

CONTENT OPTIMIZATION FOR DIGITAL MARKETING TO ACHIEVE HIGHER RANKING IN SEARCH RESULTS: AN EMPIRICAL STUDY

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Abstract:

Capturing the targeted group's attention towards website content is critical. Most website visitors glance at the first page of search engine results pages (SERPs) and will stay a few seconds on a webpage before determining what to do next. As the Internet drives businesses to promote their products and services online, achieving a website's first-page position on SERPs is becoming more popular among digital marketers. Achieving the first page ranking of a web page can increase conversions and sales income. The answer to overcoming these odds is good website content writing and ranking on the first page of a SERP. Excellently optimized content captures the reader's attention and rises to the top of search results, which is required for a webpage's success. This research is an empirical study of content optimization for a digital downloadable product website. This research aims to develop a strategy for optimizing a website's content to boost online exposure and ranking in several search engines (Google, Yahoo, and Bing) for a specific keyword. In this article, content optimization is done by developing a blog web page and achieving first-page ranking on different search engines.

Keywords: content optimization, digital marketing, search engine optimization, website optimization.

1. Introduction:

Digital content marketing focuses on creating and publishing meaningful, relevant, instructive, and high-quality content to attract and maintain a targeted audience. Every day, billions of people use the Internet to assimilate information and communicate. People use their preferred search engines to find relevant information when looking for information about a product or service. So, if a company or community wants the user or customer to search for the product or service they offer, the firm or community should be active on the Internet or search engine. A website is one medium for a company or community to provide information and communicate on the Internet. When users enter a query into their preferred search engine, numerous web pages on the Internet give solutions and information to their problem or concern. Furthermore, many people utilize the Internet for marketing and commercial objectives.

Consider the possibility that a company's marketing staff may have produced the most intriguing and informative content. However, it only benefits the firm if it is among the top

pages in any of the 3.5 billion searches being done daily. That is why optimized content is necessary to rank higher in searches and increase traffic to a website by using relevant keywords that interested users are looking for on search engines.

Both content marketing and search engine optimization (SEO) are critical for any digital strategy. Search Engine Optimization (SEO) is a collection of tactics that assures that a marketer's content and web pages are accessible to the intended audience, as well as enhancing the quantity and quality of traffic to a website from organic search results on search engines like Google, Bing, or Yahoo. SEO will suffer if the content is not optimized, such as web pages, product descriptions, blogs, essays, or even images and videos. SEO cannot be isolated, and it requires content to support matching those specific search queries utilizing keywords. Incorporating SEO into a content marketing strategy will produce favourable results and is required for companies to succeed in today's digital marketing space. Content may be used at any point in the sales and marketing funnel.

The main objective of this research is to establish a plan for optimizing a website's content to improve online visibility and achieve first-page ranking for a particular keyword in various search engines. In this article, content optimization is done by developing a blog web page and achieving first-page ranking on different search engines.

2. Search Engine Optimization

The digital world is a pull marketing framework in which companies pull customers to their business websites through search engine optimization and social media. "Search engine optimization is the art of designing a website by using different techniques to get a good ranking by the search engine" [1]–[4]. In today's era, when a user has some query, they visit their preferred search engine and type a query in keywords, then the search engine populates a list of websites according to a user query in the search result page [5], [6]. The primary goal of a website publisher is to obtain an excellent ranking for their sites in search engines since users prefer to look through just the top results of websites that are on the first page of SERPs [1], [7]. Online businesses always aspire to higher ranking and visibility for their websites so that more and more customers visit their business's websites. Enterprises can make content and use search engines for marketing because SEO techniques enhance the efficient retrieval of web pages [8], [9].

SEO is a process that must be followed for an individual website or webpage to rank at the top of search engine results. Search engine optimization is mainly done in three levels [10], [11].

2.1 Technical SEO

From a technical point of view, the factors that affect website ranking are website loading speed. Average loading speed is an essential factor in SEO, and most search engines consider it while ranking for websites [5], [7], [12]. User experience, Simple theme, user interface, etc., points should be considered in website technical SEO.

2.2 On-Page SEO

On-page SEO Factors that affect the ranking of a website are [7], [10].

- **Content of a page:** The page's content should be readable and engaging.
- **Title Tag:** The web page's title tag should match the keyword or query the user wants to search for.

