



IMPACT OF DIGITAL MARKETING AND SEO ON A BUSINESS WEBSITE ¹

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ABSTRACT

Researchers have been investigating electronic advertisements to measure their impact on consumers and their overall significance. This study identifies and investigates the significance of electronic advertising in a variety of dimensions. It also analyses several elements of electronic advertising in the large literature and investigates the impact on customer buying. Consumer buying intention has been a key component in this field of study. This study also investigates a critical variable, namely advertisement appeal, and its dimensions. The study shows how advertisement appeal has a moderating effect on the impact of electronic advertising on consumer buying behavior. The study was done with individuals from Pakistan in mind, with a focus on the websites. Our findings highlight the fact that, while advertisement attractiveness has a favorable relationship with electronic advertising, it does not always result in increased sales for the business.

Keywords: Digital Marketing, Social Media Marketing, Search Engine Optimization, Website Promotion, Content Marketing, Advertisements

DİJİTAL PAZARLAMA VE SEO'NUN BİR İŞ SİTESİNE ETKİSİ

ÖZET

Araştırmacılar, tüketiciler üzerindeki etkilerini ve genel önemini ölçmek için elektronik reklamları araştırıyorlar. Bu çalışma, elektronik reklamcılığın önemini çeşitli boyutlarda tanımlamakta ve araştırmaktadır. Ayrıca, geniş literatürdeki elektronik reklamcılığın çeşitli unsurlarını analiz eder ve müşteri satın alma üzerindeki etkisini araştırır. Tüketici satın alma niyeti, bu çalışma alanında önemli bir bileşen olmuştur. Bu çalışma aynı zamanda kritik bir değişken olan reklam çekiciliğini ve boyutlarını da incelemektedir. Çalışma, reklam çekiciliğinin elektronik reklamcılığın tüketici satın alma davranışı üzerindeki etkisi üzerinde nasıl düzenleyici bir etkiye sahip olduğunu göstermektedir. Çalışma, web sitelerine odaklanarak Pakistanlı bireyler düşünülerek yapıldı. Bulgularımız, reklam çekiciliğinin elektronik reklamcılıkla olumlu bir ilişkisi olmasına rağmen, her zaman iş için artan satışlarla sonuçlanmadığını vurgulamaktadır.

Anahtar Kelimeler: Dijital Pazarlama, Sosyal Medya Pazarlaması, Arama Motoru Optimizasyonu, Web Sitesi Tanıtımı, İçerik Pazarlaması, Reklamlar

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1. INTRODUCTION

With each passing day more and more companies want to enter the digital world to gain maximum possible visibility in their current markets and also to reach new markets. Nowadays, even small businesses have an internet presence. TV and social media advertising are one of the most successful means of communicating. Publicity is useful in creating customer awareness and perception. The aim of advertising is not only to persuade consumers to buy but also to repeatedly repurchase the goods. Advertisers are attracted and retained by several forms of calls and demonstrations. Television advertising is one of the most efficient means of communication. T.V has taken on considerable relevance in promotion as it mixes visual and oral communication. It can therefore be asserted with certainty, that the extent of that commodity's market determines distinct ads of the product and service on T.V. So, customer attitude has shifted from the traditional perspective. The era in which firms and businesses have to stay up-to-date even in terms of marketing to beat the competitors and gain a competitive edge as well as customer attention. E-marketing has become and is still in process of becoming the most essential kind of equipment to promote any offerings and to stay in the loop with the firm's potential clients. Any future consumer who buys a certain product or service is the most important piece in the publicity message described. The opinion of a Consumer brand depends on the information they most likely seek for a particular product through advertising.

Advertising stimulates the consumer and reacts by purchasing or failing to buy the product. An advertising appeal is the most vital component of any advertisement. It can be defined as 'the basis or strategy utilized in a publicity message to draw consumers' attention to the product, service or cause,' and/or its emotion.

Advertisement and its techniques are also changed with the revolution of the Internet. In this era, digital advertising is the key for the business. There are different techniques of digital marketing for the business which are listed below:

- Digital Marketing
- Social Media Marketing
- Social Media Advertisement
- Email Marketing
- Affiliate Marketing
- Content Marketing
- Search Engine Optimization

In this study, we are focusing on the impact of digital marketing and search engine optimization (SEO) on a business or website.

