



**T.C. İSTANBUL TİCARET
ÜNİVERSİTESİ**

İSTANBUL TİCARET UNIVERSITY

SOCIAL SCIENCE INSTITUTE

DEPARTMENT OF MARKETING MANAGEMENT

MASTER THESIS

“A Qualitative Analysis on the Importance of Digital Marketing”

Muhammad Iqbal Jafri

Istanbul, 2022



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ABSTRACT

Researchers have been investigating electronic advertisements to measure their impact on consumers and their overall significance. This study identifies and investigates the significance of electronic advertising in a variety of dimensions. It also analyses several elements of electronic advertising in the large literature and investigates the impact on customer buying. Consumer buying intention has been a key component in this field of study. This study also investigates a critical variable, namely advertisement appeal, and its dimensions. The study shows how advertisement appeal has a moderating effect on the impact of electronic advertising on consumer buying behavior. The study was done with individuals from Pakistan in mind, with a focus on judger findings highlighting that, while advertisement attractiveness has a favorable relationship with electronic advertising, it does not always result in increased sales for the business.

Keywords: *Digital marketing, Social media marketing, Search engine optimization, Website promotion, Content Marketing, Advertisements.*

OZET

Arařtırmacılar, elektronik reklamların tüketiciler üzerindeki etkilerini ve genel önemini ölçmek için çeřitli çalışmalar yapmaktadırlar. Bu çalışma ile elektronik reklamcılığın öneminin çeřitli boyutlarda tanımlanması ve araştırılması hedeflenmiştir. Çalışmada elektronik reklamcılığın literatürdeki anlatımına yer verilerek elektronik reklamcılık unsurlarından bahsedilmiştir. Çalışmanın analiz sürecinde, elektronik reklamcılığın müşterinin satın alma süreci üzerindeki etkisini araştırılmaya çalışılmıştır. Tüketicinin satın alma niyeti, bu çalışmanın önemli bir bileşenini oluşturmaktadır. Bu çalışma aynı zamanda kritik bir değıřken olan reklam çekiciliğini ve boyutlarını da incelemektedir. Çalışma, reklam çekiciliğinin elektronik reklamcılığın tüketici satın alma davranışı üzerindeki etkisi üzerinde nasıl düzenleyici bir etkiye sahip olduğunu göstermektedir. Çalışmanın örneklem alanında, web sitelerine odaklanarak Pakistanlı bireyler esas alınmıştır. Çalışmanın bulguları, reklam çekiciliğinin elektronik reklamcılıkla olumlu bir ilişkisi olmasına rağmen, her zaman iş için artan satışlarla sonuçlanmadığını vurgulamaktadır.

***Anahtar Kelimeler:** Dijital pazarlama, Sosyal medya pazarlaması, Arama motoru optimizasyonu, Web sitesi tanıtımı, İçerik Pazarlaması, Reklamlar.*

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This would not have been possible without
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ABBREVIATIONS LIST

Digital Marketing (DM)

Search Engine Optimization (SEO)

Google My Business (GM)

Social Media (SM)

Advertisement (ads)

Electronic (e)

Pakistani Currency (pkr)

Search Engine Optimization Pages (SERP)

CHAPTER 1

INTRODUCTION

With each passing day more and more companies want to enter the digital world to gain maximum possible visibility in their current markets and also to reach new markets. Nowadays, even small businesses have an internet presence. TV and social media advertising are the most successful means for communicating. Publicity is useful in creating customer awareness and perception. The aim of advertising is not only to persuade consumers to buy but also to repeatedly repurchase the goods. The human brain has a limited capacity to handle helpful and attractive information and consumers tend to digest it. Advertisers are attracted and retained by several forms of calls and demonstrations. Television advertising is one of the most efficient means of communication.

T.V has taken on considerable relevance in promotion as it mixes visual and oral communication. It can therefore be asserted with certainty, that the extent of that commodity's market determines distinct ads of the product and service on T.V. So, so customer attitude has shifted from the traditional perspective. This is because they have partially entered the digital era. The era in which firms and businesses have to stay up-to-date even in terms of marketing to beat the competitors and gain a competitive edge as well as customer attention. E-marketing has become and is still in process of becoming the most essential kind of equipment to promote any offerings and to stay in the loop with the firm's potential clients (Cangas Muxica & Guzman Pinto, 2010; Alford & Page, 2015). Any future consumer who buys a certain product or service is the most important piece in the publicity message described. The opinion of a brand depends on the information they most likely seek for a particular product through advertising.

Advertising stimulates the consumer and reacts by purchasing or failing to buy the product. An advertising appeal is the most vital component of any advertisement. It can be defined as 'the basis or strategy utilized in a publicity message to draw consumers' attention to the product, service or cause,' and/or its emotion. The essential notion behind publicity or the fundamental reason why an audience is called

upon is that the ad addresses the wants of the crowd.

1.1 Research Questions:

- What is the relationship between website promotions on the internet using SEO?
- What is the relationship between website promotions on the internet using Digital Marketing (DM)?

1.2 Research Objectives:

- To analyze the relationship between website promotion and the internet using SEO
- To analyze the relationship between website promotion on the internet using digital marketing.

CHAPTER 2

LITERATURE REVIEW

Internet is used all over the world for accessing different sorts of business which are mostly displayed in the form of websites. Access to the internet is widely spread in all societies in these modern years despite the geographical region or country. The Internet has a search engine that is used for searching for different queries as per the user's requirements. The use of the internet is increasing since the day it has been invented. There are millions of computers that are connected through the internet in this world. The basic aspect of the internet is to ease the ways of communication and sharing information. Recent research has focused on the impact of and need for effective utilization of social media to increase business profit (Siamagka, Christodoulides, Michaelidou, & Valvi, 2015; Zolkepli & Kamarulzaman, 2015).

Internet works on Search Engines like Google. The search engine contains websites of brands for promoting business, selling and buying, and for their brand awareness as well. Websites are uploaded to the search engine and Search Engine Optimization (SEO) is a tool for the promotion of the website. SEO consists of three types and depends upon many factors that have to be fulfilled for the website promotion. SEO helps the website to rank in the Search Engine Result Page (SERP). SEO is the unpaid way of getting traffic and visitors to the website and Digital Marketing (DM) is the paid way of getting visitors to the website by using advertisements on social media platforms and google as well.

2.1 Concepts and definitions

2.1.1 Website:

The Internet has evolved our lives a lot in this modern era of technology and innovation. A website is a major way for promoting any business on the internet. A very well-developed website for any business shows the importance and assurance of that website for promotion on the internet (Technologies, 2018). Many such factors are directly associated with the success of a website on the Internet for the promotion of any business (Liu & P. Arnett, 2000). Promoting a business on the Internet through a website is one of the best methods for increasing business

digitally in this era of marketing. Websites on the Internet value the services to the customers and improve loyalty on the Internet as well (van Riel & Liljander, 2001).

The quality of the Website is a key factor in its promotion on the Internet. It is always important to create a well-developed and well-designed website for the business to attain the value of the customers and attain the best quality of the services (Q, MH, & NA, 2003). The website must be according to the needs of the search engine and requires the best quality to attain the customers and its promotion as well. The design of the website must be very creative and better for consumers' attraction and understanding of their needs according to the business (J. Barnes & Vidgen, 2003). It is stated that the quality of services which are provided by the website is a very important strategy for the succession of business through the website (A. Zeithaml, Parsu Parasuraman, & Malhotra, 2002). Websites are used for doing business online over the Internet for the last few years. Website is a very important factor for digital marketing and strategy as well (Sherman, 2019).

Google is a search engine for websites that are used almost for all website promotion on the internet. Search Engine Optimization (SEO) plays a very important role in promoting a website on the Internet. The popularity and growth of the internet and its usage has their challenges. The World Wide Web has opened up a gateway to data control and access. It lets the users share their personal information and details through social media platforms or other such web pages. Businesses can easily find potential consumer markets through the internet. It depends upon their digital marketing skills.

2.1.2 Digital Marketing (DM):

Digital Marketing (DM) is defined as projecting conventional marketing and its tools on the Internet for the promotion of business online (Machado & Davim, 2016). Digital Marketing (DM) is the way of website promotion on the internet in a paid way on all the social media platforms. Digital Marketing (DM) is different from traditional marketing, it is the method of promoting any website, brand, or service by using online channels and creating campaigns for monitoring purposes. Marketing is all about satisfying wants by studying market needs (Svensson & Janson, 2008). Digital Marketing (DM) is the process of building strong long-term relations and communication. The ambition of marketing is to create a strong relationship and

value the product and service (Armstrong, 2014). Marketing also changed to focus on product services and how to give value to the customer (Magnusson & Forssblad, 2009).

It is stated that marketing can have a positive impact on the market firm's value and revenue (Joshi & Hanssens, 2010). Digital Marketing (DM) is the new era of marketing after traditional marketing, which is done online on the Internet. Digital Marketing (DM) is the marketing strategy that is under development and also used in the industry nowadays (Stansfield, 2004). The Internet is providing a change in the competitive environment for all marketers (Sultan & Rohm, 2004). In digital marketing, all the objectives of marketing all fulfilled by using digital technologies. Marketing objectives are achieved with the help of the Internet on all social media channels and digital tools (Stansfield, 2004).

Digital Marketing (DM) is also playing a lead role with the SEO for the promotion of any website on the Internet the only difference is SEO is the organic way of getting results and Digital Marketing (DM) is the way of getting traffic in a paid way. It is observed that technology plays a very main role in improving the quality of services of business units (Sankar Mahapatra & Sadique Khan, 2007). Digital marketing is not only limited to internet marketing. It includes channels such as mobile phones, social media, display advertising, SEO, SEM, and many other such platforms or channels of digital marketing. Michael Porter (2001) mentioned this, years earlier in his article on “Strategy and the internet”, during the passing years sophistication and the number of e-marketing tactics have grown aggressively and dramatically. These tactics, techniques, and tools now fall under digital marketing.

2.1.2.1 Importance of Digital marketing:

Digital marketing enhances traditional marketing functions by using the internet and information technology. Mayfield (2008) identified the characteristics of social media as:

Factors of Digital Marketing

Figure 1

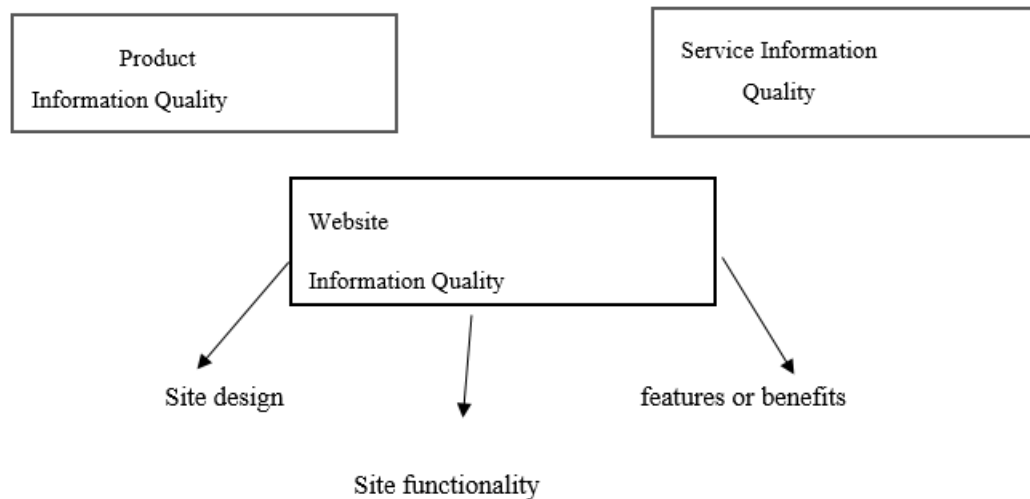
Characteristics of DM (Mayfield, 2018)
Participation and engagement
Openness
Conversation
Community
Connectedness

Social media encourages participation, engagement, contributions, and feedback from all interested stakeholders. This blurs the boundary line between the media and the audience. Most social media firms are open to receiving participation and suggestions. The traditional media usually is more vocal about broadcast communication but social media is more open communication. That is why it's a 2-way communication conversation method, even more transparent. Social media promotes community formation and engagement. Communities share common or similar interests like photography, political issues, etc. Social media develops a sense of connectedness as if the other person is right next to you, a product is one click away or customer service is one call away, etc.

If the model is implemented properly by the brand, the brand will experience extraordinary results. It will increase and improve customer loyalty, which is a strong commitment from the consumers to re-purchase and re-subscribe preferred goods and services constantly (Oliver & Richard, 1997). In the digital marketing era, information is said to be valuable if the cost is less than the benefits. So, the quality of information is a strong identifier of customer satisfaction. The below-mentioned information should be considered and understood by digital marketers:

Figure 2

Factors of website



Source: Park and Kim (2003)

Product information quality should be good enough and it should give accurate, precise, and useful data because it affects the e-reliability. It is said (Lewis, 1999) that if a website is loaded with valuable information for consumers. This will help gain consumers' trust. **The website** is a firm's digital representation. Indrajit and Richardus (2002), said that physical products are reduced to an e-products collection of information that is accessible to everyone in the world. The quality of a website can influence the e-consumers directly (Park & Kim, 2003). The appearance of the website matters a lot. It has to be professional enough to develop a sense of comfort and satisfaction for the consumers. This will improve consumer confidence and their intentions to make e-purchases from the website (Chan wa, 2010). The website has 3 important aspects. The first one is **site design**, design characteristics strongly influence the e-purchasing decisions of consumers (Shergill & Chen, 2005).

