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# IMPORTANCE OF GOOGLE SEARCH ENGINE MARKETING IN EVOLVING DIGITAL MARKETING PLACE

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**Abstract**— In recent years, promotional strategies all over the world have experimented with improved models to reach out to potential customers. Search engine marketing is one of the most promising and widely used techniques. The goal of this research is to explore into the advantages of adopting search engine marketing techniques in Google, the most prominent search engine. This study assesses behavioral patterns of the customers to collect the data about their perception towards digital marketing. This research also discusses how to develop approaches for effectively promoting and optimizing websites via search engines. As Google is one of the most popular search engines in the world, this research focuses on the value of Google search engine marketing tactics, which can help business owners to improve their revenue models and extend their operations. This study's research approach makes use of data acquired using a survey questionnaire form that was circulated on social media. Reviewing various research papers is one of the other approaches. The findings of this study show how small and medium businesses and major corporations can use Google search engine marketing tactics to extend their business operations in an ever-changing digital marketplace.

**Keywords**— Google search engine, digital marketing, SEO, SEM, keyword analysis.

## I. INTRODUCTION

While committing in the marketing budget, businesses must thoroughly study every possible marketing approach. It can be difficult to decide which marketing strategy is vital to its success when there are so many to pick from. In today world, many companies are expanding their foot prints in digital world. SEM [Search Engine Marketing] is a frequently applied approach for companies to sell its products or services. Search engine marketing is focused on search engine platform network marketing, which takes advantage of people's reliance on search engines and usage behaviors to send content to individual consumers when they access it. The goal of search engine marketing is to allow consumers to rapidly access details and then click to access a website to obtain the stuff they desire. Customers use a variety of search engines to look

up different products and services in order to help identify their choices. Google is one of the world's most well-known search engines. Search engine optimization is a legitimate online marketing strategy that increases a company's internet and web presence, both off-page and on-page, in enhancing its search engine ranking in Google. The above involves determining if the digital information is relevant and excellent enough just to reach target audience, including whether the keywords are repeated frequently across the meta tags and webpage data. As when the webpage advances in the internet search engine ranks, it will eventually acquire a greater click through rate. The user can then use this information to identify a suitable provider among thousands of others. SEM method through Google was observed to have an important influence on a website's visit time, reach, ranking, and click - through rate thus resulting in greater sales. Since Google is a reliable search engine, this always benefits businesses in form of improved brand image, awareness of the brand and revenues.

The rest of the paper is organized as follows. Need and Scope of study in section II. Research analysis and methods to improve website visibility is discussed in section III. Results and Discussion in section IV and Scope and limitations are discussed in section V. Concluding remarks are given in section VI.

## II. NEED AND SCOPE OF STUDY

Given the dominance and prominence of search engines, much of the focus on search engine performance will be on the click - through rate produced, since there is abundant proof that several marketers are more concerned with the brand marketing effect of Google results than overall clicks on their sites on the internet. In the world of the internet, search engines hold a major place; and over 50% of all visits to web pages nowadays operate via a search engine instead of a link on some other site. In e-commerce, collecting data digitally is a common and crucial practice. When search engine marketing techniques are integrated into business, whenever an unfamiliar brand comes before a well-known brand in SERPs, users change their impressions of such unfamiliar brand by boosting the brand ratings along the relevant brand characteristic. Search engine optimization, as an essential



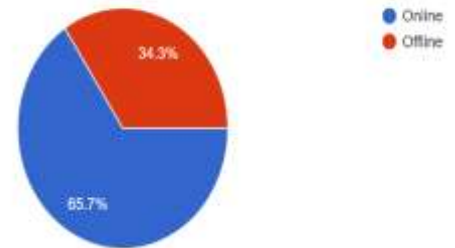
component of lead generation, has an impact on corporate output and operations. Individuals in the interconnected world are using search engines like Google to learn or explore more about many areas rapidly and efficiently. SEO is one method of improving a company's position in a search engine to attain the optimum tactical ranking. A strategic location is where online consumers may use a search engine and locate product brands, services or other websites. SEO combined with behavioral analysis of consumers of geographical reasons help businesses to increase their outreach and generate more sales and revenues. Hence it is highly required for modern businesses to integrate themselves with SEM, SEO and SERP techniques to strategically stand out among competitive organizations. It is highly useful for new age businesses and startups to integrate such practices.