2. LITERATURE REVIEW

2.1. Digital Marketing (DM)

Digital Marketing (DM) is defined as projecting conventional marketing and its tools on the Internet for the promotion of business online (Machado & Davim, 2016). Digital Marketing (DM) is the way of website promotion on the internet in a paid way on all the social media platforms. Digital Marketing (DM) is different from traditional marketing, it is the method of promoting any website, brand, or service by using online channels and creating campaigns for monitoring purposes. Marketing is all about satisfying wants by studying market needs (Svensson & Janson, 2008). Digital Marketing (DM) is the process of building strong long-term relations and communication. The ambition of marketing is to create a strong relationship and value the product and service (Armstrong, 2014). Marketing also



changed to focus on product services and how to give value to the customer (Magnusson & Forssblad, 2009).

It is stated that marketing can have a positive impact on the market firm's value and revenue (Joshi & Hanssens, 2010). Digital Marketing (DM) is the new era of marketing after traditional marketing, which is done online on the Internet. Digital Marketing (DM) is the marketing strategy that is under development and also used in the industry nowadays (Stansfield, 2004). The Internet is providing a change in the competitive environment for all marketers (Sultan & Rohm, 2004). In digital marketing, all the objectives of marketing are fulfilled by using digital technologies. Marketing objectives are achieved with the help of the Internet on all social media channels and digital tools (Stansfield, 2004).

2.2. Digital Marketing Mix

There are 4p's of marketing known as the digital marketing mix.

- **Product:** Yudelson (1999) defined product as, all the advantages that a consumer gains from the exchange over some time. This definition can be applied to digital marketing as well. Furthermore, Von Hippel (2005) and Dominici (2008b) explained digital product as a combination of all the intangible and tangible aspects which is customized (variety/variability) and adopted based on consumer preferences. The Internet has made it more affordable and easier to retrieve e-data, increasing the amount of information and web interactivity. Klein (1998) and Andreini (2006) have stated that the web has been able to evolve experience products into search products.
- **Price:** Yudelson (1999) described the price as time, money, and effort in exchange for acquiring the product. Internet price listing could lead to dangerous price competition according to Allen and Fjermestad (2001).
- **Place:** Yudelson (1999) stated place as every action that has been taken to make the exchange process smooth and efficient. In the digital world physical place that is used for transactions becomes virtual.
- **Promotion:** Promotion can be described as, all the data and information that are transferred to all the parties (Yudelson, 1999). Morris and Ogan (1996), said that the world wide web is different from the other communication media platforms. The purpose of e-communication is not only to advertise a product but also to develop a buying relationship and generate a perception of trust in the consumers.

Digital Marketing (DM) is also playing a lead role with the SEO for the promotion of any website on the Internet the only difference is SEO is the organic way of getting results and Digital Marketing (DM) is the way of getting traffic in a paid way. It is observed that technology plays a very main role in improved quality services of business units (Sankar Mahapatra & Sadique Khan, 2007). Digital marketing is not only limited to internet marketing. It includes channels such as mobile phone, social media, display advertising, SEO, SEM, and many other such platforms or channels of digital marketing. Michael Porter (2001) mentioned this, years earlier in his article on "Strategy and the internet", during the passing years sophistication and number of the e-marketing tactics have grown aggressively and dramatically. These tactics, techniques, and tools now fall under digital marketing.

2.3. Search Engine Optimization (SEO)

Search Engine Optimization (SEO) has been defined by Authors in different ways to enhance the importance of this concept in the promotion of a website on the Internet. SEO can be described as the optimization of web pages for the search engines so crawlers can view or visit them (ideally). It was further supported by Weiderman (2007) who said that SEO is made crawler friendly by altering the web pages and making them visible for e-crawlers to utilize the website properly. Search Engine Optimization (SEO) works on different Algorithms to rank the websites. Terms used for this are known as Search engine optimization (SEO) which is the optimization of a website on the Search Engine by using different optimization factors. Search Engine Crawls the websites on the Internet to give them a



high rank on the Search Engine Result Page (SERP) which is displayed by putting queries by users. SEO is an approach that is used by companies to increase their rank on the search engines for organic results by listing the keywords which are used in the website (Chaffey, 2006). SEO mainly consists of a set of techniques that helps in getting a high rank in SERP and enhancing traffic to the website as well. Practices that are used in SEO result in increasing the number of visitors to the website, attaining more users, and getting an improved ranking of the website on Google SERP, and users will easily choose the website to visit (Vryniotis). Techniques of SEO are based on the existence of the website to different search engines. SEP contains the factors that help in gathering better indexing of a website on one or more than one targeted search engine (Gandour Regolini, 2011). SEO is defined as a lot of factors that help a website to access a search engine in many components as results in getting the high possibility of viewing to the user when they enter any query on search engine (Zhang & Dimitroff, 2005).

