

How SEO and SEM increases the sales of a Business?

Sarthak Somvanshi¹, Dr. Divya Mahajan²

¹Student, Galgotias University

²Associate Professor, Galgotias University

ABSTRACT

When we talk about the promotions of a company to increase the sales, in the current scenario what comes in our mind is the pop ups while we search anything online. For eg:- if we search for an iPhones, at every place whatever site we open we get to see its pop-up, on different sites. Search engines' job is to get the company visible to their targeted market.

So, when we talk about search engine optimization, this helps us to analyse, review and implement the change which we bring through making keywords, and bringing the organic audience to the website. Basically SEO helps in

- Drive traffic to your website
- Builds brand's authority
- Promotes positive user-experience
- Increase Visibility
- It promotes to increase engagement/conversion rate
- Make your Brand valuable

And on this SEM, majorly play a crucial role. So, what is SEM? Search Engine Marketing, works to improve the visibility of your business or brand on the search engines, and it also helps to increase your band or business online. It's a paid tactics.

SEO & SEM together work to increase your band or business and put him on the top of search engine and the first link always known for its authenticity or reliable business. Once you visit the website, it emphasizes you and holds you, and after that you will change your mind set and buy that product.

This is how SEM and SEO influence a business's sales. In my research I will be talking in details about SEM and SEO, how it works, how it helps in promoting your business, how it brings organic traffic to the website, and along with how SEO and SEM impact business sales.

OBJECTIVE

When we talk about SEM or SEO, the people majorly know about the really basic part of it. So, the need of doing this study is to make them aware of the details of SEO and SEM. A complete and rigorous marketing plan that uniquely mixes search engine optimisation and search engine marketing is required to achieve online success for a business.

I've found that mixing SEO and SEM can significantly increase digital growth and success for companies across every industry. This study will make people aware of all the necessary things about

SEO and SEM, and at the same time they will understand the way they can implement SEO and SEM to enhance their business.

The major needs for this study are:-

- How to attract additional individuals to visit your web page
- How to make use of SEO and SEM to raise sales
- How to stay above your competitors
- How to be top on the search list
- Impact of SEO and SEM on the business

LITERATURE REVIEW

In 2018, Ravneet Singh Bhandari and Ajay Bansal Published a research paper on “Impact of Search Engine Optimisation as a marketing tool”, in this research paper they mainly focused on the brief of search engine optimization and then they talked about how Search Engine Optimisation evolved over last few years. They mentioned the impact of SEO on market share, brand loyalty, brand recognition, product price, product information, brand image, brand awareness, consumer online behaviour, and user reviews, etc. He highlighted it as an impact of SEO as a marketing tool.

In 2013, Sanjakraljevic, D. Bjelobrk and Mia Carapina published their research on “SEO in e-commerce”, and in this research they basically focused on how search engines are constantly improving the algorithm to bring the most relevant search result to users. There are numerous methods of using search engines, and these researchers showed us the picture of these usage in e-commerce. They wanted their readers to understand Search Engine Optimization and to use it properly so that they can increase their business.

In 2017, Stella Tomasi and Xiolin Li in their research paper “The impact of Search Engine Optimization on website and business performances of SME”, mentioned that to increase SME’s global reach and with this competing with larger companies, SE have participated as the most important channel. And so, through search engine optimization SMEs are polishing and enhancing their business. Using SEO effectively can make small companies appear ahead of known companies on search results. They showed the impact of search engine optimization on the concerned website and the impact of it on the business performance.

Normally, in these researches, the researcher focused either on the complete SEO/SEM or they focused on its impact on a particular field. In my research, I will be fulfilling the gap of these researches. I will be focusing both on SEO & SEM and will be talking about how these two can increase the sales of your company.

RESEARCH METHODOLOGY

To describe the way to conduct a research is known as research methodology. The Major contents are- overall design, sampling procedure, data collection method and analysis procedure. Primary data was utilised for this study. Distributing the questionnaire to the respondents in order to collect the data.

Data Collection Method Data collected can be classified into two types:

1. Primary Data
2. Secondary Data

Primary Data

Primary data is a set of original raw information collected for a specific task. In this project, Primary data is utilised. To obtain the primary data, a well-structured questionnaire was prepared to get the response.

