of specialization”; A decentralized structure may be more effective for encouraging creativity and innovation. She is more organic, participatory and democratic in the process of making 4 decisions. This structureless bureaucratic and less specific than the

concentrated structure. However, the greater the decentralization, the lower the effectiveness of the structure.

People who are satisfied with the decentralized structure are all those who respond positively to professional and group norms. Specialization is the extent to which organizational activities are divided into specific functions. For example, when an organization has four functional departments, namely personnel, finance, production, and marketing, we are dealing with a moderate degree of specialization. When staffing is further divided into training, industrial relations, etc. The organizational structure is more specialized. The department or division within an organization aims to perform certain specific tasks. Departments are often built based on product lines [paper products, stationery, office equipment, etc.]. Or functional areas [marketing, production, finance, personnel or development research].

Another way of creating departments is by geographical area. Departments and divisions are built to create an effective way of controlling and organizing work. To what degree should an organization specialize? Many studies have been done to determine which department is most effective, geographical, production or functional. The answer cannot be truncated. Both technological and environmental factors must be considered here, as well as the competencies and preferences of the persons within the firm.

**The first** dimension is the degree of flexibility, whether the relationships within the organization tend to remain constant over time. A robust structure may be needed if external environment forces require efficient and clear internal environment-specific channels. On the other hand, a robust structure can create such bureaucratic conditions that make it difficult for the organization to respond to threats and opportunities to the outside environment. In defining the structure of the organization, managers should consider making a compromise between the short-term gains of the strong structure with the possibility of changing this structure in the future. This implies that the structure of the organization must be flexible.

**The second** dimension is the formalism of structure. The informal organization focuses on the relationships among people within the organization. These relationships help develop an informal structure based on the personalities or characteristics of individuals within the organization. These interpersonal relationships can strongly influence the

processes of strategy formulation and implementation due to the “policies” within the organization. One problem that organizations face with formal organizational structure is moving from one stage of development to another.

This implies that if the organization has a chance for growth, it must move from a centralized structure to a decentralized one. It is very difficult for senior managers or chief executives to change the structure of the organization. This is often due to the inability of senior managers to delegate authority or responsibility to subordinates within the organization.

The larger the organization, the greater the need for delegating authority and responsibility. Often an informal group can also be called a 'clique'. This is when some members of the organization come together to perform some activities. The informal organization often results from the formal positioning of organization members. The informal structure can be an important tool for communicating policies and strategies at the implementation stage. Informal groups can be used to ensure acceptance of the organization's policies and strategies.

The debates over whether structure follows a strategy or strategy follow structure has been going on for decades. Different authors have different views on this author. We assume that a company decides that its competitive strategy will be intense, based on development research, to improve the existing product and create new products. Part of implementing this strategy could be the creation of a new R&D department. The construction of this department will condition a change in the organizational structure.

We assume while the company wants to compete based on product quality, but the quality manager reports to the production manager, so we have a conflict of interest. Implementation of this strategy should also lead to changing reporting relationships. To make the leader of quality control more independent, we need to change the structure of the organization so that it is not dependent on the manager of the production. On the other hand, the strategy should take into account the organizational structure.

So, to a degree, it has to follow the structure. Take, for example, a company that owns several retail stores that decide to engage in price competition to penetrate the market. If the company has a centralized organizational structure, so prices are set centrally,

then only prices will change and a new list will be drawn up. If we have a decentralized structure, so every magazine has the right to change prices, we will have another strategy. In this case, the company's decision should be explained to each store, seeking their active cooperation.

### **4.3 RESEARCH FINDINGS**

In our discussions about the organization structure in the paragraph above, we considered the structure as static. But the structure of the organization must also be analyzed in a dynamic sense. Organizational structures depend to a large extent on the life cycles of the organization. Over time, due to the changing relationship between the organization and the environment, the structure tends to change. In its efforts to adapt to the changing environment, survive and succeed, the organization strives to change the structure, philosophy, and style of management. By identifying the stage of development of the organization (the stage in which it is in the life-cycle curve), we will be able to identify another important factor of the organization's internal environment. The life cycle of an organization consists of four stages:

**Stage I:** Small organizations - leads a person (birth). This type of organization has a chief executive who tends to be authoritarian, over-committed, bad decision-maker, short-term planning-oriented, who find it difficult to make long-term plans. However, this person often possesses intuitive, entrepreneurial and creative skills. The strategy of the organization focuses on a single product/service or a family of products/services.