The second one is **site functionality**, the different facilities, and conveniences available for consumers to make it easier for them also affect online purchase decisions. The last one is **features/benefits**, benefit vs cost means the benefits that consumers can feel directly after accessing the website. That is why website information should be accurate. **Service information**






quality is related to information regarding services of e-business. Information related to service quality is such as ordering information, delivery information, and promotions/discounts.

2.1.2.2 Power of Digitalization:

The Internet is the most powerful of the tools in the upcoming era. It is proven with the examples given below of the most successful businesses. These mentioned companies realized the significance of the World Wide Web long before anyone else. Thus, now they have become market leaders. They took the first-mover advantage and no one knew back then how essential it would become for them. There are a lot of famous examples of digitalization. In figure 1.3 all the world's best and billionaire businesses are developed and created digitally.

Examples of digitalization

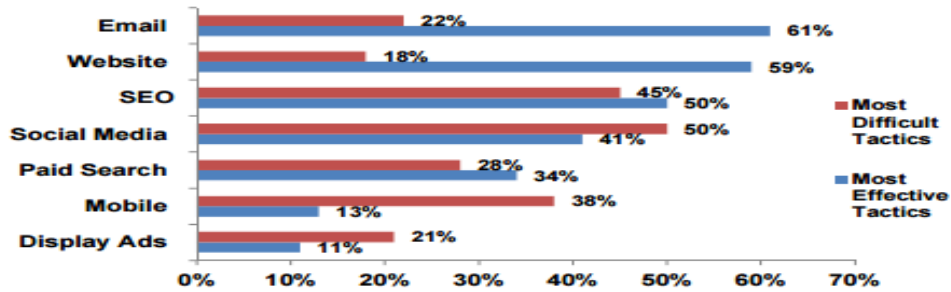
Figure 3

The world's biggest bank, with no actual Cash – Bitcoins.	
The world's largest Taxi Company, owns no vehicles – UBER	
The world's most popular Media owner creates no content - Facebook	
The world's most valuable retailer, with no inventory – amazon, Alibab.com	
The world's largest accommodation provider, owns no real estate – airbnb, booking.com	

According to figure 3, a survey was conducted by Ascend2 (2016) with some fellow researchers of around 275 marketing professionals, and figure 3 shows that email and website marketing is the most effective and easy-to-execute tactics of digital marketing. Businesses have prospered and gained the attention of targeted customers through these platforms for years. But with each day passing new technologies are introduced and businesses have been lucky since then.

Most Preferred Digital Marketing Approach

Figure 4

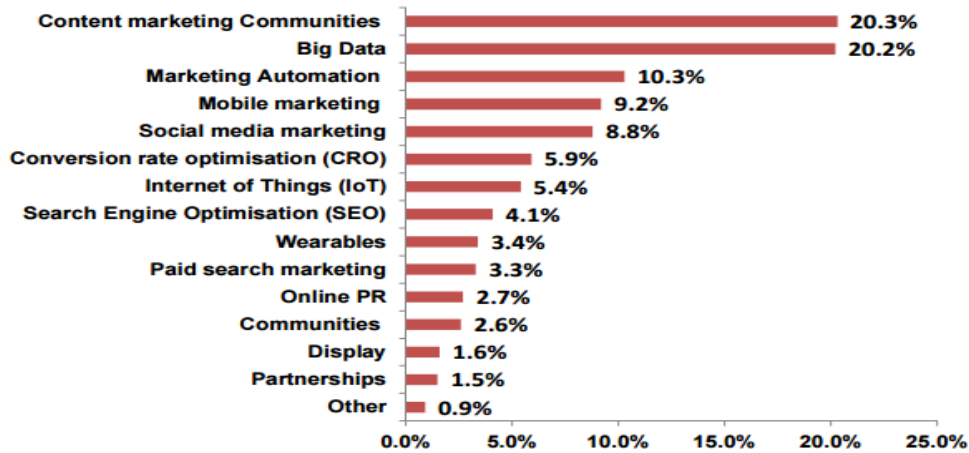


(Source: *MarketingCharts.com, Ascend2 and its research partners, 2016*)

Figure 4 is an illustration of the commercial impact of digital marketing through a survey showing that businesses profit most from content marketing and big data which is as high as 20%. While social media and mobile marketing have a range of 9-10%. SEO lags as low as 4%. This data shows how digital marketing influences commercial businesses. It has been evident since the development of the internet that digital marketing techniques always play a critical role in the boosting of a business or business website.

Digital marketing Commercial Impact

Figure 5



(Source: <http://www.smartinsights.com>)

2.1.3 Digital Marketing Mix:

There are 4Ps of marketing known as the digital marketing mix.

- **Product:** Yudelson (1999) defined product as, all the advantages that a consumer gains from the exchange over some time. This definition can be applied to digital marketing as well. Furthermore, Von Hippel (2005) and Dominici (2008b) explained digital product as a combination of all the intangible and tangible aspects which are customized (variety/variability) and adopted based on consumer preferences. The Internet has made it more affordable and easier to retrieve e-data, increasing the amount of information and web interactivity. Klein (1998) and Andreini (2006) have stated that the web has been able to evolve experience products into search products.
- **Price:** Yudelson (1999) described the price as time, money, and effort in exchange for acquiring the product. Internet price listing could lead to dangerous price competition according to Allen and Fjermestad (2001).
- **Place:** Yudelson (1999) stated place as every action that has been taken to make the exchange process smooth and efficient. In the digital world physical place that is used for transactions becomes virtual.
- **Promotion:** Promotion can be described as, all the data and information that are transferred to all the parties (Yudelson, 1999). Morris and Ogan (1996), said that the

World Wide Web is different from other communication media platforms. The purpose of e-communication is not only to advertise a product but also to develop a buying relationship and generate a perception of trust in the consumers.

There are 7 most common tactics identified by the independent technology-focused marketing and research firm Ascend2 (n.d). But in this paper researcher is more focused on the impact of digital marketing and SEO on website promotion. So, this paper will discuss SEO, digital marketing, its impact on business promotion digitally, and how it helps in improving and raising profit margins. Following are the 7 most commonly used tactics:

- **Content Marketing:** A marketing approach that focuses on developing and distributing vital, relevant, and constant content or material to attract, retain and sustain the targeted market last but not least, is to improve profitable consumer action (Content Marketing Institute, n.d).
- **Search Engine Optimization:** The intent to rank as high or top as possible by constantly improving the content and digital asset design is search engine optimization. It is a long-term and ongoing constantly improving method (Key,2017).
- **Email Marketing:** The technique that consists of directly approaching potential and existing clients and customers by sharing relevant and related information through email is email marketing.
- **Search and Social ads:** The effort and planning a firm or business makes to place their advertisements on the top search or a search result google page. Such advertisements are linked with specific keywords. The keywords appear along with the search results. If the consumer or potential consumer searches for anything on the internet and uses any of the keywords that link to that firm's keywords attached to the advertisement, the consumer will be taken directly to that ad online or that ad would appear on the top.
- **Data-driven personalization:** This tactic helps in STP of the selected or targeted audience and further with the marketing decisions (what kind of marketing techniques best fits with an audience?). But this information is based on the

preferences, and patterns of the consumer (etc) not their purchase history or past buying behavior.

- **Marketing technology usage:** The set of technological and software tools used by marketers to generate marketing processes, data collection, and analysis. Not only this, but it also provides means and mediums to reach and engage the targeted audience.
- **Social media advertising:** Social media platforms used by social media companies like Facebook, Twitter, Instagram, and LinkedIn (etc) to increase profit margins are usually outsourced or paid by other firms to advertise their offerings.

2.1.4 Search Engine Optimization (SEO):

Search Engine Optimization (SEO) has been defined by Authors in different ways to enhance the importance of this concept in the promotion of a website on the Internet. SEO can be described as the optimization of web pages for search engines so crawlers can view or visit them (ideally). It was further supported by Weideman (2007) who said that SEO is made crawler friendly by altering the web pages and making them visible for e-crawlers to utilize the website properly. Search Engine (SEO) works on different Algorithms to rank websites. Terms used for this are known as Search engine optimization (SEO) which is the optimization of a website on the Search Engine by using different optimization factors. Search Engine Crawls the websites on the Internet to give them a high rank on the Search Engine Result Page (SERP) which is displayed by putting queries by users.

SEO is an approach that is used by companies to increase their rank on the search engines for organic results by listing the keywords which are used in the website (Cheffey et al., 2006). SEO mainly consists of a set of techniques that helps in getting a high rank in SERP and enhancing traffic to the website as well. Practices that are used in SEO result in increasing the number of visitors to the website, attaining more users, and getting an improved ranking of the website on Google SERP, and users will easily choose the website to visit (Vryniotis). Techniques of SEO are based on the existence of the website to different search engines. SEP contains the factors that help in gathering better indexing of a website on one or more than one targeted search engine (Gandour Regolini, 2011).

SEO is defined as a lot of factors that help a website to access a search engine in many components as results in getting the high possibility of viewing to the user when they enter any query on search engine (Zhang & Dimitroff, 2005). The role of SEO is to achieve the highest rank position on the search engines like Google, Bing, MSN, and Yahoo! There are several popular techniques of SEO. They include the following (Nitin *et al.*, 2015):

- Link Exchange
- Directory Submission
- XML. Files
- Tracking of Website'
- Meta tags
- 'W 3c standards for the creation of a business website
- Social Bookmark Submission

As a result of any query which is entered and contains a specific combination of the keywords which are used in the website. The target of SEO is to get an improved ranking on the search engine and appear in higher results against the entered keywords (Gandour & Regolini, 2011). SEO is an approach to getting more traffic to the website by an organic, and it always focuses on the number of visitors to the website rather than focusing on the quality of the search engine (Google, 2010). There has been a lot of work done in the past years related to SEO by researchers. The below table shows different past work related to SEO with the researcher's contribution.

Past research on SEO

Table 1

Reference	Year	Title/Domain/ Problems	Solution/Result/ Contribution
SitiNurkhadijahet <i>etal.</i>	2008	Search engines do not display the relevant results of the user's search.	Proposed the query optimization search system based on a genetic algorithm (GA).
Boris <i>et al.</i>	2010	Search engine marketing is a key factor in generating quality online visitors.	Analyzed approaches and techniques for online promotion of e-business and methods of generating visitors to a website.

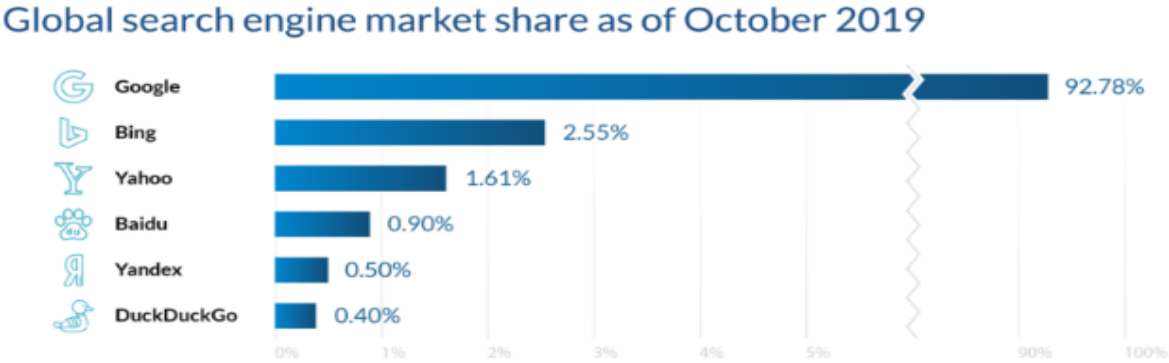
Adam <i>et al.</i>	2010	E-marketing strategy for businesses.	Investigated two techniques for increasing the visibility of an online business to produce more traffic and sales. SEM using SEO and PPC.
Jing Guang <i>et al.</i>	2010	A method of keyword or keyword selection evaluation based on search volume.	Detailed evaluation of keywords method that depends on keyword search volume.
Jing Shi <i>et al.</i>	2010	The research was done on the SEO strategies of the university journal websites.	Was done considering aspects or features of websites including keyword strategy, the structure of the directory, code optimization, links (inbound), and lastly URL (pseudo-static).
Diego <i>et al.</i>	2011	Reengineering of the virtual library of science technology and innovation to access the information.	5 major improvements were made in such areas as Social Media, Accessibility, Information Architecture, SEO, and Usability.
Huanwei	2011	Principles of SEO introduced.	Special features of e-commerce websites were highlighted and a basic strategy was introduced for them.
Songyun	2011	The research was done for SEO for website promotion.	New ideas were introduced for building up a website to develop SEO.
Cen Zhu	2011	Based on reverse engineering, research and analysis were done on SEO factors.	Key influencing factors and features were analyzed related to a web search. It derived the top 5 factors of SEO.
Fuxue Wang <i>et al.</i>	2011	On SEO techniques and outcomes, empirical research was performed.	The impact and effect of SEO strategies on the effectiveness of SEO were analyzed in detail to figure out the best strategy.
Xu <i>et al.</i> White <i>et al.</i>	2012 2013	Organic search was introduced.	Trade-offs between organic search results and sponsored search results.
Jerah <i>et al.</i>	2014	How the clicking behavior is influenced by the “popularity” of different keywords?	The focus shifted to the selection of fewer popular keywords for the sponsored search advertising rather than using new popular words. They are considered “more targetable”.