The level of brand awareness it has created in such a short span is shocking. The number of viewers and users increased in vast amounts from 2017-to 2021 (Astrid, 2023). It means traffic on the internet is increasing day by day and it will continue to increase. The more user, the more profit for the websites and e-businesses. The percentage of the population that searched the web in 2017 was 48%, which increased by almost 2 years on average each year. Finally, in 2022, the average percentage of the population became as high as 53.7%. The below-given figure was extracted from an authentic source (Smart Insights).

2.3.1. On-Page SEO

On-page SEO covers all the techniques which help the search engine to rank a website by better understanding the content (Varagouli, 2020). On-Page SEO is the process consisting of factors that are done on the website for getting better results in the promotion of a website and making a website user-friendly. This type of SEO involves techniques that digital marketers can implement directly on their websites. It includes the use of HTML tags and even keywords. Digital marketer has complete control over On-Page SEO and it depends on the person's skills and knowledge. According to the Search Engine Land's Guide to SEO (2013) and Google Search Engine Optimization Starter Guide (2014) of the main SEO companies, which was further supported by Bing Webmaster Guidelines, several important factors should contain the keywords.

Some of the techniques of On-page SEO are as follows:

- Title Tags
- Description Tag of Meta Data
- Heading Tags (H1, H2, and H3)
- URL's
- Internal linking
- Density of Keywords
- ALT Tags
- Content of Page
- Site-map

2.3.2. Off-Page SEO

Off-Page SEO is the process of getting links for the promotion of a website from other sources on the search engine and Google was the first search engine that gives the opportunity of hyperlinking the website from the World Wide Web. Off-Page SEO is the actions that are taken outside of the website to get better results on Google SERP (MOz, n.d.). Google considers many factors for the ranking of a website and creating links is also one of the factors that why it is important to links from other sources (Hardwick, 2020). It is a process of sharing a link to your website on all social media channels and news



tellers and many other sources for links for the website. Off-Page SEO is the set of techniques that are done off of a website to increase ranking on search engines by many factors like increasing shares on social media, backlinks to the website, and increasing engagements of the website (Backlinko, 2020).

Some of the techniques which are used in Off-page SEO are as follows:

- External Linking
- Backlinking
- Keywords hyperlinking
- Blog Submission
- Article Submission
- Directory Submission
- Social Media Bookmarking

The main purpose of this paper is the impact of Search Engine Optimization (SEO) and Digital Marketing (DM) on a website or Business. The objective of this paper is to evaluate and discuss the techniques of SEO and Digital Marketing and their impact on different businesses in Pakistan.

2.4. Gap Analysis

The previous studies suggested that a similar model needs to receive an additional evaluation to increase generalizability because it employed limits. The last study had limitations in collecting data due to COVID restrictions. The researcher was unable to collect data through face-to-face interviews. The focus of the study was a group. The researcher's sample population was digital marketing firms and the sample size was 105 respondents. Apart from all the above researcher mentioned he faced issues in even collecting data via the internet. The researcher believes that this model needs further understanding and analysis through tools other than quantitative analysis tools. Furthermore, the study was limited to the researcher's country. The sample size of the previous study was 105. The researcher mentioned the same model or with different variables, this study could be performed in different countries and industries and with different economic conditions (Dwivedi & Nath, 2020).

