Promotion via Search Engine Optimization

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Abstract: *In this paper, "Promotion via Search Engine Optimization", we aim to study Search Engine Optimization (SEO) as an effective promotion tool for every company. The goal of this research study is to increase the organic traffic of the articles posted on Hartl Crew website by applying a series of efficient SEO strategies. In order to succeed, I will use the experiment as a research method, analyzing the current status of the articles' organic traffic, applying a series of Search Engine Optimization strategies, and finally, collecting the results.*

1. Introduction

As the field of Marketing continues to expand, some aspects have become essential for businesses to thrive in this ever-growing marketplace. Business marketing aims at business demographic awareness and popularity – principles that would be useless without the ease of accessibility of the product or service. This, however, is may become a problem in the diverse and crowded marketplace which is

the Internet. Therefore, to stand out and to find specific services and products, Search Engine Optimization is a vital tool used in order to fulfill this goal (Robson, 2017).

The main objective of the paper is to draw attention to the importance of Search Engine Optimization (SEO) as a vital part of every company's marketing strategy. I have chosen this topic simply because I am passionate about SEO and I also work in this beautiful, yet challenging field. By researching and writing about SEO and its importance, not only will I improve my current knowledge in this field, but I will also encourage companies and Marketing Specialists to apply the principles that I am going to cover later in this paper.

The case study for this research is based on the articles posted on the Hartl Crew website – an international transportation company. The main audience of the articles are truck drivers, as they have very useful information for them. The goal of this research is to increase the organic traffic of the articles by applying a series of efficient SEO strategies.

2. What is SEO

Search Engine Optimization, or SEO as it is generally called, is the process of maximizing the number of visitors to a website by ensuring that the website appears high on the results page returned by a search engine (Robson, 2017). In order to increase a website's traffic organically, SEO combines a number of different strategies, procedures and actions (Alvaro, 2015).

Nowadays, the majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo. Although social media and other types of traffic can generate visits to a company's website, search engines are the primary methods of navigation for most Internet users. They are unique in the way that they provide

targeted traffic: people looking exactly for what a company has to offer (Robson, 2017).

Although search engine algorithms are a complex mix of hundreds of ranking factors, here are the three main steps search engines take in order to decide which content should be on top of search results.

- They visit your site to create an index of the content to understand what individual pages are about, as well as the overall subject of your site.
- They count links from other sites and blogs as "votes" on the quality of the content.
- They count social shares - likes, tweets, etc. - as more "votes" for your content (Jones, 2017).

3. Research methods

3.1 The experiment

The case study for this reasearch is based on the content posted on Hartl Crew website – an international transportation company providing quality services to clients all around Europe. The company's website has a section called "Useful information" where they post a series of articles which are very useful for truck drivers.

My experiment will proceed as follows:

1. I select three existing articles from the company website:
   - "Cele mai utile aplicații mobile pentru șoferii de tir" ("The most useful mobile applications for truck drivers"),
   - "Ce calități trebuie să aibă un șofer profesionist de tir?" ("What qualities should a proffesional truck driver have?") and
   - "Care sunt documentele de care ai nevoie pe camion?" ("What documents do you need in the truck?")

2. I analyze the current traffic of the articles and its sources with the help of the Google Analytics tool.
3. I make a comparison between the organic traffic and the other sources of traffic.
4. I apply a series of SEO strategies which are outlined in the theoretical part of my disertation paper;
5. I analyze the organic traffic of the articles through Google Analytics.
6. I draw the conclusions of this experiment.

In order to achieve my goal, I have developed a SEO strategy that will increase the organic traffic of articles and, of course, of the website. The applied strategy is based on the information that I have found about Search Engine Optimization from specialized books, websites, and blog articles. As every strategy has well-defined steps which need to be followed in order for it to work, bellow there all the steps that I checked to increase the organic traffic of the articles.

- ✓ Optimization of the title, subtitles;
- ✓ Optimization of the URL;
- ✓ Keyword reasearch and optimization;
- ✓ External links to other websites;
- ✓ Internal links to other pages of the website;
- ✓ Optimization of Meta Description;
- ✓ Check the Page Loading speed;
- ✓ Check if the website is mobile friendly (Grozăvescu, 2018).

4. Results

In order to illustrate the results obtained from the applied strategy, I will show the initial stage of the article's organic traffic and then, the final stage. I will also analyze and explain the data.

