



## A Study on Step-By-Step Process on Digital Marketing for A Website

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### ABSTRACT:

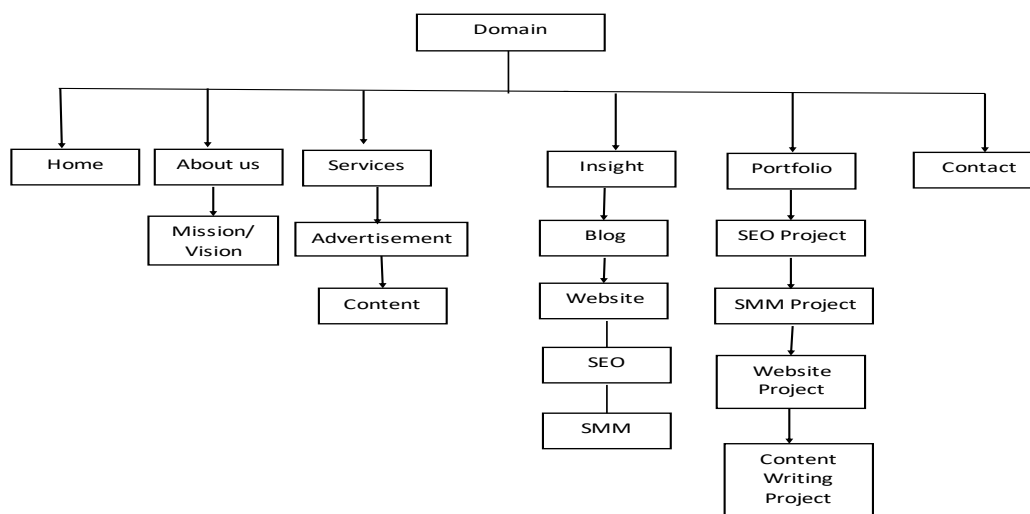
Digital Marketing play an important role in the popularity of the business. For a company's website link to reach the masses, it must be on the top page of search engine results. This necessitates a website design that is centred on digital marketing. A primary goal of the study step-by-step process of digital marketing for a website. Second, we want to put SEO, Search Engine Marketing, Social Media Marketing, Email Marketing, and Content Marketing into practise and evaluate them. Increased consumer loyalty through marketing. Making recommendations to improve and boost client loyalty and satisfaction.

### I. INTRODUCTION

Digital marketing" refers to the targeted, measurable, and interactive marketing of products or services utilising digital technology to find viewers, convert them to customers, and keep them as customers. Businesses used to advertise their products or services in print media, radio and television ads, business cards, billboards, and a variety of other comparable ways before the Internet or social media websites were used for advertising. Customers' reachability and the extent of driving customers' buying behaviour were limited by traditional marketing practises. The goal of digital marketing is to market a firm via various online media.

#### *Silo structure of an website*

A silo structure is a website architecture in which material is systematically ordered. It is organised into hierarchical groups that include subjects and subtopics. To put it another way, you may think of it as defining categories and sub-categories for your website and then generating content for each of them. Having a high level of organisation is crucial in silo structures. Search engines analyse the relevance of a term in relation to the content on a page while indexing a site. It also takes the website's context into account. To make sense, a blog article on a nutritious salad should be filed under the category "recipes." Further, the blog post must be integrated into the website as a whole. It may be a blog about health and fitness in this scenario. It makes no sense for a blog about house renovations to include a recipe for salad. To improve your chances of getting found online, make sure your keywords are relevant and in context.



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### *Objectives of the study*

The objectives of digital marketing may be completely different for different type of businesses.

- To business mission and online objectives, you need clear digital marketing strategies to guide your promotional activities online.
- To execute must always be connected to your target audience and suit your marketing goals

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## **II. REVIEW AND LITERATURE**

**J Suresh Reddy.** Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost-effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases.

**Jaffrey Graham** Morgan Stanley Dean Witter published an equity research report analyzing the Internet marketing and advertising industry. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media. Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.

**Vikas Bondar.** Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we get all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

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## **III. STATEMENT OF THE PROBLEM**

- In order to satisfy customers, consider aspects like website speed, online consultation, book an appointment, and information quality.
- It has become increasingly important for every industry to be online today due to our competitive market.
- The study principally examines digital marketing efforts to improve its conversion rate and customer loyalty.
- Therefore, the primary issue was evaluating the customer satisfaction levels of people using website.

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## **IV. RESEARCH METHODOLOGY**

**Source of data:** It is a first-hand data which is collected by researcher only. Secondary data is collected from already existing sources in various organization brochures & records.

### **LIMITATIONS**

- The study is limited only to the digital marketing strategies used for a website achieving Analysis of Digital marketing for Website.
- The study is confined to Coimbatore district people only.

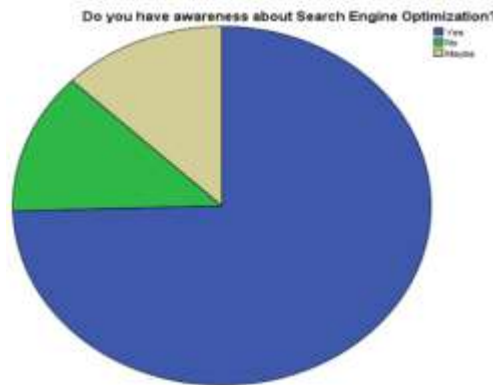
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## **V. ANALYSIS & INTERPRETATION**

Analysis and interpretation deal with the analysis of the data collected for the study and the interpretation of the results obtained.