### III. RESEARCH ANALYSIS

A. To determine people's behavioral patterns, we have collected data through circulated to different people around various regions within India. We received 67 responses from the distributed forms. It was noticed that Google is proved to be the search engine. We used 8 behavioral metrics to define the perception of people towards search engines. Results are as follows,

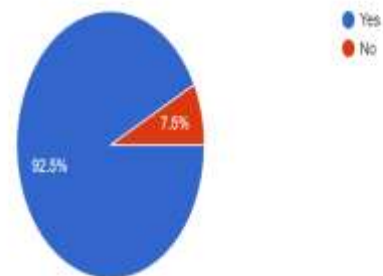
Which way do you find better for shopping?

67 responses



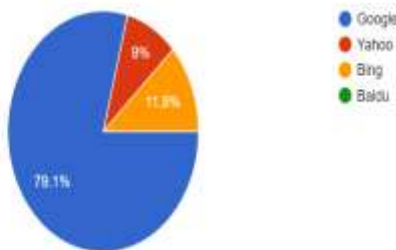
Do you find it easier to find products and services by searching in search engines?

67 responses



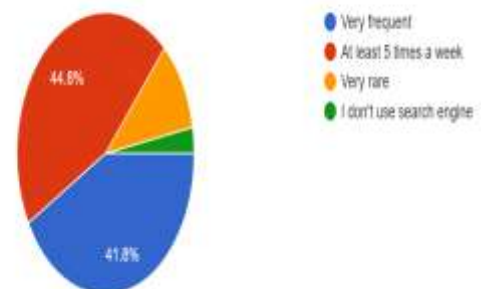
What is your most preferred search engine?

67 responses



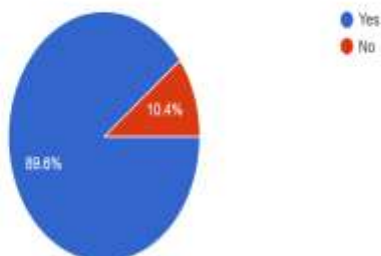
How often do you use search engine to find products or services in search engines?

67 responses



Do you search for products and services through search engine before buying?

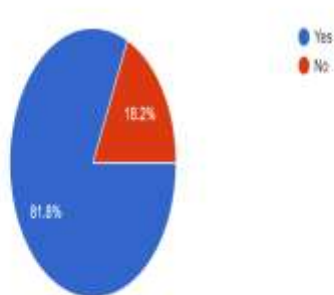
67 responses





After searching in search engine, do you prefer to visit first few sites in the search results?

66 responses



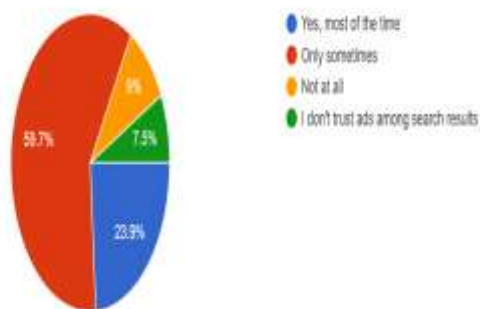
In your experience, did first few web results satisfy your purpose of searching?

63 responses



Do you often visit Ads in the search engine among search results?

67 responses



Thus, the behavioral aspects of people towards search engine define the evolving behavioral patterns. The majority of preferences are leaned towards digital market place. It is noticed that Google is the most preferred search engine.

## B. Methods to improve website visibility

### 1. Search Engine Optimization:

SEO is a method of modifying or enhancing a website in such a way that becomes highly relevant when matched to many other sites on a search engine. Off-page optimization, on-page optimization, selection and research, indexing the site through

the search engine as well as keywords are the five critical elements of the SEO process.

#### a. On-site Optimization:

The approach utilized throughout the building of a website is considered to as on-site optimization. It enables successful content discovery, utilization, and evaluation via search engines and consumers. It assists Google or such search engines in determining if the webpage is important and useful. Tools of on-site optimization include tags, meta terms, format, URLs. On-Page SEO is by far the most significant way of incorporating keyword phrases with in content of webpage, and also in the meta data and URLs.