**Stage II: Functional organization (growth)** If the organization grows, entrepreneurs will be replaced by professional managers or the entrepreneur will adopt a delegating style. In this case, the functional responsibilities are shared among some senior managers. The change from an entrepreneurial organization to a functional organization occurs because of the loss of control of the organization by the entrepreneur. Here the emphasis shifts to more effective operations and more systematic planning of the future. The mission of the organization requires the organization to expand its range of products and services, responding to the environment.

**Stage III: Diversified Organization (Baking)** In these organizations, senior management exercises centralized or decentralized control over SBUs<sup>1</sup> or operating divisions. Diversification can be accomplished through internal expansion or acquisition strategies. If we are dealing with a diversification that relies on an internal expansion strategy, senior management will often exercise centralized control. When using acquisition strategies, there is a tendency, at least in the early stages, to use decentralized control with new units. However, over time there is a tendency for this control to be centralized. The mission of the organization will be expanded, to increase the number of products/services and avoid risk.

One way to identify the overall culture of the organization is to look at the historical way in which strategies are designed. History has a significant influence on the formation of culture, and as a result, it influences strategic choices. For example, the construction industry and the agricultural sector [women] still retain certain characteristics of the handicraft industry, despite modern methods of operations.

**Stage IV: Declining Organization (Aging)** At this stage, threats to the external environment force the organization to restructure. Often this restructuring involves stripping away acquisitions that do not meet the organization's expectations, liquidating downtime and closing production lines. These actions can lead to a re-focus of decision-making, thereby creating the conditions for centralized control and a reduction in management levels associated with a reduction in the number of employees.

All organizations are destined to experience the need for structural change. For an organization that manufactures one or more products, the above stages may correspond to the product life cycle. Often, to avoid the survival problems that arise as a result of supporting a product, organizations are forced to diversify. Complex, diversified

organizations have a variety of products at different stages of the lifecycle. Thus, many organizations that have survived for a long period have gone through three stages of development. The first three stages suggest that the organization pursues a broad product mission and strategy, and the structure needs to change to facilitate the implementation of these strategies.

In the downturn, the mission and product strategies are narrowed, and as a result, the structure has to change again. Defining life cycles for organizations with a variety of products helps to feel and analyze the organization's internal environment more effectively. When analyzing the internal environment, to study the consistency of the structure with the strategies of the organization, managers should answer the following questions:

- 1) Is the existing structure suitable for the current operations of the organization?*
- 2) Does the existing structure help implement the strategies?*
- 3) How flexible is the organization structure?*
- 4) What strategic decisions could the existing structure support?*

When analyzing strategic processes it is clear that experience plays an important role. Managers often, in their work, refer to the tradition or culture of the organization created over time. Culture is a collection of beliefs, hopes, and values embodied in the members of the organization and transmitted from generation to generation. This creates the norms that determine the behavior of the firm's employees, from top management to the simplest employee. The culture of the organization generally reflects its mission. Culture involves the core orientation of the company. Some companies are market-oriented. Other companies may be product-oriented [eg steel firms, oil companies, hospitals, banks, etc.].

Some companies are technology-oriented [eg Kodak firm chemical-oriented]. Although it is easy to talk about the culture of the organization in general terms, the problem is complicated when talking about culture in specified terms. For this reason, we will analyze culture as consisting of three main elements: Values can be easy to identify in an organization and are often written in the form of statements, mission objectives, or organization strategies. However, some values are 'dark', such as community service, equal employment for all, etc.

