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A STUDY ON ENHANCING THE GROWTH THROUGH SEARCH ENGINE OPTIMIZATION IN DEAWON INDIA AUTOPARTS MANUFACTURING PRIVATE LIMITED

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ABSTRACT:

This study explores the impact of Search Engine Optimization (SEO) on business growth by enhancing online visibility and driving organic traffic. Through a comprehensive review of literature, case studies, and empirical analysis, it examines key SEO components such as keyword optimization, content quality, backlinking, and technical SEO. The research highlights the importance of aligning SEO practices with search engine algorithms and user intent. Findings demonstrate a positive correlation between effective SEO strategies and improved website traffic, conversion rates, and revenue.

INTRODUCTION:

In today's digital landscape, the internet serves as a primary platform for businesses to connect with their audiences, making online visibility a crucial factor for success. As the volume of online content grows exponentially, standing out in search engine results becomes increasingly challenging. This is where Search Engine Optimization (SEO) comes into play. SEO encompasses a range of strategies and practices aimed at improving a website's ranking on search engine results pages (SERPs), thereby increasing its visibility to potential customers.

OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

To Enhancing growth through search engine optimization in Daewon India auto parts manufacturing company

SECONDARY OBJECTIVE:

1. To analyze customer preference for local search that enhance the visibility and attract potential customers.
2. To identify the areas for improvement and implement ideas to enhance customer loyalty.
3. To analyze how company's website affects the customers purchasing behavior.
4. To analyze product positioning for better market differentiation and increase sales.

NEED OF THE STUDY:

This study is essential to understand how effective SEO strategies can significantly enhance online visibility, drive organic traffic, and ultimately foster business growth. By identifying best practices, businesses can optimize their online presence, gain a competitive advantage, and achieve sustainable success in the increasingly digital marketplace.

SCOPE OF THE STUDY:

The study encompasses the evaluation of SEO techniques such as keyword optimization, content quality, backlinking, and technical SEO. It analyzes their impact on search engine rankings, website traffic, and conversion rates, providing actionable insights and recommendations for businesses aiming to improve their online presence and achieve growth.

REVIEW OF LITRATURE:

Riki Asrigo, Emil R. Kaburuan (2024) The study focuses on optimizing an e-commerce website in Indonesia through SEO techniques to improve its visibility and ranking on search engine results pages (SERPs). By employing Jamal-Hatab's SEO framework, including keyword analysis and result measurement, the goal is to increase traffic and sales.

Carola Basuki, Chairani Putri Pratiwi, Riska Rahmatika (2023) In today's digital era, the internet plays a crucial role in business promotion, particularly through digital marketing strategies like Search Engine Optimization (SEO). This research focuses on implementing SEO techniques to enhance digital marketing in the F&B industry.

Irfan Balun (2023) The study explores the impact of search engine optimization (SEO) and targeted advertising on e-commerce marketing. It highlights how effective use of SEO increases website traffic through algorithms and bots. Targeted advertising, based on user demographics and behaviors, enhances ad impact. Integrating SEO and targeted advertising boosts marketing and sales for e-commerce sites, crucial for success in Turkey and globally.

Mahmud Agel Abu Dalbough (Aug 2023) The study aims to explore how search engine optimization (SEO) is evolving within e-marketing strategies of companies. It identifies existing theories of SEO organization within e-marketing and emphasizes the importance of understanding current trends.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It is concerned with decision regarding what, were, when, how much, by what means covering and inquiring for a research study constitutes a research design.

SAMPLING TECHNIQUES

Simple Random Sampling method is used for this research.

Simple Random Sampling was selected due to its strength in reducing selection bias and providing a true representation of the population. This method supports the study's aim to produce generalizable and unbiased results across a diverse population. Despite challenges such as needing a comprehensive list of the population and managing random selection logistics, this method aligned best with our research goals.

PRIMARY DATA

The primary data collection techniques used in this study is physical questionnaire

SECONDARY DATA

Secondary data is research data that has previously been gathered and can be accessed by researchers.

SAMPLE SIZE:

Sample Size is determined using the pilot study.

PILOT STUDY:

A pilot study can be defined as a 'small study to test research protocols, data collection instruments, sample recruitment strategies, and other research techniques in preparation for a larger study.

It is determined using the following formula:

$$N = \frac{Z^2 (Pq)}{e^2}$$

$$N = \frac{1.96^2 (26/30 \times 4/30)}{(0.05^2)}$$

$$= 177.56$$

Hence, I conclude it by **177** which is derived from the population(N).

Whereas,

$$Z = 1.96$$

$$P = 26/30 = 0.867$$

$$Q = 4/30 = 0.133$$

$$E = \text{Error Term } 5\% = 0.05$$

$$\text{Confidence Level} = 95\%$$

Hence, the sample size determined is **180**.

TABLE SHOWING THE RESPONDENTS OF IS OUR WEBSITE AND ONLINE ORDERING PROCESS USER-FRIENDLY FOR YOU

Responses	No. Of. Respondents	Percentage (%)
YES	163	90.6
NO	17	9.4
Total	180	100

INFERENCE:

It is clearly shown that the majority respondents of the survey are thinking website and online ordering process user-friendly (90.6%)

TABLE SHOWING THE RESPONDENTS OF DOES OUR WEBSITE PROVIDE ALL THE KEY INFORMATION YOU NEED AS A CUSTOMER

Factors	No. Of. Respondents	Percentage (%)
YES	164	91.1
NO	16	8.9
Total	180	100

INFERENCE:

It is clearly shown that the majority respondents of the survey says that our website provides the necessary key information that you need as a customer.

TABLE SHOWING THE RESPONDENTS OF CAN YOU EASILY IDENTIFY OUR UNIQUE SELLING POINTS

Factors	No. Of. Respondents	Percentage (%)
YES	165	91.7
NO	15	8.3
Total	180	100

INFERENCE:

It is clearly shown that the majority respondents of the survey can easily identify our unique selling point (91.7%).

FINDINGS:

1. It is inferred that majority of the respondents are in the age group of 35-40.
2. It is clearly shown that majority of respondents are Male, it is inferred that Men may be more likely to participate in Survey than Women.
3. It clearly shows that majority of the respondents earn between **3,50,000-4,00,000**.
4. It is clearly shown that the majority respondents of the survey are thinking website and online ordering process user-friendly (90.6%)
5. It is clearly shown that the majority respondents of the survey says that our website provides the necessary key information that you need as a customer.

SUGGESTIONS:

1. Prioritize local SEO efforts by optimizing and actively managing the Google My Business profile to improve search engine visibility and attract nearby customers.
2. Personalize content delivery based on customer preferences and purchase history to foster loyalty.
3. Search Engine Visibility explores strategies to optimize online presence for higher search rankings. Topics include keyword research, content optimization, backlink building, and technical SEO

CONCLUSION:

Effective SEO is crucial for enhancing online visibility and driving organic traffic, which leads to business growth. By implementing best practices in keyword optimization, content quality, backlinking, and technical SEO, businesses can improve search engine rankings, attract more visitors, and increase conversions, thereby achieving sustainable competitive advantage.

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