2.5. Diffusion of Innovation Model Theory

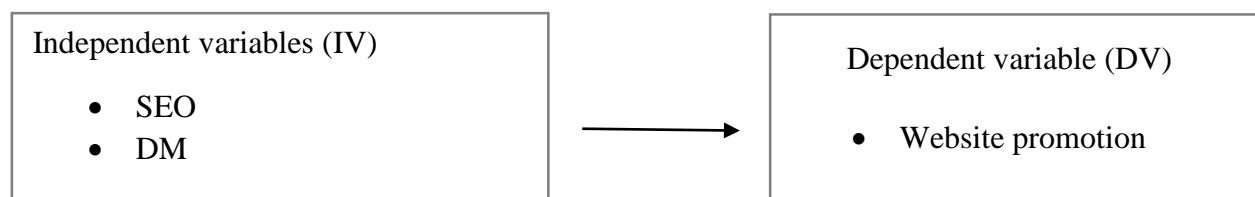
Innovation is not an individual process, instead, it is a social process that occurs among the various stakeholders. It is not just the transfer or diffusion of new technology and ideas. Innovation is an idea, object, or process that is assumed or perceived as something new by a person or other unit of adoption (Roger, 1995). Roger (1995) quoted that this model identified a variety of categories of adopters depending on how quickly they adopt the innovation. The entrepreneurs can easily adopt innovative marketing techniques because they don't have a hierarchy to wait for approval from upper management. This paper focuses on developing a link between the adoption of innovative strategies and tactics of digital marketing by marketers nowadays. If the strategies, tactics, and techniques are adopted and implemented properly by digital marketers will they be able to promote their websites or e-businesses in a way that they gain higher profits than those who failed to adopt these digital marketing tactics and innovation quickly? After completing the literature review, the next stage is the development of a theoretical framework. There are 5 categories of researchers of this model. They are Innovators, Early researchers. Early majority, Late Majority, and Laggards.



3. THEORETICAL FRAMEWORK AND RESEARCH METHODS

This model consists of two independent variables Search Engine Optimization (SEO) and Digital Marketing (DM) and one dependent variable which is the Promotion of a Website. SEO mainly consists of themes including content on the website, keywords used in the website, meta keywords, meta descriptions, headings, etc. Digital Marketing themes are usually advertising through different means of social media like Facebook campaigns Instagram campaigns and advertisements on YouTube etc.

Figure 2.5 Research model



3.1. Sample Selection

In this study/research judgmental sampling is used. This technique is used to get quality data and results. Our sample size consists of the top ten (10) digital marketers that have been successfully able to sustain their positions in the market for more than 5 years in the Pakistani market. Pakistan as a country is still in the developing stages. So, technology acceptance by firms and even consumers are slow. It will help the researcher gain vital information that will be crucial for academic practitioners and even businesses to understand such a market and how to attract customers in this market.

For this paper, the Qualitative Data techniques (Gill, Stewart, Treasure, & Chadwick, 2008) are used for the collection and analysis of the data. Qualitative data analysis is the systematic inquiry of social phenomena. This includes the experience of individuals, group behavior, or, the role of interactions in shaping relationships and organization functionality. In this kind of research researcher is the main instrument for data collection. The set of beliefs of qualitative research is different from quantitative research. The research is based on positivist beliefs. The researcher selected this type of research because it was more helpful in extracting quality data out of the sample unit. Qualitative research is more effective in such cases. The model depends more upon the literature review and primary data.

- **Judgmental Sampling**

Judgmental sampling is the non-probability sampling technique in which members of sampling is chosen by the knowledge and judgment of the researcher (Judgmental Sampling, 2022). This is qualitative research and the researcher has to be careful in selecting or targeting a sample. The whole analysis depends upon the responses of the respondents. For conducting this research, the judgmental sampling technique of non-probability sampling is used. The sampling design of judgmental sampling depends upon the judgment of the researcher in terms of selecting who can provide the best and related information regarding the objectives of the study. Researchers have to focus on a sample unit that has the same opinion or view and is willing to share it. The technique is used to get the data for the Digital Marketing Expert running their businesses and working for private/public firms. The focus is on the digital marketing experts, not the firms. in Pakistan to know about the techniques they are using for the Business and their impact on the business.

3.2. Population Frame

Our population includes the top 10 Business websites in Pakistan. The SEO Expert or Digital marketers of these websites or businesses were the main focus to take the reliable information according to the position of the website internet users were the main focus to take reliable information of the related study. Our Sample size consists of the top 10 e-commerce websites in Pakistan. The researcher will



conduct interviews with the one employee of all these websites and whether it will be the SEO Expert or Digital Marketer.

3.3. Unit of Analysis

The portion of the study is the websites or businesses ranked at the top in the Google Search Engine Result Page (SERP) by using different techniques of SEO and Digital Marketing (DM). The unit of analysis of this research is individual.

3.4. Type of Study

Our research is of qualitative methodology. The qualitative methodology combines data collected from the masses via polls, interviews at events, questionnaires, and surveys. They provide an insight into current statistics concerning the masses. Qualitative research helps academics to gain a deeper understanding of the procedures, experiences, problems, and even events. This research is a descriptive analysis of the existing literature with the help of new selected themes and sub-themes of website promotion. This research will provide an insight to the marketers, businesses, and even academics, into what digital marketing tools are more effective for promoting the website of an e-business. The data was collected by using a cross-sectional horizon instead of a longitudinal. In this study, data is collected and analyzed from a specific portion of the population for one specific period.