Beliefs are more specific, but they are nonetheless a problem that people in the organization can identify and talk about: for example, a belief that the company can trade with South Africa, or that the organization's Professional staff will not be controlled by the managers. Assumptions are the “essence” of the organization's culture. They are aspects of life in the organization that members of the organization have benefited from the environment and inherit from one generation of employees to another. These environmental benefits are difficult to identify or individualize. For example, Delta Airlines has created a family spirit among employees. Employees replace each other with pleasure, so that work can continue normally. To get better acquainted with the culture of the organization, we need to know the elements that make up its cultural network.

Employees can be talked to for this purpose, managers may be asked to speak about the organization. This can also be done by observing the day-to-day operations of the organization and constructing in this form a “painting” of the organization. The routine ways that members of the organization behave towards each other often provide a distinctive competence to the organization. Organizational life rituals, such as training programs, employee appraisal, and promotion, negotiations with unions determine how to evaluate the organization's performance. For example, some organizations emphasize technical skills training programs, while others focus on general skills training.

Stories about the life of the organization, the members tell each other, young employees, people outside the organization, etc. They create the current history of the organization and highlight the events or personalities of the organization. Through stories, we are introduced to the core beliefs and hopes of members of an organization. They are tools to show people what is important in the organization. For example, it has been argued that the dominant culture in the health service of many countries has been the cure for diseases and not the protection of health. Most stories within health centers are about the sacrifices of staff to heal an illness.

Symbolic aspects of the organization, such as offices, vehicles, titles, the type of language and technology used, give a presentation of the nature of the organization. The importance of symbols and symbolic behavior has often been underestimated both in recognizing the organizational culture and in supporting strategic change.

Control systems, metrics and reward systems call attention to what is important to the organization. Public service organizations, for example, have generally been subject to control over the use of funds rather than the quality of services. This can be seen in the bureaucratic procedures established in these organizations to justify funding. Even incentive systems are important indicators of behavior within the organization and often become a barrier to the implementation of new strategies. For example, an organization that relies on a reward system depending on the products produced would find it very difficult to implement teamwork or focus on the quality of production rather than quantity.

Strong structures/groups within the organization are those who exemplify the values and beliefs of the organization. Power is a key force influencing the culture of the organization, and also a means by which some hopes prevail over others. For this reason, an important problem when analyzing organizational culture is the assessment of the power of beliefs of some powerful individuals and groups. We need to define the dominant culture of the organization as a whole. This can be done in several ways:

Knowing the culture of the organization is important for its effective strategic direction. A change in mission, objectives, or policy cannot be successful if it is inconsistent with corporate culture. As we said about structure, if the culture is aligned with strategy changes, it is a force for the organization. On the contrary, it is a weakness. Past norms and values tend to limit the strategy and objectives that can be considered by the organization.

So, when considering a strategic alternative, strategy makers must evaluate its compatibility with the organization's culture. If there is no compliance, management must decide whether:

- 1) Ignore culture and seize the opportunity.
- 2) Will respect the culture by changing the implementation plan.
- 3) Will try to change the culture by adapting it to strategy.

So, if we embark on implementing a strategy without engaging in changing the culture, that would be dangerous. On the other hand, limiting the organization to only those strategies that are culturally compatible can leave out the very lucrative alternative discussion.

### 4.3 STUDY RESULTS AND DISCUSSIONS

- ✓ *Has the SEO identified the organizational strengths on which services can be built?*
- ✓ *Does the SEO have a clear idea of the source of SEO's comparative advantage in delivering services concerning private sector competitors?*
- ✓ *Do the services provided by the SEO fit the mission and objectives of the SEO?  
Do all services generate benefits?*
- ✓ *Has the SEO initiated any process to consider which services derive from the SEO's strengths and which will be the most marketable and profitable?*
- ✓ *Do SEOs currently use external contracts or joint ventures?*
- ✓ *Do SEOs receive sponsorship income?*
- ✓ *Are these agreements equally open to all SEO members?*
- ✓ *Does SEO use external grants?*
- ✓ *Do all areas where there are grants fit in with the mission and objectives of the SEO?*
- ✓ *Are SEO accounting procedures adequate with donor reporting requirements?*

**Example 1:** Association of gas producers provides basic services such as standardization and certification for the natural gas industry. These services are complemented by the organization of training activities and the publication of technical documents. The association also offers a range of ancillary services such as renting meeting rooms.