Name of the article: "Cele mai utile aplicații mobile pentru șoferii de tir" ("The most useful mobile applications for truck drivers")
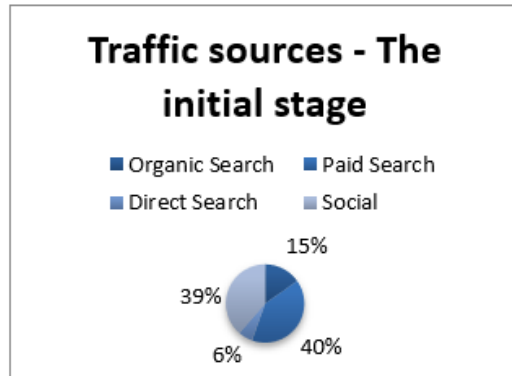

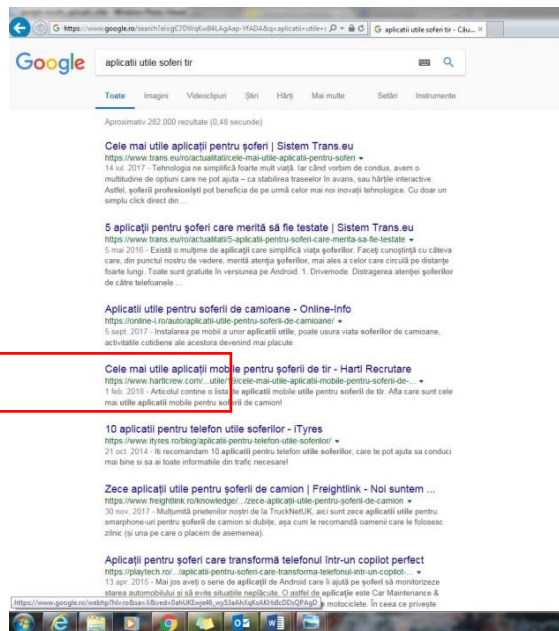The intial stage (before applying the SEO strategies):

- **The traffic via Google Analytics**
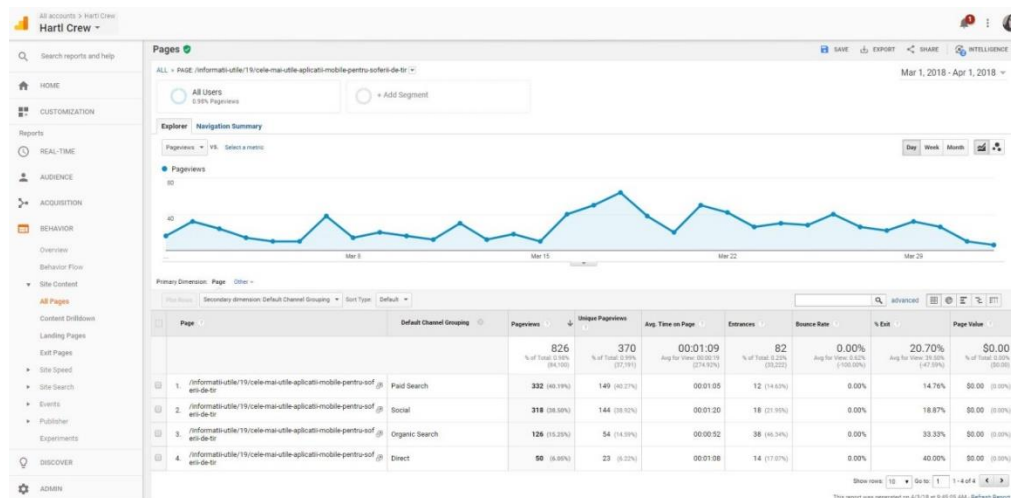
I accessed the data from Google Analytics on the 2nd of April 2018. As can be noticed, **Organic Search** is the third source of traffic **(15,25%).** Most traffic comes from **Paid Search (40,19%),** followed by **Social (38.50%).** The last source is **Direct Search,** with only **6,05%.**

- **Google search results ranking**

I accessed the data from Google Search Results page on the 3rd of April 2018. The targeted keyword is **"aplicații utile șoferi tir" ("useful applications truck drivers").** As we can easily see, the article "Cele mai utile aplicații mobile pentru șoferii de tir" ("The most useful mobile applications for truck drivers") appears to be the 4th result.

