

International Conference On DIGITAL MARKETING — A GLOBAL PERSPECTIVE



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DIGITAL MARKETING – A GLOBAL PERSPECTIVE

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Fatima College**

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ROLE OF SEARCH ENGINE OPTIMIZATION (SEO) IN DIGITAL MARKETING

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Introduction

Digital Marketing is a piece of a Digital Economy. India is a quick moving country towards the digital economy and this development has been quickened with the demonetization of the Indian Currency in the last quarter of the year 2016. With it, different government digital payment promotion schemes have been propelled. The digital market requires digital promotion and marketing strategies. The telecom segment likewise assuming an imperative part of the digital marketing development. Late dispatch of dependence telecom Jio with the free and boundless web offices has played a progressive role. The other noticeable organizations like Airtel, Idea, Vodafone, and BSNL are additionally offering appealing web designs. Indian banks are additionally giving more client amicable and secure money transaction services. The Presently Indian shopper is investing more energy in online networking and web surfing. In this manner, the permeability of any item is more through the digital medium than conventional marketing strategies. Digital marketing systems incorporate Content Marketing, AdWords, SEO, Social Media, Email Marketing and Website Design. The key players part players and framework suppliers in Digitization of an Economy are government, managing an accounting framework, Shopping Portal in India, Internet Service Providers and Software Service Providers. The search engine optimization plays vital role in digital marketing. This article focus on the role of SEO in digital Marketing.

Search Engine Optimisation (SEO)

The **Search Engine Optimisation (SEO)** involves developing a website that is easy to categorise and find. SEO is a fundamental aspect of digital marketing strategies. This is an integrated approach to drives customers to business through a web portal. There are more than 13 billion online searches every month. With businesses becoming global and going online, the Yellow Pages and Telemarketers have become archaic search methods. If we take a small segment of that 13 billion to your business, it means a considerable amount of people are looking for exactly what you offer. In order to achieve this, it is important to have a higher ranking in the search engines or SERP (search engine result page) and then retaining that position. The PPC (pay per click) activities should also be very good. Only then you will have a qualified traffic for your online business. SEO gives opportunities of substantial levels of free advertising; it would make your website rank primarily in the initial pages of SERP, and provide reasonably good ROI.

How it Works

Search Engines are typically the softwares that crawl web-page content. Unlike humans, they are text driven. They perform a particular set of activities such as scanning, crawling, storing indexes, and recovering. The search engines make use of algorithms that are complex and based on different factors including the following: