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## **A Study on Influence of Search Engine Optimization on Enhancing Customer Satisfaction in Online Markets**

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### **ABSTRACT:**

This project dives into the intricate dynamics between Search Engine Optimization (SEO) strategies and customer satisfaction within the digital realm of online commerce. Employing a blend of quantitative analysis and qualitative insights, it aims to unveil the impact of SEO practices on customer behaviors and perceptions. In the fiercely competitive landscape of online markets, understanding effective SEO has become essential for sustained success. The study meticulously examines various SEO strategies, not just in attracting but also in retaining customers. It discovers that SEO plays a pivotal role in both acquiring and retaining customers, while also nurturing trust and credibility among online consumers. Moreover, the research underscores the crucial significance of tailored SEO tactics, such as mobile optimization and localized strategies, in enhancing the online shopping experience and elevating customer satisfaction levels. By prioritizing user-centric content and adapting SEO practices to align with changing consumer preferences, businesses can establish deeper connections with their target audience, fostering loyalty and driving sustainable growth in the digital era.

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### **INTRODUCTION:**

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, TV and radio advertisement. Digital Marketing is promotion of products or brands via one or more forms of electronic media. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels. The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness.

Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), for accurate targeting and excellent reporting.

**The three important categories involved in Digital Marketing are:**

1. Search Engine Optimization (SEO)
2. Social Media Optimization (SMO)
3. Social Media Marketing (SMM)

**Search Engine Optimization (SEO):**

Whenever we enter a query in a search engine and hit 'enter' we get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of the list as they perceive those to be more relevant to the query. If we have ever wondered why some of these websites rank better than the others then we must know that it is because of a powerful web marketing technique called Search Engine Optimization (SEO)

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### **REVIEW OF LITRATURE:**

Research conducted worldwide on search engine optimization is considered very few We can assume that this research is the first one to tackle this issue in Jordan and maybe in the Arab world as well. Most of the research focused on search engine in general (Ramaraj, 2013), search engine advertisement Jafarzadeh, 2011 and search engine optimization in education (Gandour and Regolini 2011). Based on that, research that Bok SEO with online advertisement is considered very rare. In the following lines we will highlight some of previous studies focused on SEO and online advertisement

The purpose of Evans (2007) paper was to identify the most popular techniques used to rank a web page highly in Google. The paper presents the results of a study into 50 highly optimized web pages that were created as part of a Search Engine Optimization competition. The study focuses on the most

popular techniques that were used to rank highest in this competition, and includes an analysis on the use of PageRank, number of pages, number of in-links, domain age and the use of third-party sites such as directories and social bookmarking sites. A separate study was made into 50 non-optimized web pages for comparison. The paper provides insight into the techniques that successful Search Engine Optimizers use to ensure a page-ranks highly in Google.

While Singh et al., (2011) investigate the impact of Search Engine Optimization on Advertisement. The paper evaluates the impact of SEO on firms' advertisement in IT companies of north India. The study used quantitative and qualitative research methodology. The results of the study show that search engine optimization affects advertisement and sales. Most of the people use the search engines like Google, MSN, Altavista etc. for searching for product or services and more than 90% people select the product from first page only and out of that 90% more than 80% select the product or services from first three or four.

Lourdes and Paloma (2013) conducted an interesting research on the relationship between SEO on-page factors and web accessibility. Access to web content is the central link between SEO and accessibility. The research described arose from an investigation into the observed phenomenon that pages from accessible websites regularly appear near the top of search engine (such as Google) results, without any deliberate effort having been made through the application of search engine optimization (SEO) techniques to achieve this. The research provides firm evidence that the overlapping factors not only serve to ensure the accessibility of a website for all users, but are also useful for the optimization of the website's search engine ranking. demonstrates that any SEO project undertaken should include, as a prerequisite, the proper design of accessible web content, inasmuch as search engines will interpret the web accessibility achieved as an indicator of quality and will be able better access and index the resulting web content.