**Example 2:** Chemical Industry Association supports its members with a wide range of free services and paid. For example, to assist member companies in their efforts to comply with the new chemical legislation (REACH),

**Example 3:** The Food and Drink Industry Association provides services in five main categories.

**Example 4:** National association of tourism offers its members consulting, promotional and statistical services.

**Example 5:** Federation of Hoteliers has developed promotional services that support the business objectives of its members.

**Example 6:** The Farmaceutical Federation provides members with publications, statistics, training, and networking services.

After deciding to pursue a proposal for a new service, a project team must join the SEO to consider the idea to expand SEO's service portfolio. The project team should pay attention to the following steps:

### **1. Generating ideas**

Once areas of comparative advantage are identified based on specific organizational strengths, the project team should generate ideas on the services that the SEO can provide. The team can use the support of other staff, experts from member companies and partner organizations from other sectors. comparative advantage based on specific organizational strengths, the project team must generate ideas on the services that the SEO can provide. The team can use the support of other staff, experts from member companies and partner organizations from other sectors.

### **2. Demand analysis.**

The project team may use formal or informal methods to consult with members regarding the request for a new service. Using informal methods, the project team can conduct a member survey or use opportunities to discuss their ideas with workshop members and seminars. Quite often, ideas for new services arise through SEO information and contacts with members, as well as SEO involvement in the development of new policies and legislation. More formal methods may include

sophisticated data collection methods (such as online surveys, email surveys, personal interviews, telephone interviews, panels, and focus groups); a good template is provided by the toolkit created by the British Association for Market Research. If the SEO decides to hire a professional organization, it is a good idea to know the pros and cons of the different approaches that may be suggested.

### **3. Bid analysis**

With market demand testing, the project team should analyze the actual service supplier. The main set of questions includes

- a. Who else is offering services in the market?
- b. Where - what presence do other service providers have in the market?
- c. When - how is the time aspect and service approach?
- d. How much - can the SEO beat the competition by offering a better price for the service?

Through this supply analysis, the project team can identify a suitable SEO location in the market. If such a suitable site cannot be identified, it is a clear signal for the TSOs to consider their proposal and resume the process.

### **4. Evaluation of the proposal against the mandate of the TSO**

The project team should analyze whether the proposed service is in line with the SEO mission, strategic priorities, and objectives and whether the provision of new services complies with the rules of the existing SEOs. If some adjustments to the rules are needed, will such changes be supported by the Board or SEO members?

### **5. Assess the capacity of the SEO to provide new service and necessary staff competencies.**

A new service will require an initial investment by the SEO in the form of financial, technical and human resources allocated for delivery. It is, therefore, logical to check the availability of such resources and/or find them externally.

### **6. Checking for potential obstacles.**

The new service should be provided within the legal framework in which the SEO operates. If the SEO benefits from a non-for-profit status, then the new services may

introduce legal, accounting and tax requirements. The SEO may need to consider establishing an independent organization with a specific legal form required by local laws. All these aspects of the proposal for the provision of new services should be analyzed. In addition to these external barriers, there may be some internal barriers to providing a new service.

These can arise if members already offer the same service or if the new service offered by SEO affects their members' business model. The implications of such a situation should be carefully considered. Certain services may be provided by SEO staff. However, these are usually limited to briefings, training courses, conferences and a limited amount of consulting and consulting work. This is why the SEO may need to bring in a paid (outsourced) or profit-sharing (joint venture) specialist. Both of these options allow for the use of external expertise that does not exist within the SEO which either is not needed full time, is too expensive or will be difficult to maintain.

The advantages and disadvantages of joint ventures around external contracts are that risks and profits are shared; the higher the risk, the more likely the SEO will choose a joint venture. Joint ventures or contract partners often tend to work with the SEO, as such enterprises provide them with access to businesses that would otherwise be difficult and expensive to access. The fee or profit-sharing must recognize the value that the SEO is bringing to the partnership. Following these steps, the project team will be ready to prepare a detailed proposal on providing new services to the Board. This proposal will include conclusions from the above analysis. Once the SEO receives Board approval, I can begin implementing the plan

Adapting the business strategy, it focuses on the demand for small and medium businesses and the customization of bids for their customers. Technological capabilities and the application of adaptations such as e-commerce drive businesses to radical changes in doing business. Among all the factors that hinder the development of e-commerce, the issue of financial resources refers to the total financial resources that the organization will use for organizing, purchasing the IT equipment needed for implementing e-commerce, consulting fees for staff training and maintenance. website and other infrastructure elements.

