



The Role of an On-Page Optimization for an Effective Digital Marketing

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ABSTRACT

Search Engine Optimization (SEO) is the method of influencing the popularity of a website or web page in the unpaid results sometimes referred often referred to as "natural", "organic", or "earned" results of a web search engine. SEO explores the way search engines operate, where people search for and the search phrases or keywords are entered into search engines, as a web marketing technique. The primary search results for all major search engines such as google, bing, and yahoo are shown on web pages and on any other material including videos or local listings, depending on what is deemed most important to users by the search engine. To customize a website, the contents of the site, HyperText Markup Language (HTML), and associated code should be changed, both for increasing its relevance to common keywords and removing obstacles to search engine indexing. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic. Search Engine Marketing (SEM) is a type of internet marketing that involves promoting websites by increasing their exposure on search engine results pages (SERPs), mainly through paid ads. While off-page search engine optimization is important. On-page optimization includes all of the actions we take within web pages to help web site rank better. When it comes to on-page optimization, there are eight key targets are playing key roles. The eight targets are Keyword Optimization, Site Structure, Internal Linking, Usability, Mobile Version of the Website, Customer Reviews, Rich Snippets and Social Media Integration. In this paper, we would like to review these eight key factors and review a one case using the website structure as a part of on-page optimization techniques for effective digital marketing.

Keywords: On-page Optimization; Digital Marketing, Internet Marketing, Search Engine Optimization

1. INTRODUCTION

Search Engine Optimization is the process of streamlining the structure and content of a website to make it position well in search engine results. Originally search engines were quite basic and we could do well for search phrases based just on the keywords that were on website, nowadays with Google dominating, the ranking methodologies are far more complex and Google state there are about 200 factors that are considered by their search engine before given a placing in the results.

Some of these factors have more weight than others. Adjusting the website to take into consideration just one of these can create a positive outcome for the website in search placing. Combining all of them could mean that website could jump from 60th place to 4th place or even 1st. It does all depend though on competition and what they're doing to make sure they do well in Google too. As SEO becomes more popular, ranking sites do too but clever planning from the start will result in good placing. On-page SEO simply means optimizing the web page content to improve search engine rankings and attract organic traffic. In addition to content, on-page SEO techniques include optimizing the headlines, HTML tags, URLs, images, internal links, etc. It includes ensuring trustworthiness and authoritativeness to improve website credibility for better search engine ranking [9].

2. OBJECTIVES

To overview the role of on-page optimization in digital marketing.

3. LITERATURE REVIEW

The better the website structure, the better chance of a higher ranking in the search engines. Every website has some "structure." It might be a rigorous and streamlined structure, or it may be a disorganized jumble of pages. The website is intentional and careful with site structure, it creates a site that achieves search excellence.

3.1 PAGE TITLE

The web page title is one of the most important SEO factors on any web site. Each page & posts should have its own exclusive title, which includes the main keywords for that page.

Businesses who want to optimize their websites need to understand the key elements of every web page. One of these elements is the page title. A page title, or title tag, is the main text that describes a web page. It is the second-most important on-page SEO element, is the easiest SEO element to edit, and appears in three key places.

3.1.1 BROWSER

The title tags show up on both the top of a browser's window as well as the applicable tabs.

3.1.2 SEARCH RESULTS PAGES

Title tags also show up in the search engine results as the links that potential visitors will click on after conducting a search.

3.1.3. EXTERNAL WEBSITE

Oftentimes external websites particularly social media sites will use the title of a web page as its link anchor text.

3.2 META DESCRIPTIONS

The meta description tag in HTML is the 160-character snippet used to summarize a web page's content. Search engines sometimes use these snippets in search results to let visitors know what a page is about before they click on it.

The meta description should employ the keywords intelligently, but also create a compelling description that a searcher will want to click. Direct relevance to the page and uniqueness between each page's meta description is key. The description should optimally be between 150-160 characters.

3.3 META TAGS

For each web page, a set of keywords can be included in the form of meta tags. These should be all the relevant keywords of website content [8].

HTML meta tags are officially page tags located inside a document's HTML code between open and closing head tags.

