
Optimizing SEO (Search Engine Optimization) Strategy to Increase Visibility and Achievement of Marketing Goals

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ABSTRACT

This research aims to identify and optimize SEO (Search Engine Optimization) strategies to increase visibility and achieve marketing goals. With the emergence of the internet as a major platform for various business activities, it is important for companies to highlight their presence among competitors by maximizing effective SEO strategies. This research uses a qualitative approach with descriptive methods. The results of this research show that implementing an effective SEO strategy can significantly increase the visibility and organic traffic of a website, which in turn can contribute to increased brand awareness, increased visitor numbers, and the potential for increased sales conversions. By focusing on ethical practices and using methods that comply with search engine guidelines, companies can harness the potential of SEO to strengthen their position in an increasingly competitive digital marketplace, create customer trust, and ensure long-term success in their marketing efforts.

Keywords: search engine optimization, visibility, marketing objectives

1. INTRODUCTION

The rapid growth of digital media and increased use of the internet has encouraged a shift in the marketing paradigm from conventional models towards more sophisticated and measurable digital marketing strategies (Julianti et al, 2022). In this context, SEO optimization has become one of the important elements in digital marketing strategies, helping companies expand their market reach, increase brand visibility and drive relevant traffic to their websites (Mattajang et al, 2022). However, while many companies recognize the importance of SEO, quite a few of them still struggle to adapt their strategies to continuously evolving search engine algorithm changes and increasingly dynamic changes in consumer behavior (Arifin et al, 2019).

SEO or Search Engine Optimization is a strategy that has been proven to be a crucial component in efforts to increase the visibility and competitiveness of a website or blog in the digital environment. By focusing on improving a website's ranking on the main page of search engine results, SEO seeks to ensure that the website is found easily by users looking for specific information or products (Utari, 2022). Through a systematic and technique-based approach, SEO strategies target keywords and phrases that are relevant to a particular business or topic, with the ultimate goal of increasing organic traffic, attracting potential customers, and ultimately increasing conversion opportunities (Lukito et al., 2014). By utilizing a variety of techniques, including improving content quality, link optimization, search engine-friendly site structure, and strategic use of metadata, SEO helps ensure that a website or blog appears among the most relevant and quality search results, which in turn increases the chances of success marketing and overall business growth (Abdjul et al, 2022).

As competition increases, companies must ensure that they are able to capture the attention of their potential consumers amidst the ever-increasing information noise in the digital environment (Leli et al., 2023). Thus, there is a pressing urgency to comprehensively explore and understand the latest SEO trends, analyze

consumer online search behavior, and identify best practices that can help companies achieve and maintain their superior position in the digital realm (Rumondang et al., 2020). In-depth research in this area will help fill existing knowledge gaps and provide practical guidance for companies to develop adaptive, effective and sustainable SEO strategies to better achieve their marketing goals amidst increasingly fierce competition in the digital market (Aripin, 2021).

This research aims to identify best practices in SEO strategies that can effectively increase a company's visibility on online platforms, as well as to provide practical guidance for companies in optimizing the use of SEO strategies to achieve their marketing goals. By exploring the latest trends in SEO and analyzing consumer online search behavior, this research hopes to provide in-depth insight into how companies can develop and implement adaptive and sustainable SEO strategies. The benefit of this research is that it provides a clear and well-founded framework for companies to formulate and implement more effective SEO strategies, increase brand visibility, attract relevant traffic, and ultimately achieve their marketing goals amidst increasingly fierce competition in the digital market.

2. LITERATUR REVIEW

SEO is an abbreviation of Search Engine Optimization which is a technique used to optimize a website with the aim of making it easier for search engines to find pages/websites and place them on the first page in search engines with keywords specified by the user. By occupying the first page or by ranking first in search engines, you will have more potential to get more visitors (Yalçın & Köse, 2010).

SEO really focuses on keywords entered by users, therefore applying this SEO technique will help you find the right target users for all the content you create. Of course, by filtering existing keywords, users with the right target will benefit from the content you create. With the benefits that users get from the content you create, it is not impossible that users will return to your website and read the updated content that you provide (Berman & Katona, 2013).

Marketers can utilize this practice to reach new customers and prospects from various channels owned by the company. The following are the four types of search engine optimizers that marketers must learn about. The first type of SEO that is often used by marketers in the field of content marketing is on-page SEO. According to Sixth City Marketing, this SEO category refers to the process of optimizing the content on a company website. This initiative can include optimizing copy, keywords, headers, meta descriptions and titles, featured images, and so on. Usually, in the process of executing on-page SEO methods, marketers need to carry out keyword research, optimize metadata, and carry out internal linking (Panchal et al, 2021).