#### b. Of-site optimization

Of-site optimization refers to the methods through which a website as well as its information is distributed across the Internet in effort to expand visitors and, as a result, improve the website's rating. Off-page SEO focuses on the creation of external links in order to promote an online page. The effectiveness of SEO may be assessed by the concept that it improves the amount of visitors generated to an individual's website via a search engine, making it a solid approach for efficiently increasing webpage accessibility and availability. The SEO procedure attempts the website to reach a good rank in a search engine's results whenever a sentence contains specified keywords and phrases. Several features, such as behavioral marketing, mobile ads, blogging through SEO content, online content advertising and social media marketing rely on SEO to assist them choose required keywords. This procedure entails altering several web page components such as the age of site, how much new data is added, the proportion of keywords or phrases to the overall quantity of web pages, as well as the value and quantity of various websites referring to the site are all factors considered by the main search engines to determine relevance. This also entails the modification of HTML code and data. SEO is a method for determining the characteristics of a certain website and identifying how it could be enhanced more valuable to visitors. SEO makes it simple for search engines as well as visitors to identify a webpage.

### 2. Key word analysis:

The objective of keyword analysis in Search engine marketing is to determine the target user's purpose from the terms within search query. Recognizing and staying on top of the latest trends lead search engine optimization (SEM) is critical for a company's economic development and growth. The digital marketing prospects for practice of business operations are made up of these developments. By analyzing a set of relevant keywords with the Google Trend search engine tool, the relevant keyword could be discovered. The collection of target keywords, as well as alternative words could be generated based on the web page. Keywords under a higher



search frequency imply that content has a large number of people curious in it. The keyword in the webpage title, as well as the website domain, subdomains, description of the page, and address on the site, everything contribute in the website's favorable ranking. Long tail keywords are sentences which typically contain 3 search words. It is beneficial for established businesses to boost organic search results. Since most netizens favor simpler search terms, the query for one term under a long tail inquiry is skipped. The assessment of co-occurrence relates to the most commonly searched words and expressions on a regular basis on a webpage. The strongly linked key word with such common keywords has become more famous throughout online consumers. The webpage developed with the proper keywords, that have the maximum relevance and demand benefits the web designer and assists effectively putting the page at the top of the Google search engine's SERP. Thus, keyword analysis assists business websites in identifying competitive keywords within digital marketplace and develops a plan for picking the optimal keywords within the firm's website.

#### IV. RESULTS AND DISCUSSION

As per the results through the research methodology, it is observed that Google is perceived to be the most popular and famous search engine within the region. Significant rise is choice and perception towards online shopping and web browsing is witnessed. The modern world businesses especially smaller scale businesses were utilizing SEM SEO methods to disrupt the larger established brand and building their reputation among consumers. Various way a business benefits from the search engine marketing techniques are as follows

##### 1. Online brand visibility:

The component of the success level will be determined by the customer satisfaction. The efficiency with which consumers could identify firm services and goods on appropriate websites is defined as online visibility. Whenever a business appears just on hot list of a search engine, it has a significant level of online visibility. Search engine marketing (SEO) improves the digital presence of webpages in search engines like Google. It is a long-term, cost-effective, and efficient method of increasing website visitors. Businesses which wish to enhance their online exposure, particularly for brand recognition or advertising, can begin by considering about how to boost search visibility.

##### 2. Website branding:

Using the most up-to-date SEO techniques, we can improve company website's exposure, availability, and brand recognition. Companies have additional options to improve visibility to natural searches on phrases and brands by utilizing Search engine rankings. The business should emphasis on the

various user experience patterns in order to make people feel more at ease regarding branding.

#### V. SCOPE AND LIMITATIONS OF THE STUDY

This study assesses various elements of search engine marketing techniques on Google. This study describes the behavioral patterns of customers and their perceptions towards various websites in the search engines. It helps the businesses to create better marketing approaches in order to generate more sales and revenue streams. This study discusses the methods of search engine marketing elements which can reduce marketing operation costs of business and promotes websites efficiently and enhances the outreach of the firm and thus creating brand awareness.

Limitations of this study is that it asses only few techniques and importance of Google search engine. This study utilized data collected through limited people and refers only behavior of limited individuals, thus it doesn't give behavioral analysis of larger number of individuals.

#### VI. CONCLUSION

The study concludes the behavioral analyses of individuals towards search engines and usage patterns gave a reference that Google is most popular search engine. The behavior analysis denotes the importance of Google search engine's potential to grow the companies' operations. The business world is moving and exploring the advanced methods of marketing techniques in the digital space. Search engine marketing method is widely observed to propelling revenues and sales of any businesses. The popular search engine Google is used as platform by thousands of businesses around world in order to market their products. The website marketing techniques using search engine optimization, key word analysis, behavioral pattern analysis of the consumers allows the business to maximize their outreach. Through greater outreach smaller companies were turning into global brands. Thus the businesses can grow their brand value, increase revenues, maximize outreach, generates sales leads and reduces marketing operational costs by integrating Google search engine marketing techniques into their business model.

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