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Magnitude of SEO and PPC Technology in E-commerce

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Abstract: After globalization there is heavy competition in all spheres including E-commerce. It is important to attract shoppers to e business. To overcome the competitors, a mix of search engine optimization (SEO) and pay-per-click (PPC) will offer some of the best return on investment. To improve online business performance they have to refine their e-commerce marketing strategy. The growth of online store depends on regular analysis of steadily changing market. In globalised scenario E-commerce businesses face lot of challenges to overcome the international competitors. SEO is one of the processes applied to improve the rankings of their website in search engines such as Google, Bing, and Yahoo. Search engines come across constantly evolving factors like technical standards to develop the user experience, and their abilities when ranking websites. PPC e commerce campaigns facilitate good remarketing; as the searchers hunt the web for products they are interested in buying so they come to the site, look around, and make a decision. When there is proper remarketing tracking codes in place, e business people can be sure, online shoppers are ready to make a purchase. Advertisers adore PPC as it allows them to do key change in the optimization strategies to improve the Quality Score that increases ROI due to PPC campaigns.

Keywords: E commerce, Search engine optimization, Pay-per-click, Web site, ROI and Search engines.

INTRODUCTION

Sale in international market is threatening for online retailers, but in reality, by proper planning and research, E business shoppers can sell easily their products throughout the world. Before commencing international sales strategy, first they must draft business plan and conduct market research; then check the feasibility of product which must be unique in nature.

This process helps to minimize risk of marketing their products and financial resources, and discover ways to sustain in e business.

After deciding the product, plan the country where they will have demand for their product, they must differentiate their brand and speed up the process to attract customers.

In digital marketing, pay per click (PPC) advertising and search engine optimization (SEO) are perhaps like two sides of the coin.

In large-scale e-commerce sites, online shoppers felt the importance of combining PPC and SEO activities to gain greater client and market insight as well as streamline their internal activities.

While taking into account long term investment, and costs, SEO will be preferred when doing e commerce sales. Pay-per-click ads help for immediate traffic and sales.

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It is clear from the above chart e commerce shoppers are in increasing trend in the near future.

REVIEW OF LITERATURE

Jesse Ness, Ecwid Team in his article "International Business Online: How to Start Selling Globally" (2016) have examined that before launching international sales strategy, they must be confident if they are capitalizing on a valid opportunity with products that are unique within this new marketplace. The recognition of opportunity plays a vital role in international business. SWOT analysis must be conducted to analyze their threat and opportunity so that they can prepare for the challenges and opportunities that can make selling their brand internationally, to increase their return on their business.

Lisa Manthei in her study "Why are SEO and PPC important for E-Commerce" (2017) has mentioned the importance of SEO. Since the digital revolution is in full swing, consumers turn to search engines like Google to do their shopping process. It allows shoppers to connect with buyers when they are actively looking to shop. It is different from traditional marketing done through TV; Radio, Billboards, and Print Media, e commerce shoppers connect with buyers by sitting down at their home to shop, which they feel very comfortable.

Scott Evans in his article "For e commerce sales, which is better? SEO or PPC?" (2015) stated that as a long term investment, considering time, costs and quality SEO considered will come out on top for e commerce sales when compared with PPC. He has mentioned that Pay-per-click ads are one of the best modes to create immediate traffic and sales, but the ROI gained from paid advertising has a shorter lifespan than the probable gains from SEO and content marketing for an online store.

Ryan Bozeman wrote in Business Modeling, Practical PPC (2-18) has mentioned that E Commerce companies treat Pay Per Click (PPC) and Search Engine Optimization (SEO) as entirely different group. They have exclusive operations with limited interaction. SEO and PPC each remains a separate discipline involving different skills. The combined the effect between PPC and SEO to enhance the visibility. One can enjoy the increased exposure in search engine results pages (SERPs). E commerce business man try to reduce their PPC budget as they reach a top position, but ultimately it leads to lost sales.