- **Descriptive text:** Descriptive text also contains the primary keyword that the website's owner wants to focus on.
- **URL Structure:** The URL of the webpage should be of a limited length, and in the URL link keyword should be present.
- **Heading Tag:** The heading tag of the webpage should be in a suitable format so that the search engine crawler can understand and read it, which will help the search engines for indexing of the website. The webmaster recommends the use of H1 for the heading tag.
- **Meta description tag:** Meta tags are included inside <header> tag. Meta tags provide information about the site [11], [13], [14].
- **Keyword density:** As per the length of the content available on the webpage, the keyword density according to content length should be maintained.
- **XML Sitemap:** The XML sitemap of a website should be submitted and visible at all times to the search engine to know about the website. A sitemap is an easy way for web admins to communicate with search engines about specific pages on the site that are available for crawling.
- **Perfect Architecture:** The website's structure should be simple and user-friendly so that the user experience will be great.
- **Alt Tag:** It includes optimization of images.
- **Internal Linking Strategy:** Internal linking is essential for perfect content to improve website ranking. The web page content of a website should have some link to its website.
- **Regular content update:** Regular content update is necessary to engage the regular audience and maintain the website ranking.

2.3 Off-Page Optimization

Off-page factor is

- **Linking building-** Building good backlinks for a website is an essential factor for a website. Backlink helps in improving the authority of a website. Backlinks are also known as referral links [3], [5], [6].
- **Social networking:** Sharing website content to social media also improves website ranking.
- **Guest posting:** Write content for a good website with a good ranking in search engines. Moreover, create a quality link from that website.
- **Forum Posting:** Participate in a discussion forum. This is one way to attract Internet traffic to the website.
- **Blogging:** Write content in blog form to keep visitors to stay touch. Moreover, blogs should be unique, informative, and have quality content[15].

3. Content Optimization Method

3.1 Understand Audience: The first stage in digital content marketing that affects website ranking, according to us, is understanding the audience. Which form of content the target audience prefers for any product or service, such as audio-video, text, PowerPoint, PDFs, photos, infographics, gifs, and so on? Content for a web page should

be valuable, relevant, and timely, and it should be created with a knowledge of the audience's information requirements in mind[8], [9]. A website's owner or content creator should carefully identify and define target audiences, determine the necessary content to suit their demands, and select the content based on their needs [16].

3.2 Competitor Analysis: Analysing competitor content is a critical component of digital content marketing. Determine and monitor the type of material provided by the competitor. Examine the competitor's website like a customer; what users fill out as a customer is the best and worst aspects of the competitor's website. Improve that point and the website's consumer experience.

3.3 Content Selection and Information Quality: The next step will be content creation after knowing and evaluating the audience and competition. Create content that is more interesting than the competition. *Content marketing* is a systematic method in which the website owner concentrates on developing and delivering relevant, helpful, and consistent content to attract and keep a clearly defined audience and thereby generate more traffic to the website. If the website owner cannot maintain the audience, the audience will not be converted into loyal consumers. To keep a devoted audience, create regular content and deliver it on time

3.4 Content SEO: Content SEO starts with keyword research. First, Identify the keyword by searching the intent of the user. Many tools are available in the market for keyword research. We used to google keyword planner for our study. Find one Primary keyword and 5 to 10 secondary keywords according to search intent.

After keyword research, follow the below points.

3.4.1 Use the primary keyword in the:

- content title.
- Meta description.
- URL.
- The first 10% of the content should contain the focus keyword.
- Subheadings.
- Image alt attribute.

3.4.2 Use Internal links

3.4.3 Content readability:

- Use the table of content.
- Use short paragraphs.
- Content contains images/ videos.

3.5 New Content Optimization Method

Along with established strategies, website owners should devise innovative methods to improve their site's rating from any search engine by closely monitoring how search engines such as Google rank sites. Some of the innovative strategies offered in this study are as follows:

3.5.1 Blogging: Blogs are informal articles written to show thought leadership and expertise on a topic. Blogs are great for generating fresh content on a website and act as catalysts for email marketing and social media promotion to attract search traffic to the website[17]. Here are six reasons why every business should have a blog:

- Blogging improves visibility.
- Brand Awareness is Increased by Blogging
- It produces new leads.
- It Increases Engagement
- Blogging enables businesses to understand their customer's needs.

3.5.2 Positive or negative sentiments in the title: Sentiment Analysis is the technique of utilizing mathematics to detect and categorize opinions conveyed in a text. This is accomplished through the use of specialist software. Sentiment analysis may assist in detecting whether the writer has a positive, negative, or neutral opinion toward a given topic or product. Search engines constantly seek methods to enhance the results they provide to users by updating their algorithms and enhancing their ranking and indexing processes[18]. Understanding searcher intent is critical for them.

