

Report on

**The Significance of Search Engine Optimization Tools and Approaches in
the Realm of Digital Marketing**

By

**Fahmida Islam
18164044**

An internship report submitted to the Graduate School of Management in partial fulfillment
of the requirements for the degree of
Masters in Business Administration

Graduate School of Management, BRAC University

October 3, 2021

© [2021]. BRAC University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Fahmida Islam

18164044

Supervisor's Full Name & Signature:

Dr. Sumon Das

Professor

Graduate School of Management

BRAC University

Letter of Transmittal

Dr. Sumon Das
Professor
Graduate School of Management
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir / Madam,

This is my pleasure to display my position and provide details regarding' Recruitment and Selection Procedure of Onelittleweb under your close supervision.

I have attempted my best to finish the report with the essential data and recommended proposition in as significant a compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Fahmida Islam
18164044
Graduate School of Management
BRAC University
Date: October 3, 2021

Non-Disclosure Agreement



Ref: OLW/HR/2021/0003
2021

Date: 1st September,

TO WHOM IT MAY CONCERN

This is to certify that **Ms. Fahmida Islam, Employee ID: 221211**, is employed with **OneLittleWeb Ltd.** as Sub Editor in the department of Guest Posting & Content from **15th July, 2020 till date.**

During her period of tenure, performance of Ms. Fahmida Islam has been excellent and we find her honest, dedicated, energetic, enthusiastic and very loyal to the organization.

We wish her good luck in her future endeavors.

For **OneLittleWeb Ltd,**

A handwritten signature in black ink that reads "Sujan".

Sujan Sarkar
Co-Founder

Acknowledgement

This report would not have been possible without the direct and indirect contributions of a number of persons, for whom I am grateful. I'd like to use this opportunity to convey my heartfelt gratitude to the management of Onelittleweb in Pragati Sarani, Dhaka, for giving me the opportunity to work on the project. I would like to convey my gratitude to Sujan Sarkar and Md. Ziaur Rahman, who have shown real interest in providing necessary advice about project idea clarity and have provided help at all levels of the study despite their busy schedules. I'd also like to express my gratitude to Dr. Sumon Das (Professor, BRAC University), my valued mentor, for guiding me through the process of making this project meaningful.

Fahmida Islam
18164044
Graduate School of Management
BRAC University

Executive Summary

As a BRAC University student, it is critical that we participate in a three month intensive training program to have a better understanding of the business sector and to directly experience its issues. As a result, I was given the chance to perform my summer internship at "Onelittleweb," an SEO and digital marketing firm, in order to achieve this goal.

Digital marketing is gaining a lot more traction over traditional marketing approaches in this era of the digital world and internet. Search engine optimization, Social media marketing, Search engine marketing and other digital marketing tools and strategies are assisting businesses in gaining a significant market share advantage over competitors.

The first section of the project report includes general information about the digital marketing industry and also the company background. Moreover, it talks about an overview of different digital marketing tools and techniques that my company where I finished my summer internship pursues. The section two of the project report consists of a survey on the value of various search engine optimization tools and strategies, as well as their significance in the digital arena.

Table of Contents

Declaration	2
Letter of Transmittal	3
Non-Disclosure Agreement	4
Acknowledgement	5
Executive Summary	6
Table of Contents	7
List of Figures	9
List of Acronyms	9
Glossary	9
Chapter 1 Overview of Internship	11
1.1 Student Information: Name, ID, Program and Major/Specialization	11
1.2 Internship Information	11
1.2.1 Period, Company Name, Department/Division, Address	
1.2.2 Internship Company Supervisor’s Information: Name and Position	
1.2.3 Job Scope	
1.3 Internship Outcomes	12
1.3.1 Student’s contribution to the company	
1.3.2 Benefits to the student	
1.3.3 Problems/Difficulties	
1.3.4 Recommendations	
Chapter 2 Organization Part: Overview, Operations, and a Strategic Audit	14
2.1 Introduction	14
2.2 Overview of the Company	16
2.3 Management Practices at Onelittleweb	16
2.4 Marketing Practices at Onelittleweb	17
2.5 Financial Performance & Accounting Practices	18
2.6 Information Technology and Information System Practices	18
2.7 Industry and Competitive Analysis	19
2.7.1 SWOT Analysis	
2.8 Summary and Conclusions	19
2.9 Recommendations	20
Chapter 3 Project Part	21
3.1 Introduction (Background, Objective(s) and Significance)	21
3.1.1 Background & Significance	
3.1.2 Objectives	
3.2 Literature Review	21
3.3 Methodology	23
3.4 Findings and Analysis	24
3.4.1 Analysis and Interpretation	
3.4.2 Findings	
3.5 Summary and Conclusions	31

	8
3.6 Recommendations	31
3.6.1 Working with Local Brands	
3.6.2 Optimizing Company Website	
3.6.3 Publishing Regular Insightful Content on the Website	
3.6.4 Team of SEO Experts	
References	33
Appendix A.	34

List of Figures

Figure 1: SEO Basic Concept	13
Figure 2: Management Structure of Onelittleweb	16
Figure 3: SWOT Analysis of OLW	18
Figure 4: Age-wise response of survey	24
Figure 5: Gender-wise response of survey	24
Figure 6: Most informative medium for products	25
Figure 7: Frequency of Google Searches	25
Figure 8: Responses for Google searches and scroll	26
Figure 9: Satisfaction with information on Google	26
Figure 10: Significance of Online Platforms	27
Figure 11: Necessity for Company's Website	28
Figure 12: Recommendation of Google Products	28
Figure 13: Purchasing of products from various Google advertisements	29
Figure 14: Importance of Google reviews and ratings	29
Figure 15: Satisfaction on online purchase	30

List of Acronyms

SEO	Search Engine Optimization
PPC	Pay-Per-Click
SEM	Search Engine Marketing
SMM	Social Media Marketing
SMO	Social Media Optimization
SWOT	Strength Weakness Opportunity Threat
URL	Uniform Resource Locator
IT	Information Technology
HTML	Hyper Text Markup Language
SERP	Search Engine Results Pages
OLW	One Little Web

Glossary

Email Outreach	The technique of approaching other individuals via email is known as email outreach. The purpose of content marketing is usually to advertise particular content, get a backlink, or build a collaboration with an influencer.
Keyword Optimization	The act of analyzing, evaluating, and choosing the best keywords to target in order to generate qualified traffic from search engines to a website is known as keyword optimization (sometimes referred as keyword research). In the early stages of search

engine marketing, both paid and organic search, keyword search optimization is crucial.

Link Building

The process of obtaining links from other websites to point to a target site is referred to as link building.