Senior management plays an important role in the adoption of e-commerce, not to say that this adoption is entirely dependent on senior management support. High

management support can positively impact the e-commerce assimilation process. Perceived benefits refer to the organization's acknowledgment and recognition of the relative advantages of using e-commerce. Business organizations are more willing to adopt new technologies if they are compatible with their value system, existing infrastructure, business processes, and culture.

Consumers can make transactions 24 hours a day through the use of e-commerce, be informed of prices by visiting different websites, and have endless options to choose the product or service they want. E-commerce allows manufacturers and consumers to avoid some of the middlemen between them and further reduce all their costs. Also, the use of e-commerce allows manufacturers to help develop their countries by marketing products directly to their consumers, thereby increasing production, lowering costs and pricing of their products that ultimately result in increasing their profit.

The benefits of adopting e-commerce to SMEs have been in the spotlight for different governments and researchers because of the importance this sector has to the country's economy. SMEs can realize inter-firm interaction between their departments, cooperating in activities such as training, technological development, product development, finance, development research, promotion, marketing research, distribution, and transportation.

While the survey found that 15.3% of companies stated that they do not have a website, they were asked if they knew of any of the forms of e-commerce applications. It also resulted that 95.2% of enterprises that recognize e-commerce application communicate via e-mail with partners; 87.9% of enterprises promote the company on the website; 83.9% of enterprises recognize the promotion of company products on the website; 79% of enterprises know the form of online customer requests; 67.7% of enterprises recognize online ordering from customers; 64.5% of enterprises recognize sending invoices online to consumers; 52.4% of enterprises know the e-commerce application where the customer can verify the progress of the online order; 47.6% of enterprises recognize receiving online payments from customers.

When companies were asked if they knew of e-commerce applications, it turned out that most companies at least knew basic e-commerce applications. Of all the interviewed companies, only 29% know of the eight e-commerce application forms listed in the questionnaire. The most popular form of e-commerce applications by

enterprises is communicating with partners via e-mail. On average, these forms of e-commerce application are known in 72.3% of the surveyed companies, which makes us believe that companies have a good knowledge of these applications.

The data shows that medium-sized enterprises (with 50-249 employees) know most of all forms of e-commerce application. Evaluation of the current state of the use of e-commerce shows once again that the most popular and widely used application by companies is e-mail communication with partners. Whereas the application form "Customer can verify online order progress" has a below-average rating because companies use moderately online product sales.

On the other hand, we see that company and product promotion on the website has an average rating of 3.8 and 3.9. Companies tend to put these applications on their website. Companies that know and have used e-commerce applications on average 84.5% of them have not stopped using or refused any of the e-commerce applications against 15.5% who stated that they stopped or refused to use this e-commerce response.

Companies are understandable because of the benefits they have gained from using e-commerce. Due to the perceived security risk, there is a contraction in sending invoices online and paying invoices online. 19% of companies using online applications have stopped or refused to use custom online invoices, 20% have stopped or refused to use online payment from customers

Whereas when considering the distribution of enterprises that have websites according to the assessment of actual use of e-commerce, it resulted that enterprises that communicate via e-mail with partners 52.4% rate the current state of use of e-commerce as very good, 25.7% as moderately good; 43.8% of companies rate the company's current promotion status very well by posting basic information on its website (contact details, company location).

34.3% of the companies very well evaluate the current state of the company's product promotion on the website. Whereas, companies value other applications such as online customer information requests, online customer ordering, online customer invoicing, customer online payment and verification of their online ordering.