The next type of SEO method that is often used by well-known companies is off-page SEO. Off-page SEO strategy actually refers to the process of optimizing elements that are not usually found on a website. This method encourages marketers to create exposure and credibility for their company, which can ultimately generate more visitors and sales (Zilincan, 2015). Most off-page SEO initiatives are focused on the process of link building or the practice of getting other reputable websites to link back to your site (Gupta et al, 2016). Lastly, Technical SEO is another type of SEO strategy that can be used by professional marketers. This strategy refers to actions that can help search engines crawl a website and improve user experience (UX). Basically, the way search engines work and algorithms will always change to become more complex. Therefore, the work process of this type of SEO will usually continue to develop (Egri & Bayrak, 2014). For example, the latest initiative in technical SEO methods is to ensure that there are no problems with crawlability and site UX.

3. RESEARCH METHOD

The author uses a qualitative descriptive approach in this research, which aims to describe, analyze and provide meaning to the observed phenomena. A qualitative approach is used to explore and understand phenomena that occur in real life contexts. This research aims to present a systematic, factual and accurate description, picture and analysis of the facts and relationships between the phenomena being investigated (Moleong, 2014). Data collection was carried out through literature study, which involved reviewing various

literary sources such as books, magazines, journals and previous research reports. The use of library research aims to obtain information that is relevant to research, while avoiding duplication of results. Literature studies provide benefits to researchers by allowing them to utilize all information and thoughts that are relevant to the research being conducted.

4. RESULTS AND ANALYSIS

SEO involves various techniques and strategies to increase the visibility of a website in search engines. This process includes website analysis, identifying relevant keywords, optimizing content and website structure, as well as building links (backlinks) from other websites. In addition, SEO also follows search engine guidelines and algorithms to ensure your website has a quality and presence that is valued by search engines. By implementing friendly and original SEO techniques, you can experience a variety of benefits, including:

- a) **Increased Visibility:** By ranking at the top of search results, a company's website will become more accessible and discoverable to potential customers, which in turn will increase the number of site visitors. With higher traffic, a website has a greater opportunity to capture the interest and attention of visitors, expand market reach, and increase brand awareness. This also opens up opportunities to increase conversions, whether in the form of product purchases, service registrations, or participation in other interactions on the website, which can overall have a positive impact on business growth and achievement of marketing goals. Thus, achieving top ranking in search results is a strategic key in increasing a company's visibility and competitiveness in an increasingly competitive digital realm.
- b) **Higher Organic Traffic:** Organic traffic, which is traffic that comes from natural search results in search engines, has a higher value in the context of digital marketing because potential customers who find a website through relevant keywords tend to show greater interest regarding the products or services offered. This quality of traffic is often associated with higher conversion rates, as these visitors have expressed interest or need in topics or products related to their search keywords. Thus, organic traffic not only helps increase the number of visitors, but also has the potential to increase sales, interaction and engagement which leads to more sustainable business growth. In this context, effective SEO optimization is the main key in attracting quality and relevant organic traffic, expanding the potential customer base, and ultimately increasing the success of a company's digital marketing strategy in an increasingly crowded and competitive digital environment.
- c) **Credibility and Authority:** When a website appears at the top of search results, it creates a strong impression on visitors that the site is a credible, authoritative and trustworthy source of information in a particular industry or business field. High rankings in search engines are often considered an indicator of the superiority and reliability of a brand or company, which can build a positive image and strong reputation among consumers and competitors in the market. Thus, these high rankings not only influence visitors' perceptions of trustworthiness towards a website, but can also strengthen a brand's position in consumers' minds, which in turn can help generate sustainable competitive advantage and expand market share in an increasingly competitive industry. By focusing on effective, quality SEO strategies, companies can leverage the power of high rankings to build a strong reputation and win consumer trust, strengthen long-term relationships with customers, and ensure continued and sustainable business growth.
- d) **Increased Sales and Profits.** With increased website traffic and increased awareness about a business, a company has greater potential to attract the attention and interest of a large number of potential customers. Through increasing brand visibility and exposure in the digital environment, companies can expand their customer base, reach a wider market, and increase their influence in a fiercely competitive industry. By attracting more potential customers, either through increased organic traffic or through effective digital marketing strategies, companies can increase their opportunities for sales conversion and new customer acquisition. This can then have a direct impact on increasing overall business revenue and profits. By maximizing the benefits of effective SEO efforts and well-targeted digital marketing strategies, companies can harness strong growth potential in an increasingly competitive and dynamic marketplace, secure their position in the industry, and ensure continued long-term business success.
- e) **Reduced Marketing Costs:** SEO, as a digital marketing strategy that focuses on increasing organic visibility in search engines, provides significant opportunities for companies to gain website traffic for free and naturally. By achieving high rankings in search results, companies can attract relevant and interested visitors without having to spend additional money on paid advertising. By optimizing an effective SEO strategy, companies can reduce dependence on paid marketing costs which tend to be

expensive and can quickly drain marketing budgets. Through ongoing SEO efforts and a focus on quality, relevant content, companies can leverage the potential to reduce long-term marketing costs, while effectively increasing brand exposure and increasing consumer awareness without relying on paid advertising. This helps companies to allocate their resources more efficiently, increase profitability, and strengthen their position in an increasingly competitive market. Thus, investing in the right SEO strategy can bring significant long-term benefits to companies, allowing them to achieve their marketing goals more efficiently and sustainably .