Chapter 1

Overview of Internship

1.1 Student Information: Name, ID, Program and Major/Specialization

The following report has been prepared as part of the internship program as a requirement for the Masters of Business Administration of BRAC University. This report has been prepared by Fahmida Islam, Student ID- 18164044, MBA Program. The major/specialization that I have completed to fulfill my degree requirements is Major-Marketing.

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

I have carried out my job & internship as a Sub-editor for three months at Onelittleweb and prior to that I was a Communication Expert for almost a year at the company. I have worked closely with the co-founders and the managers. OneLittleWeb is an SEO & Digital Marketing company with headquarters in New York City, New York. Over the last few years, They've helped many small and large businesses take their SERP to the next level. They provide On-page and Off page SEO services like Link building, Guest posting etc. Their Asia HQ is situated at Ranks Business Center (6th Floor), Ka-218/1, Pragati Sarani, Dhaka-1229, Bangladesh. However, due to the pandemic situation the employees mostly performed their tasks from home in the last two years.

Start Date:	July 1st, 2021
End Date:	September 30th, 2021
Total Duration:	Three months
Intern Position:	Sub-Editor
Mentor:	Md. Ziaur Rahman
Office Hour:	9 A.M- 6 P.M.

1.2.2 Internship Company Supervisor's Information: Name and Position

During my internship assignment, I worked mostly from home and only went into the office if I needed to attend emergency group meetings. I've collaborated with a few people in the office. One of such people was my line manager, Md. Ziaur Rahman, who has really aided me in completing my internship.

Company Name: OneLittleWeb

Address- Ranks Business Center (6th Floor), Ka-218/1, Pragati Sarani, Dhaka 1229, Bangladesh. Email Address- support@onelittleweb.com

Company Website: <https://onelittleweb.com/>

1.2.3 Job Scope

My responsibilities as a sub-editor during my internship period included preparing titles for SEO-optimized blogs or articles and writing stories in descending order of significance, analyzing keywords. Moreover, I had to delete and rewrite articles while editing, look for faulty expressions, bad grammatical forms, wrong spellings, and other flaws. It is sometimes necessary to rewrite an article that has been written incorrectly.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

I've mostly worked as a sub-editor, but in order to grasp the fundamentals of SEO, I had to first comprehend how blogging, press releases, social networking, and other related methods interact with SEO. I researched and applied my knowledge of current, previous, and anticipated SEO trends. In addition, I generated content ideas, prepared them for approval, wrote long-form compelling blog entries, and most importantly, coordinated with other members of the company using the best technologies available.

1.3.2 Benefits to the student

During my internship, I was able to learn a great deal from my supervisor and coworkers. Despite the fact that the internship research was mostly done at home, I got the opportunity to discover new topics. The internship was really beneficial to me because I was able to apply my academic knowledge and interest in the organization during the internship period. Writing and editing provided me with opportunities to stretch my intellect and imagination. Simultaneously, I gained sufficient technical knowledge on how to use SEO in digital marketing. In 12 weeks, I developed many interpersonal and professional skills that will help me in future.

1.3.3 Problems/Difficulties (if any faced during the internship period)

As a sub-editor my internship journey was quite smooth. However, I observed a lack of coordination between teams. Many employees in the content team lack basic SEO knowledge that creates a barrier for them to write SEO optimized articles.

In addition, the Accounts management team often misinterprets client's briefs which makes it difficult for the content team to execute a task. This mainly happened since the only mode of communication with the international clients is through email outreach. Therefore, the accounts managers sometimes don't get the clear picture of what the client's expectations are.

1.3.4 Recommendations (for and suggestions to the company on future internships)

Weekly group meetings can help teams work more efficiently. Employees can learn more about natural link placements, keyword optimization, and off-page SEO by receiving training materials. A well-structured client brief will help you avoid overlooking important details.

Chapter 2

Organization Part: Overview, Operations, and a Strategic Audit

2.1 Introduction

The company's main goal is to increase the exposure and readability of its clients' web projects. Saurav Saha Ratul, a digital marketing specialist at Onelittleweb, leads the Search Engine Optimization Team. The company's primary objective is to provide elevated services to the customers in the shortest time possible and at the lowest possible price.

The SEO department is in charge of optimizing web pages and content based on relevant keywords to the client's business, with the goal of boosting the entire visibility on the internet, particularly on search engine results pages SERPs (Search Engine Results Pages). Search Engine Optimizers, SEO Content Writers, and Editors make up this section.

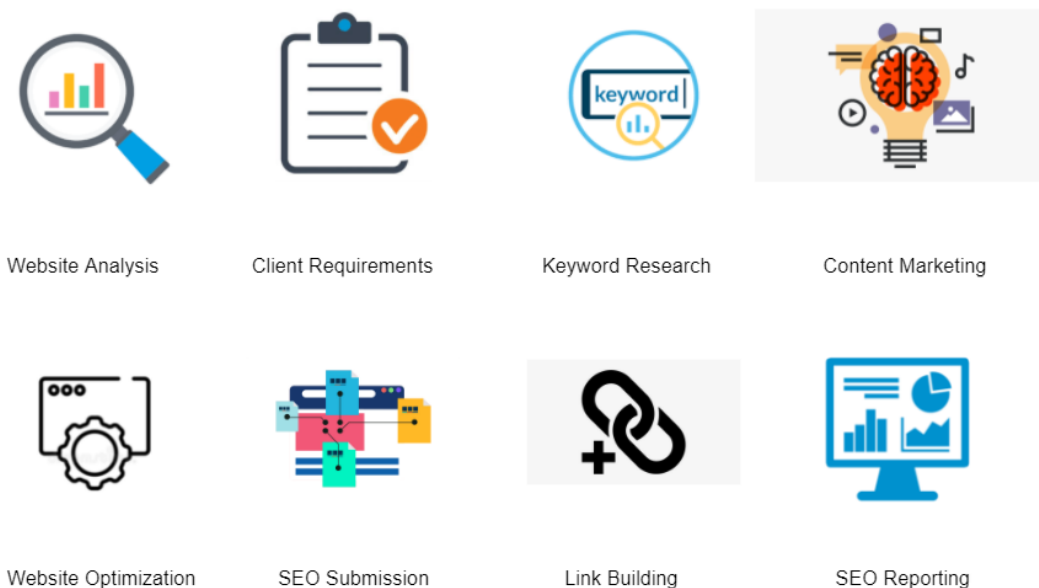


Fig.1 SEO Basic Concept

There are two major methods which the company uses to design its online campaigns. They are as follows:

1. Search Engine Optimization (SEO):

The organic way of ranking a website or webpage on the Google search engine is known as Search Engine Optimization, or SEO. This strategy does not necessitate any charges to Google in exchange for the boosting of web pages and connections. Instead, it concentrates on producing high-quality, original material in order to promote web pages on Google's search results. The website or webpage is placed better in Google searches because of the validity of the material and its creativity, resulting in the company's marketing.