Secondary Data

Secondary data is the information which has already been collected for some other reason. In this study the secondary data is derived from various books, journals, research papers, articles and the internet.

Tools for Data Collection

In order to collect the primary data, the following methods are used:

1. Questionnaire
2. Telephonic interview
3. Field work

In order to collect the secondary data, the following methods are used:

1. Books
2. Business magazines
3. Websites (internet)

We will be using both the primary and secondary data for this research. As for primary data, questionnaires would help and even the field work, whereas for secondary data we will be using the online portals and reviews of the company to know their sales growth through promotions.

Data Analysis Procedure

The report's statistics include a combination of both primary and secondary information. The primary data consist of the responses from various respondents which are derived through the use of questionnaires. The secondary data is derived from various journals, magazines and research papers. Primary data is uploaded on MS EXCEL to formulate it properly and so that proper graphs and charts could be presented and decrease the paper work in the report.

Limitations

1. This project implements convenient sampling.
2. In this instance, less people serve as samples i.e. 110+ respondents approx..
3. A minimised sample size renders the information gathered useless for analysis.
4. Respondents unwilling to provide personal information.

INTRODUCTION

SEO & SEM

The two mostly coincide in usage, but SEO and SEM are completely different marketing channels that are used to reach the targeted audience on search engines. Search Engine Optimisation is a necessary trick used by brands who want to control website traffic and grow their presence online.

SEO preferably remains tricky when one is not aware of how to connect or compare Search engine marketing with it. Debatably, both sound similar, but in actuality, these are two completely different approaches to start being visible on SERPs (Search Engine Result Pages). The difference between these two is easy to understand once it has been explained to you.

SEM vs. SEO: What is the Difference?

-SEO- A strategy that employs natural search engine optimisation techniques. Search engine optimisation, or SEO, is a combination of the science and art that utilises search engines like Google, Bing, etc to recommend one's content to customers as the best solution to their problem..

-SEM- A strategy for showing in search results through paid methods. Search Engine Marketing is an approach that makes utilises sponsored methods to increase existence on search engines. Generally this term is known as pay per click.

Core Pillars of SEO

Technical SEO – It focuses on enhancing the technical structure of a website and looks at improving site speed, mobile-friendliness, crawl ability, structured data, security and indexing (just too name a few!).

On-page SEO – It is all about using the factors on the web page available that clearly can help search engines to understand the content in a specified context, including things like title, H1 and meta tag optimization, image alt tags, etc.

Content – It is one of Google’s important factors of ranking and without great content that properly matches the searcher intent, you will struggle to rank in top spots.

Off-page SEO – Taking this as the one who builds authority, encompassing link building and other tricks. This alternative focuses on improving trust and authority of a website in search engines’ part and its users by relating it to other high authority and relatable sites.

SEMs usually start a campaign with brief keyword research and competitor insights to create targeted campaigns so that they can place their products and services in front of a target customer.

These campaigns include the likes of:

- Search Ads (text ads)
- Shopping Ads
- Display Ads
- Gmail Ads
- YouTube Ads

The Benefits of SEM

SEO is a lengthy procedure in which you have to wait to see the actual results, but with SEM, one can be controlling clicks and conversions in a very less time span.

One can take full charge over when to show the ads and whom should it be visible to, making this channel amazing for testing further new strategies, sending traffic for accommodating sales, or for accelerating traffic during quieter periods.

The truth behind is that SEO and SEM should never be considered separately, rather it should be considered as two parts of a larger digital strategy that grabs visibility, traffic, and conversions from the search engines.

Similarities between Both SEO & SEM:

- **Increase the popularity of your website** on search engines. Through targeting and phrase optimisation, both methods will help your site rank in the SERPs.
- **Bring a higher amount of relevant and quality traffic** to your site. They encourage users to click and visit your site – and among this one is paid and the other is organic tactics.
- **Assist you in completely understanding the people you serve.** One needs to be aware of its audience, so that they can make both the strategies a success.
- **Usage of keyword research to discover and target relevant keywords.** SEO and SEM require keyword research to know what their competition is targeting.