Agarwal <i>et al.</i>	2015	Links were introduced in searching organic results and the rate of click-through as well.	The Click-through rate is considered to be positively connected with organic search results if a link is found in the organic search for sponsored links. But it was considered negative in the case of conversions.
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SEO is an ever-evolving and upgrading industry and nothing can stop its advancement. Below is the figure of trends and facts compiled by Astrid (2023) in an article on Finance Online. They were as follows:

Global Search Engine Market Share 2019

Figure 6



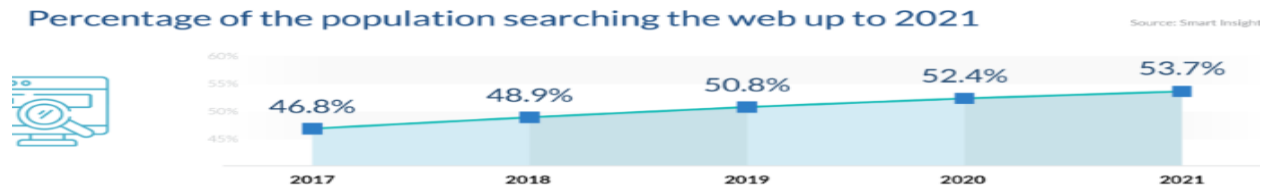
Source: Stat Counter

<https://financesonline.com/seo-trends/>

In figure 6 it is obvious that Google is the most used search engine for everything and everyone. The second most used search engine is Bling which still is lagging way behind Google. Google is advancing because it is introducing the latest updates and newer user-friendly versions of websites and pages. Google has identified itself as a reliable brand. The level of brand awareness it has created in such a short span is shocking. The number of viewers and users increased in vast amounts from 2017-2021 (Astrid, 2023). It means traffic on the internet is increasing day by day and it will continue to increase. The more user, the more profit for the websites and e-businesses.

Percentage of Population Searching web (2017-2021)

Figure 7

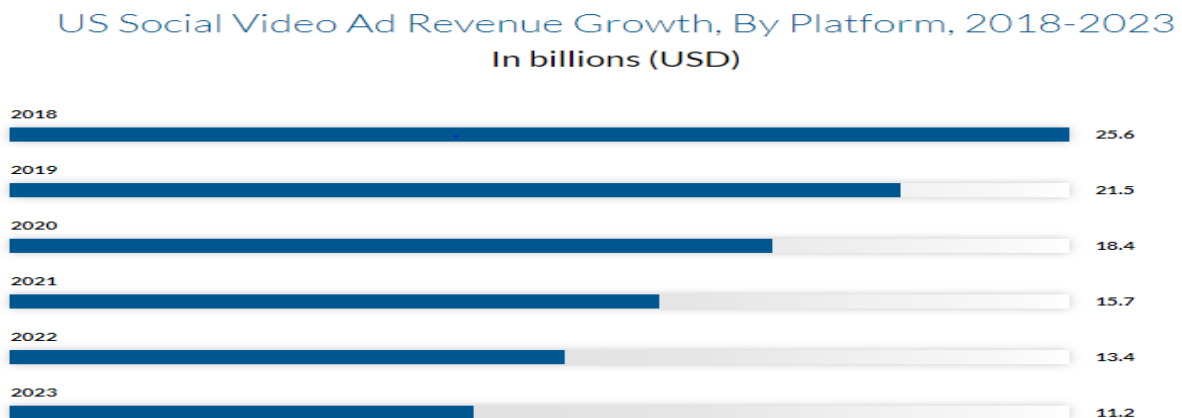


Source: <https://financesonline.com/seo-trends/>

Figure 7 shows the percentage of the population that searched the web in 2017 was 48%, which increased by almost 2 years on average each year. Finally, in 2022, the average percentage of the population became as high as 53.7%. This means with each day passing number of internet users is increasing whether they are teens (newbies) or adults (old-school). Regardless of age, gender, race, occupation, geographic region, or education level everyone is switching to the internet.

Video Ad Revenue Growth (2018-2023)

Figure 8



Source: Business Insider

<https://financesonline.com/seo-trends/>

In figure 8 the numbers show that video marketing has been a really popular and easily adaptable approach, especially in the US region. This type of marketing not only helps firms and companies acquire a greater number of key performance indicators like views, engagements (etc.). But also helps them generate more revenues and profits. Figure 8 was extracted from an

authentic source (Smart Insights): the impact of Video marketing and video ads and how these tools can help generate leads and improve business profits. As of November 2018 (Business Insider), 56% of businesses have Webinars for conferences, 52% of the businesses share demos and 47% have been using video advertisements for giving their true picture and experience of their product or service. Instagram and Facebook are the most selling and lead-generating social media platforms.

2.1.4 Types of SEO:

There are four types of search engine optimizations. The first one is VSR that more focused on search demand. And is limited to specific search engines. The second one is DSR and it only retrieves the list of directories. Even the author cannot confirm if it is a search engine or part of a search engine. The third one is MSR which gives results from multiple search engines. The last one is FTSE which recovers and retrieves information from the internet and then develops a database. This database then extracts data based on the user's query.

Types of SEO

Table 2

Types of SEO	Description
Vertical Search Engine (VSR):	VSR is focused more on the search demand and is limited to specific search engines.
Directory Search Engine (DSR)	It just retrieves the list of directories. The author himself is not sure if it is a search engine or part of any other search engine.
Meta Search Engine (MSR)	It is the search engine that gives search engine results from multiple search engines simultaneously.
Full-Text Search Engine (FTSE)	This search engine recovers data and information from the internet. It then establishes a database and extracts data according to the user's query. It further has 2 parts: <ul style="list-style-type: none"> • 1st one has its independent crawler. • 2nd hires other search engine databases.

In general, the search engine has 4 types. They are categorized based on their functionality and features.

2.1.5 Flavors of SEO:

There are several techniques of SEO that are called “Flavors of SEO”. They are divided into three groups (Ayush J., 2013):

2.1.5.1 White Hat SEO:

To properly optimize website marketers, need to use the White Hat technique. It is supported by almost all search engines including Google. If a website is updated regularly and unique content is used, this technique will help naturally achieve better results. The website should have improved links from relevant websites and blogs. This means that marketers would not mislead and provide accurate information.

2.1.5.2 Grey Hat SEO:

This kind of technique is usually off the table. It is not allowed because digital marketer uses some irrelevant methods to optimize their website and web page. In other words, if marketer purchases or even exchanges links from other websites to improve the ranking of its website. It is not supported and accepted by search engines. It cannot produce long-term fruitful results.

2.1.5.3 Black Hat SEO:

This technique is considered to be the most dangerous technique if a marketer needs long-term results. It is because, in this method, the optimizer is making irrelevant links with several niche websites and does spam. This will be detected by the crawler and it is labeled as a spam website.

It is very difficult to compute SEO factors because the search engine didn't reveal its particular SEO factors for determining the ranking of any website (Moreno & Martinez, 2013). Factors of SEO usually consist of two groups (Khraim, 2015). The first group is termed the on-page SEO factors which include the factors which are directly related to the pages of the website which are optimized such as the content used for the website against the specific set of keywords. The second group of SEOs is known as the off-page factors which include the information related to the website that is collected from the other websites in the form of backlinks.

2.1.5.4 On-Page SEO:

On-Page SEO is a very important factor that helps in getting a post comes to the top page of the search engine. To rank on the first page of a search engine it is required to use wisely all strategies of on-page SEO on each blog post or website and will achieve the best outcomes its on-page SEO includes all modules which are connected directly to the website (IJSRD, 2019). On-page SEO is the process of working on website pages to optimize them by using keywords in content, in the headings of the page for getting better results on Google SERP. On-page SEO is also called on-site SEO as it is the method of individual optimization of pages to attain a high rank in a search engine to get more traffic to the website (Hardwick, 2020).

On-page SEO requires comprehensive knowledge for the reason that it includes many characteristics that are required for getting better results on the search engine for the promotion of a website. There are a few things which are required for one time during the creation of the website like design etc., whereas On-page SEO is required for the website promotion because it is an ongoing process and on-page is required even after the top ranking since it is a continuing process (Boskova & Pavlik, 2020).

On-page SEO covers all the techniques which help the search engine to rank a website by better understanding the content (Varagouli, 2020). On-Page SEO is the process consisting of factors that are done on the website for getting better results in the promotion of a website and making a website user-friendly. This type of SEO involves techniques that digital marketers can implement directly on their websites. It includes the use of HTML tags and even keywords. Digital marketer has complete control over On-Page SEO and it depends on the person's skills and knowledge.

According to the Search Engine Land's Guide to SEO (2013) and Google Search Engine Optimization Starter Guide (2014) of the main SEO companies, which was further supported by Bing Webmaster Guidelines, several important factors should contain the keywords. They are (Zhang *et al.*, 20011);

- Title Tags
- Description Tag of Meta Data
- Heading Tags (H1, H2, and H3)

- URL's
- Internal linking
- Density of Keywords
- ALT Tags
- Content of Page
- Site-map

E-marketers can easily influence how their websites are viewed by using accurate titles and Meta tags. They can also use keywords in the URL. HTML title tags are shown as a link mostly with a large-sized font. It is usually the first thing viewed by search engine users. Under the "title", a short description of the page is given. This kind of description is taken out from the "metadata". If a page is without a description, then the data is extracted from the main page ("body" tag).

The URL of the landing page is also shown by Search Engine Result Pages (SERP). If the website has accurate keywords, it shows the website on a higher rank on SERP. To make words more visible, search engines opt to bold the keywords used. It not only makes them more visible but also creates more CTR. It is no doubt clear that digital marketers should use the right keywords, and optimize the content and Meta data of the website. Research of keywords can be performed by using several tools already offered in the market. Google as a part of Google AdWords advertisement is offering a "Keyword Planner". Keyword research focuses solely on three aspects: (a) selection of right keywords, (b) low competition, and (c) high search volume.

Along with the advantages of On-Page SEO, there are several negative aspects too. These negative aspects can cause severe damage to a website and its rankings because they can be the source of penalty, dropping of rank, and even dropping out of that search engine index (Goran M., 2015). Overuse of keywords can also leave a negative influence, which is called "keyword sniffing" which causes raise in keyword density. A page with too many advertisements is also a negative thing. The usage of a lot of hidden text also causes a lot of negative effects on the website. Search Engines try to detect these factors to determine the quality of pages.

2.1.5.5 Off-Page SEO:

Off-Page SEO is the process of getting links for the promotion of a website from other sources on the search engine and Google was the first search engine that gives the opportunity of hyperlinking the website from the World Wide Web. Off-Page SEO is the actions that are taken outside of the website to get better results on Google SERP (MOz, n.d.). Google considers many factors for the ranking of a website and creating links is also one of the factors that is why it is important to links from other sources (Hardwick, 2020). It is a process of sharing a link to your website on all social media channels and news tellers and many other sources for links for the website. Off-Page SEO is the set of techniques that are done off of a website to increase ranking on search engines by many factors like increasing shares on social media, backlinks to the website, and increasing engagements of the website (Backlinko, 2020).

Any website on the internet which have very high quality and useful well means that a particular website gets backlinks from other websites and has strong sharing on social media and between groups of different users (CHRIS). For Off-Page SEO it is a factor which is known as PageRank and it indicates the quality of backlinks to the website for its promotion on search engines (Brin & Page). There are also many other features of Off-Page SEO that are kept in mind during the promotion of a website on the internet. Link building is most often used on Off-Page but there are far more factors that are also used for getting the best advantage in a competition (Varagouli, 2020). Some website optimizers think that they can get a better result without off-page SEO, but for ranking on the search engine, website visibility is very important (rank watch).

2.1.6 Advantages of SEO:

In the table given below are the main advantages of SEO. SEO is a really useful tactic of the present era. There are a lot of search engines available in the market but the most used and preferred one is Google. One can say loved by all. Both On-Page and Off-Page SEO tactics are good for improved results.

Advantages of SEO

Table 3

Advantages	Description
Popularity	This technique helps in increasing the favorability of a website or web page.
E-Marketing and Promotion	It is the most cost-effective technique for the promotion of a business or a business's website.
Increased Visibility	Optimized websites have more visibility in the search engine and hence, the users will view them more.
High Return of Investment (ROI)	A carefully planned and efficiently executed SEO campaign can increase the volume of sales, thus, increasing overall ROI.
Targeted Traffic	The right keywords can bring relevant users and leads to a website.

2.2 Gap Analysis:

The previous studies suggested that a similar model needs to receive an additional evaluation to increase generalizability because it employed limits. The last study had limitations in collecting data due to COVID restrictions. The researcher was unable to collect data through face-to-face interviews. The focus of the study was a group. The researcher's sample population was digital marketing firms and the sample size was 105 respondents. Apart from all the above researcher mentioned he faced issues in even collecting data via the internet. The researcher believes that this model needs further understanding and analysis through tools other than quantitative analysis tools. Furthermore, the study was limited to the researcher's country. The sample size of the previous study was 105. The researcher mentioned the same model or with different variables, this study could be performed in different countries and industries and with different economic conditions (Dwivedi & Nath, 2020).