## CONCLUSION

SEO has a great contribution when it comes to increasing the opportunity to observe generating online traffic by customers when they search engines like Google, MSN, Altavista, etc, for information about product or services. Companies who are using the SEO for online advertisement are getting a more new customer than the companies using the other methods. After applying the statistical tools i.e. Factor Analysis provided four dimensions which were used later in Multiple Regression. Those factors were named as; SEO connectivity, SEO competitiveness, SEO experience, and SEO techniques. Results show that SEO connectivity was not significant, while the remaining three dimensions were all significant. Results show that the objectives of the research are very much true and there is a visible moderate impact of the SEO on online advertisement in Jordanian companies utilizing e-marketing.

Since we have a countless number of factors that affect SEO, companies need to choose the appropriate tools to be used. For instance, the company have to take special care when it comes to the web site's title, meta description, headings, and other On-page factors. Search engine optimization is an important tool to grow efficiently a site's visibility for advertisers who can afford to pay more. Consequently, the main value of SEO is to avoid potentially hefty payments for sponsored clicks.

Given all of the above, the SEO may be ready to enter into sector-level negotiations. Alternatives are to leave the primary role of negotiation to the umbrella organization and exercise an influential role at this level or to try to negotiate only at the enterprise level. In the latter case, the SEO can play an important role in terms of coordination

with member companies, exchange of information and advice. As mentioned, however, the choice of negotiation level is rarely made by the SEO to decide unilaterally. The following experiences mainly relate to sector-wide pay and working conditions negotiations, but some pieces of content may also be considered applicable to other levels of negotiation.

## **CASE STUDY: SEEU WEBSITE**

As part of my master thesis I have been assigned to do a search engine optimization audit to the SEEU website by my professor.

To make things clearer, the search engine optimization has on total 4 stages: **Technical optimization, On-page SEO, Off-page SEO and Link building.**

Like any other good SEO project, the first step is the technical optimization.

As I conducted my audit, I've found out that despite being a good website it does lack a good optimization.

The design is good, because it lets the user know immediately that it's a university website. It has an eye-catching logo, and the menu bar on the right place. Basically, the user is not confused when entering or using the website and that's a good sign.

It also has the core page of "Contact us" which makes the page credible for feedback should the user encounter an issue.

As I ended my audit, this is what needs to be fixed **immediately.**

Note: This is just the tip of the iceberg, as a search engine optimization strategy is, as mentioned above, a two or three year process to achieve its goals.

This is what needs to be fixed first:

- The page is relatively slow (11.4s)
- The website doesn't offer scaled images
- A lot of images need to be compressed
- The website doesn't offer caching for the user
- The website is not offering CDN (Content delivery network)
- In general, the page is making too many HTTP Requests (99)

### **The slow page issue**

Page speed is very often confused with site speed. Page speed is actually the page speed for a sample of page views on a site. Page speed can be better understood in either "page load time" or "time to first byte". Page load time is, in essence, the time it takes to entirely display the content on a specific page, not the entire website, while the time to first byte is calculated by how long it takes for your browser to receive the first byte from your website.

Although speed has been used in ranking for some time, that signal was focused on desktop searches. Today we're announcing that starting in July 2018, page speed will be a ranking factor for mobile searches. (Webmaster Central Blog, January 17, 2018)

### **Scaled images**

When your website uses oversized images it can very negatively affect your website's speed and performance. This goes directly in the negative direction of having a good website. The best fix for this is very easy by serving scaled images.

In essence, a scaled image means nothing else but an image whose size matches exactly with the size the developers have defined in CSS or HTML. Unfortunately, many web developers do not really pay attention to it and this can be penalizing.

To put things into more perspective, let's take an example. The user decides to use a 300x300 pixels image for a thumbnail that is 40x40. As a result of all this, it's up to the browser to download and scale the image by itself. This whole process takes time and the longer the page takes to load, the worse it is for the SEO.

### **Why compressed images matter**

Performance. Speed. Both of these factors impact tremendously a lot to the whole process of SEO.

Basically, compressed images are the images you have in your website but with a smaller size (kilobyte wise).

The process of compressing images is very simple and it doesn't affect the page at all since the quality remains the very same. And the smaller the images are, the lower the page size will be and the faster it will load. A fast-loading page equals a good website and better ranking.

