



# **SEARCH ENGINE OPTIMIZATION'S EFFECTS ON SMEs' PERFORMANCE"**

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## **ABSTRACT**

The purpose of the essay is to look into how SEO has affected the financial success of a private university in Sarajevo. As a result, the primary research question offers the conclusion regarding how SEO implementation affects business performance. Additionally, the tested hypothesis shows whether SEO will improve International Burch University's (IBU) financial performance. The research strategy involves examining primary data from a case study that was created after speaking with the head of the IBU Marketing and PR team. The Google Analytics data sample focuses on the quantity of visits and sessions, the typical engagement time, keywords, and SERP positioning. Tools for SEO are used when analyzing data. The IBU CRM system measures business performance with a focus on students enrolment. According to research, improving a website's position on search engine results pages (SERPs) resulted in a number of beneficial effects for businesses, including an increase in the number of site visitors and an increase in the average time users spent on each page.

IBU saw an increase in annual sales revenue as a result of higher user engagement on the website, more students enrolling, and increased user engagement. The academic community will gain from it as a framework for future studies and research in the field of SEO recognition and implementation in business queries, in addition to the government, who will benefit in both microeconomic and macroeconomic senses. It will also be beneficial to digital marketing enthusiasts and SEO experts.

## **INTRODUCTION**

Each search engine has its own set of marketing tools. From there, you may develop search campaigns and adverts. Every day, Google handles more than 3.5 billion searches. And that equates to a market share of almost 75%. As a result, marketers work hard to get their clients' companies to show up first in Google search results. Simply put, that makes sense. Wherever their client bases are, businesses should be as well. Users see the results on Search Engine Results Pages, also known as SERPs, after entering a query into a search engine. Moreover, Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are two methods for getting to the top of a search engine results page. Despite SEO's excellent return on investment, it is a long-term investment.

Website optimization for research engines is referred to as SEO. Due to its significant impact on the organizational structures of internet-based businesses over the past three decades, it has been the subject of research in numerous digital marketing journals and by individual researchers. It is clear that there are many unexplored topics when looking for other papers of a similar kind that the role of SEO in company optimization is minimal. The importance of this study is illustrated by the dearth of studies on the impact of SEO on businesses. The research procedure is made more challenging by the fact that only domain owners have access to the SEO data. The goal of this study is to evaluate the importance of SEO and its effects on business performance. If SEO doesn't increase sales, why should anyone pay SEO specialists?

The task of search engine optimization (SEO) website optimization is not simple because it calls for a sizable financial commitment and the cooperation of many different professional fields, including SEO specialists, developers, UX/UI designers, marketing specialists, etc. Many of the aforementioned problems can be resolved, as well as their ongoing maintenance over the course of months and years, by combining on-page and off-page SEO strategies.

One of the technological business advancements that we constantly deal with is the internet and its subsets. One of its main subsets, the world wide web (or simply web), is made up of websites and applications that can be accessed through a web browser, used with unified resource locators (URLs), and connected by hyperlinks. It would be challenging to makeover through the vastness of the World Wide Web without a search engine, which is essentially a software program for conducting internet searches.

We start SEO, or search engine optimization, at this point because the amount of data that the search engine processes makes it difficult to find anything without proper classification and optimization. The science and art of changing a website's elements for the best possible search engine ranking is known as SEO.

## LITERATURE REVIEW

### **This study focuses mostly on International Burch University, Bosnia and**

The authors found that in addition to increasing the rankings on SERPs, SMEs saw an increase in number of visitors to the site, the average time duration of users visiting the site, more user engagement and an increase of annual sales revenue.

Competition is one of the most difficult challenges for SEO because the number of websites competing for similar keywords and search queries is increasing. This makes ranking high in search results and attracting targeted traffic to your website difficult.

To differentiate yourself from your competition, you should focus on creating unique and valuable content that provides value to your target audience. You must prioritize building relationships with other websites and influencers in your industry to earn high-quality backlinks and boost your website's authority.