CHAPTER 3

RESEARCH METHODOLOGY

In the first chapter secondary data is used and data is collected through journals, articles websites, and online libraries. While in this chapter primary data collection technique is used for the collection of information. An in-depth interview technique is used. This helped extract maximum relevant data from the respondents.

3.1 Limitation:

This study only covered a limited quality sample of 10 successful digital marketer's majority of whom are running their businesses. The sampling technique used is convenient sampling. This study can be performed on the world top class digital marketers or marketing firms. The structured interview-based survey technique is used for data collection. The data collected for this study is longitudinal and can be performed in a cross-sectional way. The study is qualitative which means no quantitative data analysis technique is used. This study was limited to the geographic region of Pakistan.

3.2 Problem statement:

The strength of the World Wide Web and digital marketing or social media will increase in the upcoming few years and that will be very important for every business and organization (Giedd and Chief, 2012). Everything is becoming digital even the currency nowadays. Businesses will not survive without a presence online. The most critical factors will be the tools and tactics of digital marketing. Organizations, businesses, and even entrepreneurs with a better understanding of digital marketing tools and tactics will gain a competitive edge and will be able to drive more customers toward their websites. This research focuses more on the influence or impact of SEO and digital marketing tools on website promotion.

3.3 Rationale for the study:

The most interesting output of technological advancement and easy-to-access consumers is disruption of marketing and market. Consumers today are empowered and they are in control of the digital media, content shared online, and even the communication process. Traditional marketing tools and tactics are vanishing day by day because technology is changing the

dimension of how to practice and implement marketing strategy. Marketers have a lot of pressure to co-op up with the complex and evolving world where they do not have that control of the message and media. Consumer behavior is changing in the context that customers are losing interest and have become critical, more aware, and proactive than before. To understand the changing marketing environment driven by the technological environment, existing and future marketers have to learn new skills, new knowledge, and new approaches.

It also helps in attracting new customers. Digital marketing is still not a clear concept for research academics. It still needs more research to get deeper into the topic and understand all the driving forces, factors, and variables to get a good grip on digital marketing in this era. It is such a critical factor for a business that companies if fail to implement the right strategies at the right time in the right manner and to the right audience, they might bear great losses instead of gaining profits. So, to help them avoid losses the researcher aims to give them the right direction. For this one has to first understand what digital marketing is and how it influences businesses in this drastic manner.

3.4 Research Model

In this part, the methodology of the thesis is explained.

3.4.1 Diffusion of Innovation Model:

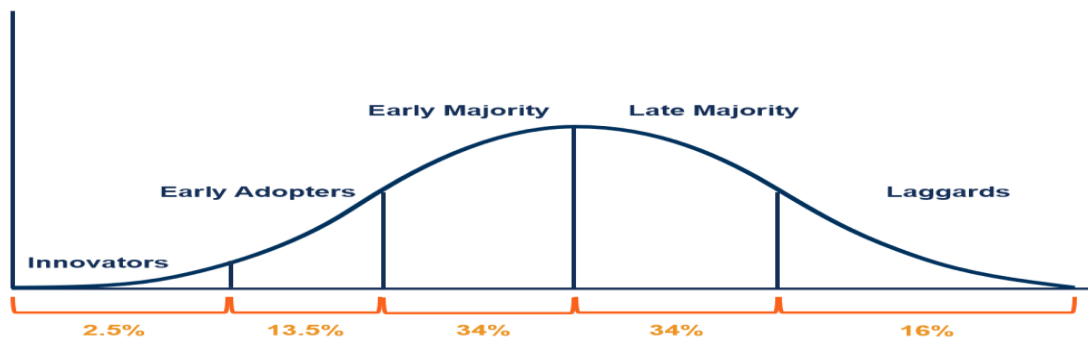
Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system (Everett Roger, 1961). An Innovation is an idea, practice, or object perceived as new by an individual or other unit of adoption (Rogers, 2003). According to research, consumers who adopt an innovation earlier demonstrate different characteristics than those who adopts an innovation later. Innovation is not an individual process; instead, it is a social process that occurs among thrious stakeholders. It is not just the transfer or diffusion of new technology and ideas.

Roger (1995) quoted that this model identified a variety of categories of adopters depending on how quickly they adopt the innovation. Entrepreneurs can easily adopt innovative marketing techniques because they don't have a hierarchy to wait for approval from upper management. This paper focuses on developing a link between the adoption of innovative strategies and tactics of digital marketing by marketers nowadays. If the strategies, tactics, and

techniques are adopted and implemented properly by digital marketers will they be able to promote their websites or e-businesses in a way that they gain higher profits than those who failed to adopt these digital marketing tactics and innovation quickly. After completing the literature review, the next stage is the development of a theoretical framework. There are 5 categories of researchers of this model shown in figure 9.

Categories of Diffusion of Innovative model

Figure 9



Innovation is an idea, object, or process that is assumed or perceived as something new by a person or other unit of adoption (Roger, 1995).

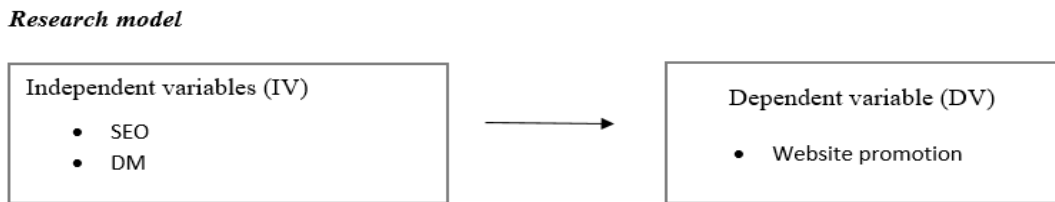
- **Innovators:** Characterized by those who want to be the first to try the innovation.
- **Early Adopters:** Characterized by those who are comfortable with change and adopting new ideas.
- **Early Majority:** Characterized by those who adopt innovations before the average person.
- **Late Majority:** Characterized by those who are sceptical of change and will only adopt an innovation after it's been generally accepted and adopted by the majority of the population.

Laggards: Characterized by those who are very traditional and conservative – they are the last to make the changeover to new technologies. This category is the hardest to appeal to.

3.4.2 Theoretical Framework:

Figure 10 consists of two independent variables Search Engine Optimization (SEO) and Digital Marketing (DM) and one dependent variable, which is the Promotion of a Website as shown in figure 10. SEO mainly consists of themes including content on the website, keywords used in the website, Meta keywords, Meta descriptions, headings, etc. Digital Marketing themes are usually advertising through different means of social media like Facebook campaigns Instagram campaigns and advertisements on YouTube etc.

Figure 10



3.5 Sample Selection:

In this study/research convenient sampling is used. This technique is used to get quality Data and results. Our sample size consists of successful digital marketers that have been successfully able to sustain their positions in the market for more than 5 years in the Pakistani market. Pakistan as a country is still in the developing stages. So, technology acceptance by firms and even consumers is slow. It will help the researcher gain vital information that will be crucial for academic practitioners and even businesses to understand such a market and how to attract customers in this market.

3.6 Convenient Sampling:

Convenient sampling is the non-probability sampling technique that is used because it is quick, not expensive, and convenient. This technique is useful for certain purposes and is usually effective. Researchers utilize the participants that are easily approachable and can provide quality response. The method is easy and more like random sampling. In contrast to using available sample the respondent has to make sure they have (Philip, 2013) :

- Well-defined population
- Construct a list of members of population
- Sample randomly from the list
- Contacting and utilizing as many as members possible

This technique requires less effort but if the researcher is using in-depth interview technique for data collection then this type of sampling is really effective. In in-depth interview technique researcher needs a lot of time to spend on one respondent because it is the only way to extract qualitative data. In this research, the sample size was limited to 10 respondents and researcher had 10 in-depth interviews aligned. Each interview took a lot of time. Researcher selected a sample of 10-15 samples initially. On the basis of their performance in the digital world in Pakistan. These respondents have been performing in the digital world more than 5 years. Researcher finalized the sample of 10 on the basis of their availability and ease to approach. Researchers have to focus on a sample unit that has the same opinion or view and is willing to share it. The technique is used to get the data for the Digital Marketing Expert running their businesses and working for private/public firms. The focus is on the digital marketing experts, not the firms. In Pakistan to know about the techniques they are using for the Business and their impact on the business.

3.7 Population Frame:

Our population includes the 10 successful digital marketers in Pakistan. The SEO Expert or Digital marketers of these websites or businesses were the main focus to take the reliable information according to the position of the website internet users were the main focus to take reliable information of the related study.

3.8 Sample Size:

Our Sample size consists of the 10 successful digital marketers. The researcher II conducted interviews with one employee of all these websites and whether they were the SEO Expert or Digital Marketer.

3.9 Unit of Analysis:

The portion of the study is the websites or businesses ranked at the top in the

Google Search Engine Result Page (SERP) by using different techniques of SEO and Digital Marketing (DM). The unit of analysis of this research is individual.

3.10 Type of Study:

Our research is of qualitative methodology. The qualitative methodology combines data collected from the masses via polls, interviews at events, questionnaires, and surveys. They provide an insight into current statistics concerning the masses. Qualitative research helps academics to gain a deeper understanding of the procedures, experiences, problems, and even events. This research is a descriptive analysis of the existing literature with the help of new selected themes and sub-themes of website promotion. This research provides an insight to marketers, businesses, and even academics, into what digital marketing tools are more effective for promoting the website of an e-business. The data was collected by using a cross-sectional horizon instead of a longitudinal. In this study, data is collected and analyzed from a specific portion of the population for one specific period.

3.11 Time Horizon:

The data was collected by using a cross-sectional horizon instead of a longitudinal. The data was collected in 2020 from 10 successful digital marketers. It was after the COVID-19 wave. In this study, data is collected and analyzed from a specific portion of the population for one specific period.

3.12 Researcher's Strength:

As we are here for quite some time learning and getting to know all the strengths that we own like using research tools, research skills, and interpretation of collected. Although the software is used for finding samples for the research and uses tools like SEO Minion, SEO Quack, and Uber Suggest tool to get the best websites as a sample on Google to be used for the research. The researcher interprets the collected data from the sample and concluded it. Projects will give the advantage of knowing how to obtain new information and explore a new paradigm for this research.

3.13 Instrument/Development Selection:

The method researcher used for data collection was the survey technique through structured interviews, which is one of the techniques of Data Collection in research containing open-ended, structured questions. A depth-interview technique is used for primary data collection. The in-depth interview technique helps the researcher extract maximum and quality information from the sample.

The questionnaire is composed of two sections. Section A consists of gender, age, education, occupation, marital status, no of children, experience, type of organization they work in, working hours, preferred work structure, monthly income, and dependent family members (apart from immediate family).

While section B consists of questions or items used to determine responses to the variables. The latter part includes questions that are open-ended that help in extracting maximum information and identify key factors that help e-managers and academics to understand the critical factors of e-marketing that increase visibility and business profits.

3.14 Data Collection Procedures:

The data is acquired from the successful SEO Experts and Digital marketers in Pakistan via face-to-face and online interviews.

The methodology is qualitative, the research structuring of this study is based upon hypothesis building through themes and both cross-sectional and causal investigations have been done. The selected sample was interviewed face to face.

3.14.1 Secondary Data:

The majority of sources used in this research paper are peer-reviewed articles. They were extracted from different databases. The collection of secondary data has been done through readily available resources including the Institute of Science Information (ISI) the resources and guides include journals on the internet. Moreover, data and its analysis were obtained from digital libraries such as Istanbul Commerce University digital library, HEC digital library, etc. In accordance with and support the secondary data collected this study showcases and supports a strong literature review.

The journals, articles, and case studies were published in recent years. The main journals that helped in collecting secondary data for this research paper are:

- Emerald database
- Sage database
- Springer database
- Taylor and Francis database
- Google Scholar
- Ticaret University database
- Other such well-reputed indexed journals

Apart from the above e-newspapers and reports were studied. The researcher believes that strong literature and quality primary data helped him in developing a link between recent past research and newly collected data. This created an integrated image of the overall digital marketing techniques and their importance in promoting a business website. The research not only helped in identifying gaps in the existing research but also provides direction for future implications.

3.14.2 Primary Data:

The instruments that are used for primary data collection are in the form of Interviews. The interviews consist of 5 to 10 questions related to techniques and tools used in SEO and Digital Marketing.

Furthermore, questions will help understand how these tools and techniques help in promoting a website on the internet. The sample consisted of 10 successful digital marketers. These successful digital marketers have been able to sustain their positions for more than 5 years and for as long as 10 years.

The data was collected by developing the questionnaire instrument and the instrument has open-ended questions that were asked to know the secret of their success. Some of the selected digital marketers are also running their businesses after working for different marketing firms. Here are all the items of the questionnaire that were used to extract effective asked during the interview.

