

# ACHIEVE BRANDING EXCELLENCE IN THE DIGITAL WORLD BY CAPITALIZING ON SEARCH ENGINE OPTIMIZATION (SEO)

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## ABSTRACT

*In the era of high competition, organizations have to leverage their strengths and focus more on efficiency to sustain themselves in an ever-evolving offline as well as online market. Organizations use multiple strategies to win and capitalize through competitive advantages for digital excellence. SEO is a systematic process which directly affects the visibility of brand websites on unpaid results of search engines. It is hence very important to optimize one's visibility and ranking for better traffic on the internet. It is related to the organic visibility of websites and if one properly leverages SEO, it helps to drive relevant and conversion-worthy traffic which ultimately leads to earning more revenue for one's business. The planned process of website traffic improvement from the internet on one's website is known as search engine optimization. This traffic that lands on one's website can be from different sources like image search, video search etc. SEO works on computer-based algorithms which dictate search engine behaviour through search terms or keywords which people type in search engines. Website rankings are one of the highly talked about benefits of SEO, But SEO is a deeper concept and most of its benefits are related to internet traffic and online brand building for excellence.*

**Keywords:** Branding, Digital excellence, Search Engine Optimization, SEO.

## INTRODUCTION

### Why does SEO Matter now

People trust search engines like Google or Bing and there are many unsaid reasons for it. Hence if one ranks higher in the search results which are thrown up or the first few search results, people tend to click one of the first few search results. This drives more organic traffic which is easy and unpaid to one website (Salo, J. 2022). A study by Ahrefs.com stated that website ranking positively and strongly correlates to overall page traffic. Moreover, the traffic is known for consistency. If one ranks higher in search engines, there is a high chance that one gets both passive traffic and hit consistency. This is unlike any social media website where traffic tends to spike and fall equally suddenly. The main reason for traffic fluctuation on social media is that they are designed to surface only fresh content. On the contrary, the traffic on search engines is quite consistent because the search performed is not as volatile as that on social media. It is economical to focus on SEO as a marketing strategy (Masrianto, A., Hartoyo, H., Aida Vitayala, S. H., & Hasanah, N. 2022). Search engine optimization leads to free and cost-effective promotion through website ranking. Once one gains visibility through good SEO practices, it keeps giving one the boon of search engine traffic month on month. Unlike paid ads which are highly expensive and time bound. So why not capitalize on Search Engine Optimization for online branding excellence?

### Considerations for SEO Success

One of the most important things to consider when performing search engine optimization or SEO is to include key factors like links, titles, meta tags, meta descriptions, good quality content, subheadings, images, and optimized videos so that your content stands out and ranks by adding value in the life of netizens. However, it is very vital to understand that SEO success is not dependent on a single factor, it is more of a holistic approach that you must take when it comes to achieving good rankings on search engines through SEO.

One of the determinants of good ranking is content. There needs to be an equal amount of time and money investment in generating good quality content when you are aiming to rank higher in the search engines. Whatever you add in terms of content, it must be kept in mind that you do not use unnatural keywords or stuff your content with keywords. Overusing keywords takes away the natural flow of your content and does not help in improving SEO in any manner. It just keeps adding weird unnatural sentences to a good piece of content which is highly detrimental from the SEO point of view. You must ensure that your content is engaging and informative. It must add to the knowledge of the person reading your piece or solve a pain point in the market. It is also a good idea to optimize your content piece with interesting links, images or videos which help to increase the time spent by readers on your website. It is hence paramount to use keywords wisely and use easy-to-read materials which appeal to netizens as content affects SEO to a great extent. Planning your content in advance is one good way of ranking higher through SEO. Utilize headings, and subheadings, proofread, edit, and think well in advance about the layout of the content. Also, your content must be optimized well to fit into social media so that people reading have the option of sharing it and you have the scope of winning more traffic.

### **White Hat v/s black hat SEO**

White hat SEO strategies are more of good practices and abide by the rules of the SEO industry to achieve organic rankings on search engines. The primary focus and aim here is to add value to people's knowledge and work on information gaps in the internet market.

Black hat SEO Strategies do not flow the set rules and aim at quick ranking on search engines by adopting spammy techniques to fool search engines (Scott, 2015). They avoid all best practices and put websites at high risk of getting penalized for black hat practices. Penalizing leads to removal from search engines or de-indexing and has severe ethical implications. Hence it is paramount to partner with only authentic and quality SEO agencies or experts so that they adopt best practices and not put your business at risk of getting penalized.