- **Require on-going testing and optimization.** SEO and SEM, as a whole, requires frequent monitoring and push to be successful in the long term perspective and give excellent ROI as an outcome.

IMPORTANCE OF SEO & SEM IN PROMOTING ONLINE BUSINESS

Individually, SEO and SEM undoubtedly produce valuable results. The used strategies are mostly presented as two different yet efficient options, leaving on business owners to decide which will be of higher value for their significant market and location. Rather than pushing two valuable entities against each other. I would ask people to complement them with each other, so that they can produce higher profits.

SEO makes critically organic results that are meant for successful long term goals, but it requires a good time span and patience throughout the constant efforts. SEM on the other hand works at a faster pace, purchasing results that bring to you the targeted traffic, but it requires a good optimized base in order to convert sales into loyal customers.

Driving traffic to the website is the common goal of both SEO and SEM. Their goals vary in time frame but ultimately are focused on the same result. To support the quick, strategic and purchased success of search engine marketing what works is the consistent hard work and effort needed for SEO's success. Capitalizing the targeted keyword research is SEM's task; whereas SEO provides a base to convert and retain traffic generated by strategies of SEM.

Since major search engines continue changing their ranking standards, SEO as well as SEM will change. Because of this, it's tough to predict what's going to happen but here are some directions.

- UX (user experience) will keep becoming more essential to SEO. This is a current trend and one that is sensible given that google wants to reward the most user-friendly sites.
- Google's Accelerated Mobile Project (AMP) will grow with even more popularity. AMP is a kind of venture between developers and other industry professionals to create a great open source library that offers users more opportunity to create quick and smooth mobile-friendly web pages.
- AI will get indulged more in SEO and other search activities, such as the Internet of Things becoming more and more prominent. This will change the attribute of searches but will give permission to create more targeted ads for SEM.
- All things will become more data-focused, which will make easier to develop individualised, targeted advertising. But as a result, consumers will also be more concerned about their own privacy.

SEO vs. SEM – Which Should You Use?

It depends very much upon:

1. **What your specific goal is**
2. **Your existing performance**
3. **Your margins**
4. **Consider the lifetime value of your customer**

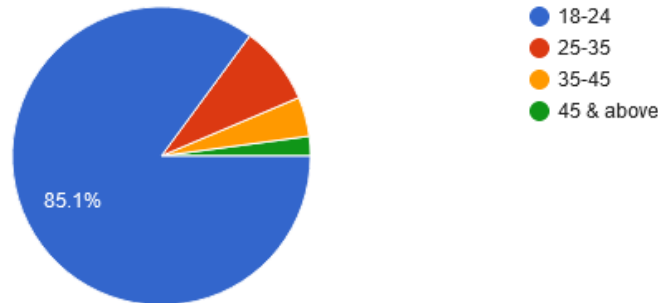
DATA ANALYSIS AND INTERPRETATION

Data analysis basically depends upon the data you collect for your research. The data may be primary or secondary in nature. So, here the data I have used for the research is the primary or secondary data. So, here the data I have used the research is the primary data. I have conducted an online survey, through a

questionnaire. These questions were completely based on the experiences people have of SEO and SEM, and with this how effective they feel that this can contribute in sales of a business.

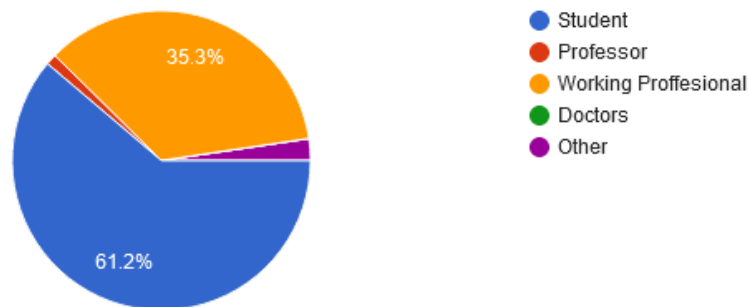
Below we will be discussing what we analysed by the questions asked.