Primary Data

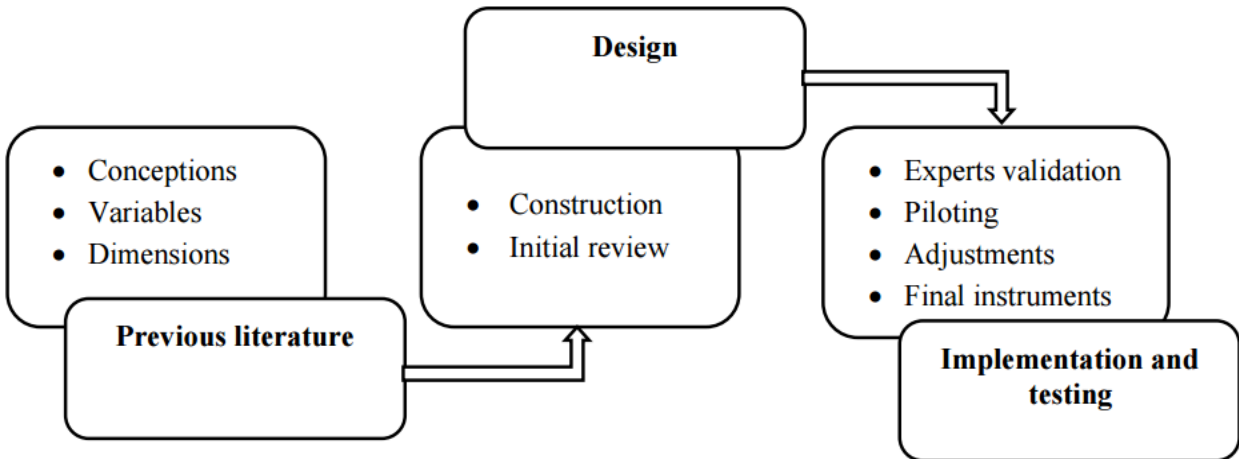
Table 4

Variable	Type of Variable	Items	No. of Items	Sources
Digital Marketing	IV	<p>Do you use SEO and digital marketing both at the same time?</p> <p>Which social media platform helps you get good leads whether it is Facebook ads or Instagram ads?</p> <p>Do you use Google AdWords for the advertisement of your business or just social media tools?</p> <p>Which is the most cost-effective and best tool for digital marketing according to your experience?</p> <p>Which type of ad is more effective for your business (video or display ads) and why?</p> <p>Is email marketing an effective medium for lead generation and audience engagement? Please share the reason.</p>	6	<p>Research of Hutt & Speh, (2010), Kotler & Armstrong (2017) Research of Omobono (2018), Gartner (2018) Research of McKinsey (2018), Omobono (2018), Hubspot (2019).</p>
Search Engine Optimization	IV	<p>Which type of SEO is very effective for the promotion of a website according to your experience?</p> <p>What are the best techniques of SEO for effective results for the website?</p> <p>Do you use any sort of Grey Hat techniques?</p> <p>Which tools do you use for monitoring your competitors?</p> <p>Which one is the most effective factor of SEO, according to your experience/experiences? Why?</p> <p>How frequently do you get organic leads from social media? Also, mention the platform and reason.</p> <p>Do you optimize Local SEO (Google my business)? If yes, how effective is it for your business?</p>	7	<p>Nielsen (2006) Holliman & Rowley (2014), Wang et al., (2017) Basic marketing goals by Kotler et. al (2017), Charlesworth (2018)</p>

These 10 respondents have been successfully able to sustain a strong position in the Pakistani digital world for around more than 5 years. They are well aware of the digital tools,

techniques, and strategies and they know how to efficiently use them to gain bigger profits for the firm. Respondents were selected by the researcher after performing vast research.

Figure 11



This research covered most of the main cities of Pakistan. Researchers believed that an experienced, as well as successful e-manager or personnel, might be able to reveal the secrets of gaining better and bigger profits by accurately and efficiently utilizing the digital tools.

3.15 Research Approach:

There are two research approaches inductive and deductive research. In inductive research, the researcher hypothesizes a theory through observed or collected data. Deductive research would directly apply a theory to data observed or data collected. The deductive approach is used for this research in which different techniques of ranking a website on Google by SEO are used.

3.16 Data Analysis Technique:

In this analysis, a researcher analyzes all the data from the interviews and analyze and interpret that data by screening out the unnecessary data and extracting the relevant data by comparing it with the literature to see if the results support the existing studies and research including SEO and Digital Marketing (DM).

3.17 Research question and Findings:

Digital Marketing and SEO both are promoting businesses in different ways. SEO is putting an impact on the business organically and gradually. SEO is specifically the term for websites to increase their presence on the search engine according to the standard factors of Search Engine Optimization.

Secondly, Digital Marketing is the promotion of business on the internet using in real-time and it is the fast process of promoting business online. In digital marketing. Digital Marketing is also very effective for targeting the audience directly to get the leads and increase the awareness of the business.

Research findings

Table 5

Research Question	Finding
1. What is the relationship between website promotions on the internet using SEO?	SEO techniques and tactics help promote a website in a more cost-efficient and effective way. Most of the successful and experienced digital marketers in Pakistan use SEO marketing tools and techniques to promote their business websites. Marketers prefer On-Page SEO over Off-Page SEO. They think On-Page SEO plays more role in attracting potential customers to the website and also the content of the website matters.
2. What is the relationship between website promotions on the internet using Digital Marketing (DM)?	Digital marketing tools and techniques help them attract the targeted audience for their businesses. Most digital marketers use Facebook ads for lead generation. They even mentioned the type o ads that get them more leads. They are video ads.

3.18 Ethical Considerations:

It was made sure that the respect and integrity of all the respondents were maintained. It was highly guaranteed to protect the privacy of research subjects,

ensuring the confidentiality of research data and also protecting the anonymity of individuals who participated. Participants were given beforehand information regarding the purpose of the research and given assurances that their data would be treated confidentially. Complete honesty and transparency have been maintained while communicating about the research.

CHAPTER 4

DATA ANALYSIS AND RESULTS

Data analysis is a systematic and objective way of explaining and qualifying and quantifying the data (Elo et al., 2014). It was further explained by Elo et al. (2014) that qualitative research and content analysis is the phase in which concepts are created. According to Yin (2014), data analysis is the process of examining, categorizing, and tabulating the collected data to produce empirical findings. Results of the data help understand any target sample and how it relates to the literature and model of the research. The researcher gathered data from semi-structured interviews with open-ended questions.

The open-ended questions are evaluated by assigning codes and sub-codes to the questions using NVivo to generate transcripts from the collected data. The use of NVivo helps a researcher to perform data entry, data analysis, and create tables as well as assist in coding function, coding patterns, and theme characteristics (Castleberry, 2014).

The qualitative method is used for data analysis, which helps in understanding the problem in depth (Malhotra & Peterson, 2001). A depth-interview technique is used for primary data collection. The in-depth interview technique helps the researcher extract maximum and quality information from the sample. An in-depth interview is a type of qualitative data collection technique that includes conducting intensive individual interviews with a small number of respondents to discover the perspectives and opinions on a specific topic, situation, program, or process (Rubin & Rubin, 2005). This type of technique best fits when a researcher wants to gain detailed information from specific individuals including their thoughts, behaviors, experiences, and opinions. This technique helps to provide context to literature data by offering a more enhanced picture of findings and is sometimes combined with other techniques (Johnson, 2002).

Their questionnaire consisted of two sections. Section A contains the demographic part. While Section B includes the items of each variable. By doing this researcher aimed to extract as much as possible data from the target sample.

4.1 Reliability and Validity:

Qualitative researchers use methodological strategies and techniques to ensure the trustworthiness of the findings (Noble & Smith, 2015). Reliability in research usually involves diverse patterns while validity refers to the appropriateness of process, data, and tools (Leung, 2015). Anney (2015) further explained that reliability and validity ensure consistency and thoroughness of the qualitative findings. To avoid biases, a researcher has to carefully adopt the data collection and survey techniques (Oltmann, 2016). Researchers ensure reliability through (Leung, 2015) the first one:

- Comprehensive data collection and usage
- Data comparison
- Extensive usage of cases
- Refutation Analysis

After the data collection process, data was closely reviewed for any errors. Any additional or inaccurate information was noted and removed after review. The researcher has to review and proofread the data to ensure the credibility, transferability, and confirmability of the collected data. This process is called the validation of data (Noble & Smith, 2015).

Validation of Data:

Researcher review and proofread the data to ensure the credibility, transferability, and confirmability of the collected data. This process is called the validation of data (Noble & Smith, 2015).

- **Credibility:** Coding and reviewing transcripts (Marshall & Rossman, 2016). The data collected through structured interviews and open-ended questions helped establish the validity and credibility of the data.
- **Transferability:** Findings extracted from collected data can be applied to other contexts or not (Noble & Smith, 2015; Sutton & Austin, 2015). Transferability is ensured by dense descriptions and purposeful sampling which further helps to analyze the trustworthiness of qualitative data (Anney, 2015).

- **Confirmability:** Researcher will analyze all the data from the interviews and analyze and interpret that data by screening out the unnecessary data and extracting the relevant data by comparing it with the literature to see if the results support the existing studies and research including SEO and Digital Marketing (DM).

The researcher double-checked the data to confirm its trustworthiness of data by using different methods (Elo et al., 2014). The researcher used the credibility technique to confirm the consistency and validity of the data collected. The researcher used credibility techniques, which include coding and reviewing transcripts (Marshall & Rossman, 2016). The data collected through structured interviews and open-ended questions helped establish the validity and credibility of the data. During the interviews, participants were allowed to provide information about their experiences with digital marketing and SEO techniques used to promote their business.

Key techniques and strategies were identified which helped the researcher in identifying the key findings. The final part is transferability which means the findings extracted from collected data can be applied to other contexts or not (Noble & Smith, 2015; Sutton & Austin, 2015). Transferability is ensured by dense descriptions and purposeful sampling which further helps to analyze the trustworthiness of qualitative data (Anney, 2015). The researcher has provided detailed and in-depth explanations of the findings, which will allow ease of transferability of information.

4.2 Demographic Analysis:

A total of 10 questionnaires were distributed among the selected respondents. Respondents were selected by the researcher after performing vast research. These 10 respondents have been successfully able to sustain a strong position in the Pakistani digital world for around more than 5 years. They are well aware of the digital tools, techniques, and strategies and they know how to efficiently use them to gain bigger profits for the firm.

This research covered most of the main cities of Pakistan. Researchers believed that an experienced, as well as successful e-manager or personnel, might be able to reveal the secrets of gaining better and bigger profits by accurately and efficiently utilizing the digital tools.

Frequency Statistics:

Table 6 the frequency and demographics of the respondents. It is important to understand the sample. No 1. Gender shows that one out of the 10 respondents was female. The rest of them were male. It is because in Pakistan male to female ratio in the digital marketing field is like 1 out of 10. Male are more in the leading positions in the e-marketing department. No. 2 demonstrates the total number and percentages of the age of the respondents. The research respondents were divided into 4 groups based on age group. Results show that between 23-30 years contributed the most. The percentage of respondents aging between 23-30 was 99% and 1% from the group 36 and above. So, this means the majority of digital managers are not that old.

Table 6

Frequency Statistics

NO.	Demographics	Frequency	Percentage
1	Gender		
	Male	09	90
	Female	01	10
	Total	10	100
2	Age		
	18-22	00	00
	23-30	09	90
	31-35	00	00
	36 & above	01	100
	Total	10	100
3	Qualification		
	Bachelors	08	80
	Masters	02	20
	Above Masters	00	00
	Total	10	100
4	Occupation		
	Working for firm	06	60
	Businessman/women	04	40

	Retired	00	00
	Total	10	100
5	Marital Status		
	Single	02	20
	Married	08	80
	Widowed	00	00
	Total	100	100
6	No. of Children		
	One	02	20
	Two	03	30
	Five & Above	00	00
	None	05	50
	Total	10	100
7	Taking Care of (Apart from family)		
	Yes	09	90
	No	01	10
	Total	10	100
8	Experience		
	01-05 years	06	60
	05-10 years	03	30
	11 or more years	01	10
	Total	10	100
9	Type of firm		
	Private	09	90
	Public	01	10
	Hybrid	00	00
	Total	100	100
10	Working hours		
	04-06 hrs	00	00

	06-08 hrs	06	60
	More than 10hrs	04	40
	Total	10	100
11	Monthly income (Pkr)		
	0.00-50,000	01	10
	55,000-75,000	03	30
	More than 100,000	06	60
	Total	10	100

Table 6 No. 3 qualifications show the percentage of the selected sample's educational background. The frequency of graduates is 08 and 02 of master's graduates. This means only a few successful digital marketers have done post-graduation. This means most of the respondents were hardly graduates. No 4. Displays the percentage of the sample set with different occupations even businessmen/women. 60% of the sample work for other organizations while 40% of the respondents were successfully running their businesses. There were no retired persons.

Table 6 No. 5 shows that 2 out of the 10 respondents were single. The remaining 8 respondents were married. There were no widows or others. This shows most of the respondents were married. No. 6 of table 6 shows if the respondents have kids or not. If yes, then how many? 20% of the respondents have one kid. 30% of the respondents have two kids each. While the remaining 50% of the respondents have no kids at all. This data tells that half of the sample population were married for years. No. 7 helps us understand that 90% of the respondents had more people to take care of apart from their families. Just 10% of the sample set is only looking after their immediate family. This means they have to earn more than an average earning person.

Table 6 No.8 is more about the professional life of the respondents. 60% of the respondents are having 1-5 years of experience in digital marketing. This means they have been successfully able to sustain their positions for almost 5 years in the digital marketing industry.

30% of the respondents have more than 5 years and less than 10 years of experience in the relevant field while only 10% of the respondents have above 11 years of experience in this field.