OBJECTIVES

- To study the influence of websites for the success of online business
- To find out the techniques to increase E commerce campaign
- To study the magnitude of SEO and PPC in E-commerce growth

RESEARCH METHODOLOGY

Theoretical research applied in this study. This study consists of concepts, definitions and review of literature related to this study. The researcher has tried to express the theories and concepts that are related to the topic of research and gained knowledge from reviews. Researcher read relevant research studies for theories and analytic models regarding the research problem. Secondary data collected through literature, website, reports, articles and journals.

INFLUENCE OF WEBSITES FOR THE SUCCESS OF ONLINE BUSINESS

E-commerce has transformed the business model for manufacturers, distributors, and customers using the internet as a constructive tool for communication. Online shopping offers product variety, availability and comfort in short duration. Customers are benefited by wide range of choices at lesser price.

Web sites offer product varieties and different modes of payment. Website information helps customers to take right decisions in online shopping.

Websites gain income by offering products for sale. Some time products are purchased at the website itself by the online shoppers and payments made by swiping credit cards or other modes of payment on website itself.

TECHNIQUES TO INCREASE E COMMERCE CAMPAIGN

- **Decide the platforms for advertising:** The two famous fastest-growing platforms are Google Merchant Center and Amazon. Cost of advertising is taken into account as e commerce business aims to increase their return; only when the cost gets reduced they can offer goods at nominal price to online shoppers.

- **Be alert on competitor's campaign:** E commerce business must be alert about the competitor's strategy to increase sales and income, else their sales will drop. Advertising cost must be reduced to increase profit, reduce price and sustain in the global market by satisfying the online shoppers.

- **Revenue generation:** E business firms must install Analytics e commerce tracking system to check the revenue generated. This helps them to know whether revenue increased or not, that helps them to analyze the error and rectify it.

- **Attractive and informative content:** The ad the e commerce firms give must not only be attractive but also includes product specifications and information that helps online shoppers to take right decision while shopping in online. To make it livelier they can add engaging videos, photos, and user reviews.

- **Structure shopping campaigns:** Different campaign structures can be drafted attractively by e commerce firms, so that the online shoppers can select the one which will be cost effective. E commerce shoppers can select from the lot of showcased brands and type of products that suits them.

MAGNITUDE OF SEO AND PPC IN E-COMMERCE GROWTH

In the digital revolution era, consumers look at search engines like Google to help them for online shopping.

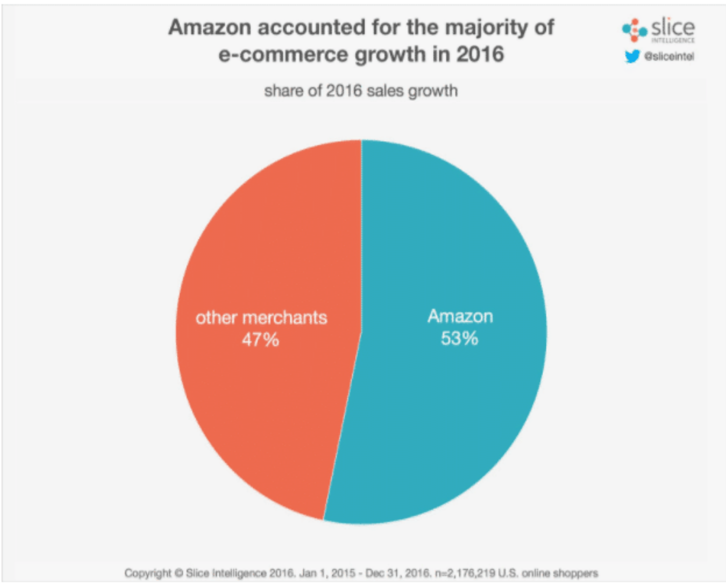
When online shoppers want to buy and if the results for goods shown at the first page, it connects online shoppers to e business firm. SEO is a search engine optimization that can move e commerce rankings in the search engines from darkness to growth. SEO is a lengthy and resource-intensive process, so all e business firms are not willing to invest into it, though it can generate best return on investment in the long run.

Google Ad Words, Bing Ads, Ad Roll, Steel House, Face book Ads, and others, suggest ways for business to promote their websites quickly to attain more return, for which the e commerce firms should make campaigns more cost effective to increase sales.

The main obstacle for executing an effective SEO program is that each search engine has its own requirements; hence a website optimized for one search engine is not necessarily optimized for the others.