- **Instrument / Development Selection**

The method researcher used for data collection was an interview which is one of the techniques of Data Collection in the research containing open-ended, structured questions. The survey technique is used to collect data through questionnaires from all the experienced digital marketers. The questionnaire is composed of two sections. Section A consists of gender, age, education, occupation, marital status, no of children, experience, type of organization they work in, working hours, preferred work structure, monthly income, and dependent family members (apart from immediate family). While section B consists of questions or items used to determine responses to the variables. The latter part includes questions that are open-ended that help in extracting maximum information and identify key factors that will help e-managers and academics to understand the critical factors of e-marketing that increase visibility and business profits.

3.5. Data Collection Procedures

The data will be acquired from the SEO Experts and Digital marketers of the top ten e-commerce websites in Pakistan via face-to-face and online interviews. The methodology is qualitative, the research structuring of this study is based upon hypothesis building through themes and both cross-sectional and causal investigations have been done. The selected sample was interviewed face to face.

3.5.1. Secondary Data

The majority of sources used in this research paper are peer-reviewed articles. They were extracted from different databases. The collection of secondary data has been done through readily available resources including the Institute of Science Information (ISI) the resources and guides include journals on the internet. Moreover, data and its analysis were obtained from digital libraries such as Istanbul Commerce University digital library, HEC digital library, etc. By and support the secondary data collected this study showcases and supports a strong literature review. The journals, articles, and case studies were published in recent years. The main journals that helped in collecting secondary data for this research paper are: Emerald database, Sage database, Springer database, Taylor and Francis database, Google Scholar, Ticaret University database, and other such well-reputed indexed journals

Apart from the above e-newspapers and reports were studied. The researcher believes that strong literature and quality primary data helped him in developing a link between recent past research and newly collected data. This created an integrated image of the overall digital marketing techniques and their importance in promoting a business website. The research not only helped in identifying gaps in the existing research but also provides direction for future implications.



3.5.2. Primary Data

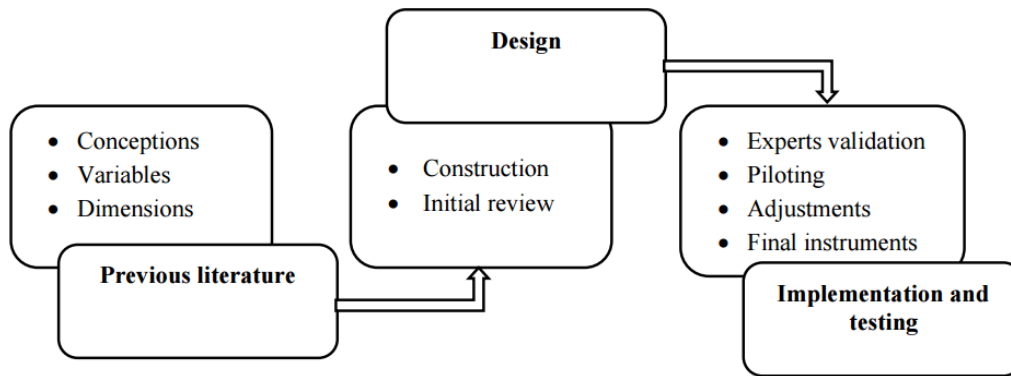
The instruments that will be used for primary data collection are in the form of Interviews. The interviews consist of 5 to 10 questions related to techniques and tools used in SEO and Digital Marketing. Furthermore, questions will help understand how these tools and techniques help in promoting a website on the internet. The sample consisted of 10 successful digital marketers. These successful digital marketers have been able to sustain their positions for more than 5 years and for as long as 10 years. The data was collected by developing the questionnaire instrument and the instrument has open-ended questions that were asked to know the secret of their success. Some of the selected digital marketers are also running their businesses after working for different marketing firms. Here are all the items of the questionnaire that will be used to extract effective asked during the interview.