Material writers play an important part here because they are tasked with content writing for advertising the client's blog or website.

Search Engine Optimizers use a variety of techniques to improve SERP ranks. The material of the website is also prepared in this manner. The methods of optimization can be classified into two parts:

- On-Page Optimization
- Off-page optimization

On-Page SEO is concerned with the content and design elements of the webpage. In On-Page SEO, the firm is tasked with creating unique and innovative content for its clients' websites. The company's webpage developers and illustrators create visual and interactive sites for its clients, as it is the world of Online platforms.

Off-Page SEO, on the other hand, is concerned with the promotion of a website through the creation and posting of articles, blog posts, and faqs on various social media platforms as well as other platforms such as Quora and Blogger, as well as the provision of backlinks to the company's website. This aids in the generation of prospects on the website as well as improving its SEO rankings.

2. Search Engine Marketing (SEM):

Another strategy utilized by the organization to promote its client's website on multiple online platforms is search engine marketing, or SEM. Unlike SEO, which is an organic process, SEM is an inorganic process in which a corporation pays a fee to search engines such as Google to promote its client's website.

Search Engine Marketing can be done with a variety of tools. The following are the details:

- Semrush
- Mozbar
- Ahrefs
- Slack
- Airtable
- Google Ads
- Google Analytics
- Wordpress
- Mail Chimp
- Close.com

In today's era of the Digital world, SEO has offered a new dimension to the area of marketing. Despite the fact that it is still in its infancy, this field of marketing has provided high profits to companies that have made investments in promotional activities in this area. Digital marketing will grow at a breakneck speed as people become more aware of the importance of SEO.

It's necessary to see the whole image to understand how to make a huge effect with SEO. But search engine optimization authorities don't regularly get to see their work come to fruition from begin to finish. The business enterprise lets their groups work in individual teams and consequently they do not gather full expertise on the core search engine optimization concepts.

2.2 Overview of the Company

OneLittleWeb is a search engine optimization and digital marketing firm based in New York City, New York. They've massively helped small and major businesses to improve their SERP in the last few years. The company was founded in the year 2020 under the capable supervision of Sujan Sarkar, the Co-founder and CEO, OneLittleWeb.

They also Provide and Off-page SEO services such as Link building, Guest blogging, and so on. The business-to-business firm creates and manages web marketing campaigns for its international clients. Onelittleweb does not work with any local clientele.

With OneLittleWeb, over 300 agencies, SEO professionals, and business owners are expanding their businesses. They primarily offer authority backlinks, SEO content writing, and guest-post link building. Furthermore, top agencies, SEO professionals, and businesses trust them, including autismparentingmagazine.com, jefflenney.com, dougcunnington.com, repairsmith.com, and others.

2.3 Management Practices at Onelittleweb

Onelittleweb is a privately held SEO and digital marketing company founded in the year 2020. It is situated on the 6th floor of Ranks Business Center, Ka-218/1, Pragati Sarani, Dhaka 1229, Bangladesh. The company specializes in, but is not limited to, offering link building services and organic traffic to a variety of small and major business websites in order to improve their SERP rankings.

The management is composed of mainly:

1. Board of Directors
2. Project management Department
3. Account Management Department
4. Marketing Department
5. Content Department
6. Outreach Department

7. HR & Admin Department

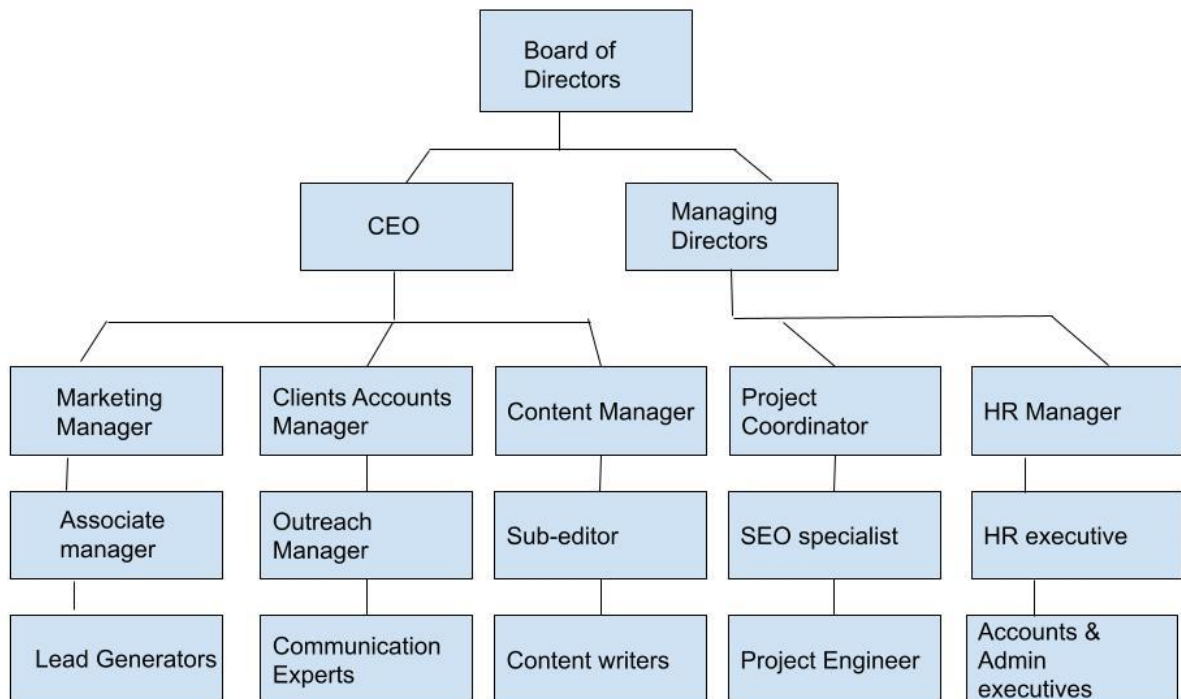


Fig.2 Management Structure of Onelittleweb

The main management practices followed at Onelittleweb are:

1. Management offers financial incentives to everyone.
2. Give valuable input on a regular basis.
3. Employees and individuals are held with high regard.
4. Employees are given basic training by the managers in order to solve new challenges and learn new abilities.
5. Managers stay up to date on emerging technologies.

2.4 Marketing Practices at Onelittleweb

The organization uses email outreaching for sales communication that represents their value offer. The lead miners create flawless cold emails to clients outlining WHY our service is useful and HOW our clientele may profit from it. On their service site, they share SEO audit findings, client reviews, client Testimonials, and chatbots to engage directly with prospects. Backlinks and value-driven trial offers are also evaluated by the marketing team. They even execute SEO on their service site to market it as an authority backlink service provider that relies on organic traffic.