3.5.3 Power word in the title tag: Power words are meaningful words that competent copywriters (and marketers) utilize to stimulate a psychological or emotional response[19]. Much study has been conducted to determine what makes a good headline. Specificity and emotion are the two most typical criteria of a successful headline. Specificity implies that the headline has been written with the intended audience in mind. Emotional headlines help to generate more clicks and receive more shares on websites and social media.

4. Experiment

The design of a website named freepreschool.in used both old and innovative content optimization approaches. This digital downloadable product website offers pdf worksheets for preschool children aged 3 to 6. Experimentation was carried out by submitting the website to several search engines, including Google. The website was built utilizing Word Press, a content management system that enables numerous plug-ins that meet SEO requirements. The site was then configured to be indexed in Google through Google Search Console. The keywords [11] were used for the content on the websites after verifying their search volume and competition analysis in a free keyword planner tool called Google Keyword Planner, which shows the list of various keywords in the Google search engine. The experiment was carried out in stages. First, keyword analysis was done using a keyword planner, then on-page SEO strategies were used, and the website blog ranking was tracked using Google Analytics. Next, off-page and new approaches were incorporated, and Google Analytics was used again.

5. Experiment Result:

The results illustrate the procedure from keyword selection to blog writing and achieving the page index and ranking changes in search engines to one of the blog pages on the freepreschool.in the website connected to the 'Capital letter tracing worksheet'.

Figure 1 shows keyword selection using the Google keyword planner tool. Different long-tail keywords with low competition and high search volume were selected based on typical user behaviour and how the users will search for the worksheet. We find the primary keyword "capital letter tracing worksheet" and five other secondary keywords. By using these keywords, we write our content. Figure 2 elaborates on setting the title, permalink, and meta-description for the web page using Word Press. On-page and off-page techniques were applied to the content after publishing the content; we observed our ranking on search engines over a month [2].

We achieved a first page ranking in all major search engines (Google, Bing, and Yahoo). Figure 3 and 4 show that our webpage rank on the first position of the first page on Yahoo and Bing search engines for the keyword "capital letter tracing". Figure 5 shows on google its ranks in the fourth position on the first page for the keyword "a to z capital letter tracing".

The screenshot displays the Google Ads Keyword Planner interface. The search query is "capital letter tracing worksheet, letter tracing worksheet pdf" for the location of India and the language of English, targeting Google search for the period of Nov 2021 to Oct 2022. The interface shows a table of keyword ideas with columns for Keyword (by relevance), Avg. monthly searches, Three month change, YoY change, Competition, Ad impression share, and Top of page bid (low range). The table lists several keywords, including "capital letter tracing worksheet", "letter tracing worksheet pdf", "alphabet tracing worksheets pdf", "alphabet worksheets pdf", and "tracing letters pdf". A "Refine keywords" sidebar on the right offers filters for Brand or Non-Brand, Character, Activity, and Grade.

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)
Keywords you provided						
<input type="checkbox"/> capital letter tracing worksheet	100 - 1K	0%	0%	Low	-	-
<input type="checkbox"/> letter tracing worksheet pdf	100 - 1K	0%	0%	Low	-	₹7.41
Keyword ideas						
<input type="checkbox"/> alphabet tracing worksheets pdf	1K - 10K	0%	0%	Low	-	₹7.41
<input type="checkbox"/> alphabet worksheets pdf	100 - 1K	0%	0%	Low	-	₹7.41
<input type="checkbox"/> tracing letters pdf	10 - 100	0%	0%	Low	-	-