Table 3.1 Primary Data

Variables	Type of variable	Items	No. of items
Digital Marketing	Independent	Do you use SEO and digital marketing both at the same time? Which social media platform helps you get good leads whether it is Facebook ads or Instagram ads? Do you use Google AdWords for the advertisement of your business or just social media tools? Which is the most cost-effective and best tool for digital marketing according to your experience? Which type of ad is more effective for your business (video or display ads)? And why? Is email marketing an effective medium for lead generation and audience engagement? Please share the reason.	6
Search Engine Optimization	Independent	Which type of SEO is very effective for the promotion of a website according to your experience? What are the best techniques of SEO for effective results for a website? Do you use any sort of Grey Hat techniques? Which tools do you use for monitoring your competitors? Which one is the most effective factor of SEO, according to your experience/experiences? Why? How frequently do you get organic leads from social media? Also, mention the platform and reason. Do you optimize Local SEO (Google my business)? If yes, how effective is it for your business?	7

These 10 respondents have been successfully able to sustain a strong position in the Pakistani digital world for around more than 5 years. They are well aware of the digital tools, techniques, and strategies and they know how to efficiently use them to gain bigger profits for the firm.

Respondents were selected by the researcher after performing vast research.



This research covered most of the main cities of Pakistan. Researchers believed that an experienced, as well as successful e-manager or personnel, might be able to reveal the secrets of gaining better and bigger profits by accurately and efficiently utilizing the digital tools.

Research Approach

There are two research approaches inductive and deductive research. In inductive research, the researcher will hypothesize a theory through observed or collected data. Deductive research would directly apply a theory to data observed or data collected. The deductive approach is used for this research in which different techniques of ranking a website on google by SEO are used.

3.6. Results and Discussions

A total of 10 questionnaires were distributed among the selected respondents. Respondents were selected by the researcher after performing vast research. These 10 respondents basically have been successfully able to sustain a strong position in the Pakistani digital world for around more than 5 years. They are well aware of the digital tools, techniques, and strategies and they know how to efficiently use them to gain bigger profits for the firm. This research covered most of the main cities of Pakistan. Researcher believed that an experienced, as well as successful e-manager or personnel, might be able to reveal the secrets of gaining better and bigger profits by accurately and efficiently utilizing the digital tools.

3.6.1. Frequency Statistics

This research covered most of the main cities of Pakistan. Researchers believed that an experienced, as well as successful e-manager or personnel, might be able to reveal the secrets of gaining better and bigger profits by accurately and efficiently utilizing the digital tools.

Frequency statistics of the demographic are shown below:

Frequency	Percent
Male	09 90
Female	01 10
Total	10 100

Table 4.1 shows that one out of the 10 respondents was female. The rest of them were male. It is because in Pakistan male to female ratio in the digital marketing field is like 1 out of 10. Male are more in the leading positions in the e-marketing department.



Table 4.2

Age	Frequency	Percent
18-22	0	0
23-30	9	90
30-35	0	0
36 and above	1	10
Total	10	100

The above table demonstrates the total number and percentages of the age of the respondents. The research respondents were divided into 4 groups based on age group. Results show that between 23-30 years contributed the most. The percentage of respondents aging between 23-30 was 99% and 1% from the group 36 and above. So, this means the majority of digital managers are not that old.

Table 4.3

Qualification	Frequency	Percent
Bachelors	8	80
Masters	2	20
Above masters	0	0
Total	10	100

The above table shows the percentage of the selected sample's educational background. The frequency of graduates is 08 and 02 of master's graduates. This means only a few successful digital marketers have done post-graduation. This means most of the respondents were hardly graduates.

Table 4.4

Occupation	Frequency	Percent
Working for firm	06	60
Businessman/women	04	40
Retired	00	00
Others	00	00
Total	10	100

This table displays the percentage of the sample set with different occupations even businessmen/women. 60% of the sample work for other organizations while 40% of the respondents were successfully running their businesses. There were no retired persons.



Table 4.5

Experience	Frequency	Percent
01-05	06	60
05-10	03	30
11 or more years	01	10
Total	10	100

Table 4.5 given above is more about the professional life of the respondents. 60% of the respondents are having 1-5 years of experience in digital marketing. This means they have been successfully able to sustain their positions for almost 5 years in the digital marketing industry. 30% of the respondents have more than 5 years and less than 10 years of experience in the relevant field while only 10% of the respondents have above 11 years of experience in this field.

Table 4.6 Type of firm

Type of Firm	Frequency	Percent
Private	09	90
Public	01	10
Hybrid	00	00
Total	10	100

Table 4.6 is more about the type of organization the respondents are working for. 90% of the respondents work for private organizations while only 10% work for a public organizations. This means the majority of firms with digital marketing departments are private firms. Or the majority prefer to work for private organizations.