Digital marketing and social media work hand in hand, so the organization has developed a strong social strategy. As a result, the business knows that having a presence on many platforms is critical. The company's social media profiles and email CTAs significantly aid in the sale of SEO services to multinational companies.

2.5 Financial Performance & Accounting Practices

The financial calendar that OLW follows begins on July 1st and ends on June 30th. The Management Committee creates and presents the budget for the following fiscal year's expected income and expenditures. After considering all of the cases and receiving a report on the proposed budget, the company's Board of Directors approves the budget for the following fiscal year. The profit balance is distributed as dividends among the company's directors at the end of the year. The board of directors is accountable for any additional investment that may be necessary in the event of losses. A portion of the organization's profit is reinvested in the company through development projects.

The Accounts Executive is in charge of the company's financial status and performance, as well as assessing, monitoring, and reporting on it. The executive prepares reports and major financial statements, such as the International Financial Reporting Standards (IFRS) (International Financial Reporting Standard). She is also in charge of OLW's financial and accounting rules and procedures development and implementation. The company employs the Tally Enterprise Resource Planning (ERP) system, which helps with internal and external financial reporting and accounting standards, as well as communication with external and internal auditors and other stakeholders about finance and accounting issues and concerns.

2.6 Information Technology and Information System Practices

All websites and internet properties under the influence of the SEO department at Onelittleweb have been technically optimized. By screening devices to verify that these business devices are effectively implemented, generating community alternatives, and designing unique software, our information technology professionals help to achieve company goals.

The program is used to construct a wide number of platforms and applications that use proprietary tactical programming language. Web pages created by technologies such as PHP, Python, HTML etc. can be found in a variety of applications at our SEO firm. D and Java are used to create PC apps like OpenOffice and Microsoft Word.

For each employee there are separate computers for them to work. The hardware equipment we use for PC configurations are: 8 Gigabytes RAM, 3rd generation Intel core i5 processor, 64 bit Windows 10 OS. For Network Hardware we use wireless broadband routers.

To keep data Onelittleweb makes use of Airtable, an all-in-one database tool. It's a hybrid of a spreadsheet and a database, and it's completely customizable.' With its extensive REST API

and very attractive visual UI with configurable fields to handle and represent the data, it appeals to all departments of the corporation. It also incorporates a number of diverse tools into a single solution, including task managers, databases, CRMs, spreadsheets, and so on.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis

A SWOT analysis can be used to assess an organization's internal strengths and weaknesses, as well as external opportunities and threats. Using the SWOT analysis, we may gain insight into what we can achieve in the future and what we need to compete with our current competition. We may also use this tool to determine the current position of the firm in relation to its competitors and make strategic decisions based on the study' findings.

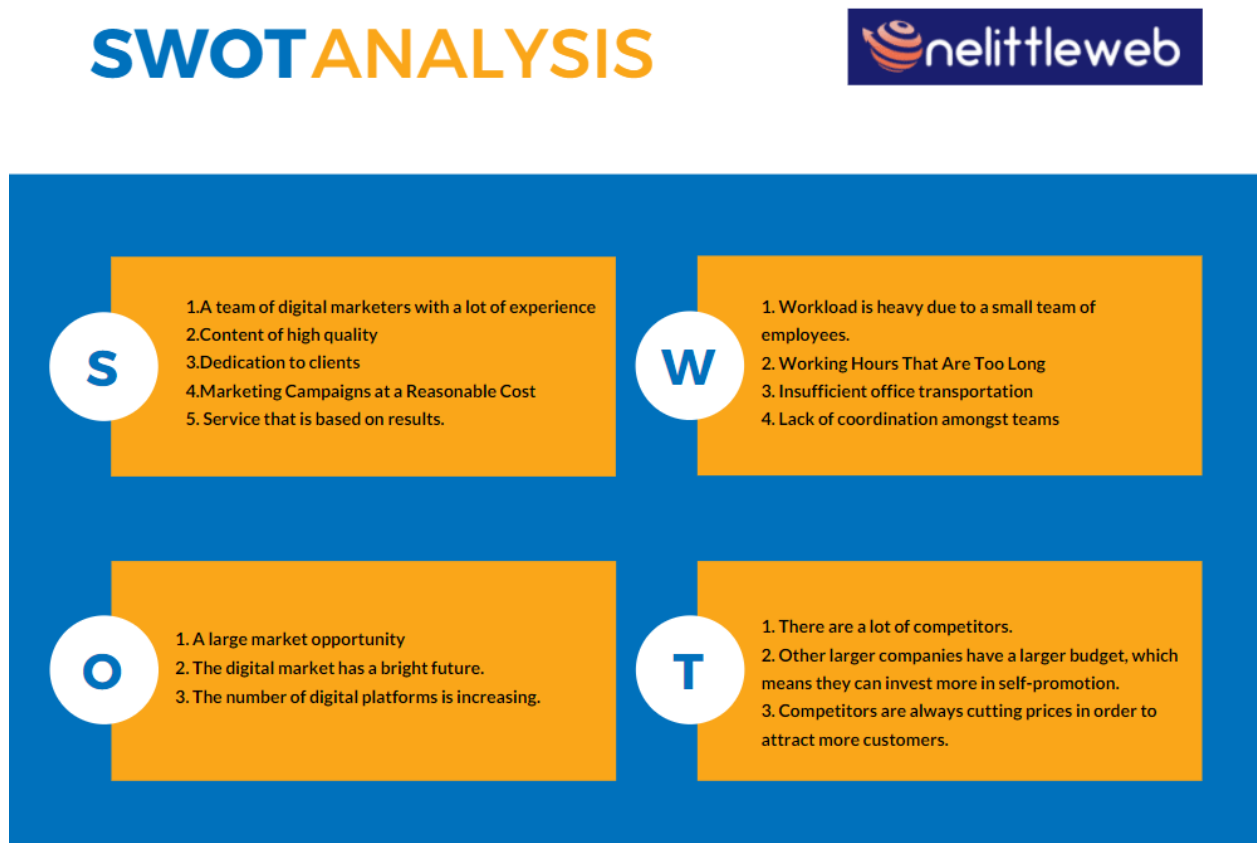


Fig.3 SWOT Analysis of OLW

2.8 Summary and Conclusions

As a newly established SEO agency, the company provides the opportunity to have a better understanding of the real-world working environment as well as to create network links with other IT sector individuals to its employees.

They experiment and train you a lot on the ever-changing industry of SEO. SEO is commonly thought of as a minor aspect of web development, but during my internship, I discovered that it is a broad sector that may be considered a viable career option.