Achieving and setting the right kind of SEO goal for organic ranking and genuine traffic is one of the most important things one can do as an SEO practitioner. Make sure your SEO goals are measurable and smart.

### **Capitalize on automation – SEO Tools**

SEO is a great starting point when it comes to internet marketing or digital marketing. However, there comes a point where you need to consider secure tools and services for SEO. Most of the time there are third-party vendors who help clients with SEO tools. Search engines also have their own in-house branded tools for example google has google analytics inbuilt to give clients deeper insights into traffic through a very well-organized dashboard, google webmaster tool, google AdWords, google trends, google alerts, keywords tools which help you churn out relevant and ranking keywords for your business, google site map and google page speed to better optimize your website. However, whichever tool we use, we must not forget that Consistency is the key to SEO Success.

## Content Optimization

Content optimization is the process of ensuring the content material is written in a manner that can attain the most important possible goal audience. The procedure of optimizing content material should consist of ensuring related key phrases are present, adding meta and identifying tags and applicable links. You should additionally optimize headlines for multiplied CTRs and visible photos for multiplied consumer engagement.

Of course, there are some basic, time-tested techniques that you may put in force to obtain those goals, however, it no longer pretty much appears as technical responsibilities and ticking checklist boxes. There are also enormous advertising and editorial factors to web content optimization, and they want to be covered, too.

### Why it is important?

Let's say that you've written a super top-of-the-funnel weblog publish that's associated with your centre product, and also you need to get as many eyes on it as possible. Two to 3 months after publishing, you take a look at the overall performance of the post only to discover that... no one has seen it.

- The key phrases you've used don't have any search volume.
- You haven't used a coherent heading structure, so Google's bots have had a difficult time making feel of your article.
- Your identification tag does not correctly mirror what the object is about.
- You haven't protected the subject in any actual stage of detail, particularly in comparison to your competitors.

Essentially, in case you don't optimize your content material, your piece would possibly disappear into the Google vortex. Alternatively, imagine that you've written an in-depth manual explaining how groups can use your product effectively. This type of content material is best for the middle of your content material funnel and will probably tip fascinated leads into creating a buy selection. However, you haven't covered any CTAs, and the piece is focused on junior entrepreneurs in preference to selection makers. After reading your consumer journey, you comprehend that an excessive share of your leads drops from your funnel completely at this point.

These are simple examples of why content material optimization is so important. You may have written a pleasant article in the world, full of specific insights and useful advice. But, if engines like google can't discover it, nobody's interested in it, or it's pitched at the incorrect audience, it's not likely that will help you obtain your content material advertising goals.

To assist you to keep away from this, we've compiled a few useful pointers to preserve you on the proper path. We've broken down the content optimization system into 3 sections:

- SEO
- backlinks and shares
- Conversions

## Optimizing Content for SEO

In maximum cases, the number one purpose of virtual content material optimization is to be seen in search engines, and there are a wide number of things that dictate whether or not this may manifest in 2021. However, there are some essential steps you may take to enhance your chances.

### 1. Develop the right topic and right keywords.

The essential building block of each one of your content material pieces is going to be the goal keyword, and so you want to discover what that keyword is going to be before preparing and writing your piece. Consider, too, that Google is now paying extra interest to how you're

overlaying the topic, which means that you want to examine associated key phrases and related questions as well. Remember: key phrases are separate search queries that human beings use, at the same time as subjects bridge the semantic relationship among those key phrases.

## 2. Find Related Keywords

To provide yourself with the best risk of ranking, you need to additionally encompass the key phrases which can be conceptually associated with your goal keyword (think “lemonade” and “ice”, or “straw”). It enables search engines like google to better recognize the subject you're covering. It's important, though, that you don't deviate from the unique cause of your article

## 3. Establish Your Structure

Once you've got your keywords, it's essential to outlay the shape of your piece. The Topic Research tool is right for this task, as you may get entry to an entire set of associated questions for every subject matter primarily based on the preliminary seed keyword. This enables you to get a higher idea of the kinds of objects you'll want to cover for your piece, assisting you to create a greater described shape.