Small businesses often face the challenge of having limited budgets when it comes to search engine optimization (SEO). SEO is a crucial aspect of any online business as it helps to improve visibility, increase traffic, and ultimately generate more revenue. However, with a limited budget, businesses face challenges in various ways and that can stop them to achieve the desired results. Here we'll find out the various SEO challenges faced by small businesses due to limited budgets and provide practical solutions to overcome them.

, and addresses SEO's critical and direct effect

on company success. Stella Tomasi and Xiaolin Li (2015) provided the first study on SEO's impact on SMEs in their paper Influences

of Search Engine Optimization on Performance of SMEs

## OBJECTIVE

- The objective is to empirically investigate whether SEO efforts positively influence SMEs' performance metrics.
- This objective aims to determine whether there is a measurable effect of SEO efforts on various performance metrics within the context of small and medium-sized enterprises.

- Specifically, we aim to investigate whether effective SEO practices positively influence various key performance indicators (KPIs) within the SME context.

## RESEARCH AND METHODOLOGY

It takes a long time and is challenging to sort through billions of pages. Website visibility will affect a company's ability to attract customers online. Every search engine operates differently. Based on the relevance of the keywords, search engines index web pages.

SERPs display indexed pages related to the user's search. Adopting this strategy could improve a business's ability to attract customers online.

The search engine and business performance of Google are covered in this essay. To test SEO techniques, it draws on the author's own experience designing and constructing a real website. The effectiveness of SEO on Google search engine rankings will be evaluated and discussed using a solid keyword strategy, methodology, and specific SEO tactics. How does SEO implementation affect business performance? is the main research question posed in the paper. The data may indicate that SEO can improve business performance. All results will be compared to historical data (website visits, average engagement time, keywords, etc.) by the company. The following is the proposition that we would have to defend: SEO has a positive impact on International Burch University's business performance.

When conducting research on the effects of search engine optimization (SEO) on small and medium-sized enterprises (SMEs) performance, it's crucial to establish a clear research methodology. Here's a structured approach you might consider

## DATA COLLECTION

Raw Google Analytics data will also be used in data analysis. Google Analytics: Why? According to Plaza, Google Analytics monitors time-series data. It is used because Google offers a free, straightforward application to track website traffic. Data is gathered by this tracking program, which is separate from the website, by embedding HTML code onto each page. How users find and interact with a website is disclosed to website owners by Google Analytics. The selection of the data will follow the analytics schedule. Since qualitative findings may be used to interpret or explain quantitative findings in a largely quantitative analysis, both qualitative and quantitative methodologies can be used to collect Secondary data.

We will have access to data visualization and monitoring tools with the help of Google Analytics. These instruments include dashboards, scorecards, and motion charts that show how data changes over time; We will combine data manipulation, filtering, and funnel analysis with predictive analytics, intelligence, and anomaly detection, as well as segmentation for the investigation of customized reports for advertising, audience behavior, acquisition, and conversion subsets such as conversions.

Suability was the tool we used for the in-depth analysis of SEO because it evaluates the entire website by crawling all of the related pages. Seobility crawlers continuously inspect and evaluate each project to ensure a thorough and ongoing examination of the website. This enables the crawlers to monitor the website's optimization efforts.

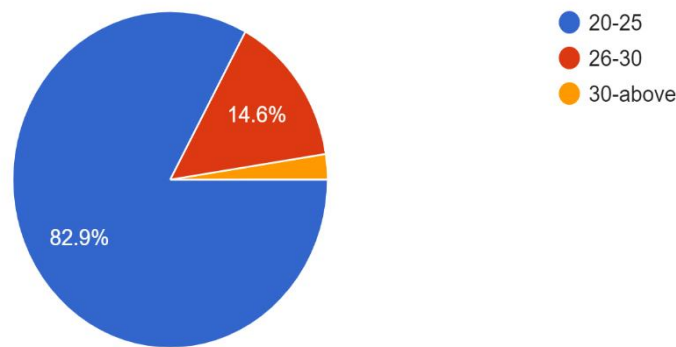
The crucial thing to keep in mind is that the data collected is exclusive to this study and is only available once it has been published. Before they are "imposed," it is crucial to know what inquiries to make and what topics to cover. Following the provision of all necessary data, SEO analysis procedures can be carried out. As a result of reviewing earlier studies on the same subject, it is critical to pinpoint the gaps in the literature. The study may also highlight the idea of enhancing business performance in terms of SEO through the gathering of information

**DATA INTERPRETATION AND ANALYSIS****WHAT NUMBER OF USER IN AGE Waise SEO.**

1.