Katona, 2012; Xing and Lin, 2006; and Sen, 2005). These papers highlight several features of the equilibrium interaction between websites and search engines that we take into account in our empirical analysis, including the endogeneity of the rank of organic links and the position of sponsored links in search results. To the best of our knowledge, there is no antecedent empirical research on SEO

Ghose and Yang (2009) focus on ad and find a placement and its effects on profitability between position and click-through rate as well as conversion rates. Agarwal, Hosanagar, and Smith (2011) also find a negative relationship between active position and click-through rates but find a positive relationship with conversion rates which means that the top position is not necessarily the most profitable.

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## OBJECTIVES OF THE STUDY

### PRIMARY OBJECTIVES

- To study the Influence of Search Engine Optimization on Enhancing Customer Satisfaction in Online Markets

### SECONDARY OBJECTIVES

- To assess whether higher rankings on search engine which in turn creates a larger target audience.
- To understand the enhancement of web pages to improve their rankings in organic search result.
- To analyze and understand the world's information to make it universally accessible and useful.
- To find out whether website ranking higher in search results of a better product or service.

### LIMITATIONS OF THE STUDY:

For anything there should be some limitations like that my project also have certain limitations. The following are some limitations what I faced:

- The information provided by majority of the respondents could also be biased and inaccurate. No independent verification of the data was possible.
- Time is one major constraint, which limits the effective data collection.
- Non-availability of data collection from the random people who are regularly use browsers, and websites to purchase on online platforms.
- The sample size is only 100 people so the sample may not be truly representative of the total population.
- Reliability and accuracy of the analysis depends on the respondent's openness and truthfulness towards each question in the questionnaire.

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## RESEARCH METHODOLOGY:

To A Study On Influence Of Search Engine Optimization On Enhancing Customer Satisfaction In Online Markets, A structured survey for gathering essential information. Essential information was gathered from 100 people and The Sampling method is convenience sampling. The method is conducted on clear assumptions that the respondents are given frank and fair answer and Data are collected from customers through questionnaires

**DATA ANALYSIS AND INTERPRETATION:**

	Category	NO of respondents	Percentage of respondents
<b>Gender</b>	MALE	72	72%
	FEMALE	28	28%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>
<b>Age</b>	18 – 25	82	82
	25 – 34	8	8
	35 – 44	6	6
	45 – 60	4	4
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>
<b>Employment Status</b>	Students	50	50
	Employed	30	30
	Unemployed	14	14
	Self employed	6	6
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>
<b>Frequency Of Search Engine Usage</b>	ALWAYS	30	30
	OFTEN	26	26
	SOMETIMES	28	28
	RARELY	6	6
	NEVER	10	10
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>
<b>Impact of SEO</b>	STRONGLY AGREED	20	20
	AGREE	38	38
	NEUTRAL	34	34
	DIAGREE	8	8
	STRONGLY DISAGREED	0	0
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

<b>Importance Of Quick Product Search Online</b>	VERY IMPORTANT	16	16
	IMPORTANT	42	42
	NEUTRAL	30	30
	NOT NESCESSARY	12	12
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>
<b>Perception Of Product Or Service Quality Based On Search Result Ranking</b>	STRONGLY AGREED	24	24
	AGREE	24	24
	NEUTRAL	34	34
	DIAGREE	16	16
	STRONGLY DISAGREED	1	1
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>
<b>The Impact Of Search Engine Optimization On Online Customer Satisfaction</b>	STRONGLY AGREED	28	28
	AGREE	32	32
	NEUTRAL	34	34
	DIAGREE	4	4
	STRONGLY DISAGREED	2	2
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**CORRELATION ANALYSIS**

**Correlations**

			1) How often do you use search engine when you shop on online?	2) Do you feel more satisfied with your online shopping experience when you find what you're looking for quickly?
Spearman's rho	1) How often do you use search engine when you shop on online?	Correlation Coefficient	1.000	0.94*
		Sig. (2-tailed)	.	.010
		N	100	100
	2) Do you feel more satisfied with your online shopping experience when you find what you're looking for quickly?	Correlation Coefficient	0.94*	1.000
		Sig. (2-tailed)	.010	.
		N	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

