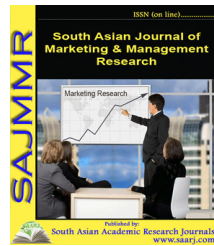




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A STUDY ON SEARCH ENGINE MARKETING

Dr. Vipin Jain*

*Teerthanker Mahaveer Institute of Management and Technology,
TeerthankerMahaveer University, Moradabad, Uttar Pradesh, INDIA
Email id: vipin555@rediffmail.com

ABSTRACT

The foundation for developing assessment procedures, interpreting test performance and adaptive functioning, and formulating treatment and management strategies is provided by conceptual models for psychological variables such as EF. Large-scale confirmatory factor analytical research are needed to uncover common executive components and investigate their inter-relationships in order to validate or alter current EF models. Executive functioning includes both cognitive and behavioral components; yet, cognition and behavior may often be at odds. The functions of distinct prefrontal systems may play a role in the dissociation between cognitive performance and behavior/personality traits. Behavioral manifestations of EDF, for example, seem to be more strongly connected with orbital and ventral medial parts of the prefrontal cortex, whereas cognitive elements of EF appear to be firmly related with dorsolateral sections of the prefrontal cortex. To establish the differences and overlaps between the neurobiological correlates of psychological - behavioral components of EF, further research is needed. Measures that are both ecologically sound and developmentally appropriate are required. EF measurements for children have lacked sufficient validation and trustworthy normative data in the past. Children's exams must be more selective, ensuring that they are relevant, have received sufficient standardization, and have been validated in suitable childhood settings. Given that most cognitive activities involve some level of executive functioning, identifying performance characteristics linked to EF rather than labeling particular measurements as executive or non-executive may be more useful.

KEYWORDS: Advertising, Internet, Search Optimization, World Wide Web.

1. INTRODUCTION

'Search is quickly gaining traction as the most powerful internet marketing strategy.' Forrester Research is a market research firm. According to Forrester Research, 80 percent of all Web site traffic originates from search sites (engines and directories). Individuals and businesses alike use the Internet to do research and make purchasing choices, so having a presence on the online is crucial. Companies have three strategic goals in maximizing their presence on the Web,

according to an IDC study, "Web positioning as a crucial e-marketing tool". Visibility on major search sites is essential in the early phases of Official website and market development. This entails being listed in the correct section of a directory listing and search engine results, which are directly related to the company's core target market; generating relevant traffic for direct advertising of specific products and services; as well as the third, more tactical, goal is a company's relative ranking with its competitors. One-to-one marketing interactions are becoming more common as a result of internet technology[1]. On the Internet, the first step in establishing a customer connection is to ensure that consumers and other desirable demographics (such as media) are directed to your site. Web sites must be fine-tuned for search engine indexing and fight for popularity using the following strategies:

- Search engine optimization on-site
- Paid inclusion
- Paid listings and sponsored links

Success is often evaluated in terms of search engine clickthrough rates, customer leads, revenue produced, and, more generally, competition benchmarking and brand recognition and perception.

1.1 Syndication of search results:

When a user does a search on a major online search site these days, they will be greeted with a results page that includes:

- Editorial listings – from a computer-generated database
- Directory listings – from a web directory that has been carefully prepared
- Paid-listings — search ad networks offer company-sponsored links.

While search engines and directories work in distinct ways, they both have capabilities that complement one other. As a result, there has been a lot of consolidation in the search business, as well as a hybridization of search engine and directory technologies on websites. Yahoo, for example, augments their directory results with Google search engine results. Similarly, Google provides Open Directory Project directory entries[2].

Users will have more options and better outcomes as a consequence of this technological integration. Companies are increasingly willing to pay for performance as well as inclusion in search engines and directories. As a consequence, sponsored listings with ad text advertising businesses that offer services or sell goods related to the user's search phrase are common in search results, as seen below. Furthermore, many search engines and directories cross-syndicate listings from other businesses, then refine the results using their own criteria. Some of the world's most popular search sites, such as MSN and AOL, don't really own their search technology; instead, they license it from other sources. Similarities seen while searching across several sites are explained by cross-syndication. MSN, for example, buys directory data from LookSmart but fine-tunes the results using its own editors. With Google search results licensed from Google, the BBC performs something similar. Google is the most used search engine in the world, as according OneStat.com, with a worldwide average user share of 55.2 percent. Yahoo, the world's most popular directory, is the second most popular worldwide search site, with a use share of 21.7 percent: During April and May 2003, a sample of two million visits was split into 20,000 visitors from 100 countries each day for the OneStat study[3]. Figure 1 illustrates the Main Concepts of Search Engine Marketing.