Age

41 responses

**Age of SEO users****INTERPRETATION:**

The majority of the responses, 82.9%, fall into the age range of 20 to 25. This suggests that a large proportion of the respondents are likely to be in their early twenties.

The second largest group of responses, at 14.6%, falls into the age range of 26 to 30. This suggests that a smaller proportion of the respondents are likely to be in their late twenties.

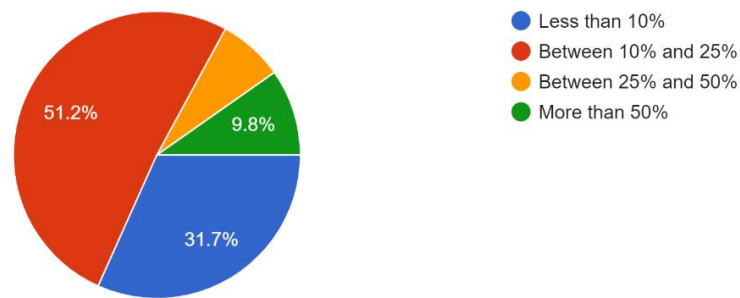
Finally, the remaining 2.5% of responses are from those aged 30 and above. This group is the smallest proportion of respondents and suggests that relatively few respondents are aged 30 or older.

Overall, the data respondents are predominantly in their early to mid-twenties, with a smaller proportion being in their late twenties and relatively few being aged 30 or above.

**. HOW MUCH OF YOUR MARKETING BUDGET IS ALLOCATED TO SEO**

If yes , how much of your marketing budget is allocated to SEO?

41 responses

**INTERPRETATION:**

The largest group of responses, at 51.2%, indicate that the respondents allocate between 10% and 25% of their marketing budget to SEO. This suggests that a significant proportion of respondents recognize the importance of SEO and are investing a reasonable amount of resources into it.

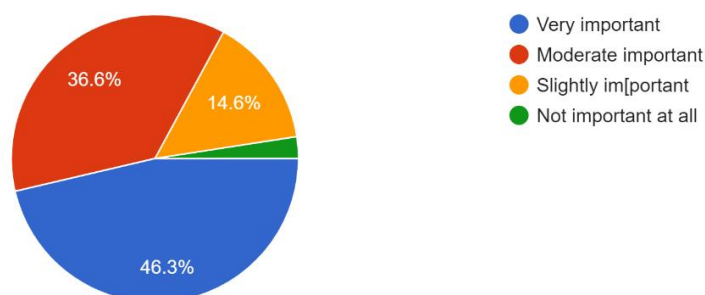
Another 31.7% of respondents indicated that they allocate less than 10% of their marketing budget to SEO, suggesting that there is still a significant proportion of respondents who may not be investing sufficient resources into SEO.

Only a small percentage of respondents, at 7.3%, indicated that they allocate between 25% and 50% of their marketing budget to SEO, while 9.8% indicated that they allocate more than 50%. This suggests that while some respondents may be investing a significant proportion of their resources into SEO, this is still a relatively small proportion of the overall sample.

**OVERALL SEO PERFORMANCE.**

Overall, how important do you think SEO is for SME performance?