While No .9 is more about the type of organization the respondents are working for. 90% of the respondents work for private organizations while only 10% work for public organizations. This means the majority of firms with digital marketing departments are private firms. Or the majority prefer to work for private organizations. Furthermore, No .10 shows the percentage of the total working hours these respondents have. 60% of the respondents work for 6-8 hours a day. The remaining 40% of the respondents work for more than 10 hours a day. While none worked less than 6 hours a day, this means the majority works standard working hours a day.

No 11 is the most important table from demographics because this table can help understand the researcher if respondents were earning enough against the number of working hours or not. 60% of the respondents which is the majority are earning more than 100,000(pkr) a month. While 30% of the respondents are earning below 75,000(pkr) a month.

Only 10% of the sample set are earning less than or equal to 50,000 (pkr) a month. This means that if a majority of the respondents are only working 6 hours a day on average in a private firm they can earn more than 100,000(pkr) a month which is a good sum of money. But most of them are married males and are taking care of people apart from their families. So, they have a lot to contribute as well. Also, almost half of them had kids one or two each. So, they have a lot of expenses to coup up with. Almost half of the selected sample were successfully running their digital firms or businesses and are also earning well.

4.3 Data Analysis:

The researcher collected the data through in-depth interviews and that data was then organized, coded, and transformed into a table to better understand the results. Codes are assigned to variables and sub codes to keywords and repeated answers. The majority of the respondents did both digital and SEO marketing but the preferred one is digital marketing. Commonly used platforms for lead generation are Facebook and Instagram. Respondents mentioned they used Google AdWords and SM tools for advertising their e-businesses. The most cost-effective tool for digital marketing is Facebook ads and Google ads/analytics according to their experience.

The majority of respondents believed that video ads are the most effective way of promoting their businesses. Furthermore, respondents considered email marketing for advertising but it depends on their contact list. ON-age SEO is still the most effective kind of tool for promoting respondents' businesses and websites. 80% of Respondents did not use GreyHat techniques. Most of the respondents use Ahrefs for analyzing their competitors. According to the experience of respondent's On-site keywords, keyword research, and ON-Page SEO techniques are the most effective for promoting their websites and they got weekly leads through them using Facebook as a platform. 80% of the respondents considered having their business location on google is important as it makes their business look more authentic.

Table 7

Coding		
Interview code	Sub-codes	Frequency
1. Digital marketing (DM)		
	1.1 Do you use SEO and DM both at the same time?	
	Yes	5
	No	
	Sometimes	
	Mostly SEO	5
	Mostly DM	
	1.2 Which social media platform helps get good leads?	
	Facebook	6
	Instagram	1
	Both	3
	Others	
	1.3 Do you use Google AdWords for advertising your Business or just SM tools?	
	Both	7
	SM tools	1
	Google AdWords	2
	1.4 Which is the best cost-effective tool for DM According to your experience?	
	Google ads	2
	Google Analytics	2
	Google AdWords	2
	Facebook ads	4
	Ahrefs	3
	HubSpot	2
	Screaming Frog	1
	MailChimp	1
	SEMrush	1

Sprout Social	1
Send Grid	1
Others	
1.5 Which type of ad is more effective for your business (video/display) and why?	
Video ads	4
Display ads	3
Both	3
1.6 Is email marketing an effective medium for Lead generation and audience engagement? Please share the reason.	
Yes	6
No	3
Sometimes	1
Others	

Interview code	Sub-codes	Frequency
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2. Search Engine Optimization (SEO)

2.1 Which type of SEO is very effective for the promotion of a website, according to your Experience?	
Content SEO (Blog & Video)	2
Off-Page SEO	2
On-Page SEO	3
Both	1
Others	1
2.2 What are the best techniques of SEO for effective Results for the website?	
Google AdWords	1
Keywords Optimization	3
Meta Keywords	1
Keywords Oriented Content	1
Content Optimization	1
On-Page SEO	5
Off-Page SEO	2
Content SEO	1
Website Structure	1
Others	
2.3 Do you use any sort of Grey Hat SEO techniques?	
Yes	2
No	8
Sometimes	
2.4 Which tools do you use for monitoring your Competitors?	
Google Insights	2
Google Analytics	3
Google Trends	3
Google Search Console	1

	Ahrefs	6
	SEMrush	
	None	1
Interview code	Sub-codes	Frequency
2.5	Which one is the most effective factor of SEO according to your experience? Why?	
	Onsite Keywords	3
	Organic Leads	1
	Page Optimization	
	Keyword Research	2
	Content Optimization	1
	Domain Security	1
	Page Speed	1
	Meta Data	1
	Content Structure	1
	On-Page SEO	2
	Off-Page SEO	2
	Others	
2.6 (a)	How frequently do you get organic leads from SM?	
	Daily	1
	Weekly	3
	Monthly	2
	Never	
	Sometimes	2
2.6 (b)	Also, mention the platform and reason.	
	Facebook	6
	Instagram	2
	Blogging & Article writing	1
	Others	3
2.7	Do you optimize local SEO (google my business). If yes, how effective is it for your business?	
	Yes	8
	No	2
	Maybe in future	
	Never	
	Others	

Section B of the questionnaire consisted of different items of variables. They are all the relevant open-ended questions. The data from transcribed questionnaires is the basis for the analysis, which has been carried out based on the coding process followed by some simple steps. The steps include:

- **Initial coding:** Going through all the transcripts and attaching codes to the questionnaires filled by different successful digital marketers. The data was extracted from each questionnaire carefully.
- **Coding dictionary:** A list of codes was created and then attached to each transcript, and even sub-codes. This was done based on their concepts and logical similarity.
- **Relationships:** Developing and clarifying relationships between the codes. In this step, a relationship was created between different codes to help understand how many digital marketers had similar views or opinions about different questions asked in the questionnaire (Murphy, Klotz, and Kreiner, 2017; Saldafia, 2009).

Table 4.2 shows the codes and sub-codes attached to the themes and sub-themes of the given qualitative model. The analysis will help organize responses in a more accurate and related manner. This will help the researcher separate data in the terms of similarity. The common responses will be given the same codes.

The analysis showed that the majority of respondents are running their businesses and earning more than 100,000 (pkr) per month. Average respondents have experienced above 5 years in the digital marketing industry.

They use digital marketing and SEO tools and techniques parallel to promote their business websites. They on average get the highest organic leads from Facebook ads. The importance of keywords is also not ignorable. So, a researcher can conclude from the given analysis that SEO tools and techniques not only help in growing the existing businesses but also if properly executed can also attract new customers.

4.4: DISCUSSION:

The main purpose of this research was to find the key SEO strategies and digital preferred platforms that successful digital marketers use to promote their online businesses and websites. Items were adopted to obtain maximum information from the respondents to support the research model. The majority of the respondents were male and had experienced more than 5 years and are earning above 100,000 pkr per month. They have been able to sustain their digital websites and businesses for a long period. They were able to earn higher profits for their

businesses as compared to those who had minimum knowledge of digital platforms and SEO techniques and how to implement them.

4.4.1 Digital Marketing A:

Respondent A: was asked several questions mentioned above in the primary data collection method. The first question was if he uses SEO and digital marketing at the same time or not. The respondent replied that yes most of the time he uses both of them but usually prefers SEO over digital marketing. The next question stated which social media platform helps him get good leads whether it is Facebook ads or Instagram ads (etc.). The respondent preferred using Facebook ads compared to other platforms because it gets him quality leads. He also mentioned that his second-best option to get a good lead is Instagram. So, we can say for this respondent Facebook is the first go-to option if he is in search of leads.

The interview continued with the third question, the question was if he uses Google Ad Words for advertisement or just social media tools as the respondent is running his own business and his working setup is different and solely based on his preferences so it depends more on the kind of business he is running and goods or services he is offering. The respondent said that he only used Google Ad Words once or twice. Instead, he focuses more on social media tools to advertise his business. The interviewer further asked according to respondent experience what he thinks is the best cost-effective tool for digital marketing. He responded that he thinks Google Ads and analytics have been the best cost-effective tool of digital marketing for his business.

The next question asked by the researcher was which type of ad respondent thinks is more effective for his business (video or display ads) and why. Respondent after thinking for a while answered “it varies as subject to the product. The best ones are video ads but display ads also work fine. Video ads are more explanatory as it covers more details of the product. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. The respondent didn’t think that this is an era of email marketing because he thinks this is one of the traditional ways of generating leads and nowadays there are more effective, quick, and less time-consuming mediums to generate leads.

Respondent B: The first question was if he uses SEO and digital marketing at the same time or not. The respondent replied that he believes digital marketing is incomplete without SEO and if a business has a website then it should use SEO. It is mandatory so this means this respondent is more focused on SEO than digital marketing. The next question was stated which social media platform helps him get good leads whether is it Facebook ads or Instagram ads (etc). The respondent replied, “I always prefer Facebook ads for C2C leads, and for B2B leads I prefer LinkedIn and Facebook. I like Instagram for brand identity and awareness”. The interview continued with the third question, the question was if he uses Google Ad Words for advertisement or just social media tools. The respondent said that he uses both of them because he thinks they are both effective for his e-business.

The interviewer further asked according to respondent experience what he thinks is the best cost-effective tool for digital marketing. His opinion about this question is very different from the other respondents that he thinks the best cost-effective tool is the ad platforms (Facebook, Google, etc). He further added that other tools are fancy cosmetics and mean nothing if a digital marketer doesn't have a strategy to utilize them. The next question asked by the researcher was which type of ad respondent thinks is more effective for his business (video or display ads) and why. Respondent B believes both types of ads are effective because it usually depends on the type of audience and how you reach them. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. The respondent says that all of them are effective as display and video ads are very good if it is about the reach.

Respondent (C): The first question was if he uses SEO and digital marketing at the same time or not. The respondent replied that he uses paid ads to get instant results and with that focuses more on SEO for future results. The next question was stated which social media platform helps him get hood leads whether is it Facebook ads or Instagram ads (etc.). The respondent uses both platforms for advertisement, he further explained it depends upon the client's need and what he thinks is suitable for the client. The interview continued with the third question, the question was if he uses Google Ad Words for advertisement or just social media tools. The respondent said that he uses both of them. The interviewer further asked according to

respondent experience what he thinks is the best cost-effective tool for digital marketing. Respondent C replied he uses HubSpot, Ahrefs, and Screaming Frog.

The next question asked by the researcher was which type of ad respondent thinks is more effective for his business (video or display ads) and why. Respondent C said that he uses display ads and lead generation ads because he thinks it's the best way to grab targeted consumer attention. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. The respondent says that email marketing is very effective but it completely depends on the client list. He says if the users are serious buyers then this medium will work. But if the client list is irrelevant then one cannot generate the desired output.

Respondent (D): The first question was if he uses SEO and digital marketing at the same time or not. The respondent answered that he uses both for paid and organic results. The next question was stated which social media platform helps him get good leads whether is it Facebook ads or Instagram ads (etc.). Respondent D replied that he opts for Facebook ads because it gets him organic and potential leads from ads. The interview continued with the third question, the question was if he uses Google Ad Words for advertisement or just social media tools. The respondent says yes as he mentioned above he uses social media tools for advertisements and also google ads. The interviewer further asked according to respondent experience what he thinks is the best cost-effective tool for digital marketing. Respondent D replied he uses SEMrush, Ahrefs, Sprout social and Send Grid.

The next question asked by the researcher was which type of ad respondent thinks is more effective for his business (video or display ads) and why. Respondent believes that video ads are more effective because they always give a clear image to interested and potential customers. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. Respondent D says that email marketing is very effective up to some extent only if the digital marketers are using it more efficiently.

Respondent (E): The first question was if he uses SEO and digital marketing at the same time or not. The respondent answered that he uses both at the same time. The next question was stated which social media platform helps him get good leads whether is it Facebook ads or

Instagram ads (etc.). Respondent E replied that prefers Facebook ads. The interview continued with the third question, the question was if he uses Google Ad Words for advertisement or just social media tools. The respondent says yes as he mentioned above he uses both social media tools for advertisements and google ads.

The interviewer further asked according to respondent experience what he thinks is the best cost-effective tool for digital marketing. Respondent E replied he opts for Google ads as it is a more cost-effective tool. The next question asked by the researcher was which type of ad respondent thinks is more effective for his business (video or display ads) and why. Respondent believes that video ads are more effective because they provide the best user experience to the customer. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. Respondent E replied that email marketing is not an effective medium for his business.

Respondent (F): The first question was if he uses SEO and digital marketing at the same time or not. The respondent replied that he uses paid ads to get instant results and with that focuses more on SEO for future results. The next question was stated which social media platform helps him get hood leads whether is it Facebook ads or Instagram ads (etc.). The respondent uses both platforms for advertisement, he further explained it depends upon the client's need and what he thinks is suitable for the client. The interview continued with the third question, the question was if he uses Google Ad Words for advertisement or just social media tools. The respondent said that he uses both of them. The interviewer further asked according to respondent experience what he thinks is the best cost-effective tool for digital marketing. Respondent F replied he uses HubSpot, Ahrefs, and Screaming Frog.

The next question asked by the researcher was which type of ad respondent thinks is more effective for his business (video or display ads) and why. Respondent F said that he uses display ads and lead generation ads because he thinks it's the best way to grab targeted consumer attention. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. The respondent says that email marketing is very effective but it completely

depends on the client list. He says if the users are serious buyers then this medium will work. But if the client list is irrelevant then one cannot generate the desired output.