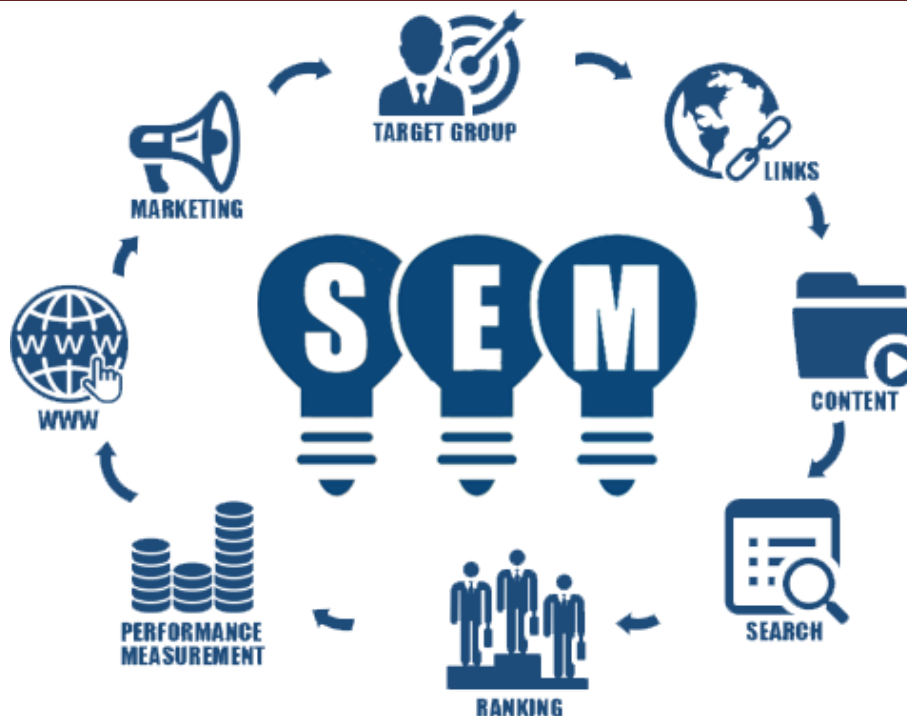


Figure 1: Illustrating the Main Concepts of Search Engine Marketing

1.2 Search optimization:

Google ranks sites based on more than 100 factors, which it continuously refines to keep ahead of unethical optimizers.' 1 July 2003, Financial Times Most websites will use on-site SEO to enhance their search engine and directory rankings before contemplating advertising alternatives. This is a kind of art in and of itself, and as a result, a cottage business has grown up to advise customers on how to effectively optimize their websites for search engines and directories. However, some search optimization experts may use dubious methods that result in short-term traffic gains but severe medium-to-long-term issues, including blacklisting and manual removal of a site from search engine indexes[4].

1.4 Write for the web:

Create succinct content that includes keywords relevant to the intended audience (as identified via the above research). The most essential keywords should be at the top of the page, bolded, or linked to from other pages. The position and frequency of keywords are indexed by search engines, thus such words have a greater weighting than plain text words lower down a Web page[5].

1.5 Links:

Obtain a large number of links from relevant third-party websites. Although it appears in all search engines to some extent, link analysis is at the heart of Google's PageRank and Teoma's search technology. Not all links are created equal: a connection from a respectable site, such as a university Web site, is given more weight than a link from a personal homepage[6].

1.6 URL submissions:

Don't simply hope search engine spiders will discover your site; bring it to their notice – but always verify each search site's rules before making any submissions. In the case of directories, you may only submit a single URL and description for the whole site. Search engines will just

need the URL of your site and an email address, but they will index the content of your top-level pages. SearchMechanics and SearchEngineCommando are two of the many submission software solutions available[7].

1.7 Pay-for-performance:

'Sponsored search is the Internet's fastest expanding segment.' Paid search isn't a new concept; it's been around since 1995. However, early efforts were crude, resulting in disgruntled site users being bombarded with useless advertising pitches. Some businesses engaged in dubious tactics that ultimately proved unlawful (such as citing a competitor name in the now largely irrelevant keywords Meta tag field). Paid-for-performance is a growing industry nowadays; according to a study published by US Bancorp Piper Jaffray in April 2003, the global search market would increase from \$2.1 billion in 2003 to \$7 billion by 2007.

1.8 Paid inclusion:

Paid inclusion is when a business pays a search engine for the privilege to submit its site (or just a few pages) directly to the search engine's database, allowing the site (or pages) to be seen by searchers more rapidly. Paid inclusion has been around since 2000, although it has only recently gained popularity. The following are some of the benefits for advertisers: it eliminates the time lag that can occur with free[8].

1.9 URL submissions:

where there can be a significant gap of several weeks between the time the URL was first submitted to the search engine for indexing and it actually appearing in the database; search engine crawlers will return and re-index content on your site extra frequently than web sites in the search service; Companies that pay to be included in Inktomi's directory (now owned by Yahoo) can choose to have their site crawled/re indexed every 48 hours; this is especially useful for sites with a wide range of video that cannot be section delivery into a few keywords; paid inclusion does not guarantee higher referrals for expenditure – it only guarantees prompt inclusion in the search results.