~ Age you belong to



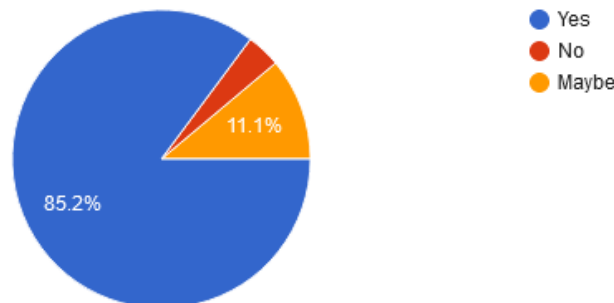
The people we targeted to do the survey on were in the age group minimum 18 to no max limit and the around 85.1% respondents are belong to 18-24 age group and 8.5% respondents are belong to 25-35 age group

~ Your profession



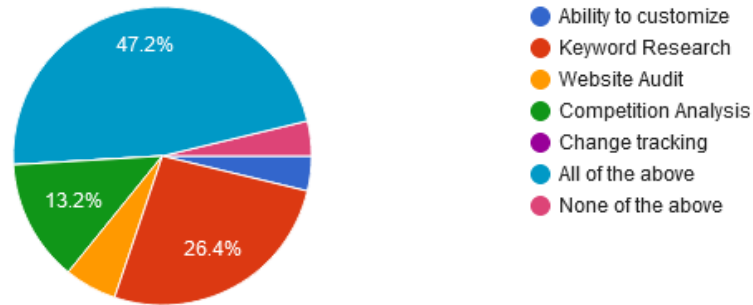
They were from the profession, such as – professor, working professional and most of them were students. 61.2% respondents are students, 35.3% respondents are working professional and rest of the respondents belong to other profession. These people have taken the survey and gave their honest input in this. Further we will discuss what we had perceived with their answer.

~ Are you aware of SEO (Search Engine Optimization) & SEM (Search Engine Marketing) ?



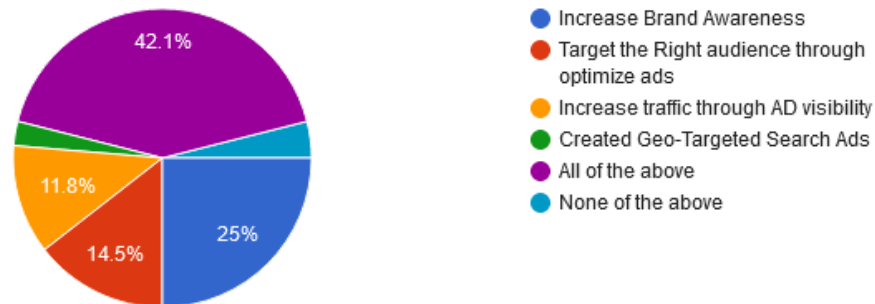
When asked if they are aware of SEO (Search Engine Optimization) and SEM (Search engine Marketing) – 85.2 % of people answered yes, whereas 3.7 % said they don’t know anything about SEO and SEM and 11.1 % said maybe. This high percentage of awareness says that SEO and SEM has reached a range where almost everyone knows about it, may it be a little of awareness but they know.

~ Which feature of SEO do you know about?



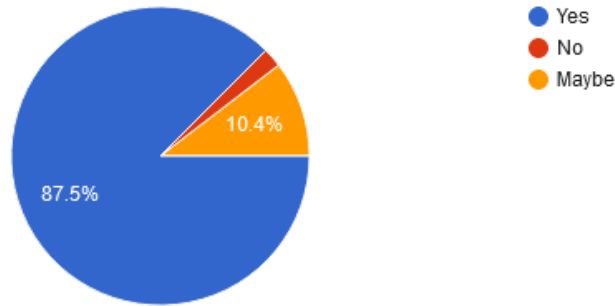
Mentioning the 5 features of SEO, the response which I got says that 47.2% people know it all, and the rest were partially aware of it. Only 3.8 % of people didn't know anything. In the given features, the highest percentage of awareness was about Keyword research i.e. 26.4%, and for this I think everyone who knows a bit about SEO would agree that this is the commonly known feature of SEO. The keyword research actually provides valuable insight into the queries that your target audience is actually searching on Google. Your wider marketing plan and the content strategy can both benefit from the insight you can gain over these actual search statements.