Table 4.7

Working hours	Frequency	Percent
04-06	00	00
06-08	06	60
More than 10 hours	04	40
Total	10	100

The given table (4.7) shows the percentage of the total working hours these respondents have. 60% of the respondents work for 6-8 hours a day. The remaining 40% of the respondents work for more than 10 hours a day. While none worked less than 6 hours a day, this means the majority works standard working hours a day.



Table 4.8

Monthly income (Pkr)	Frequency	Percent
00-50,000	01	10
55,000-75,000	03	30
More than 100,000	06	60
Total	10	100

This is the most important table (4.8) from demographics because this table can help understand the researcher if respondents were earning enough against the number of working hours or not. 60% of the respondents which is the majority are earning more than 100,000 (pkr) a month. While 30% of the respondents are earning below 75,000(pkr) a month.

Only 10% of the sample set are earning less than or equal to 50,000 (pkr) a month. This means that if a majority of the respondents are only working 6 hours a day on average in a private firm they can earn more than 100,000(pkr) a month which is a good sum of money. But most of them are married males and are taking care of people apart from their families. So, they have a lot to contribute as well. Also, almost half of them had kids one or two each. So, they have a lot of expenses to coup up with. Almost half of the selected sample were successfully running their digital firms or businesses and are also earning well.

Section B of the questionnaire consisted of different items of variables. They are all the relevant open-ended questions. The data from transcribed questionnaires is the basis for the analysis which has been carried out based on the coding process followed by some simple steps. The steps include:

- Initial coding: Going through all the transcripts and attaching codes to the questionnaires filled by different successful digital marketers. The data was extracted from each questionnaire carefully.
- Coding dictionary: A list of codes was created and then attached to each transcript, and even sub-codes. This was done based on their concepts and logical similarity.

3.6.2. Relationships

Developing and clarifying relationships between the codes. In this step, a relationship was created between different codes to help understand how many digital marketers had similar views or opinions about different questions asked in the questionnaire (Murphy, Klotz, and Kreiner, 2017; Saldafia, 2009).

1. Digital marketing (DM)	
1.1 Do you use SEO and DM both at the same time?	
Yes	5
No	
Sometimes	
Mostly SEO	5
Mostly DM	
1.2 Which social media platform helps get good leads?	
Facebook	6



Instagram	1	
Both	3	
Others		
1.3 Do you use Google AdWords for advertising your business or just SM tools?		
Both	7	
SM tools	1	
Google AdWords	2	
1.4 Which is the best cost-effective tool for DM according to your experience?		
Google ads	2	
Google analytics	2	
Google AdWords	2	
Facebook ads	4	
Ahrefs	3	
HubSpot	2	
Screaming Frog	1	
MailChimp	1	
SEMrush	1	
Sprout Social	1	
Send Grid	1	
Others		
1.5 Which type of ad is more effective for your business (video/display) and why?		
Video ads	4	
Display ads	3	
Both	3	
1.6 Is email marketing an effective medium for lead generation and audience engagement? Please share the reason.		
Yes	6	
No	3	
Sometimes	1	
Others		
Interview	Sub-codes	Frequency code

2. Search Engine Optimization (SEO)

2.1 Which type of SEO is very effective for the



promotion of a website, according to your experience?		
Content SEO (Blog & Video)		2
Off-Page SEO		2
On-Page SEO		3
Both		1
Others		1
2.2 What are the best techniques of SEO for effective results for the website?		
Google AdWords		1
Keywords Optimization		3
Meta Keywords		1
Keywords Oriented Content		1
Content Optimization		1
On-Page SEO		5
Off-Page SEO		2
Content SEO		1
Website Structure		1
Others		
2.3 Do you use any sort of Grey Hat SEO techniques?		
Yes		2
No		8
Sometimes		
2.4 Which tools do you use for monitoring your competitors?		
Google Insights		2
Google Analytics		3
Google Trends		3
Google Search Console		1
Ahrefs		6
SEMrush		
None		1
Interview	Sub-codes	Frequency code

2.5 Which one is the most effective factor of SEO according to your experience? Why?		
Onsite Keywords		3
Organic Leads		1



Page Optimization	
Keyword Research	2
Content Optimization	1
Domain Security	1
Page Speed	1
Meta Data	1
Content Structure	1
On-Page SEO	2
Off-Page SEO	2
Others	
2.6 (a) How frequently do you get organic leads from SM?	
Daily	1
Weekly	3
Monthly	2
Never	
Sometimes	2
2.6 (b) Also, mention the platform and reason.	
Facebook	6
Instagram	2
Blogging & Article writing	1
Others	3
2.7 Do you optimize local SEO (google my business). If yes, how effective is it for your business?	
Yes	8
No	2
Maybe in future	
Never	
Others	

3.6.3. Findings of the Study

Digital Marketing and SEO both are promoting businesses in different ways. SEO is putting an impact on the business organically and gradually. SEO is specifically the term for the websites to increase their presence on the search engine according to the standard factors of Search Engine Optimization.