The algorithms of search engines make no distinction between free and paid inclusions. Even yet, in search results, sites that have paid for inclusion are not visibly differentiated from those that haven't. Human editors are employed by search providers such as LookSmart and Inktomi to evaluate and catalogue web pages provided by businesses paying to be included — this manual refinement may favor sites that have paid for inclusion and result in better ranks than free editorial listings[9]. As a consequence, some have questioned the validity of such search engine results, which is why Google does not provide sponsored inclusion[10].

2. DISCUSSION

2.1 Paid listing:

Paid listings are brief text ads with links to the advertiser's website that appear in search results displays. Advertisers fight for sponsorship of certain keywords by bidding against one another. Because keyword sponsorship is based on a cost-per-click model, marketers only pay for people who visit their website after clicking on their listing. There is no charge for an advertiser's listing to appear on the search results screen if they have bid enough to sponsor a certain term. Google, on the other hand, sets minimum click-through rates that must be met in order for advertisements to remain in the results. (On the other hand, if an ad/listing gets a greater click-through rate than other listings for the same sponsored term/keyword, Google will promote it.)

2.2 How keyword sponsorship works is as follows:

An advertiser may bid for certain keywords and promote a link to their website from inside the search engine results via keyword sponsorship. Google is the only search engine where businesses may directly promote sponsored terms. It is essential to use a third-party middleman such as Overture, Espotting, or Findwhat to advertise on other search sites. The benefit of utilizing these third-party sponsored-search providers is that they each have a large distribution network of other internet sites, including search engines, online directories, and major portal and ISP sites, but Google does offer its Adword paid listings on other third-party sites as well. In 1998, Overture (previously known as GoTo.com) started providing paid search engine result pages placement. Its success led Google to launch Google Adwords, a pay-for-placement service, in 2000. They provide advanced web-based buying, reporting, and campaign optimization solutions to marketers (e.g. real-time keyword tracking and auction budget management).

Instead of huge Excel spreadsheet data dumps, pay-for providers are concentrating on improved analytical tools, giving marketing managers with succinct, visual reports on how their campaigns are doing. In January, Overture purchased Keylime Software, a provider of analytical tools, and in the summer, it delivered a significant update to its analytical tools. In addition, Google is expected to release a new version of its AdWords program with enhanced analytical capabilities.

2.3 Sponsorship suggestions for keywords:

More broad keywords will attract more advertisers, resulting in higher bids — the more precise the phrase you're sponsoring, the fewer advertisers you'll be competing against. Because there are more advertisers bidding to appear at/near the top of the results list, generic keywords will be more costly to sponsor than specialized phrases (for example, 'tax' will be considerably more expensive to sponsor than 'transfer price'). The click-through rate will vary depending on the search type; for example, a brand name search would usually have a significantly greater click-through rate than a generic product search. Real-time bidding is possible. Advertisers may submit higher bids for their sponsored keywords throughout the week, but then lower their prices later in the weekend.

2.4 Organizing a marketing campaign:

Any large-scale advertising campaign must enlist the help of all of the big pay-for-performance companies. This can create its own set of management issues: each provider will have different editorial rules, such as the number of characters allowed in the title and description fields; some providers count plurals as different keywords, while others don't; some providers allow accented characters, while others don't; providers can also exert control over your keyword relevancy through their editorial review; (see table below). Furthermore, each provider employs various algorithms to automatically analyze ad content, looking for repetitive words (which are all prohibited), excessive capitalization, and trademarked terms and phrases.

3. CONCLUSION

'Google has enormous brand potential and is synonymous with search.' In my first BIR essay, I highlighted how portal sites were attempting to dominate as many parts of the information delivery chain as possible by concentrating on "sticky" characteristics like news and other material. In the late 1990s, search was mostly ignored. Five years later, the success of Google has not only generated a vocabulary of new terms like "google bombing" and "google whacking," but it has also made search the core part of Yahoo's and Microsoft's MSN agendas.

Yahoo has invested \$2 billion in the past year to compete more directly with Google. Microsoft has been working on developing its own online search engine with huge coffers of US \$49 billion. The effectiveness of search engine marketing and the resulting increase in income for search providers is driving these tactics. The search business has long been known for its continuous technical innovation, but there are indications that the industry is maturing, with Google, Yahoo, and perhaps Microsoft overtaking far smaller competitors like Ask Jeeves. Some businesses have completely vanished from the market, while others, such as Lycos and AltaVista, have faded into shadows of their former selves. Should this growing commercialization worry information consumers who utilize search engines to find relevant information sources in the digital quagmire that is the Internet? No, it's not true. Search companies are well aware that search, not other "sticky" features, is the most important service they offer to their millions of customers. They're currently concentrating on continuously improving and broadening the scope and emphasis of their search indexes. Because a growing number of individuals and businesses utilize the Internet to investigate and influence their buying choices, search ads work. This commercial role has funded for upgrades to fundamental search technology, which has benefited everyone.

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