## 4. Manage Keyword Density

Many SEOs and content material entrepreneurs can be acquainted with the once-prominent exercise of keyword stuffing, and even though this “tactic” is now lengthy defunct, you still want to take note of your keyword density. Use the search engine marketing Writing Assistant device to get indicators in case you're the use of your key phrases too much.

## 5. Add Visuals

Visuals are tested to increase person engagement with a chunk of content material, which means site visitors live to your web page longer and pay greater interest to what you need to say. In fact, according to the latest SEMrush survey, posts with at least one photograph get two times as much traffic as people with textual content only, as well as 30% greater stocks and 25% greater backlinks. It's a comparable story for videography too, with posts that don't contain videos getting 92% fewer visitors (and 24% much fewer stocks) than people who do. Therefore, if you're not inclusive of photos, graphics, infographics, charts, GIFs, or films on your posts, you're lacking out on a big opportunity. The search engine optimization Content Template may also warn you if the use of video content material is strongly advocated in your keyword.

## 6. Update Your Content Regularly

Finally, don't forget about your existing content material as soon as it's published. your competition is going to be doing the same effect on your content material, which means you want to often evaluate and replace your maximum essential pieces to preserve the hold of your rankings. This is specifically true in case your article is protecting a fast-shifting subject matter where trends frequently evolve like, say, search engine optimization or content material optimization! That's why it's an amazing concept to tweak your titles to mirror that your content material gives the maximum relevant, up-to-date information (i.e. “The Best Skateboard Brands in 2021”).

## Competitive Assessment SEO

Creating a profitable commercial enterprise requires supplying products or services that clients will purchase at a fee that produces sufficient sales for the business to manage its expenses. Fulfilling this goal is complex with the aid of using the reality that maximum companies face opposition from different organizations engaged in promoting comparable merchandise and services. A competitive evaluation is a business-planning tool that tries to

account for the presence of competition and its capability effect on commercial enterprise decisions.

### **Competitive Assessment Basics**

A competitive evaluation is an assessment of the opposition in a certain marketplace aimed at executing business decisions. An evaluation normally includes developing a listing of competition and creating a profile for every competitor that consists of facts including the varieties of services and products they sell, their marketplace share, advertising strategies, and top-notch strengths and weaknesses. The evaluation may additionally consist of comparisons among an enterprise's precise services and products and the services of the competition (Suchánek, 2010).

### **What is online SEO Competitive Analysis?**

Search engine optimization competitive analysis is the system of figuring out the strengths and weaknesses of your competitor's search engine marketing (Özkan et al. 2020). Much like an average aggressive evaluation, you are operating to find out any gaps between you and your competitor. But instead of that specializing in advertising strategy, you may focus on search engine optimization strategy.

A competitor evaluation can assist you:

- Benchmark your contemporary search engine optimization performance
- Identify regions of development in your search engine optimization strategy
- Reveal any competitor gaps or weaknesses
- Discover your competitors' triumphing strategies

#### **Why SEO Competitive Analysis is Important**

Running a competitive analysis permits you to study your universal market, competition, and the way the contemporary search panorama works for critical keywords. Even in case, you are already ranking at the top of the search results in your maximum keywords, you may want to reveal your search engine optimization overall performance to make sure your rank position is not compromised (Moreno & Martinez, 2013).

The reason for an aggressive evaluation is to assist managers to account for the presence of competition while making enterprise decisions. Identifying the strengths and weaknesses of competition can permit managers to make the most of weaknesses, emulate strengths, or keep away from competing in regions where different groups are particularly strong. Failure to account for the presence of competition can bring about awful business decisions.

For example, if a positive community already has a well-installed automobile repair shop, it won't be sensible to open a similar shop in that area. On the alternative hand, a brand-new shop that specializes in exclusive or complementary offerings would possibly have a higher chance of being successful.

### **Reshaping the branding concept with a pinch of digital branding**

SEO drives 20X more clicks and 150% higher ROI than paid advertising. One of the biggest challenges large companies face when developing an SEO strategy is scalability which can be integrated with public relations efforts to improve brand sentiment. (Boehme, T., Aitken, J., Turner, N., Handfield, R. 2021)

One of the primary benefits of a successful SEO strategy is that it represents your brand to searchers at every stage of the customer journey. As a result, the company becomes a trusted, familiar resource for consumers no matter their stage in the purchase funnel.