#### INTERPRETATION

- The strong positive correlations indicate that there is a significant relationship between Impact of Search Engine Optimization (SEO) on Online Shopping Experience and Experience of Frustration Due to Irrelevant Online Shopping Search Results.
- When someone uses a search engine more frequently while shopping online, they tend to feel more satisfied with their online shopping experience, especially when they can find what they're looking for quickly.
- Similarly, those who report feeling more satisfied with their online shopping experience when finding items quickly are more likely to use a search engine more often during their online shopping.
- In simpler terms, the more often someone uses a search engine while shopping online, the more satisfied they are likely to be with their experience, particularly when they can quickly find the items they are looking for. Conversely, those who are more satisfied with finding items quickly are more inclined to use search engines frequently during their online shopping.

#### CHI-SQUARED TEST:

- **Hypothesis:**
  - null hypothesis there is no significant association between respondents' perception of website rankings in search results and their age group
  - Alternative hypothesis: there is significant association between respondents' perception of website rankings in search results and their age group

#### STEP 1

##### OBSERVED VALUE

Row Labels	Agreed	Disagree	Neutral	STRONGLY AGREED	Strongly disagree	Grand Total
18- 25	25	13	27	16	2	83
25-34	2	2	4	0	0	8
35- 44	0	2	0	5	0	7
45- 60	0	0	2	0	0	2
<b>Grand Total</b>	<b>27</b>	<b>17</b>	<b>33</b>	<b>21</b>	<b>2</b>	<b>100</b>

#### STEP 2

##### CALCULATED VALUE

O	E	(O-E) <sup>2</sup> /E
25	22.41	0.299335
13	14.11	0.087321
27	27.39	0.00555
16	17.43	0.117321
2	1.66	0.069639
2	2.16	0.011852
2	1.36	0.301176
4	2.64	0.70061
0	1.68	1.68
0	0.16	0.16

0	1.89	1.89
2	1.19	0.551345
0	2.31	2.31
5	1.47	8.476803
0	0.14	0.14
0	0.54	0.54
0	0.34	0.34
2	0.66	2.72061
0	0.42	0.42
0	0.04	0.04

**CALCULATED VALUE** = 20.86155626

**TABLE VALUE** = 21.02

The table value is greater than the calculated value so we accept the **NULL HYPOTHESIS**.

#### **CALCULAION:**

The Chi-Square value you have calculated is 20.86155626.

The critical Chi-Square value from the table for a significance level ( $\alpha$ ) of 0.05 with 12 degrees of freedom (4 rows - 1 \* 5 columns - 1 = 4 \* 5 = 20) is 21.02

#### **INTERPRETATION**

- Since the calculated Chi-Square value (20.86155626) is less than the critical Chi-Square value (21.02) at the 0.05 significance level with 12 degrees of freedom, we fail to reject the null hypothesis.
- This means there is not enough evidence to suggest that there is a significant association between respondents' perception of website rankings in search results and their age group.
- In other words, based on this analysis, we do not have sufficient evidence to conclude that age group influences respondents' perception of website rankings in search results.
- The null hypothesis is accepted in this case.

#### **CONCLUSIONS**

In conclusion, the study underscores the significance of SEO in shaping customer satisfaction within online markets. Businesses that prioritize SEO as a fundamental component of their digital marketing strategy are likely to witness improvements in customer engagement, retention, and overall success in the competitive online landscape. Therefore, this research serves as a valuable resource for businesses seeking to leverage SEO effectively to enhance customer satisfaction and drive sustainable growth in online markets.

Moreover, the project identifies specific SEO strategies such as keyword optimization, content quality, website structure, and mobile responsiveness as crucial factors contributing to customer satisfaction. By aligning these strategies with user preferences and search engine algorithms, businesses can enhance their online presence and provide a more satisfying experience for customers. This heightened online presence positively influences customer perceptions, trust, and overall satisfaction levels with the online platform.

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