41 responses

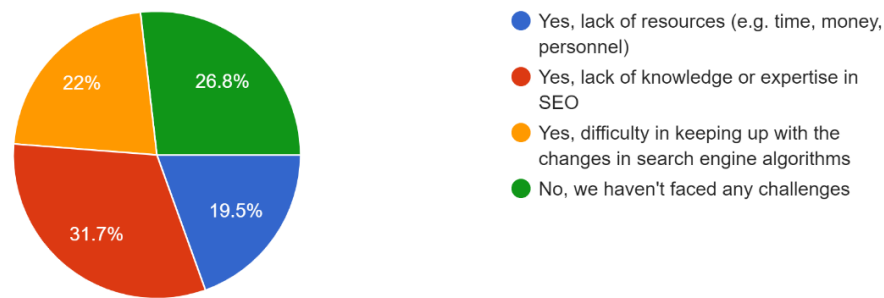
**INTERPRETATION:**

Based on the given data, out of 41 respondents who were asked about the importance of SEO for SME performance, 46.3% of them said that SEO is very important, while 36.6% of respondents said that it is moderately important. A small percentage of respondents (14.6%) believe that SEO is slightly important, while only 2.4% of respondents think that SEO is not important at all. This indicates that the majority of respondents understand the importance of SEO in the performance of SMEs and consider it a valuable marketing strategy.

## CHALLENGE OF SEO

Have you faced any challenges in implementing SEO for your SME? If yes, what were they?

41 responses



### INTERPRETATION:

Based on the data, we can interpret that a significant number of respondents (31.7%) faced challenges in implementing SEO due to a lack of knowledge or expertise in SEO. This suggests that many SMEs may not have in-house SEO experts or may not have the resources to hire outside SEO professionals. Additionally, 22% of respondents found it difficult to keep up with changes in search engine algorithms, indicating that staying up to date with SEO best practices and trends is a challenge for some SMEs. Another common challenge mentioned by 19.5% of respondents was a lack of resources such as time, money, or personnel, which can hinder the implementation of effective SEO strategies. On the other hand, 26.8% of respondents reported not facing any challenges in implementing SEO, which may suggest that they have the necessary resources, expertise, and knowledge to implement SEO effectively.

### Analysis Data

The results of the implemented SEO tactics and methods are discussed and analyzed in this section, along with data correlation analysis with other related scientific papers. This website was chosen to act as the test site for the implementation of specific SEO techniques, which were then tracked using Google Analytics. As a tool for data collection and analysis, Google Analytics is used in this process to collect, monitor, and analyze data. It is a service that Google offers.

We will evaluate both the effectiveness of the SEO strategies used on this website, as well as the key performance indicators (KPIs), in the sections that follow.

When analyzing data on the effects of search engine optimization (SEO) on small and medium-sized enterprises (SMEs) performance, it's essential to employ appropriate methods to derive meaningful insights. Here's a structured approach for analyzing the data:

#### Data Preparation:

Cleanse and preprocess the data to ensure accuracy and consistency. This may involve removing outliers, handling missing values, and standardizing variables.

Organize the data into a format suitable for analysis, such as a spreadsheet or statistical software dataset.

#### Descriptive Analysis:

Begin by conducting descriptive statistics to summarize the characteristics of the data. This may include calculating measures such as mean, median, standard deviation, and range for numerical variables, as well as frequency distributions for categorical variables.



Visualize the data using charts, graphs, and tables to identify patterns and trends. Common visualization techniques include histograms, box plots, bar charts,.

### FINDING

- The results of the implemented SEO tactics and methods are discussed and analyzed in this section, along with data correlation analysis with other related scientific papers. This website was chosen to act as the test site for the implementation of specific SEO techniques, which were then tracked using Google Analytics.
- To gauge how well SEO was carried out, the total number of website visits can be calculated. Since it shows whether or not the optimized website is being found on the internet, we decide to use the number of visits as a statistic (to monitor and measure)..
- The number of visitors to the company's website is impacted by IBU's use of SEO. A rise in website traffic must be achieved through an expansion of a company's website's exposure. Small and medium-sized businesses can target particular clients by using SEO techniques. Even.
- A company's website is rated higher using SEO strategies, making it more visible to Internet users. A better ranking on the search engine results page is useless, though, if the visitor leaves the website before learning more about the products or services.

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