Lastly, when it comes to SEO, there is no such thing as instant success. It's a long procedure, but if done correctly, the result it produces is absolutely delightful. The organization is steadfast in its commitment to providing high-quality services to its customers in the shortest possible time and at the lowest possible cost.

2.9 Recommendations

The corporation is particularly protective of its laws and regulations, and they use CCTV cameras in an open work environment to monitor employee behavior. Managers frequently delegate work to subordinates, leaving them with limited room to exhibit their originality. Giving employees authority to accomplish their jobs, in my opinion, is critical since it shows that you trust and value them. When an employee comes to work, he or she is there to do a job. So, instead of micromanaging people, it is preferable that the company allows the employees to handle things.

It's critical that the organization listens to staff suggestions and takes their input seriously. They can begin by establishing an online portal where individuals can contribute suggestions for improvement. They should be able to do so without revealing their identity or with their name attached. Then, at employee meetings or group discussions, management can discuss the suggestions.

Chapter 3

Project Part: The Significance of Search Engine Optimization (SEO) Tools and Approaches in the Realm of Digital Marketing

3.1 Introduction (Background, Objective(s) and Significance)

3.1.1 Background & Significance

SEO marketing is more vital than ever in today's competitive market. Every day, millions of people use search engines to find answers to their inquiries or solutions to their issues. SEO can enable companies to develop free targeted traffic from search engines if you have a website, blog, or online store. SEO is significant since it encompasses not only search engines but also best practices for improving a website's user experience and usability. Consumers trust search engines, and owning a website that appears in the top results for the keywords the user is looking for boosts the website's trust. Most significantly, in this age of digital marketing, SEO may help a company stand out from the crowd. If two websites sell the same product, the one that is optimized for search engines is more likely to attract more visitors and generate more sales.

The purpose of this research is to determine the significance of search engine optimization in the current online economy. SEO is a crucial tool for digital marketing, and the study examines the effects of various on-page and off-page SEO tactics in today's digital world. Consumers who utilize Google searches to learn about different goods and services supplied by numerous companies are the subject of the study.

3.1.2 Objectives

The objectives of the study are given below:

1. To comprehend the significance of SEO in the field of digital marketing.
2. To understand how consumers feel about digital advertising.
3. To figure out how many individuals are influenced by internet searches and ads.
4. To determine what visitors are actually looking for in their Google searches.
5. To learn how consumers feel about various areas of on-page and off-page SEO.

3.2 Literature Review

Many authors have defined SEO in a variety of ways in order to represent the fluid nature of the idea. Cheffey et al., (2006), for example, defined SEO as an organized strategy to improve a business's or its goods' position in search engine natural or organic results listings for certain keywords or phrases. Search engine optimization (SEO) is a combination of tactics designed to improve the performance of the website in search engine results, hence increasing the likelihood that a visitor would access the site (Vryniotis, 2015).

A research study on search engine optimization as a technique of digital marketing was also conducted in the research paper “Search Engine Optimization (SEO) as a Digital Marketing Technique,” by Norrgard (2018). The author of this research paper claims that search engine optimization is a digital marketing technique that helps to improve web searches through qualitative and quantitative analysis. The author seeks to understand what search engine optimization is and how it can be used effectively for web page marketing. The author concluded that the future of SEO is unpredictable, and the only thing that is clear about SEO is that it is constantly changing. He claimed that SEO will continue to evolve and be a top focus for companies looking to market their websites.

Cassar, David (2013) In the study paper "Search Engine Optimization," the author conducted a survey of the ongoing developments in search engine optimization on SEO. The author of this journal article explains why cellphone SEO is becoming increasingly important. The author also looks into the main goal of SEO. The researcher of this literature review believes that the primary goal of SEO is to boost traffic and increase leads in a company's digital ecosystem. The paper also suggests that applying SEO tools and strategies appropriately can result in high ranking of the firm's web pages.

Kadam, A. (2019). In his study, “Search Engine Optimization Techniques and Tools”, has conducted a thorough examination of the various methods used in search engine optimization. According to the author, search engines are used to find any material on the internet. The primary goal of this study paper is to examine various SEO tools and approaches. Search engine optimization, according to the author, is the process of increasing a website's exposure in the top part of search engine results. The author also states that in order to rank top of google searches, a company needs to employ a variety of SEO tools and approaches.

Berman, R., & Katona, Z. (2013) wrote in their study paper "The Role of Search Engine Optimization in Search Marketing. Marketing Science" that search engines are primarily meant to find relevant content. Search Engine Optimization (SEO) is a set of tactics and practices that can help any website improve its rankings. According to the author, search engine optimization is divided into two parts: on-page and off-page optimization. The author of this study paper investigates the role and value of search engines as well as search engine optimization.

KHRAIM (2016) discussed the impact of SEO on online advertisement in the research paper "The Impact of Search Engine Optimization on Online Advertisement." This research paper aims to explore the importance and benefits of search engine optimization in internet and digital marketing, as well as to examine the impact of search engine optimization on online advertisement. After conducting the research, the author came to the realization that search engine optimization helps users see online ads when they use search engines such as Google, Bing, and ALTAVISTA, among others. For the purpose of obtaining information about products and services. The author also stated that because there are so many variables that influence search engine optimization, it is critical for businesses to select the right tools to use.

3.3 Methodology

This study employed two research methodologies. They are as follows:

I worked as a sub-editor at "Onelittleweb" under the supervision of Mr. Sujan Sarkar and Md. Ziaur Rahman, my industry mentor. I was given the following tasks:

- Communicating with publishers via search engine tools.
- Developing a solid understanding of on-page and off-page SEO approaches for keyword optimization and lead development.
- Writing and editing SEO optimized articles, blogs, and Quora posts for corporate and consumer promotion.
- Using various SMM strategies, promote client websites on numerous social media channels.

I also conducted a survey of people who use search engines to find products and services. The purpose of the survey approach is to obtain one or more pieces of information from a sample of respondents who are representative of a wider group. The data is acquired by asking questions of persons who are believed to hold the relevant knowledge, which is then documented on a questionnaire.

The quantitative approach was utilized in this study, and a survey questionnaire was created to gather data about the study's variables through a sample search. The study tool is a three-page questionnaire designed to acquire data on the primary practices that influence online advertising via SEO in firms, affecting their sales and operational effectiveness. There were a total of 15 multiple-choice questions included in the survey ranging from 1 to 5, with 1 indicating strong agreement and 5 indicating strong disagreement.