~ What feature of SEM do you know about?

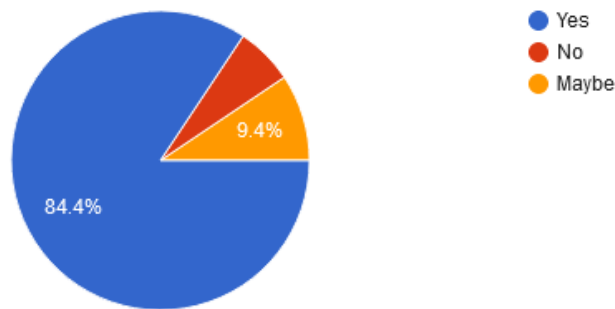


Mentioning the 4 features of SEM, the response which I got says that 42.1% of people know all the 4 features of SEM mentioned here, and the rest know partially about it. Among the 4 features – the highest percentage of responses were for “increase brand awareness”, 25% of people knew that SEM helps in increasing brand awareness. At the 2nd number, 14.5% of people knew about the feature of targeting the right audience through optimized Ads. From the response I felt the feature of creating geo-targeted search ads was less known. This features geo targeting is based on someone's recent location. For determining whether an individual is in a particular place, this integrates their current position with their prior location history, IP address, and GPS signal. Sophisticated machine learning systems which predict a user's location are guided by these signals.

~ Do you think SEO really creates a difference for a company?

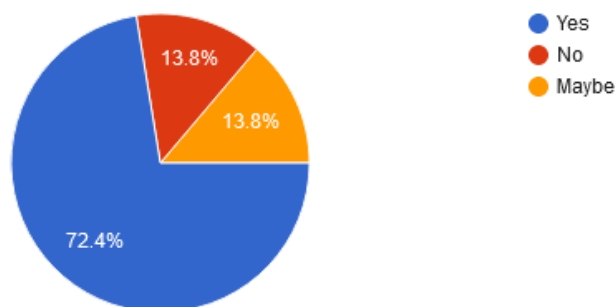


~ Do you think SEM really creates a difference for a company?



After the above mentioned questions we got to know that yes people do know about SEO and SEM. So, I asked them what they think – Does SEO and SEM create differences for a company? For both the average response was that approx. 84 to 87 % of people believe that yes this creates a difference, and approx. 11 % of average responses were at the “may be” stage, they were partially agreeing with the part. This means that yes people do have a belief that this may bring a great change in the future.

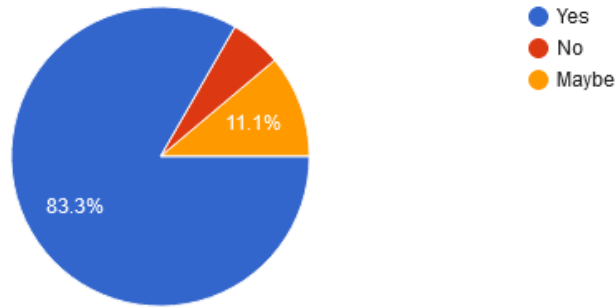
~ Do you think SEM and SEO are inter-related?



When asked what people think these two game changers are interrelated. 72.4% of people said yes, whereas 13.8% of people said maybe and only the rest 13.8 said that they don’t think it’s interrelated. So, with the response we got, we analyse that yes people do know the fact that these two SEO and SEM are interrelated. With the goal to boost traffic to business sites and internet pages, SEO and SEM both heavily depend on phrases, which clearly explains how they are related. Through the marketing techniques used for each are different, they are both focused on traffic flows and how these relate to

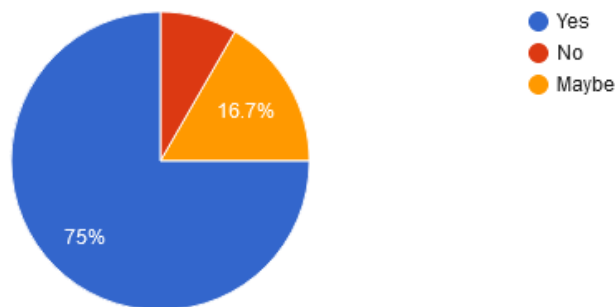
marketing activities. Whenever people use internet searches to look for something, they may do it through either the organic results (SEO) or the paid outcomes (SEM).