Using professional SEO services can help increase the effectiveness of your search engine optimization efforts. When choosing SEO services, there are several important factors to consider. First, make sure to check the service provider's portfolio and past client track record to understand the quality of their work and suitability for your business needs. Additionally, check the methodology and techniques used by the service provider to ensure that they comply with the latest SEO ethical guidelines and are in line with industry best practices. Additionally, it is important to understand the communication and reporting processes that the service provider will undertake, so that you can stay informed about the progress of your SEO campaign. Additionally, be sure to clarify the costs involved as well as the expected results from the SEO campaign, so that you can make smart and effective decisions in selecting SEO services that suit your needs and business goals. Here are some things to consider when choosing SEO services:

a) Experience and Reputation:

When choosing an SEO company or expert, it is important to choose one that has proven experience and a good track record of helping clients achieve desired results. Relevant experience and past achievements can be an indicator of an SEO service provider's credibility and reliability, demonstrating their ability to face complex challenges and implement effective strategies in optimizing websites and content for online searches. By choosing an SEO company or expert that has solid experience, companies can have confidence that their SEO efforts will be handled with the professionalism and knowledge necessary to achieve optimal results.

b) Portfolio and References.

When considering SEO services, asking for portfolios and references from previous clients is an important step in evaluating the quality of the services offered. By browsing the portfolio, companies can get a more in-depth picture of the types of projects that service provider has previously completed, as well as the level of success they have achieved. References from previous clients also provide valuable insight into experience working directly with that service provider, helping in assessing their reliability, client satisfaction, and ability to deliver expected results. By ensuring quality of service through reviewing portfolios and references of previous clients, companies can make informed decisions and choose the SEO service provider that best suits their needs and business goals.

c) Methods and Strategies.

When choosing SEO services, it is important to ensure that the service provider employs ethical practices and methods that comply with search engine guidelines. Ethical SEO practices that comply with industry guidelines help ensure that a company's website is not subject to sanctions or penalties from search engines that could harm a website's ranking and reputation in the long run. By focusing on legitimate and safe methods, SEO service providers can help build a website's authority organically, ensure that the content presented is relevant and useful to users, and avoid manipulative practices that can harm a company's image. By choosing an SEO service that is committed to ethical practices, companies can maintain the integrity of their website , strengthen user trust, and ensure continued long-term success in their digital marketing efforts.

d) Transparency and Reporting

Ensuring that you receive regular reports on the progress of your SEO campaign is key in monitoring and evaluating the effectiveness of your digital marketing efforts. Regular reports on ranking changes, traffic analysis, and keyword performance provide valuable insight into the impact of SEO strategies on a company's website visibility and traffic. By regularly monitoring campaign progress, companies can identify trends, patterns, and areas that need improvement, and make strategic adjustments necessary to achieve desired marketing goals. Open and transparent communication from SEO service providers through regular reports also allows companies to better understand campaign progress, ensuring that digital marketing efforts remain aligned with business goals and deliver optimal results in the long term.

e) Fees and Packages

When considering an SEO service provider, it is important to consider the cost of services involved and carefully examine the packages they offer to suit your business needs. Understanding the costs involved and the benefits offered in each plan can help you assess whether the investment is worth the value it provides in the long term. Additionally, evaluating the packages provided by SEO service providers helps in understanding the scope of services, strategies to be implemented, and how they can be tailored to your marketing goals. By considering the cost of services and examining the packages offered, companies can make smart and efficient decisions in choosing an SEO service provider that fits their budget, while ensuring that their digital marketing efforts support the achievement of business goals in an effective and sustainable manner.

5. CONCLUSION

In optimizing SEO strategies to increase visibility and achieve marketing goals, it is important for companies to choose SEO service providers who have experience and a good track record in achieving the desired results. An emphasis on ethical practices and methods according to search engine guidelines, as well as obtaining regular, transparent reports on campaign progress, are important factors in ensuring the success of an SEO strategy. Additionally, considering the cost of services and evaluating the packages offered by SEO service providers helps companies in ensuring that their investment is commensurate with the value provided in the long run. By paying attention to these aspects, companies can harness the power of SEO to attract quality organic traffic, increase brand awareness, and expand their market share in an increasingly competitive digital environment. Thus, choosing the right SEO service provider committed to best practices is an important step in achieving digital marketing success and long-term business growth.

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