Secondly, Digital Marketing is the promotion of business on the internet using in real-time and it is the fast process of promoting business online. In digital marketing. Digital Marketing is also very effective for targeting the audience directly to get the leads and increase the awareness of the business.



3.6.4. Results of the Study

Research Question	Finding
1. What is the relationship between website promotions on the internet using SEO?	SEO techniques and tactics help promote a website in a more cost-efficient and effective way. Most of the successful and experienced digital marketers in Pakistan use SEO marketing tools and techniques to promote their business websites. Marketers prefer On-Page SEO over Off-Page SEO. They think On-Page SEO plays more role in attracting potential customers to the website and also the content of the website matters.
2. What is the relationship between website promotions on the internet using Digital Marketing (DM)?	Digital marketing tools and techniques help them attract the targeted audience for their businesses. Most digital marketers use Facebook ads for lead generation. They even mentioned the type of ads that get them more leads. They are the video ads.

4. CONCLUSION

Said that SEO and digital marketing are playing a very vital role in the business. According to studies, we can know that both of these terms are making a huge impact on businesses in various ways. SEO and digital marketing ease business owners in getting businesses. Both Key factors of the study according to professionals are as follows:

1. SEO is an important factor in the business website. There are many techniques of SEO but On-Page SEO is proven to be the most effective type for getting leads for the business. On-page SEO is a technique implemented on the website to improve the content, design, speed, and structure of the website to get the leads for the business.
2. Digital Marketing is proven to be very important for the awareness of the brand and targeting the exact set of audiences. In digital marketing advertisements on social media, handles are very effective in providing leads. Advertisements on Facebook and Google Ads make a huge impact on the business in targeting the customers, getting leads, and increasing the awareness in the audience.
3. Search Engine Optimization (SEO) is the organic way of promoting a business by increasing the awareness of the business gradually all over the internet and increasing the presence of the business on the Internet without paying anything.
4. Digital Marketing is important for directly targeting the business to the exact set of audiences by using the filters of geographics, gender discrimination, age factor, personal interests of the users, and demographics using the advertisement methods of social media and Google as well.

- **The Uniqueness of The Study**

There are several types defined Digital Marketing to increase the business, get leads, and awareness of the brand. In this paper, the main focus is on Digital Marketing and using social media advertising tools with Google advertisement and Search Engine Optimization (SEO) which must use for the website as a way of increasing business organically.



The studies of this research show that both of the terms are making a huge impact on the business and behavior of the consumer. SEO is the best technique for describing and showcasing the business as well as getting organic leads and on the other hand, digital marketing is best for targeting the right audience at the right spot through the right medium. Both SEO and Digital Marketing are the best-used strategies for the business presence on the Internet. Digital Marketing is giving the results of the efforts at the same time on the other hand SEO will provide the results and leads after increasing the awareness of the brand.

- **Recommendation and Future Implication**

This study only covered a limited quality sample. This study can be performed on the world top class digital marketers or marketing firms. The sampling techniques can be different from probability sampling. This study could be performed in a cross-sectional way. The study was qualitative, the researcher can use qualitative data coding and analysis techniques. This study was limited to the geographic region of Pakistan. Future researchers can add different variables, themes, and sub-themes to the existing literature. They can use various tools for data collection like surveys, focus group techniques, etc. This research was too general in terms of industry, the future researcher can choose a specific industry and the impact of digital marketing tools and techniques on their business progress. The next researcher can increase the sample size, the more data the better results. The research can also be performed on consumers.

It is important to know what attracts them the most. The same research but from the consumer perspective. Explanatory research on this topic could help future academics and researchers know more closely the importance and effects of digital tools on the promotion of any business. How do these techniques play a role in attracting customers and potential consumers to the business? The items of questionnaires can be changed to other ones to get more techniques and ways for digital marketers their succeed.

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