Respondent (G): Instagram ads (etc.). The respondent uses Facebook ads to get good leads. The interview continued with the third question, the question was if she uses Google Ad Words for advertisement or just social media tools. The respondent answered that she uses both of them. The interviewer further asked according to respondent experience what she thinks is the best cost-effective tool for digital marketing. Respondent G said that she uses Google Analytics and Mail Chimp for this purpose.

The next question asked by the researcher was which type of ad respondent thinks is more effective for her business (video or display ads) and why. The respondent said that video ads are preferred because they merge two things that grab the user's attention those are motion and sound. Both of these play an important role in conveying an efficient message, hence leading to better engagement. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. The respondent answered yes, email marketing is preferred because creating a strong email marketing strategy helps marketers reach and connect with their targeted audience in a personalized way and increase sales at an affordable cost. Email marketing has changed the same as other media platforms have changed. Email marketing tools give the ability to reach users easier than ever.

Respondent (H): The first question was if he uses SEO and digital marketing at the same time or not. The respondent replied that yes, he uses both techniques for ads to get instant results. The next question was stated which social media platform helps her get well leads whether is it Facebook ads or Instagram ads (etc.). Respondent H uses Facebook ads to get good leads. The interview continued with the third question, the question was if he uses Google Ad Words for advertisement or just social media tools. The respondent answered that yes, he uses Google AdWords for lead generation. The interviewer further asked according to respondent experience what he thinks is the best cost-effective tool for digital marketing. Respondent replied that he uses Facebook ads to serve the purpose.

The next question asked by the researcher was which type of ad respondent thinks is more effective for her business (video or display ads) and why. The respondent said that video

ads are most effective for the Product based business and display ads are the most effective for the services-based business. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. The respondent believes that yes email marketing is an effective medium up to some extent.

Respondent (I): The first question was if he uses SEO and digital marketing at the same time or not. The respondent replied that he uses paid ads to get instant results and with that focuses more on SEO for future results. The next question was stated which social media platform helps him get hood leads whether is it Facebook ads or Instagram ads (etc.). The respondent uses both platforms for advertisement, he further explained it depends upon the client's need and what he thinks is suitable for the client. The interview continued with the third question, the question was if he uses Google Ad Words for advertisement or just social media tools. The respondent said that he uses both of them. The interviewer further asked according to respondent experience what he thinks is the best cost-effective tool for digital marketing. Respondent I replied he uses HubSpot, Ahrefs, and Screaming Frog.

The next question asked by the researcher was which type of ad respondent thinks is more effective for his business (video or display ads) and why. Respondent, I said that he uses display ads and lead generation ads because he thinks it's the best way to grab targeted consumer attention. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. The respondent says that email marketing is very effective but it completely depends on the client list. He says if the users are serious buyers then this medium will work. But if the client list is irrelevant then one cannot generate the desired output.

Respondent (J): The first question was if he uses SEO and digital marketing at the same time or not. The respondent answered that he uses both to serve different purposes. The next question was stated which social media platform helps him get good leads whether is it Facebook ads or Instagram ads (etc.). The respondent replied that Facebook ads help him get good leads as the audience is vast and there is no limit to Instagram ads are used by him for setting targeted niche audiences. The interview continued with the third question, the question was if he uses Google Ad Words for advertisement or just social media tools. The respondent answered that he

uses both tools for advertisement purposes. The interviewer further asked according to respondent experience what he thinks is the best cost-effective tool for digital marketing. Respondent replied that according to his experience best tool for digital marketing is Facebook ads and Google AdWords. All the audience demographics are covered in it. Google helps him cover the remaining audience that is not Facebook affective

The next question asked by the researcher was which type of ad respondent thinks is more effective for his business (video or display ads) and why. Respondent believes that as he works with an institute that sells fashion Apparel so for him both the ways work fine. As the posts videos ads majorly on social media and promotes them. On the other hand, display ads are fun through Google on different pages and sites for retargeting, etc. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. Yes, email marketing that includes newsletters and promos, etc., is effective because there is a lot of working population that is targeted through emails and the leads generated through emails are accurate. There are new tools in the market now for slicing down newsletters and sending them with links.

4.4.2 Search Engine Optimization B:

Respondent A: The respondent was asked questions related to SEO to know what kind of SEO tools, and strategies he is implementing to promote his website. The first question was what type of SEO is effective for the promotion of a website. According to the experience of the respondent, content SEO is the most effective type of SEO when promoting a website. The respondent further added that it is one of the important SEO success factors and is also considered by a lot of other digital marketers. While on-page SEO is the second-best recommended option by the respondent for promoting a website. The next question was about the best techniques of SEO for effective results for websites. The answer to this question was again on-page SEO and he further explained that it helps to make URLs SEO friendly, optimize images, build external sources and optimize page speed.

The researcher asked the respondent if he uses any sort of gray Hat expo techniques to which the respondent replied no as an answer. The interviewer inquired about the tools the

respondent uses for monitoring his competitors. Respondent A answered that he uses Google Analytics, Google Trends, and Google search consoles. According to the experience of the respondent which is the important factor of SEO. The respondent considered organic leads to be the most effective factor of SEO. The respondent was further interviewed about how frequently he gets organic leads from social media (name of the platform). This respondent believed that Facebook is the major source of getting major leads. The last question was about optimizing local SEO (Google map business). Respondent replied that he doesn't think it is effective for his business.

Respondent B: The respondent was asked questions related to SEO to know what kind of SEO tools, and strategies he is implementing to promote his website. The first question was what type of SEO is effective for the promotion of a website. The respondent replied that no type of SEO is effective for promoting a website because SEO helps to list the website, increase the traffic, and improve ranking. He said it is the content that matters the most in promoting the website. The next question was about the best techniques of SEO for effective results for websites. Respondent B after listening to this question responded that basic techniques are the best which includes enlisting your website on all top-ranking platforms starting from Google. The next step is to optimize the content so that it becomes engaging and concise.

The researcher asked the respondent if he uses any sort of Grey Hat SEO techniques to which the respondent replied no as an answer and further added that digital marketers shouldn't use these techniques because it is a scam. The interviewer inquired about the tools the respondent uses for monitoring his competitors. Respondent B answered he thinks monitoring the competitors is nothing but a waste of time. According to the experience of the respondent which is the important factor of SEO. The respondent said that content optimization and keyword research are the most important factors because this is where creativity is required. Respondent B uses all the platforms and usually gets leads on daily basis. The last question was about optimizing local SEO (Google map business). He thinks this is the first and most basic step when establishing an e-business.

Respondent (C): The first question was if he uses SEO and digital marketing at the same time or not. The respondent replied that he uses paid ads to get instant results and with that focuses more on SEO for future results. The next question was stated which social media

platform helps him get hood leads whether is it Facebook ads or Instagram ads (etc.). The respondent uses both platforms for advertisement, he further explained it depends upon the client's need and what he thinks is suitable for the client. The interview continued with the third question, the question was if he uses Google Ad Words for advertisement or just social media tools. The respondent said that he uses both of them. The interviewer further asked according to respondent experience what he thinks is the best cost-effective tool for digital marketing. Respondent C replied he uses HubSpot, Ahrefs, and Screaming Frog.

The next question asked by the researcher was which type of ad respondent thinks is more effective for his business (video or display ads) and why. Respondent C said that he uses display ads and lead generation ads because he thinks it's the best way to grab targeted consumer attention. The last question related to digital marketing was about email marketing. The question was is email marketing an effective medium for lead generation and audience engagement? If yes please elaborate. The respondent says that email marketing is very effective but it completely depends on the client list. He says if the users are serious buyers then this medium will work. But if the client list is irrelevant then one cannot generate the desired output. The respondent was further asked questions related to SEO to know what kind of SEO tools, and strategies he is implementing to promote his website. The first question was what type of SEO is effective for the promotion of a website. Respondent C said that blog content SEO and video SEO are effective tools for the promotion of the website. The next question was about the best techniques of SEO for effective results for websites. Respondent after listening to this question responded that the White Hat technique is the best to use for effective results for the website. The best strategy is content optimization. The researcher asked the respondent if he uses any sort of Grey Hat SEO techniques to which the respondent replied no for the answer. The interviewer inquired about the tools the respondent uses for monitoring his competitors. Respondent C answered he uses Ahref and SEMrush for monitoring his competitors.

According to the experience of the respondent which is the important factor of SEO. The respondent replied that On-site is the most effective ranking factor of SEO because On-site keywords will link search engines with the relevant information. Respondent C shared that he uses Facebook to gather organic leads on weekly basis. The last question was about optimizing

local SEO (Google map business). The respondent says that yes, he has optimized his business (local SEO).

Respondent (D): The respondent was asked questions related to SEO to know what kind of SEO tools, and strategies he is implementing to promote his website. The first question was what type of SEO is effective for the promotion of a website. Respondent D said that On-Page SEO is the most technical factor of the website. The next question was about the best techniques of SEO for effective results for websites. Respondent replied to this question that the below-mentioned techniques have helped get effective results for websites. The techniques are Keyword Optimization, Meta keywords, and Keywords Oriented Content. The researcher asked the respondent if he uses any sort of Grey Hat SEO techniques to which respondent D replied no for the answer.

The interviewer inquired about the tools the respondent uses for monitoring his competitors. Respondent D answered the same as respondent C as he also uses Ahref and SEMrush for monitoring his competitors. According to the experience of the respondent which is the important factor of SEO. According to respondent D's perspective, the most effective none other than Domain security, Page speed, Content structure, Links, and Metadata. Respondent D shared that he is not using social media to get organic leads. The last question was about optimizing local SEO (Google map business). The respondent says that yes, it is very effective for the business as it helps the customers to recognize any brand.

Respondent (E): The respondent was asked questions related to SEO to know what kind of SEO tools, and strategies he is implementing to promote his website. The first question was what type of SEO is effective for the promotion of a website. Respondent E says that Off-Page SEO with the white Hat technique works for him in promoting his website. The next question was about the best techniques of SEO for effective results for websites. Respondent replied to this question that the below-mentioned techniques have helped get effective results for websites. The techniques are Keyword Optimization, Content Optimization, Visual Content, and Website Structure. The researcher asked the respondent if he uses any sort of Grey Hat SEO techniques to which Respondent E replied that he only uses White Hat techniques.

The interviewer inquired about the tools the respondent uses for monitoring his competitors. Respondent E says he only uses Ahrefs for monitoring his competitors. According

to the experience of the respondent which is the important factor of SEO. Respondent E replied that he prefers Keyword Research and Keyword Placement in Content. Respondent E uses Blogging and articles to get organic leads. The last question was about optimizing local SEO (Google map business). Respondent E said that yes, local SEO is a very important factor for Optimizing Local SEO.

Respondent (F): The respondent was asked questions related to SEO to know what kind of SEO tools, and strategies he is implementing to promote his website. The first question was what type of SEO is effective for the promotion of a website. Respondent F said that blog content SEO and video SEO are effective tools for the promotion of the website. The next question was about the best techniques of SEO for effective results for websites. Respondent after listening to this question responded that the White Hat technique is the best to use for effective results for the website. The best strategy is content optimization. The researcher asked the respondent if he uses any sort of Grey Hat SEO techniques to which the respondent replied no for the answer. The interviewer inquired about the tools the respondent uses for monitoring his competitors. Respondent F answered he uses Ahrefs and SEMrush for monitoring his competitors.

According to the experience of the respondent which is the important factor of SEO. The respondent replied that On-site is the most effective ranking factor of SEO because On-site keywords will link search engines with the relevant information. Respondent F shared that he uses Facebook to gather organic leads on weekly basis. The last question was about optimizing local SEO (Google map business). The respondent says that yes, he has optimized his business (local SEO).

Respondent (G): The respondent was asked questions related to SEO to know what kind of SEO tools, and strategies he is implementing to promote his website. The first question was what type of SEO is effective for the promotion of a website. She responded that On-page SEO techniques work for her. The next question was about the best techniques of SEO for effective results for websites. Respondent G explained the process in the following. She said to add one's main keyword early on in the content and then to write unique title, descriptions, and content, optimize your title tag for SEO, optimize your site loading speed, track your results using Google search console, optimize images of SEO, use internal linking and publish amazing content. The

researcher asked the respondent if she uses any sort of Grey Hat SEO techniques to which the respondent replied that yes, building a microsite or blog is a grey hat SEO that can improve your search engine rankings without getting penalized. It's kind of like a PBN but is much safer because you don't own the domains that you are using to link back to the site.

The interviewer inquired about the tools the respondent uses for monitoring his competitors. Respondent G again replied with a brief process that she uses to monitor her competitors. She said that firstly to uncover keywords they're targeting, analyze their ranking s against keywords, analyze their most searched content, stay alert for the new content, track new links and monitor their social activity. According to the experience of the respondent which is the important factor of SEO. The respondent replied Page speed is the most effective leading factor of SEO. Respondent F often gets leads from social media specifically from Facebook. The last question was about optimizing local SEO (Google map business). The respondent says that yes, it can help in a few ways not only dos a verified and optimized GMP stand a better chance of being in the local three-pack, putting your presence at the top of search engines but it can also indirectly help your website get a good rank has optimized his business (local SEO).

