

A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING SERVICES AT DOMAIN2HOST

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Commerce

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC I 12B Status by UGC I
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **ANTO ALSON RAJA A 40740022** who carried out the Project Training at "**DOMAIN2HOST**" under our supervision for a period of 3 months from **January 2023 to March 2023**.

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DECLARATION

I **ANTO ALSON RAJA A 40740022** hereby declare that the Project work done by me under the guidance of **MS. NIKKATH FATHIMA** (Internal) and **BASKAR.R** (External) at **Domain 2 Host No.16, Old No.441, 'N' Block, 21st Street, Anna Nagar East, Chennai 600 102, India** is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023

PLACE: CHENNAI



SIGNATURE OF THE CANDIDATE

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ABSTRACT

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, TV and radio advertisement. Digital Marketing is promotion of products or brands via one or more forms of electronic media. This project has been undertaken to assess the effectiveness of Digital marketing services at Domain2Host. The outcome of the study would help the management of Domain2Host to understand, meet or exceed the expectations of the customers who have taken up the website traffic building services. The primary objective is to study the effectiveness of Digital marketing services at Domain2Host. The secondary objectives are to study the impact of digital marketing in bringing top ranks in Google SERP for a website in an organic way by using Search Engine Optimization (SEO) at Domain2Host, assess the satisfaction level with Domain2Host on the digital marketing, understand the most preferred digital marketing strategy to promote the website and identify the effectiveness of on the major aim of digital marketing. Convenience sampling method has used in the research work. Multiple choice questions have been chosen to collect the responses from 120 customers. Numerous new findings have been derived from this research has helped to provide few suggestions to improve the Digital marketing services for its customers.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, TV and radio advertisement.

Digital Marketing is promotion of products or brands via one or more forms of electronic media. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), for accurate targeting and excellent reporting.

The three important categories involved in Digital Marketing are:

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)

1.1.1 SEARCH ENGINE OPTIMIZATION (SEO):

Whenever we enter a query in a search engine and hit 'enter' we get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of the list as they perceive those to be more relevant to the query. If we have ever wondered why some of these websites rank better than the others then we must know that it is because of a powerful web marketing technique called Search Engine Optimization (SEO).

Search Engine Optimization is the process of improving the visibility of a website on organic ("natural" or un-paid) search engine result pages (SERPs), by incorporating

search engine friendly elements into a website. A successful search engine optimization campaign will have, as part of the improvements, carefully select, relevant, keywords which the on-page optimization will be designed to make prominent for search engine algorithms.

Search engine optimization is broken down into two basic areas: on-page, and off-page optimization. On-page optimization refers to website elements which comprise a web page, such as HTML code, textual content, and images. Off-page optimization refers, to predominantly, to back links (links pointing to the site which is being optimized, from other relevant websites).

The main aim of SEO is:

- Quality of traffic. We can attract all the visitors in the world, but if they're coming to our site because Google tells them we're a resource for Apple computers when really, we're a farmer selling apples, that is not quality traffic. Instead, we want to attract visitors who are genuinely interested in products that we offer.
- Quantity of traffic. Once we have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- Organic results. Ads make up a significant portion of many SERPs. Organic traffic is any traffic that we don't have to pay for.

1.1.2 SOCIAL MEDIA OPTIMIZATION (SMO):

Social media optimization (SMO) is the use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event.

Social Media Optimization (SMO) is the method of social activity that attract visitors to a website through an elevated search rank. It proves there is a science to social media just like Search Engine Optimization (SEO), the process of maximizing visitors to a web site by achieving a top rank on search engines around specific keywords.

But there is a fundamental difference. SEO is based on keywords; SMO on contents (words, videos, images). When integrated, they are a brand's most powerful combination for raising visibility and generating business on the web.

Five important rules that helps us to bring traffic to our website is mentioned as follows.

- Increase our link ability
- Make tagging and bookmarking easy
- Reward inbound links
- Help our content travel
- Encourage the mash up

1.1.3 SOCIAL MEDIA MARKETING:

Social Media Marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it across their social networks.

Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes, as well as paid social media advertising. Using social media for marketing can enable small business looking to further their reach to more customers. Your customers are interacting with brands through social media, therefore, having a strong social media marketing plan and presence on the web is the key to tap into their interest. If implemented correctly, marketing with social media can bring remarkable success to your business.

Social media marketing can help with a number of goals, such as:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

The main aim of my project is to bring top ranks for my website in an organic way using Search Engine Optimization.

1.1.4 SEARCH ENGINES:

Search Engines are the market makers of the Internet. They connect consumers with providers at the very moment of consumer interest and enable all of us to find exactly what we want, when we want it. They bring great efficiency to the Internet and our lives and shall exist as long as the network of servers and computers we call the web is around.

The Positioning is very important for search engines. The Four Ps of Marketing is an absolutely critical component of the marketing mix. The first purpose of search engine optimization is to be positioned well in the place what the customer actually expects or by satisfying them. The second purpose is to be positioned well than our competitor's website. The probability should be more on Individuals Clicking our Site link and bring a top position to our site.

First and foremost, Search Engines are not Humans. Search Engines are text driven. Search Engines crawls the Web, they look at the particular site items (mainly the text) to get an idea what the site is all about? Search Engines performs several activities in order to deliver efficient search results like Crawling, Indexing, Processing, checking relevancy and retrieving.

First, search engines crawl the Web to see what is there. This task is performed by a piece of software, called a crawler or a spider (or Google bot, as is the case with Google). Spiders follow links from one page to another and index everything they find on their way. Having in mind the number of pages on the Web (over 20 billion), it is impossible for a spider to visit a site daily just to see if a new page has appeared or if an existing page has been modified.

Sometimes crawlers will not visit our site for a month or two, so during this time our SEO efforts will not be rewarded. What we can do is to check what a crawler sees from our site. Crawlers are not humans and they do not see images, Flash movies, JavaScript, frames, password-protected pages and directories, so if we have tons of these on our site, it would be a better run for the Spider Simulator to see if these goodies are viewable by the spider. If they are not viewable, they will not be speared, not indexed, not processed, etc. They won't exist for search engines.

1.1.5 GOOGLE:

Most Outstanding Search Engine by Search Engine Watch readers, Google has a well-deserved reputation as the top choice for those searching the web. The crawler-based service provides both comprehensive coverage of the web along with great relevancy. It's highly recommended as a first stop in your hunt for whatever we are looking for.

Google provides the option to find more web pages. On the top of the search box on the Google home page, we can easily seek out images from across the web, discussions that are taking place on Usenet newsgroups, locate news information or perform product searching.

Using the More link provides access to human-compiled information from the Open Directory, catalog searching and other services. Google is also known for the wide range of features it offers, such as cached links that let us "restrict" dead pages or see older versions of recently changed ones. It offers excellent spell checking, easy access to dictionary definitions, integration of stock quotes, street maps, telephone numbers and more.

Google's help page is an entire rundown on some of these features. The Google Toolbar has also won a popular following for the easy access that it provides to Google and its features directly from the Internet Explorer browser. In addition to Google's unpaid editorial results, the company also operates its own advertising programs.

The cost-per-click Ad Words program places ads on Google as well as some of Google's partners. Similarly, Google is also a provider of unpaid editorial results to some other search engines. For a list of major partnerships, see the Search Providers Chart. Google was originally a Stanford University project by students Larry Page and Sergey Brin called Back Rub. By 1998, the name had been changed to Google, and the project jumped off campus and became the private company Google. It remains privately held today. Getting Listed: Read the Submitting to Google section of Search Engine Watch's Essentials of Search Engine Submission guide for more about being included in Google's editorial results and the Google Ad Words section for more about its paid listings programs.

Search Engine Watch members have access to the How Google Works section of the web site, which provides in-depth coverage of the editorial and paid listings processes at Google.

1.1.6 MICROSOFT BING

Bing was renamed Microsoft Bing in October 2020. The best alternative search engine to Google is Microsoft Bing. Bing's search engine share is between 2.83% and 12.31%. Bing is Microsoft's attempt to challenge Google in search, but despite their efforts, they still did not manage to convince users that their search engine can be as reliable as Google. Their search engine market share is constantly low even though Bing is the default search engine on Windows PCs. Bing originated from Microsoft's previous search engines (MSN Search, Windows Live Search, Live Search), and according to Wikipedia is the #26 most visited website on the Internet.

1.1.7 YAHOO

Yahoo is one of the most popular email providers, and its web search engine holds third place in search with an average of 1% market share. From October 2011 to October 2015, Yahoo search was powered exclusively by Bing. In October 2015, Yahoo agreed with Google to provide search-related services, and until October 2018, the results of Yahoo were powered both by Google and Bing. As of October 2019, Yahoo! Search is once again provided exclusively by Bing. Yahoo is also the default search engine for Firefox browsers in the United States (since 2014). Yahoo's web portal is very popular and ranks as the 9th most visited website on the Internet (According to Wikipedia).

1.1.8 META TAGS OPTIMIZATION:

A site's Meta description should contain a brief description of our website focusing on the areas and services that our business is specialized in. This small piece of text can be considered as a selling snippet, if a searcher finds it appealing, he/she is likely to click and go inside our page to find out more information. But if our Meta Description is too generic and isn't written too well then there is a chance that our site will simply be ignored.

- The beginning of the description meta tag for our homepage, which gives a brief overview of the site's offerings

- Any user who performs the query our homepage appears as a result, with part of its description meta tag used as the snippet.
- Any user who performs the query, one of our deeper pages with its unique description meta tag used as the snippet, appears as a result.

SEO tips and techniques for Powerful Search Engine Optimization:

1. Write unique content

Unique content is important. we need to provide content that has different information than what is on other sites and other Web pages.

2. Add new content all the time

Sites that have new content added on a regular basis are seen as more reliable than sites that rarely do. This also helps you to increase the amount of relevant content on our site, which also improves our rankings.

3. Create a great keyword phrase

The first thing we should do when working on search engine optimization is find a specific keyword phrase for that page. We shouldn't try to optimize our entire site to one keyword phrase, instead we can focus on writing pages for specific keywords and phrases

4. Choose a phrase that is popular, but not too popular (HIGH PRIORITY)

When trying to decide on a keyword phrase, we must find one that is popular but not extremely popular. This may seem counter-intuitive, but the reality is that extremely popular keywords are very desirable and so very competitive. It's better to try to optimize for keywords that we can rank higher. We will get more page views from a less popular keyword when we are on the first or second page of the search engines, than from a popular keyword that we only make it to page 50 of search engines.

5. Write an accessible site (HIGH PRIORITY)

Accessible HTML is accessible to both search engine spiders and screen readers. The more accessible we make our pages, the easier it will be for search engines to read and rank our pages.

6. Use the keyword phrase in our title tag (HIGH PRIORITY)

The title tag is one of the most important tags on our Web page. And placing our keyword phrase in the title tag, preferably at the beginning, is very

important to get that phrase into the search engines and that puts our keyword phrase as the link in the search engine index.

7. *Getting a domain with a keyword phrase*

Putting our keyword phrase in our domain name is a way to optimize for that phrase.

8. *Use the keyword phrase in our URL (HIGH PRIORITY)*

Even if we can't get our keywords into our domain name, we can put them into our URLs. Search engines read the URLs and assign value to the text they find there. Keyword density should be between 3 and 7% for your primary keyword phrase and 1-2% for any secondary keywords or keyword phrase.

9. *Use our keyword phrase in anchor text of links*

Link text is another great place to put our keyword phrase. Links stand out on most Web pages, and are given higher priority than surrounding text.

10. *Ask for links to our page*

A great way to get inbound links is to simply ask for them. But remember that excessive cross-linking can be viewed as spammy, so be careful about trading links or otherwise buying links on external sites.

Search Engine Optimization (SEO) is the process of developing, customizing or retooling a website so that it achieves a sustained high ranking on Search Engine Results Pages (SERP) for important keywords or key phrases. Search Engine Optimization uses a combination of techniques, tools, and technical know-how to get results.

Thus, Search Engine Submission, Link Popularity Building, Keyword Research Analysis, Search Engine Crawler Friendliness Analysis, Title & Meta Tags Optimization, Anchor Text Optimization and Search Engine Copywriting are just some of the methods utilized to improve a website's search engine placement. These Search Engine Optimization (SEO) methods leverage knowledge gained from a scientific understanding of the inner workings of search engines and a thorough analysis of trends in the constantly evolving field of Search Engine Optimization (SEO).

Search Engine Optimization (SEO) offers an affordable entry point for marketing our website and an effective way to promote your business online. Search Engine Optimization (SEO) makes for a long-term solution to our access to sustained free traffic and a source of building brand name and company reputation.

Search engines generate nearly 90% of Internet traffic and are responsible for 55% of e-commerce transactions. Search Engine Promotion has shown to deliver the highest ROI, compared to any other type of marketing, both online and offline. Search engines bring motivated buyers to us and hence contribute to increased sales conversions.

1.2 COMPANY PROFILE:

Domain2Host is on the basis of organizing and strengthening the ingredients of an establishment, the crucial factors responsible for driving the business objectives towards the goal. It is formed with a devoted and composite team of professionally qualified, technically proficient, highly experienced members. Combining diverse expertise in business strategy, technology, usability and design, we produce highly scalable business solutions and online positive user experiences.

We emphasize a personal and professional relationship with our clients starting with the initial understanding of client business and requirement.

We provide offline and online Data processing and back-office support, to create & implement complete IT Enabled Services.

We provide the total solutions by bringing together the team with a unified and cohesive approach.

Domain2Host's vision is to become a global master in the IT industry by rendering Quality Services and effective customer support / satisfaction.

1.2.1 ABOUT TECHNOLOGY

Application & Web Servers:

Apache Tomcat, BEA Web Logic Platform.

Relational Database Management Systems (RDBMS):

MySQL, Oracle.

Programming Languages:

Java, C/C++ (including ANSI C, Managed C++, C++/CLI), Scripting Languages (JavaScript, VBScript, Perl, ASP, PHP, JSP, etc.)

Java Technologies:

J2EE (EJB, JSP, JDBC, J2ME).

WEB Technologies:

HTTP/HTTPS, HTML/DHTML, XML, XSLT, CSS.

Interactive Design Tools:

Adobe Photoshop, CorelDraw (including Graphic Tools), Corel Photo Paint, Macromedia Flash 8.0.

1.2.2 SERVICES

- Custom Software Development
- Application Development
- Web Application Development
- Enterprise Application Development
- Content Management System
- Ecommerce Solution
- Web Development
- Flash Development
- Web Marketing / SEO
- Software Maintenance
- Content Development Services

1.2.3 CONTENT WRITING

Words can create, words can destroy, words can bear revolution. Words express thoughts and emotions. If the right words are not used properly, it can lead to miscommunication. A content-rich website can create a noticeable difference in its ability to bring in traffic. Keyword rich, Innovative design, and understandable content contributes in making a website attractive. An interactive and well written website succeeds in inviting and retaining more traffic. We at Domain2Host are well

aware of the importance of content writing and therefore we are trying to offer best quality content writing services at a competitive price.

➤ ***Product Conceptualization:***

Drive innovation, validate new product ideas, verify and prototype their potential for customers and investors.

➤ ***Product Realization:***

By combining your products ideas with our delivery capabilities, you can quickly reap time-to-value, offer a more complete product mix and thereby increase your market share and revenue.

➤ ***Independent Quality Assurance & Testing:***

Our Independent Test & Verification service improves quality and reliability of our client's products leading to higher client satisfaction and reduced support costs.

➤ ***Product Maintenance & Customer Support:***

Continuing support and maintenance for new, expanding, and retiring product lines help our clients to retain their customers

➤ ***Product Migration & Software Porting:***

Transition client's products between various platforms and designs helping them enhance their market reach and customer base

➤ ***Professional Services:***

Enhancing our clients service offering through a range of product implementation and support services including Installation, Customization, Integration.

1.2.4 PRODUCTS

- CRM
- ERP
- SMS Package
- Static Website Development
- Dynamic Website Development
- Flash Website Development
- Online Web Applications

- Academic Projects

1.2.5 SOFTWARE DEVELOPMENT

Domain2Host is the fastest growing software development company in India, which offers a wide spectrum of software development services with high level of specialization and deliverable quality to its clients in India. We try hard to deliver superior quality and cost-effective software development solutions to our clients on-time and giving quality outputs to complete customer expectations. Our mission is to enhance the customer satisfaction through providing quality software development services with a team of experienced software developers, who have won the trustworthiness from our clients. We provide software development services through a unique combination of expertise, experience, teamwork and strategic planning.

1.2.6 WEBSITE DEVELOPMENT

Domain2Host is one of the leading and rapidly growing websites designing company offering the best and most affordable services like e-commerce web solution, flash web design, custom web design and graphics design for global customers. We deliver high quality web designing services through our motivated and qualified specialist teams which is focused on exceeding clients' expectations every time. We have a team of expert web designer, who have excellent web designing skills to create unique and attractive websites.

Our Latest Web Designing Process

- *Discovery* - Understanding your web site goals and audience.
- *Planning* - Establishing timelines, deliverables, and development solutions.
- *Content Architecture* - Planning your website content and structure.
- *Design* - Creating and refining interface and graphic design elements.

- *XHTML Conversion* - After design approved from client-side start Coding.
- *Development* - Bringing it all together.
- *Testing* - Testing your web site in multiple browser environments.

1.2.7 OUR SOFTWARE DEVELOPMENT PROCESS:

The first step in software development is analysis. Our Team will make research on the kind of business including the specific needs to achieve your goals. This way, we will be able to establish the perfect software model to be used, that has a tried-and-tested efficiency.

After the analysis, the crucial phase comes, when software is designed. In this Phase, the software is put together according to your requirements. It is a very Important step as it is the heart and soul of the whole software development Process.

After designing, coding is the next step. In this step, Internet programming languages are put in the equation. It is a highly technical phase but is quite simple with professionals like us. This is main step where Java codes and PHP are created.

Trial period is the fourth step in software development. In this step, Software engineer as well as the client come together to see if the goals were met. The software developer will test the codes and the design if they are working and if They really suit the requirements of the possible end-users providing great satisfaction to the customer.

After testing, the software is set to run. The work will be continuing until software is done. We are willing to provide effective solutions to keep you using the software effectively.

1.3 INDUSTRY PROFILE

1.3.1 ADVERTISING:

Advertising is a form of communication used to influence individuals to purchase products or services or support political candidates or ideas. Frequently it communicates a message that includes the name of the product or service and how that product or service could potentially benefit the consumer. Advertising often attempts to persuade potential customers to purchase or to consume a particular brand of product or service. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers.

1.3.2 HISTORY OF ADVERTISING:

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BCE. History tells us that Out-of-Home advertising and Billboards are the oldest forms of advertising.

As the towns and cities of the Middle Ages began to grow, and the general public was unable to read, signs that today would say cobbler, miller, tailor or blacksmith would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horseshoe, a candle or even a bag of flour. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers.

As education became an apparent need and reading, as well as printing, developed advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which

became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.

As the economy expanded during the 19th century, advertising grew a long side. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising.