~ Do you think SEM can participate in growing sales?



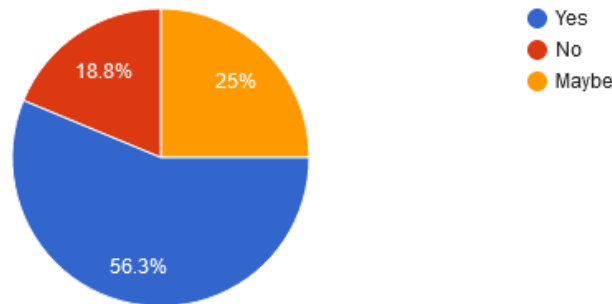
After getting to know that most of the know the facts clearly, I asked them whether they think that SEM can participate in growing sales or not? 83.3% of respondents said yes, 11.1% of respondents said maybe, and the remaining 5.6 % were the ones who said no. This states that most of the respondents are aware that SEM does participate in growing sales. SEM does this with help of paid ads. With the help of SEM we can increase the online presence. We can enhance the brand awareness and visibility which will directly help us to increase the sales.

~ Does the advertisement or pop-ups on social media or such websites attract you?



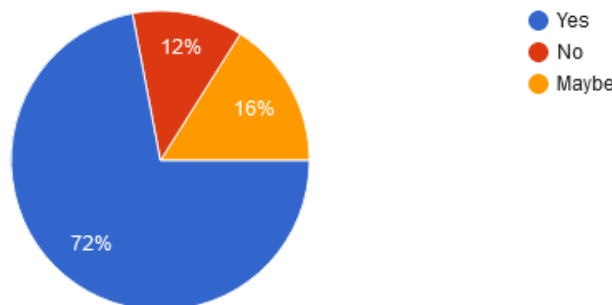
When I have taken the survey of their awareness, I was curious to know whether they get attracted to the major activities or not seeing the response was really good for me, as 75 % of the respondents mentioned that yes they get attracted to those pop-ups on social media and websites. Among the total respondents 16.7% were in the partially agreeing stage and the rest 8.3% were in the denial. But the major part agreed with this fact. Actually this creates attraction through the different offers and with the help of Augmented Reality (AR). The ads and pop ups are made that way so that everyone likes it and it gains the attraction of people.

~ Do you click and browse those advertisements?



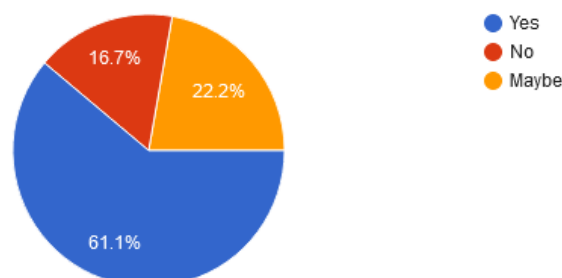
Getting attracted through creativity is fine, but does it pull them towards visiting the website? For this, 56.3 % of respondents said yes and 25% of respondents were in partial agreement, this means sometimes they too get attracted so much that they visit the website for further research. Only 18.8 % of the respondents said that they don't visit the websites through these pop-ups advertisements. This also justifies the fact that the majority of the respondents do get curious to research more about it, this enhances customer engagement and thus increases the reach and ultimately can convert the visitors into customers.

~ Do you get attracted to the feature that whatever you are searching for, you get to see it everywhere?



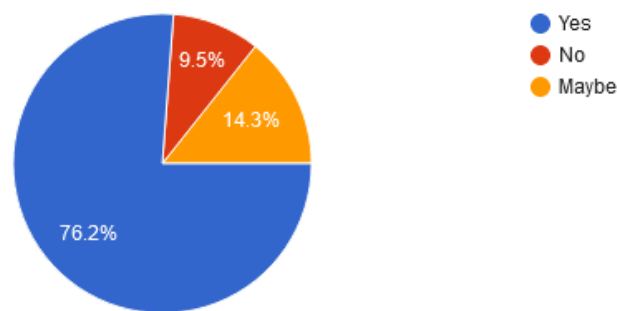
SEO and SEM works as a magician for you, whatever you search or talk about, you will get to see it everywhere online, whatever site you visit you will get to see it. So, I asked the respondents whether they like this feature or not? It was amazing to see that 72% of the respondents said that yes they get attracted to this feature, 16% were partially agreeing and only 12% said that they don't get attracted. So, the analysis from this question again says that the majority of the respondents get attracted to such ideas of engaging people to the brand.