Forrester Consulting found that customers sourced through SEO were more loyal and engaged, hence strategy is important as it helps to stay on track while creating content. A robust and holistic strategy will ensure that you're creating content that people are searching for instead of just loading irrelevant content.

SEO strategy is like a puzzle of how your content will be seen in the first place, especially in search engine result pages (SERPs). Having content that is not organized and all over the place makes it difficult for search engine bots to index your site, identify your area of authority, and rank your site pages.

First factor to be kept in mind while creating an overall strategy is mobile strategy SEO. It ensures your site, site content availability and accessibility to visitors on mobile devices so that they can experience the same responsiveness as compared to desktop browsing. Instead of crawling a desktop site, the algorithm will use the mobile version of the site when indexing and ranking pages for SERPs. We should keep in mind that every business has different objectives, so it is an SEO's job to examine the particular industry, determine what their audience cares about, and develop a strategy that gives them what they're looking for. It is critical to define a goal before settling on a good SEO strategy. Without clear goals, SEO activities won't have a measurable ROI. It's also important to tie SEO outcomes to top-level metrics such as revenue. One of the biggest challenges large companies face while developing an SEO website strategy is scalability. It may be that the site has thousands of pages, or it may not have the bandwidth to meet SEO content production goals. Or, perhaps you're struggling with building links.

Often we see that a truly scalable SEO program goes deeper than plugins and third-party software subscriptions. So we have to develop some of the most robust SEO technology for determining market share opportunities, streamlining keyword research, managing blogger outreach and reporting against goals. Technology injects unparalleled efficiency into the SEO Process. It leverages these efficiencies to maximize impact while maintaining complete control and reducing risk. Executing a competitive analysis evaluates the competition for the sake of improving your own SEO strategy. So it is important to Analyze your competitors' organic search rankings, online reviews, blog strategy, and backlink profiles. Then, dig into their user experience, social media, target audience segments, USPs and differentiators. Your competitive analysis should of course include your main competitors. However, it's critical that one must include his/her particular online competitors. Include websites that occupy Google page one for your target SEO keywords even if they aren't direct competitors. It should outrank the online competitors just as much as defined competitors to attract the most search traffic. The most important thing when setting an SEO strategy is to focus on keyword research. It is important to create content and web pages that the audience actually searches for. It's common for large brands to overproduce content that doesn't target specific keyword phrases, or targets the same terms repeatedly. You'll be able to cover topics thoroughly without cannibalizing keywords and diluting value with the help of advance keywords research. That means more website traffic, more engagement and increased conversation rate. Single keywords keep the efficiency to a high-performance SEO program. The second most important is Topic clusters .It is an excellent way to leverage very broad themes through pillar pages. Cluster simply means sub topics. The power of topic clusters is multi-faceted. You're able to cover the complete spectrum of a keyword group, from high volume head terms down to very specific long-tail keywords. Some poor or non-facilitated SEO strategies can result you to get you penalized, if not outrightly blacklisted.

Years ago, google algorithms or search engine algorithms were not frequently updated. However, today the face of the internet has changed and these algorithms or all search engines update information on a regular basis. New technology has helped search engines easily spot spammy content and weed them out to show the best results to netizens. So no longer can search engines be fooled by black hat SEO. Search engines now penalize and outrightly reject websites that follow black hat SEO methods to rank higher. There is hence no shortcut to online reputation success, one has to take the right route to rank organically.

However, Google's goal has never changed. They have always rewarded the best websites that follow white hat SEO strategies for whatever keywords were being searched. So, for those of us who had always focused on white-hat SEO, we are now reaping the rewards and our online SEO Success is less complex (Mäntymäki, M., Salo, J. 2011)

In order to play in this arena, one needs to commit to a monthly budget and approach (Lumineau, F., Eckerd, S., Handley, S. 2015). As the digital ecosystem is becoming more crowded, and therefore more competitive, the world of SEO has become increasingly complex and sophisticated. High rankings and better website authority are no more driven by non-strategized, instinct-based activities. Instead, marketers generate these results through careful measurement and an intentional understanding of user intent.

The main purpose is to create a good SEO strategy and User intent has taken the center stage for implementing successful SEO strategies (Tian et al. 2018). The main goal is to optimize the content for users so that there is an increase in retaining the market along with converting them into customers and clients. Strategies can help to get up on future problems or ongoing technical circumstances and attract mass users to the website. This is what makes SEO Strategy vital in the SEO process.

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