Respondent (H): The respondent was asked questions related to SEO to know what kind of SEO tools, and strategies he is implementing to promote his website. The first question was what type of SEO is effective for the promotion of a website. He responded that On-page SEO techniques are very effective for the promotion of the website. The next question was about the best techniques of SEO for effective results for websites. The respondent said that Keyword optimization is very effective with the best Content Placemen and optimization. The researcher asked the respondent if he uses any sort of Grey Hat SEO.

The interviewer inquired about the tools the respondent uses for monitoring his competitors. Respondent H said that he uses Ahrefs and SEMrush tools for competitor monitoring. According to the experience of the respondent which is the important factor of SEO. The respondent replied that Content is the king leading factor of SEO. Respondent H gets more leads from Facebook. The last question was about optimizing local SEO (Google map business). The respondent replied that yes, it is very important for getting leads and appearance in the area.

Respondent (I): The respondent was asked questions related to SEO to know what kind of SEO tools, and strategies he is implementing to promote his website. The first question was

what type of SEO is effective for the promotion of a website. Respondent, I said that blog content SEO and video SEO are effective tools for the promotion of the website. The next question was about the best techniques of SEO for effective results for websites. Respondent after listening to this question responded that the White Hat technique is the best to use for effective results for the website. The best strategy is content optimization. The researcher asked the respondent if he uses any sort of Grey Hat SEO techniques to which the respondent replied no for the answer. The interviewer inquired about the tools the respondent uses for monitoring his competitors. Respondent, I answered he uses Ahref and SEMrush for monitoring his competitors.

According to the experience of the respondent which is the important factor of SEO. The respondent replied that On-site is the most effective ranking factor of SEO because On-site keywords will link search engines with the relevant information. Respondent, I shared that he uses Facebook to gather organic leads on weekly basis. The last question was about optimizing local SEO (Google map business). The respondent says that yes, he has optimized his business (local SEO).

Respondent (J): The respondent was asked questions related to SEO to know what kind of SEO tools, and strategies he is implementing to promote his website. The first question was what type of SEO is effective for the promotion of a website. The respondent said that Off-Page SEO and On-Page SEO is the most effective factor for the website. The next question was about the best techniques of SEO for effective results for websites, as it's directly to ranking on google search. Respondent answered he publishes relevant content, updates his content regularly, has a link-worthy site, and uses all tags. The researcher asked the respondent if he uses any sort of Grey Hat SEO techniques to which respondent D replied yes, he uses Grey Hat techniques.

The interviewer inquired about the tools the respondent uses for monitoring his competitors. Respondent, I answered that he uses Ahrefs for monitoring his competitors. According to the experience of the respondent which is the important factor of SEO. According to respondent I's perspective, the most effective are backlinking, and page optimization as both of these tools help out to grow one's DA and PA. Respondent I does not frequently opt for social media to get organic leads. He prefers using Quora as the best platform to describe and present one's product.

The last question was about optimizing local SEO (Google map business). The respondent says that no, he doesn't use optimized local SEO. He is working for a public organization. The gender of this respondent is male aging between 23 to 30 years. The maximum education level of this respondent is a bachelor's and has experience in digital marketing of around 5 years. Looking at the personal life of this respondent he is married and has 4 kids and he is also taking care of people from his family so we can assume that he has much more expense load than the previous respondents. The respondent mentioned that he is working more than 6-8 hours a day and is earning above 100,000 (pkr) a month. This respondent is smart because he is working fewer hours a day and earning almost the same as the previous two respondents.

Chapter 5

CONCLUSION

The study has found that SEO and Facebook have been playing a strong positive role in the promotion of a business website. The data was collected from 10 successful digital marketers. They belong to different professional backgrounds with different levels of experience but they shared a lot of common SEO and social media techniques. It is found that On-Page SEO techniques are preferred over Off-Page SEO techniques.

E-managers think that the display content of a website plays a more critical role in grabbing consumer attention. They further pointed out the techniques they prefer in case of monitoring the competitors.

The most common monitoring techniques used by respondents are Ahrefs and Semrush. The majority of the respondents think digital marketing is incomplete without SEO techniques and tactics. It was concluded from the above findings that Google AdWords plays a critical role in the promotion of a business and more than half of the percentage uses both Google AdWords and social media tools.

After the analysis of the collected data, It was found that digital marketers used the White Hat Off-Page technique as the most preferred technique. Hardly one of the digital marketers has used the Grey Hat technique.

Digital marketing plays a vital role in business. According to studies, we can know that both of these terms are making a huge impact on businesses in various ways. SEO and digital marketing ease business owners in getting businesses. Both Key factors of the study according to professionals are as follows:

1. SEO is an important factor in the business website. There are many techniques of SEO but On-Page SEO is proven to be the most effective type for getting leads for the business. On-page SEO is a technique implemented on the website to improve the content, design, speed, and structure of the website to get leads for the business.
2. Digital Marketing is proven to be very important for the awareness of the brand and targeting the exact set of audiences. In digital marketing advertisements on social media,

handles are very effective in providing leads. Advertisements on Facebook and Google Ads make a huge impact on the business in targeting the customers, getting leads, and increasing the awareness in the audience.

3. Search Engine Optimization (SEO) is the organic way of promoting a business by increasing the awareness of the business gradually all over the internet and increasing the presence of the business on the Internet without paying anything.
4. Digital Marketing is important for directly targeting the business to the exact set of audiences by using the filters of Geographic, gender discrimination, age factor, personal interests of the users, and demographics using the advertisement methods of social media and Google as well.

Respondents chose video ads over display ads because they thought video ads are a combination of two elements; sound and display. Such a type of ad is more descriptive and grabs consumers' attention more. It was concluded based on the above data that; email marketing is an outdated platform but can become an effective platform for leads if the marketer has an accurate organic lead or client list. It depends upon the client list; how serious the buyer or potential buyer is. It was also witnessed that most of the respondents were running their businesses and earning more than 100,000 (pkr) per month.

Experienced digital marketers were working fewer hours and earning more. So, it can be concluded that SEO and digital marketing techniques play a critical role in the promotion of a business website. Digital marketing is a very cost-efficient and effective influence on consumers. Instead, F. Palumbo and P. Herbig (1998) said that small businesses are now easily reaching their target consumer market at a minimal cost.

5.1 The uniqueness of the Study:

There are several types defined Digital Marketing to increase the business, get leads, and awareness of the brand. In this paper, the main focus is on Digital Marketing and using social media advertising tools with Google advertisement and Search Engine Optimization (SEO) which must use for the website as a way of increasing business organically.

The studies of this research show that both of the terms are making a huge impact on the business and behavior of the consumer. SEO is the best technique for describing and showcasing

the business as well as getting organic leads and on the other hand, digital marketing is best for targeting the right audience at the right spot through the right medium.

Both SEO and Digital Marketing are the best-used strategies for business presence on the Internet. Digital Marketing is giving the results of the efforts at the same time on the other hand SEO will provide the results and leads after increasing the awareness of the brand.

5.2 Recommendation and Future Implication:

- This study only covered a limited quality sample. This study can be performed on the world top class digital marketers or marketing firms.
- The sampling techniques can be different from probability sampling.
- This study could be performed in a cross-sectional way.
- The study was qualitative, the researcher can use qualitative data coding and analysis techniques.
- This study was limited to the geographic region of Pakistan.
- Future researchers can add different variables, themes, and sub-themes to the existing literature.
- They can use various tools for data collection like surveys, focus group techniques, etc.
- This research was too general in terms of industry, the future researcher can choose a specific industry and the impact of digital marketing tools and techniques on their business progress.
- The next researcher can increase the sample size, the more data the better results.
- The research can also be performed on consumers. It is important to know what attracts them the most. The same research but from a consumer perspective.
- Explanatory research on this topic could help future academics and researchers know more closely the importance and effects of digital tools on the promotion of any business. How do these techniques play a role in attracting customers and potential consumers to the business?
- The items of questionnaires can be changed to other ones to get more techniques and ways for digital marketers their success.

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APPENDIX

A1 QUESTIONNAIRE

Impact of Digital Marketing on a Business (Website)

Dear participants, this questionnaire is for an applied research methods project that will neither be shared with anyone nor will be used for any commercial purpose. This is purely confidential.

Time pressure

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

A.	AGE	B.	GENDER	C.	OCCUPATION
1	18-22	1	Male	1	Working for an Organization
2	23-30	2	Female	2	Businessmen/women
3	30-35			3	Retired
4	36 and above			4	Others
D.	EDUCATION LEVEL	E.	Marital Status	F	No. of Children
1	Bachelors	1	Single	1	One
2	Masters	2	Married	2	Two
3	Above master	3	Widowed	3	Five & above
		4	Other	4	None
G.	Taking Care of (Apart from family)	H.	Type of Organization	I.3	Experience
1	Yes	1	Private	1	1-5 years
2	No	2	Public	2	5-10 years
		3	Hybrid	3	11 or more years
J.	Preferred Work Arrangement	K.	Working Hours	L.	Monthly Income

1	Office-based	1	4-6 hours	1	0.00 – 50,000 (pkr)
2	Work from home	2	6-8 hours	2	55,000 – 75,000 (pkr)
3	Hybrid	3	More than 10 hours	3	More than 100,000 (pkr)

SR NO	Digital Marketing (DM)
DM1	Do you use SEO and Digital Marketing (DM) both at the same time?
DM2	Which Social Media Platform helps you get good leads whether it is Facebook ads, Instagram ads (etc)?
DM3	Do you use Google AdWords for the advertisement of your business or just social media tools?
DM4	Which is the most cost-effective and best tool for Digital Marketing according to your experience?
DM5	Which type of ad is more effective for your business (video or display ads)? And why?
DM6	Is email marketing an effective medium for lead generation and audience engagement? If yes, please share the reason.

	Search Engine Optimization (SEO) Expert
SEO1	Which type of SEO is very effective for the promotion of a website according to your experience?
SEO2	What are the best techniques of SEO for effective results for the website?
SEO3	Do you use any sort of Grey Hat SEO techniques?
SEO4	Which tools do you use for monitoring your competitors?
SEO5	Which one is the most effective factor of SEO, according to your experience/experiences? Why?
SEO6	How frequently do you get organic leads from social media? Also, mention the platform and reason.
SEO7	Do you optimize Local SEO (Google my business)? If yes, how effective is it for your business?

A2 CONSENT FORM

Title of Project:

Impact of Digital Marketing on a Business (Website)

Name of Researcher:

M. Iqbal Jafri

Please read the below terms:

- 1. I confirm that my participation is voluntary.
- 2. I confirm and understand that I was willing for the interview to be recorded (Script form).
- 3. I agree to take part in the above-given study.

Name of Participant

Date

Signature

Researcher

Date

Signature

A3 TRANSCRIPT

Textual extracts from the transcript of one interview with the digital marketer.

R = Interviewer

J = Interviewee

R -Do you use SEO and Digital Marketing (DM) both at the same time?

J -Yes, both are used at the same time for different purposes.

R - Which Social Media Platform helps you get good leads whether it is Facebook ads, or Instagram ads (etc.)?

J - Facebook ads help us get good leads as the audience is vast and there is no limit. Insta ads are set for targeting a niche audience.

R - Do you use Google AdWords for the advertisement of your business or just social media tools?

J – Yes, we do use Google AdWords and social media both.

R - Which is the most cost-effective and best tool for Digital Marketing according to your experience?

J - According to my experience best tool for digital marketing is Facebook ads and Google AdWords. All the audience demographics are covered in it. Google helps us cover the remaining audience that is not Facebook affective.

R - Which type of ad is more effective for your business (video or display ads)? And why?

J - As I work with an institute that sells fashion Apparel so for us both ways work fine. As we post video ads majorly on social media and promote them. On the hand, display ads are fun through Google on different pages and sites for retargeting, etc.

R - Is email marketing an effective medium for lead generation and audience engagement? If yes, please share the reason.

J - Yes, email marketing that includes newsletters and promos, etc., is effective because there is a lot of working population that is targeted through emails and the leads generated through emails are accurate. There are new tools in the market now for slicing down newsletters and sending them away with links.

R - Which type of SEO is very effective for the promotion of a website according to your experience?

J - Off-page and On-page SEO both are effective, as it's directly related to ranking on Google searches.

R - What are the best techniques of SEO for effective results for the website?

J - The best technique is to think of the best relatable AdWords and get it on priority. As quickly you get the keyword the ranking of your business on Google search will be visible.

R - Do you use any sort of Grey Hat SEO techniques?

J - No, we don't use any such techniques.

R - Which tools do you use for monitoring your competitors?

J - There are different types of tools we use for monitoring and sales, for website performances normally Google Insights helps a lot. And in ads, there are different sources of extensions in Google Chrome and Analytics.

R - Which one is the most effective factor of SEO, according to your experience/experiences? Why?

J - On-page SEO is the most effective part, as it is directly proportional to the search and getting people landed on the exact link through search and recommendations.

R - How frequently do you get organic leads from social media? Also, mention the platform and reason.

J - As fashion Apparel is a need in the market now. So yes we get a lot of organic leads because the trend is changing and people are preferring purchasing online. We get mostly through Google. Google search.

R - Do you optimize Local SEO (Google my business)? If yes, how effective is it for your business?

J - Yes, we do optimize it but don't focus much on it. It is not that effective in the case of our business model and strategy. It's just an online presence and we do not have a physical store.