~ Does this affect your buying?



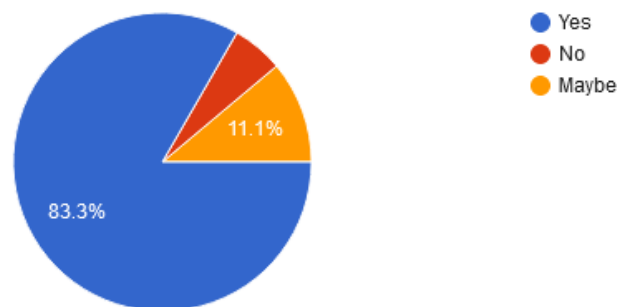
As the majority mentioned that yes they get attracted, I asked them whether this affects their buying or not? This question was on a positive note, whether this pushes them to buy the product or not and 61.1% of the respondents mentioned yes, with 22.2% of the respondents saying may be to the question, the remaining 16.7% of the respondents said that their buying is not getting affected with this. But again this mentions that the majority of people get their buying affected with this, and even they don't have to explore it everywhere as they are getting to see it wherever they are moving online.

~ Watching products or advertisements while chilling on social media, gets you curious to know about offers and products?



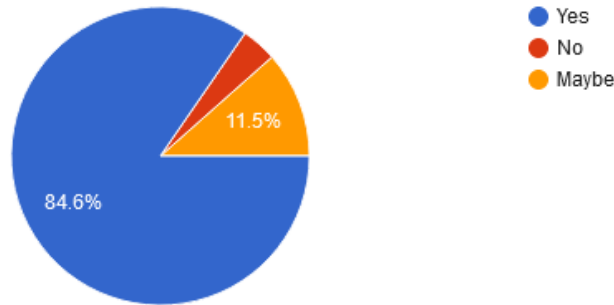
Many times people do get irritated with the advertisements, but when they are chilling on social media and then get to see those advertisements, do they get curious to know the offer and products? I asked this question from my respondents, 76.2% said yes, this makes them curious to know about the offers and products, 14.3% were on maybe part, rest 9.5% said no. So, this brings us to the conclusion that the advertisement through different ways on social media attracts the majority to search for the product or even the offers related to it.

~ If you launch your company, would you prefer promoting it online?



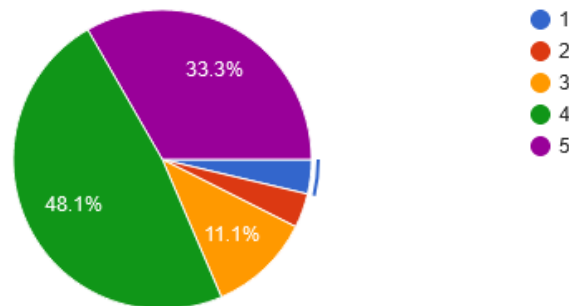
After knowing that the majority have their facts clear, I asked them if they launched a company, would they prefer promoting it online. 83.3% of the respondents said yes, 11.1% said may be and 5.6% said no. So, with this statistic we can conclude that the majority of people would love to promote their business/company online, because somehow it gives more reach and engagement.

~ Could you agree that this can increase sales?



If they would prefer promoting it online, I asked them whether they believe that this would increase their sales? 84.6% of the respondents chose yes as an option and 11.5% chose may be, this could conclude that most of them had this belief that their sales would increase if they will prefer promoting online. As these people already knew the facts and features of SEO and SEM, the majority knew the efforts of both the contributors – SEO and SRM in increasing sales. They work to promote the business online and try to search out as many people as they can with the help of keywords search and paid ads. SEO and SEM also helps to increase the brand value by growing and making it visible to everyone on the internet.

~ Rate the usage of SEO & SEM (1- the lowest , 5- the Highest)



At the end I asked everyone to rate SEO and SEM, in this 1 meant lowest and 5 meant the highest. In this 33.3% of the respondents marked 5, 48.1% of the respondents marked 4, 11.1% of the respondents marked 3, 3.7% of the respondents market 2 and the rest 3.7 % marked 1. With these stats I concluded that the majority of the respondents are happy to use SEO and SEM, they are satisfied with the working of SEO and SEM, and if we compare this mode of attracting customers with the traditional business it will charge less and provide much better results than the Traditional way of doing business.

FINDINGS

The research was meant to make people read the details about how SEO and SEM works as major contributor in increasing the sales of company and I believe the future is completely based on SEO and SEM. This would bring a major difference in promoting the business at a great level. The findings which I had from the entire research are:-

1. People of today’s era, who are a part of social media, are more aware of SEO and SEM
2. Majority of people due to such great working of both are aware of both SEO and SEM
3. People know the features and working of SEO and SEM

4. Through analysis I got to know that SEO and SEM has made such a good grip on today's world that people started believing on its working
5. People who want to start their business said that they want to promote it online, as they know this would bring them great customer engagement
6. No other source than internet can give you a huge customer base
7. People do get curious when they see the result of its working
8. When they see the advertisement and pop-ups, majority of them get attracted and visit the website due to this
9. The practice of SEO and SEM enhances the reach of business, makes it versatile and even dynamic at its work.
10. The ultimate finding which I got is the core of this research that SEO and SEM increase the sales of a business, and surprisingly it brings a major difference in the sale. It makes the business flourish in very less time.

LIMITATIONS

In this world every aspect has its limitations; it has its own merits and demerits. So, at this level the working of SEO and SEM also has certain limitations.

1. The person who would like to use SEO and SEM have to be technically sound.
2. To make SEO and SEM work for one's business needs a person who has all backend knowledge about the keywords, what people actually look for, etc.
3. Seeing one advertisement popping up everywhere sometimes irritates the customer this making 0% retention.
4. Relying completely on SEO and SEM won't always work, so sometimes extra and other levels of promotions are also needed to promote business and increase sales.

RECOMMENDATIONS

For the entire thing I would like to give certain recommendations:

The SEO recommendations that matter in the end

- Structured data matters
- Page freshness
- Internal linking
- Title tags
- Obtain backlinks

The SEM recommendation that matters at the end

- Deliver Value Across the Decision Journey
- Align Your Campaign & Business Goals
- Expand Your Marketing Funnel Business Goals
- Enhance Your Targeted of Customers.
- Combat and Take the Budget Share for Sponsored Search

CONCLUSION

Hereby, completing the entire research I would like to conclude that search engine optimization (SEO) and search engine marketing have become a major part of today's business era. Everyone wants their presence online, because the major audience as well as customers will be found there itself. The Internet has united the entire world, it has no segmentations, no partiality, no inequality, nothing. Every kind of person will be found there and thus it is a world where you can promote yourself to them. If the manipulation is done, the honest reviews make you aware of each and everything.

REFERENCES

1. <https://journals.sagepub.com/doi/full/10.1177/2278682117754016>
2. https://www.researchgate.net/publication/261424404_SEO_in_e_commerce_Balancing_between_white_and_black_hat_methods
3. <https://decisionsciences.org/wp-content/uploads/2017/11/p664294.pdf>
4. <https://www.semrush.com/blog/seo-vs-sem/>
5. <https://digitalmarketinginstitute.com/blog/how-do-seo-and-sem-work-together-in-2018>
6. <https://www.forbes.com/sites/forbesagencycouncil/2018/02/09/the-value-of-seo-and-sem-for-small-businesses/?sh=75ac0edb5022>
7. <https://financesonline.com/seo-software-analysis-benefits-features-pricing-issues/>
8. <https://docs.google.com/forms/d/e/1FAIpQLSdmhZGIv2RKwarRnCcZwFY4Y71rT6KkGBvnbGUvxCGqDa20iw/viewform>