The final stage (after applying the SEO strategies):

- **The traffic via Google Analytics**
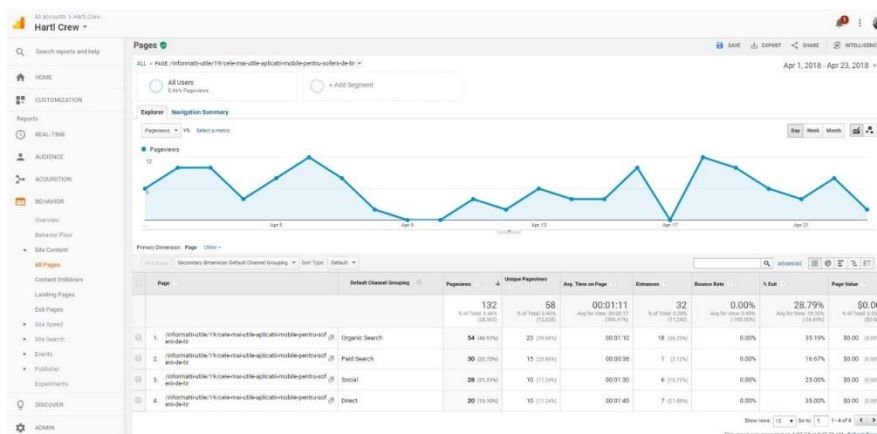
I accessed the data from Google Analytics on the 23rd of April 2018. As we can observe, **Organic Search** is now the first source of traffic **(40,91%).** In just four weeks, organic traffic has grown by 25,66%, which is impressive. The second source of traffic is **Paid Search (22,73%),** followed by **Social (21.21%).** The last source is **Direct Search** with **15,15%.**

However, in spite of the fact that I have reached my goal by increasing the article's organic traffic, I can not help noticing that the total number of pageviews is lower than the initial one. During the period 1st of March - 1st of April 2018, the total number of pageviews is 826, and during the period 1st of April – 23rd of April 2018, it is only 132.

I accessed the data from Google Search Results page on the 23rd of April 2018.

As can be noticed, the article "Cele mai utile aplicații mobile pentru șoferii de tir" appears to be the 3th result now. After just four weeks, the article managed to go up a position in Google Search Results Page.

Below is a table that includes the before and after data for the article **"Cele mai utile aplicații mobile pentru șoferii de tir" ("The most useful mobile applications for truck drivers").**

Traffic sources - The final stage
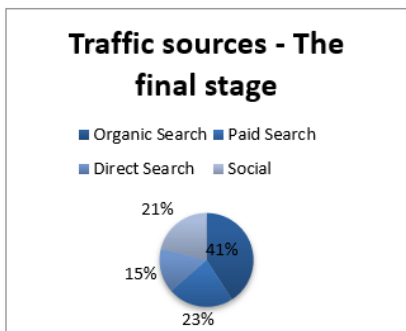
- Google search results ranking
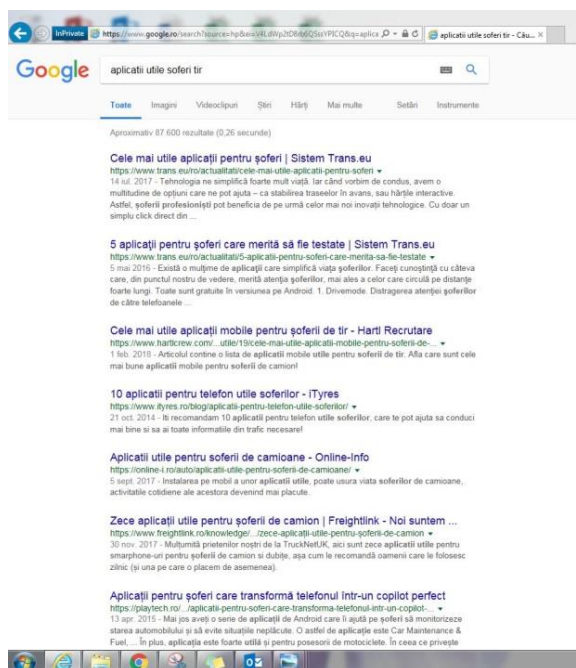
| Before | | After | |
| (Acces date: 2nd of April 2018) | | (Acces date: 23rd of April 2018) | |
Analytics: Organic Search	Google search results	Analytics: Organic Search	Google search results
15,25%	4th position	40,94%	3rd position

5. Conclusion

As I have clearly stated in the beginning of this paper, the main goal of this research was to increase the organic traffic of the articles by applying a series of efficient SEO strategies. After a careful analysis of the results, I have reached the conclusion that the applied strategy was successful, gaining a significant increase of the article's organic traffic. It had also helped the article to be more visible, as it climbed one position in the Google Results Page.

I will continue to apply this strategy to the rest of the articles as it has proved to be an effective one, increasing the company's visibility in the online environment.

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Webography

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