3.4 URL STRUCTURE

A URL is human-readable text that was designed to replace the numbers of an IP addresses that computers use to communicate with servers. They also identify the file structure on the given website.

URLs should:

- Use hyphens to separate words when necessary for readability. They should not use underscores, spaces, or any other characters to separate words. Overuse of hyphens in URLs can be seen as spammy, so it's best to use caution and limit hyphen use in URLs when possible.
- Never be longer than 2,048 characters; otherwise browser won't be able to load the page.
- Avoid the use of parameters, if possible. If parameters need to be used, they should be limited to two or less.

3.5. BODY TAGS

When writing articles, break up the content of the site into smaller sections & paragraphs to make it easier for people to read [6]. These sections can be given heading, which is where H1, H2,H3, H4, etc. tags are used.

Generally, H1 tags are reserved for the main page title, with subsequent headings being issued H2, H3, etc. Search engines use these to determine what is important within your content. This is why keyword-rich headlines are more useful than generic ones. They are used by many crawlers to differentiate important content.

3.6 KEYWORD DENSITY

Including relevant keywords throughout website content is very important, as it helps search engines work out what your content is about. However, try not to excessively repeat and overuse keywords just for search engine robots. This can lead to the web site being banned from search engines. To avoid this, try to keep keyword density to roughly 2-5%. It is not difficult to maintain, to get out use thesaurus and broaden writing vocabulary.

3.7 IMAGE SEO

Using images within website content is a great way to make the site more visually appealing and break up boring chunks of text. A developer can utilize these images to help improve website SEO.

All uploaded images have titles, so treat them just the same as page titles. Including relevant keywords can help people find site when searching on Google Images. The website designer can also include Alt Text and Descriptions for images, making them even more useful with SEO[2].

4. MARKETING AUTOMATION

Marketing automation gives us visibility into what buyers or customers are doing on web site, and what they are doing at different stages of the funnel. Marketing automation also allows measuring precisely which channels are helping you generate revenue. It focuses on these and disregards the channels which are not contributing to the business as effectively.

The data-driven decisions allow us to keep up with the marketplace and measure digital marketing efforts.

The main benefits in relation to industry 4.0 are:

- Turn site visitors into leads with marketing actions based on intent.
- Reach individual customers with specific messaging.
- Nurture leads down a funnel using automated messaging.
- Align marketing and sales activity with an all-in-one platform.
- Increase online sales and revenue through targeted marketing and improved sales processes.
- Make the best use of real-time automation to reach out to new customers and engage current ones.
- Centralize your marketing and sales activity and see how they perform.
- Make the most of internal staff resources by eliminating menial tasks that can be performed through automation.

5.0 CONCLUSION

Every customer expects a high return on investment from a firm that provides SEO and web marketing services. Search engine ranking is the most typical SEO strategy for generating revenue. If a website does well in the organic SERPs, it will receive more visitors and sales, and the customer will see a positive return on investment. Setting up conversion monitoring in Google Analytics, which helps track the rate of conversion on the site, may assist evaluate the ROI from SEO. SEO focuses on attracting the correct audience to your website, who are more likely to become customers. SEO increases the user experience of a website, which has a favorable influence on income. The above theoretical concept explains that On-page SEO is one of the most important processes we can use for achieving higher rankings in a search engine's organic results and running successful SEO campaigns. On-page SEO refers to the practice of optimizing web pages to improve a website's search engine rankings and earn organic traffic. On-page SEO is important because it helps search engines understand website and its content, as well as identify whether it is relevant to a searcher's query. The use of meta tag is very important and helps to search engines in showing the result of the user queries. Webinars or web seminars are video presentations, workshops, or lectures hosted online, usually via webinar software [10]. Now, the world is using Internet more than any. The layout of the site is the result of careful planning, thoughtful design, and precise management. Before building a website, you can better build a good website strictness. But if you update the web, certain Navigation Elements can be reworked and reorganized to improve the structural SEO. When preparing the site for search engines, several things have to be taken into account. One of the most significant yet one of the most neglected methods of optimisation is the site layout. A great SEO will follow if we have a good site layout.

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