- Research Type: Quantitative Research
- Sample Size: 20 Respondents were chosen at a random
- Sampling Technique: Simple Random Sampling
- Sampling Area: Dhaka Region
- Source of Data: Primary Data
- Tools: Questionnaire
- Data Analysis: Interpretation of every survey question has been done

3.4 Findings and Analysis

3.4.1 Analysis and Interpretation of the Survey

Age:

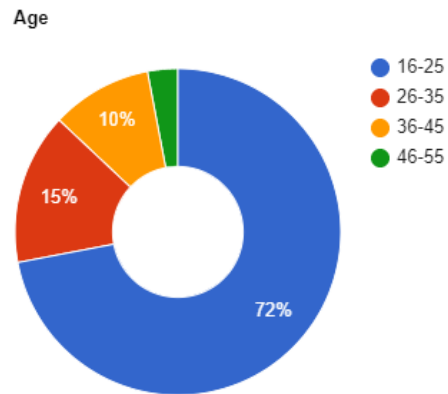


Fig.4 Age-wise response of survey

Interpretation: Individuals between the ages of 16 and 35 were the focus of the study. Individuals between the ages of 16 and 25 accounted for 72% of the study's participants, while those between the ages of 26 and 35 accounted for 15%. From age 36 and above the response rate is low.

Gender:

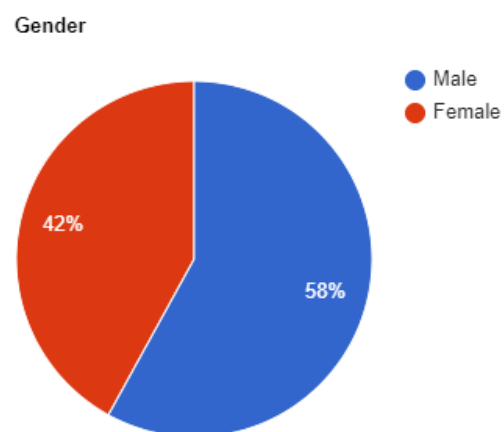


Fig.5 Gender-wise response of survey

Interpretation: Male respondents accounted for 58% of all respondents, while females accounted for 42%.

Q1.

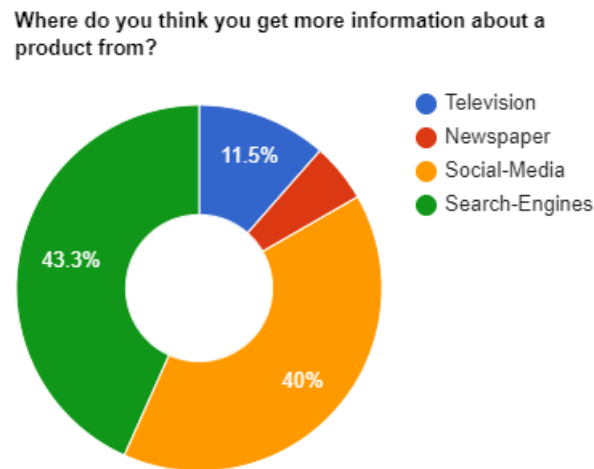


Fig.6 Most informative medium for products

Interpretation: It can be noticed from the above response that 43.3 percent claimed they acquire information about a product through various Search Engine sources. It can be assumed from this that SEO is rapidly becoming the most important platform for people to learn about various businesses and services. This can be viewed as an opportunity for various digital marketing organizations to sell their products and services to a big market segment by employing appropriate SEO tools and tactics.

Q2.

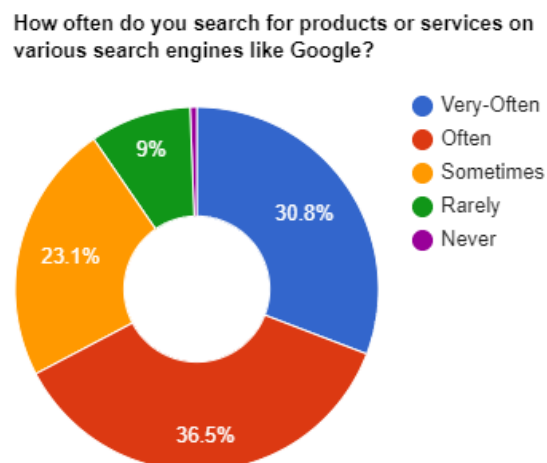


Fig.7 Frequency of Google Searches

Interpretation: In this pie-chart, it can be seen that 30.8 percent of respondents chose very often, while 36.5 percent chose that they frequently search for products and services on search engines like Google. It can be shown that roughly 67.3 percent of the respondents frequently look for various products and services on various search engines, and that employing the appropriate SEO strategies can help a firm rank better on Google and generate more leads on their websites.

Q3.

How often do you scroll for different options and change pages while searching for a product or service on various search engines like Google?

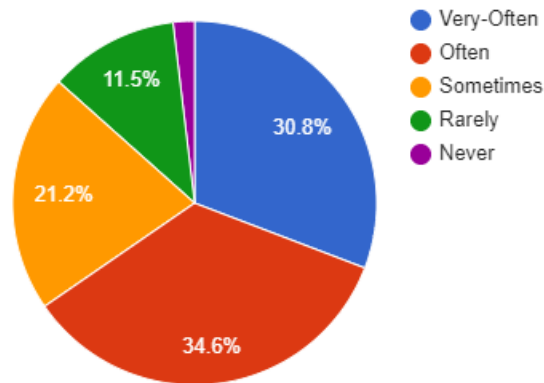


Fig.8 Responses for Google searches and scroll

Interpretation: In the figure above, it can be observed that 30.8 percent of respondents chose very often, while 34.6 percent chose often. This demonstrates that when searching for a product or service on Google, users frequently browse down pages or even switch pages.

Q4.

How satisfied are you with the information that you get on Google about your search?

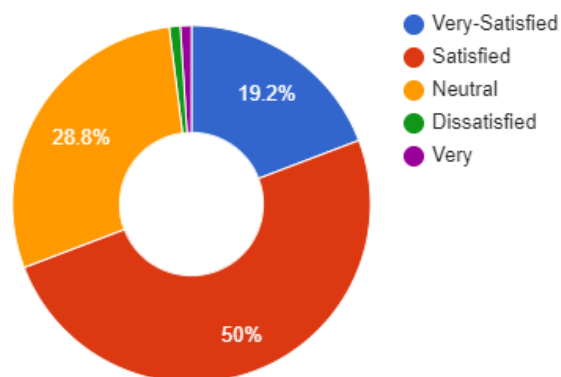


Fig.9 Satisfaction with information on Google

Interpretation: According to the graph above, 19.2 percent of respondents are very satisfied with the information they receive from Google, while 50 percent are satisfied with the information they receive about various products and services from Google. This emphasizes the importance of content writing as a tool in the field of digital marketing while using SEO tactics.

Q5.

How important are online platforms for shopping, banking, trading etc. for you?