Increasingly.com improved website speed by 33% / 2 seconds by compressing images. (searchenginejournal.com, January 2020).

### **Caching is important**

Simply put, cache is a particular snapshot of a website that Google creates and saves after they have indexed a page.

When websites are indexed, they are categorized within Google's indexers. But, Google constantly search through millions of web pages every time that someone types in a query in.

Instead of doing all that work, the snapshot of that particular website is searched, since it is much more easier to access.

When Google decides that that is the page being requested, it then quickly displays the actual page the cache was taken from.

Caching results in a faster page, which is a direct indicator that the page is good and relevant.

### **The benefits of Content delivery network (CDN)**

A content delivery network (CDN) refers to a geographically distributed group of servers which work together to provide fast delivery of Internet content.(CloudFlare).

There are lot of benefits of using a CDN for your site, such as:

- ✓ Your website is always closer to the user, wherever the user searches from
- ✓ Improves tremendously page load time
- ✓ Faster site gives a higher level of satisfaction to the user
- ✓ The bounce rate, which is a great indicator of a good page, drops since the page loads faster
- ✓ And since your website is always closer to the user, crawlers or "bots" can fetch your content way faster and improve your SEO score

### **Too many HTTP requests**

Everytime a user clicks on your website, a lot of things happen in the background that are not shown. One of these activities is HTTP requests.

For example, a high number of HTTP requests by your webpage can slow down the page's load time, which ultimately damages the user experience. (HubSpot, October 2018).

The downside of having too many HTTP requests made from your website is the slowness of the page in general. If your page (99 in SEEU's case) makes too many HTTP requests, it makes the main content load way slower because a lot of things are in the way. This can be frustrating and can make a user leave your page.

How to reduce them is not that complicated.

You first have to analyze your website and find out the root of the problem. In SEEU's case, there are too many JavaScript scripts being called. This is fixed by settings the website to load the JS files asynchronously.

Another reason might be large and unnecessary images that are being loaded in the homepage, when they appear somewhere else. The best way to avoid this is to reduce the size of the images.

## **RECOMMENDATIONS**

To see the effect of factors that have driven companies to adopt e-commerce applications on their usage status at companies, a binary logistic regression model was again constructed, where we observe that the internal factors that have driven companies to adopt e-commerce applications increase the probability of companies being active users of these applications compared to passive user companies. So, as expected, companies that have enough IT infrastructure to support e-commerce, competent employees to manage e-commerce application, e-commerce with marketing strategy, e-commerce with business strategy, etc. have 3 times more chances to be active users of e-commerce applications.

While other drivers of adoption of e-commerce applications as cost, risk perception, and external factors have no statistically significant relationship with the active use of e-commerce by companies. Meanwhile, as an explanatory variable and company life expectancy in the market, we see that the probability of companies being active users of e-commerce applications increases with the number of years the company has been in the market.

### ***Based on the above we recommend:***

- ✓ Senior SME management sees e-commerce application as an asset to create competitive advantage. In this regard, they should increase their investment in technology as well as take initiatives to train and raise awareness of their employees regarding this application.

- ✓ On the other hand, companies should try to apply all forms of e-commerce to achieve the highest performance. They should not only remain in the application of e-mail or product and company promotion on the website but should strive to adapt and adopt the e-commerce philosophy of doing business.
- ✓ The more they incorporate e-commerce into their business strategy, the more they adapt their marketing strategy to the application of e-commerce, the more advantages and benefits they will achieve in both cost reduction and operational efficiency, both in terms of communicating with customers as well as establishing a loyal customer base.
- ✓ New companies should not wait until they are consolidated in the market to use e-commerce. They should immediately launch this application to take advantage of the e-commerce advantages on time.
- ✓ Companies should strive to achieve better customer perception and communicate as closely as possible with them using the e-commerce application. In this way, they will increase the company's performance in the market.
- ✓ On the other hand, the government should also provide higher support to small and medium-sized businesses. Be it in financial terms, because it is known that these businesses have limited financial resources, whether in terms of infrastructure support or expertise.

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