Figure 1- Keyword selection Using Google keyword planner

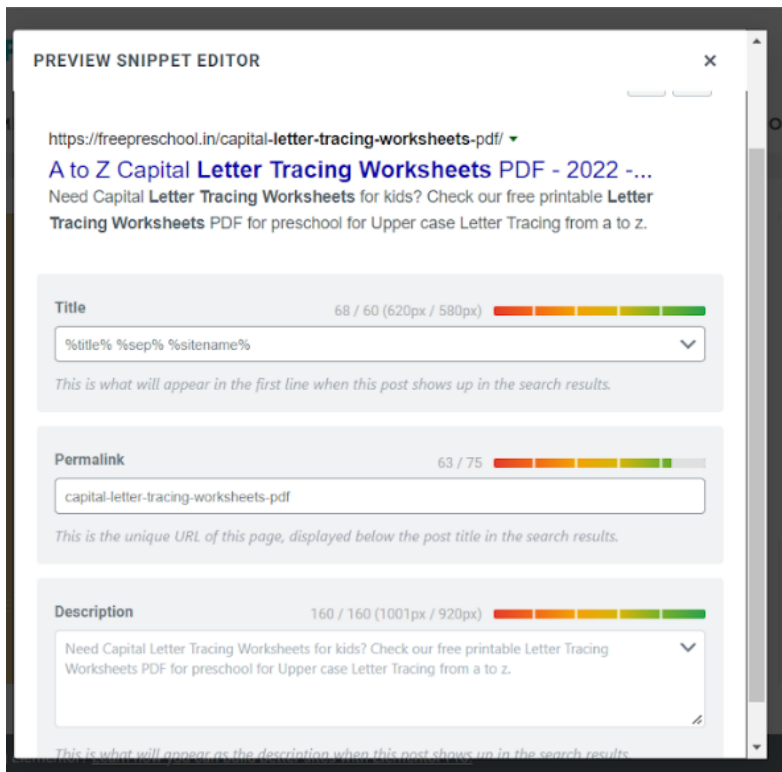


Figure 2- Setting title, permalink and description

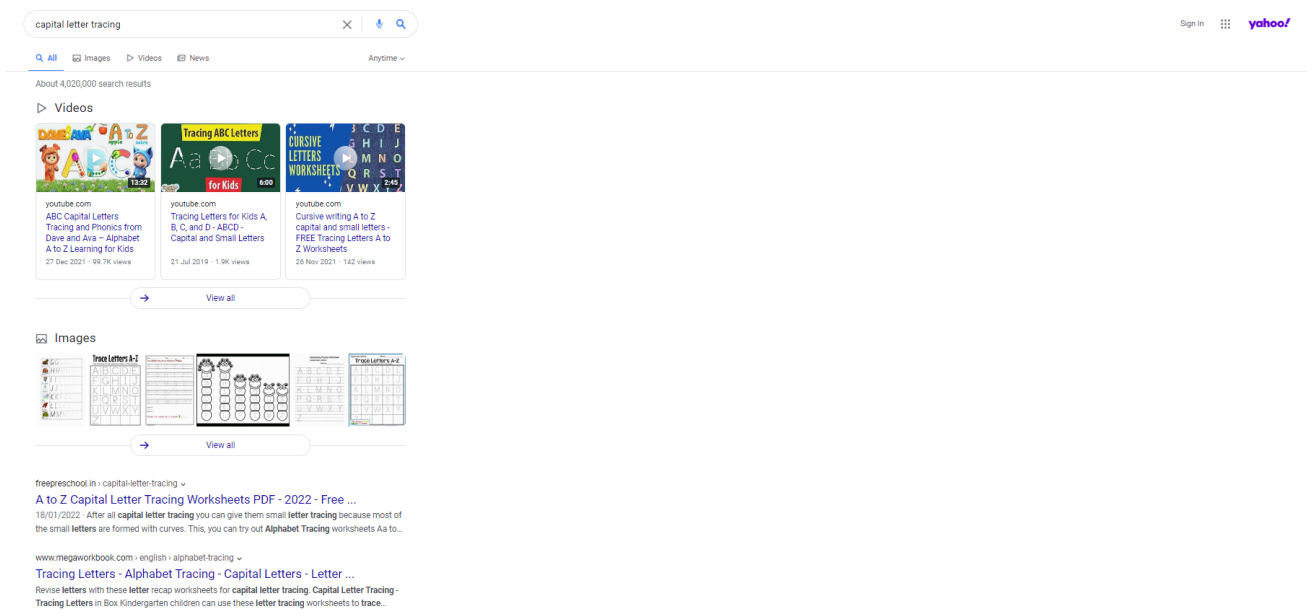


Figure 3- Yahoo Search result for query “capital letter tracing”

Microsoft Bing capital letter tracing

ALL IMAGES VIDEOS MAPS NEWS SHOPPING MORE

About 40,20,000 results Date Compact View

Images of Capital Letter Tracing
bing.com/images

Explore

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- Capital Letter I Tracing

Trace Letters A-Z

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Web: 18/01/2022 - This Capital letter tracing worksheets is useful to those kids that have to recognize the alphabet and have a pencil grip too. By this letter tracing worksheets, your kid will learn to write a letter from A to Z without and tracing guideline. In the first line of our ...
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Web: Revise letters with these letter recap worksheets for capital letter tracing.
Capital Letter Tracing - Tracing Letters in Box Kindergarten children can use these letter tracing worksheets to trace letters in a box using pencils and ...