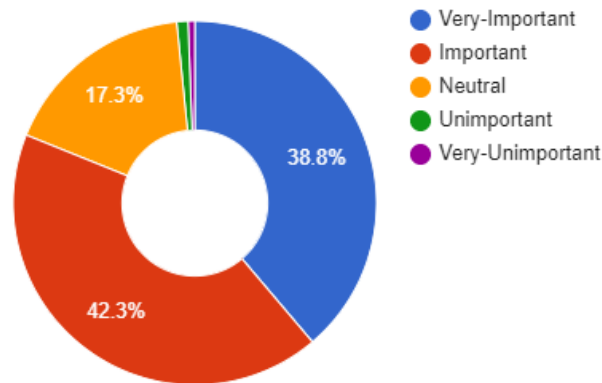


Fig.10 Significance of Online Platforms

Interpretation: As can be observed from the pie chart above, approximately 73.1 percent of respondents believe that internet platforms are vital for shopping, banking, trading, and other activities. This provides a great chance for businesses to market their products and services on multiple digital platforms by utilizing various SEO strategies, both on-page and off-page.

Q6.

How important is it for a company to have a website about the product that you have searched on google?

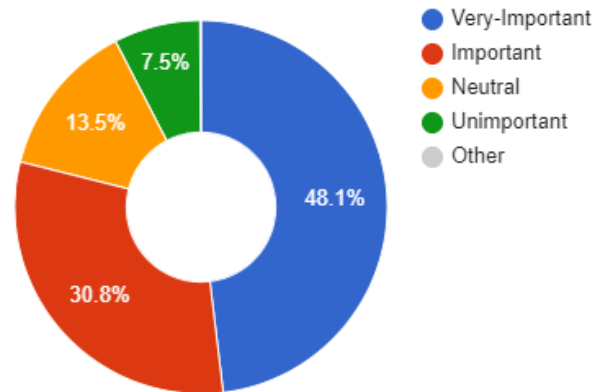


Fig.11 Necessity for Company's Website

Interpretation: According to the above pie-chart, 78.9% of respondents believe it is critical for businesses to have a website for the product that you have Googled. This demonstrates the significance of using On-Page SEO strategies and having a solid webpage with relevant content for our items.

Q7.

How often do you recommend a product or a service to a friend that you have seen on Google?

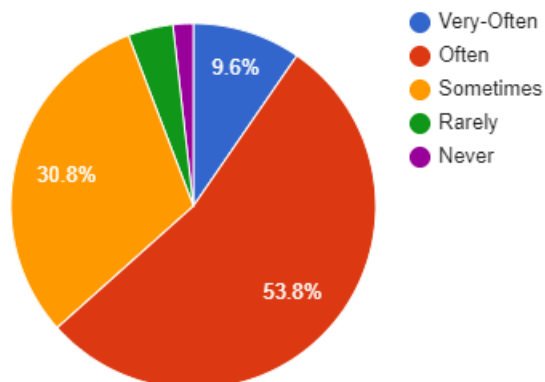


Fig.12 Recommendation of Google Products

Interpretation: Based on the statistics, 30.8 percent of respondents Very Often recommend a product or service they see online to a friend, while 53.8 percent of respondents Often recommend a product or service they see online to a friend. This demonstrates that having a decent SEO technique will assist your goods in gaining word-of-mouth publicity.

Q8.

How often do you buy products or services from the various Google advertisements that you see?

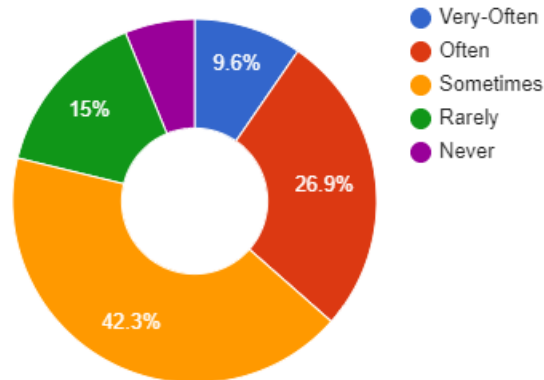


Fig.13 Purchasing of products from various Google advertisements

Interpretation: In the pie chart above, it can be observed that 9.6% of people buy very often and 26.9% of people buy frequently from the numerous Google adverts that they view. This means that if you use a successful off-page SEO strategy, customers will buy your products after viewing your marketing online.

Q9.

How important are the Google reviews and ratings for you while searching for a particular product or service online?

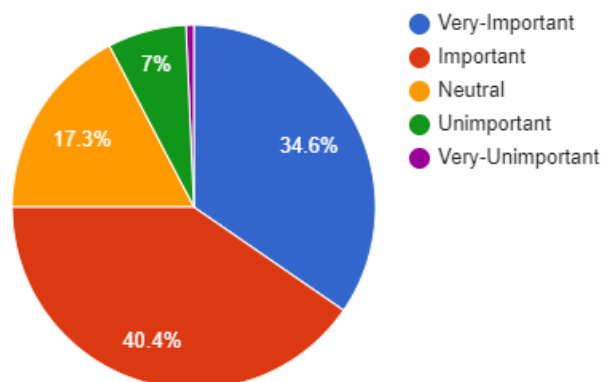


Fig.14 Importance of Google reviews and ratings

Interpretation: 75% of respondents believe that Google reviews and ratings are very significant when searching for a certain product online.

Q10.

How satisfied are you with the various products and services that are offered to you on various social media platforms and search engines?

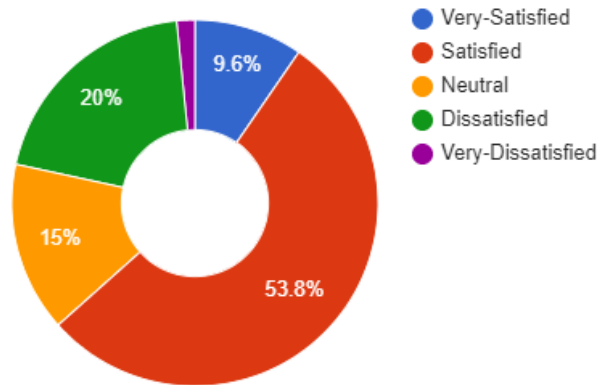


Fig.15 Satisfaction on online purchase

The above trend indicates a high degree of satisfaction among consumers who purchase various items and services through various social media platforms and search engines whereas many still prefer buying products from markets directly.

3.4.2 Findings

A number of conclusions were to be drawn from the survey, which was conducted using a questionnaire. The following are the details:

1. Since a substantial proportion of netizens are young people, organizations should take this in mind when segmenting their demographics and organizing their online marketing strategies.
2. A big number of respondents stated that they gathered diverse information about different goods and services from numerous online platforms, implying that the rise in digitalization has prompted businesses to advertise their brands online.
3. Many users who search the Internet for various products and services stated that it was the information or content that was most important to them, stressing the relevance of SEO in the area of Internet Marketing.
4. A substantial percentage of internet users also emphasized on the relevance of Google reviews and ratings while purchasing a product or engaging in a service. This shows the significance of off-page SEO in increasing a website's or webpage's number of reviews and ratings.