**Do you have awareness about Search Engine Optimization?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	41	74.5	74.5	74.5
No	7	12.7	12.7	87.3
Maybe	7	12.7	12.7	100.0
Total	55	100.0	100.0	



**Interpretation**

The above pie chart indicates that 74.5% of the respondents belong to yes, 12.7% of the respondents belong to No. 12.7% of the respondents belong to Maybe. Majority 74.5% of the respondents belongs to company have a website yes.

**Statistics**

	Do you have awareness about Digital Marketing?	Do you have awareness about Search Engine Optimization?
N	55	55
Valid	55	55
Missing	0	0
Mean	1.1455	1.3818
Median	1.0000	1.0000
Std. Deviation	.44797	.70687

**Interpretation**

The above descriptive table Do you have awareness about Digital Marketing from 1.30-1.45. This means there should be a frequent update on Do you have awareness about Search engine optimization.

Next, Privacy plays an important role in Do you have awareness about Digital Marketing from 1.00 – 1.000. This proves the website abides all the security laws and doesn't provide

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do your company have online marketing platform? * Do your company have offline marketing strategies?	55	100.0%	0	0.0%	55	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.431 <sup>a</sup>	6	.753
Likelihood Ratio	3.729	6	.713
Linear-by-Linear Association	.554	1	.457
N of Valid Cases	55		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .33.

**Do your company have online marketing platform? \* Do your company have offline marketing strategies?**

**Crosstabulation**

Count

		Do your company have offline marketing strategies?			Total
		Print Advertisement( Magazines, Yellow Page , Flyers/Broucher s)	Hospital Affiliations	Professional Networking Events	
Do your company have online marketing platform?	SEO	14	1	6	21
	Social Media Marketing	12	4	6	22
	Email marketing	4	1	4	9
	Content marketing	2	0	1	3
Total		32	6	17	55

## Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	App
Interval by Interval	Pearson's R	.101	.140	.741	
Ordinal by Ordinal	Spearman Correlation	.118	.137	.864	
N of Valid Cases		55			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

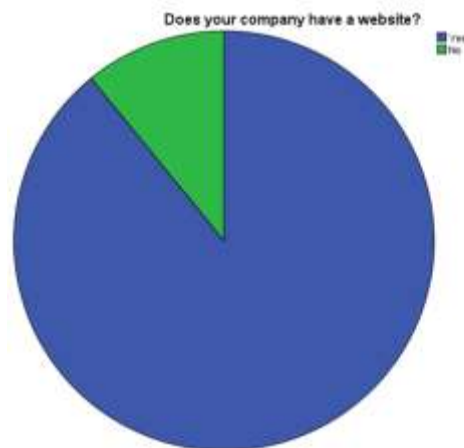
c. Based on normal approximation.

## Interpretation

The degree of freedom value of 4 indicates that each of a number of independently variable factors affecting the range of states in which a system may exist, in particular any of the directions in which independent motion can occur. The probability values should always be less than 0.391 that makes the model to be in a good fit. And here the value of probability is only of 0.462.

## Does your company have a website?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	49	89.1	89.1	89.1
Valid	No	6	10.9	10.9	100.0
Total		55	100.0	100.0	



## Interpretation

The above pie chart indicates that 89.1% of the respondents belong to yes, 10.9 % of the respondents belong to No. Majority 89.1%% of the respondents belongs to company have a website yes

## Correlations

		Does your company have a website?	Does your company have a Social Media Account?
Does your company have a website?	Pearson Correlation	1	.351*
	Sig. (2-tailed)		.009
	N	55	55
Does your company have a Social Media Account?	Pearson Correlation	.351**	1
	Sig. (2-tailed)	.009	
	N	55	55

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Interpretation

For covariance, the probability of getting a critical ratio as large as 0.351 in absolute value is less than 0.009. In other words, the covariance between Does your company have a Social Media Account? different from zero at the 1<sup>st</sup> level. For correlation, the estimate shows the relation between the two metrics where the Does your company have a website? is of .009.

## VI. CONCLUSION

While the amount of research that involves both your sector and your city is obviously less than what merely defines a product or form of company, these fighters appear to generate far more skilled traffic. The importance of marketing on the Internet is increasingly important for company.

- Majority 80% of the respondents belongs to 20-25 age group.
- Majority 72.7% of the respondents belongs to gender male.
- Majority 89.1% of the respondents belongs to company have a website yes.
- Majority 74.5% of the respondents belongs to company have a website yes.
- The probability values should always be less than 0.391 that makes the model to be in a good fit. And here the value of probability is only of 0.462.
- For correlation, the estimate shows the relation between the two metrics where the Does your company have a website? is of .009.

## REFERENCE

- J Suresh Reddy<sup>26</sup> has published article in Indian Journal of Marketing. Title of article is "Impact of E-commerce on marketing".
- Neelika Arora<sup>32</sup> has published research article entitled "Trends in Online Advertising" in advertising Express, Dec2004.
- Jaffrey Graham<sup>45</sup> has published his article entitled "Web advertising's future >>> e Marketing strategy"
- Victor Van Valen has published article "Is Your Marketing Smart"
- Vikas Bondar has published his article on "sales and marketing strategies"