Another complication is continuous change in their ranking algorithms, prevent search engine ineffective. So websites need to be constantly updated, which can become costly. SEO listings occupy the main area of a search engine's result page, and thus search engine users cannot easily ignore them.

SEO is the process of getting traffic from the free, editorial and natural search results on search engines like Google, Bing and Yahoo. Google search engine has a crawler that goes out and gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with the query. Optimization is where the people write all that content and put it on their sites in an attractive way and online shoppers look at those search engines; are able to understand what they're seeing, and the users who arrive via search will like what they see.



Google shopping ads are growing; Amazon is another option to host E commerce shopper's products. It is clear from the above pie diagram; report from Slice Intelligence found that spending with other merchants accounted for 47% of all US online revenue in 2016, while the Amazon Company itself accounted for 53% of all online sales growth in the US.

PPC can guarantee a website to be listed immediately and, make sure of high rankings, assuming quality score, but PPC is costly, especially with the growing competition for popular keywords. But SEO cannot ensure top rankings but is cheaper to implement. PPC helps to earn long-term customers and referrals that aid to retain customers; it's cheaper to get traffic through SEO rather than PPC. With the help of PPC, Online firms can launch a campaign quickly, measure the targets, and construct winning campaigns faster than SEO in front of a special audience. Online shoppers either interact with Ads, or look at organic search results; hence they can't be replaced with one another. When PPC and SEO work together there will be collaborative benefits, as they use the same language, and communicate regularly regarding keywords, content and present a stronger digital marketing proposition that attracts and transfer. SEO and PPC work together; as organic rankings in search engines, and running ads in unique places like Instagram, have a distinctive value and don't work against each other, hence E businesses can focus on both.

From the above graph it is crystal clear the superiority of SEO than PPC. It is clear that more people visit search engine optimization (SEO) than Pay-per-click. Although SEO starts off slow, the ROI ultimately shoot ups further and further when compared to paid ads.

FINDINGS

- For small business the cost of Google ads is higher when availing PPC due to increased competition than SEO. The cost of SEO is lesser.
- E commerce companies prefer SEO for their marketing, as they want their business to be the first listing on Google search results.
- There are a cluster of paid media options accessible. Google offers three types of ads: search ads, display ads and shopping ads.
- Paid search ads are viewed in-line with organic search results, display ads feature images and are commonly displayed across banners of other websites, and shopping ads have an associated image, and are located on search results.
- Display ads and shopping ads have more benefits, search listing ads pair with an organic SEO strategy. Search ads quickly increase traffic in few days rather than months or years. SEO takes time to provide results for their website.
- PPC is a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. It is a way of buying visits to their site, rather than challenging to earn those visits organically.
- PPC has a high conversion rate and high levels of user engagement. From a long-term perspective, they can secure conversions through that keyword without paying for each click.

CONCLUSION

E commerce is the highest growing business in India with a market potential for investments. As per Google India statement, there were 35 million online shoppers in India in 2014 Q1 and is expected to cross 100 million by 2016. By 2020, India is expecting to generate $100 billion online retail revenue out of which $35 billion is from apparel sales. Sundar Pichai CEO of Google is seriously evaluating regarding e-commerce in India. The search giant, which was in talks to invest in Flip kart after Wal-Mart's $16-billion deal to buy 77 per cent in the Bangalore firm, is now trying to enter the Indian e-commerce space on its own.

SEO is a marketing discipline focused on attention of viewers which is a non-paid search engine result. SEO includes both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines. SEO is simply a matter of making sure their site is structured in a friendly way that search engines understand. Google, Bing, and Yahoo search engines are the primary method of routing for most Internet users; that provides content, services, products and information. SEO enhance rankings so that content will be placed where searchers will readily find it.

There are many factors contributing to the victory of Pay Per Click campaign, but they must know these fundamentals and best practices as it is a confirmed marketplace to generate immediate leads or phone calls for business. Landing page must have a clean layout, specific to the product in such a way to attract shopper to their site and special offer mentioned in text ad, and relevant photos or short videos, and display phone number at the page. Depending upon the capacity and need of e business firm, they can either choose SEO or PPC to attract online shoppers.

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