5. A number of SEO methods, such as content writing, off-page SEO, and organic advertising efforts on various social media platforms, were also discovered to play an essential part in the field of Digital Marketing.

3.5 Summary and Conclusions

Digital marketing is still a new sector in today's digital world. Therefore, it offers a lot of scope and potential for digital marketing organizations and digital marketers. Customers are receptive to digital marketing strategies, particularly in the aftermath of the pandemic. We also learn that web searches and google ads have a significant impact on a larger group of people. Moreover, firms who wish to advertise themselves on numerous internet platforms must use the correct Search Engine Optimization tools and approaches.

To sum up, in a world dominated by digital technologies, having the appropriate SEO tactics can assist a company in gaining a substantial part of the internet market and gaining an edge over its competitors.

3.6 Recommendations

The companies should focus on local SEO to get better results. The ongoing sharpening of algorithms adds increasing relevance to geographic factors for search engines, particularly Google. As a result, the user's geolocation enables for customized and localized results. Because Google is wiser than ever, someone searching for "Florist" or "eCommerce Agency" in Chittagong is still running a search with Specific Intent. The following recommendations can improve the overall lackings that I observed in the company while working:

3.6.1 Working with Local Brands

Onelittleweb is only acquiring foreign leads for their company but I believe they can also contribute in elevating the digital marketing of Bangladeshi brands. This way their business site will gain more leads.

3.6.2 Optimizing Company Website

Today's high-level relevance criteria, such as ranking results by user location, are a great way to attract qualified traffic. Instead of focusing on general search phrases linked to the organization, local SEO helps to focus on more particular queries, which are more qualified even if they are fewer. So, it's critical for businesses to invest in local SEO optimization in order to gain more exposure and an advantage over their competitions. Speaking of which, currently Onelittleweb company's website itself isn't fully SEO optimized to attract local or international clients. The company is potentially losing many prospects as the company can't be discovered easily on search engines if you search with popular keywords like "Best SEO agency in Bangladesh" or "SEO in BD" etc.

3.6.3 Publishing Regular Insightful Content on the Website

It is not possible to provide content for the company's own website on a regular basis due to the staff and time commitment. However, providing one or two pieces of valuable content on their blog segment once a week can help them increase the SERPs.

3.6.4 Team of SEO Experts

Subdividing the teams as a mix of new and seasoned SEO specialists can have a significant impact on the company's external reach. Instead of hiring a team with only seasoned SEO specialists, combining expertise and freshers will help balance the teams. The state of SEO evolves throughout time. Google now considers the keyword stuffing approach, which was popular ten years ago, to be a spammy act. Young SEO gurus will be up to date on the most recent SEO developments. As a result, having a specialized team of well-balanced SEO professionals would assist the organization in generating more leads.

References

- [1] Berman, R., & Katona, Z. (2013). “*The Role of Search Engine Optimization in Search Marketing. Marketing Science.*,” 32(4), 644–651.
- [2] Brin, S., & Page, L. (2012). Reprint of: “*The anatomy of a large-scale hypertextual web search engine. Computer Networks.*,” 56(18), 3825–3833.
- [3] Cheffey, D., Ellis-Chadwick, F., Mayer, R., Johnston, K. (2006) “*Internet marketing Strategy, Implementation and Practice, Prentice Hall.*,” Essex, page 349
- [4] Chotikitpat, K., Nilsook, P., & Sodsee, S. (2015). “Techniques for Improving Website Rankings with Search Engine Optimization (SEO). *Advanced Science Letters.*,” 21(10), 3219–3224.
- [5] Kadam, A. (2019). “Search Engine Optimization Techniques and Tools.” *International Journal of Scientific Research in Computer Science, Engineering and Information Technology*, 312–316.
- [6] Khraim, H. S. (2015). “*The impact of search engine optimization on online advertisement: The case of companies using e-marketing in Jordan. American Journal of Business and Management.*,” 4(2).
- [7] Norrgård, I., 2021. “Search Engine Optimization (SEO) as a Digital Marketing technique for internationalization in higher education” : *The case of Oulu University of Applied Sciences*. [online] Theseus.fi.
- [8] Vryniotis, Vasilis WebSEO analytics blog, “*Is Google PageRank still important in Search Engine Optimization?*” February 18, 2015.

Appendix A.

The Significance of Search Engine Optimization (SEO) Tools and Approaches in the Realm of Digital Marketing

Survey Questionnaire

* Required

Name *

Gender *

Female

Male

Age *

16-25

26-35

36-45

46-55

Q. Where do you think you get more information about a product from? *

(=) Television

(=) Newspaper

(=) Social Media

(=) Search Engines

Q. How often do you search for products or services on various search engines like Google? *

Mark only one oval.

(=) Very Often

(=) Often

(=) Sometimes

(=) Rarely

(=) Never

Q. How often do you scroll for different options and change pages while searching for a product or service on various search engines like Google? *

(=) Very Often

(=) Often

(=) Sometimes

(=) Rarely

(=) Never

Q. How satisfied are you with the information that you get on Google about your search? *

- (=) Very Satisfied
- (=) Satisfied
- (=) Neutral
- (=) Dissatisfied
- (=) Very Dissatisfied

Q. How important are online platforms for shopping, banking, trading etc. for you? *

- (=) Very Important
- (=) Important
- (=) Neutral
- (=) Unimportant
- (=) Very Unimportant

Q. How important is it for a company to have a website about the product that you have searched on google? *

Mark only one oval.

- (=) Very Important
- (=) Important
- (=) Neutral
- (=) Unimportant
- (=) Very Unimportant

Q. How often do you recommend a product or a service to a friend that you have seen on Google? *

- A) Very Often
- B) Often
- C) Sometimes
- D) Rarely
- E) Never

Q. How often do you buy products or services from the various Google advertisements that you see? *

Mark only one oval.

- A) Very Often
- B) Often
- C) Sometimes
- D) Rarely
- E) Never

Q. How important are the Google reviews and ratings for you while searching for a particular product or service online? *

Mark only one oval.

- A) Very Important
- B) Important
- C) Neutral
- D) Unimportant
- E) Very Unimportant

Q. How satisfied are you with the various products and services that are offered to you on various social media platforms and search engines? *

- A) Very Satisfied
- B) Satisfied
- C) Neutral
- D) Dissatisfied
- E) Very dissatisfied

Q. Any suggestions that you would like to provide on improving the quality of your Google searches?