Capital Letter Tracing Worksheets
<https://alphabettracing-worksheets.com/capital-letter-tracing-worksheets->

Figure 4 - Bing search engine result for query “capital letter tracing”

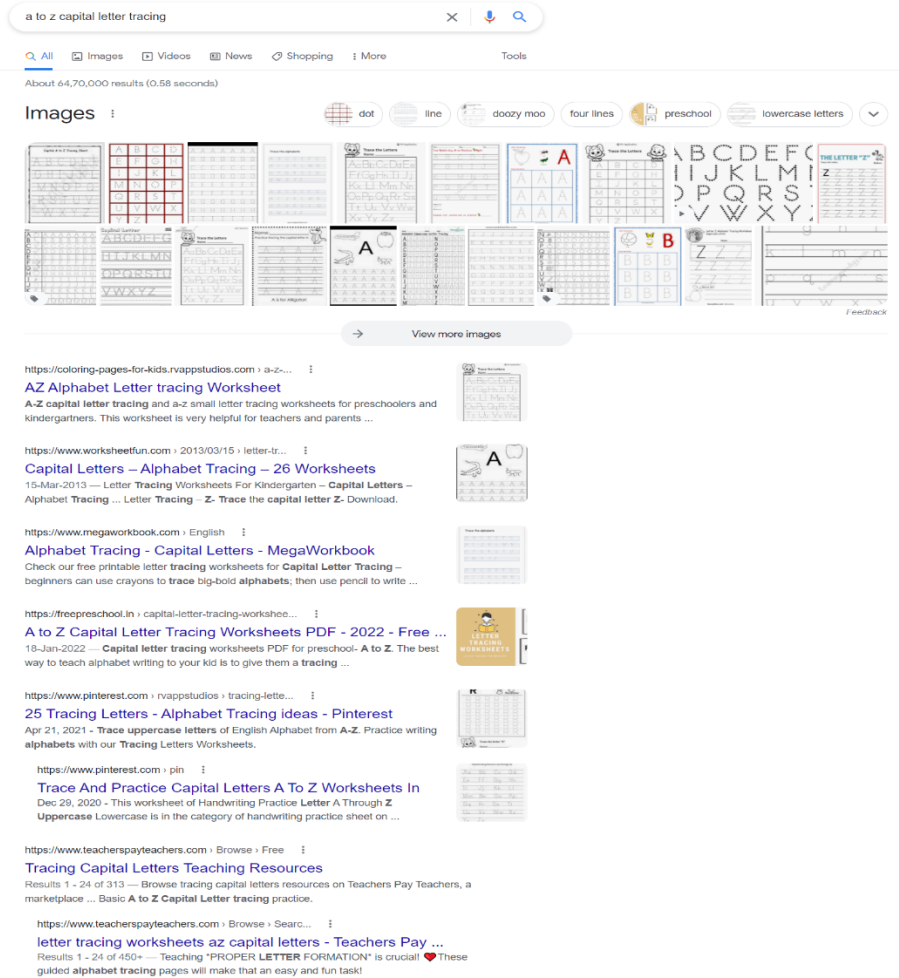


Figure 5- Google Search result for query “a to z capital letter tracing”

6. Conclusion and Future Scope

Achieving the first page ranking of a website on SERP is a growing trend among digital marketers as the pandemic forces businesses to promote their goods and services online. If people decide to click the website's links in the search results more than the other links, then Google promotes the website in the SERPs and gives it higher rankings. A higher web page ranking can increase conversion and sales income. However, experimental research on achieving first-page ranking on a search engine result page is scarce. This article addresses this shortcoming by applying traditional and innovative SEO techniques to a website's content. The factors that affect web page ranking are explained in this study. This research can help online marketers improve their ranking on SERP and increase conversion rates.

The conventional and innovative SEO strategies were tested on a digital downloadable product website, and the results were precise on-page SEO is required to generate user traffic, off-page SEO techniques enhance the traffic even more, and the proposed new techniques may be utilized to gain even more traffic.

This research might be expanded by creating an effective method or taking an experimental website and recording results for voice search and local search SEO to improve a website's position on voice search for multiple search engines. The tactics described are by no means the final word on SEO—SEO evolves all the time as search engines update their algorithms often, evaluating these algorithms and the frequency with which search engines update these algorithms.

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