In June 1836, French newspaper La Presse was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. Around 1840, Volney Palmer established a predecessor to advertising agencies in Boston. Around the same time, in France, Charles-Louis Havas extended the services of his news agency, Havas to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia

At the turn of the century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process. In fact, the first American advertising to use a sexual sell was created by a woman – for a soap product. Although tame by today's standards, the advertisement featured a couple with the message "The skin you love to touch".

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realized they could earn more money by selling sponsorship

rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show.

A print advertisement for the 1913 issue of the Encyclopaedia Britannica. This practice was carried over to television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialize the radio and people who argued that the radio spectrum should be considered a part of the commons – to be used only non-commercially and for the public good. The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body by Royal Charter in 1927. In Canada, advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation. However, in the United States, the capitalist model prevailed with the passage of the Communications Act of 1934 which created the Federal Communications Commission. To placate the socialists, the U.S. Congress did require commercial broadcasters to operate in the "public interest, convenience, and necessity". Public broadcasting now exists in the United States due to the 1967 Public Broadcasting Act which led to the Public Broadcasting Service and National Public Radio.

In the early 1950s, the Dumont Television Network began the modern trend of selling advertisement time to multiple sponsors. Previously, Dumont had trouble finding sponsors for many of their programs and compensated by selling smaller blocks of advertising time to several businesses. This eventually became the standard for the commercial television industry in the United States. However, it was still a common practice to have single sponsor shows, such as The United States Steel Hour. In some instances, the sponsors exercised great control over the content of the show - up to and including having one's advertising agency actually writing the show. The single sponsor model is much less prevalent now, a notable exception being the Hallmark Hall of Fame.

The 1960s saw advertising transform into a modern approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumers' eyes. The Volkswagen ad campaign—featuring such headlines as "Think Small "and "Lemon" (which were used to describe the

appearance of the car) —ushered in the era of modern advertising by promoting a "position "or "unique selling proposition" designed to associate each brand with a specific idea in the reader or viewer's mind. This period of American advertising is called the Creative Revolution and its archetype was William Birnbach who helped create the revolutionary Volkswagen ads among others. Some of the most creative and long-standing American advertising dates to this period.

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertising message, rather than it being a by-product or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as QVC, Home Shopping Network, and Shop TV Canada.

Marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, a number of websites including the search engine Google, started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This hassled to a plethora of similar efforts and an increasing trend of interactive advertising.

The share of advertising spending relative to GDP has changed little across large changes in media. For example, in the U.S. in 1925, the main advertising media were newspapers, magazines, signs on streetcars, and outdoor posters. Advertising spending as a share of GDP was about 2.9 percent. By 1998, television and radio had become major advertising media. Nonetheless, advertising spending as a share of GDP was slightly lower—about 2.4 percent.

A recent advertising innovation is "guerrilla marketing", which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. Guerrilla advertising is becoming increasingly more popular with a lot of companies. This type of advertising is unpredictable and innovative, which causes consumers to buy the

product or idea. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social network services such as Myspace.

1.3.3 PUBLIC SERVICE ADVERTISING:

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation and deforestation.

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes." - Attributed to Howard Gossage by David Ogilvy. Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

In the United States, the granting of television and radio licenses by the FCC is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required public service announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots available for high-paying advertisers.

Public service advertising reached its height during World Wars I and under the direction of several governments.

The most important element of advertising is not information but suggestion more or less making use of associations, emotions (appeal to emotion) and drives dormant in the sub-consciousness of people, such as sex drive, herd instinct, of desires, such as happiness, health, fitness, appearance, self-esteem, reputation, belonging, social status, identity, adventure, distraction, reward, of fears (appeal to fear), such as illness, weaknesses, loneliness, need, uncertainty, security or of prejudices, learned opinions and comforts. "All human needs, relationships, and fears – the

deepest recesses of the human psyche – become mere means for the expansion of the commodity universe under the force of modern marketing. With the rise to prominence of modern marketing, commercialism – the translation of Advertising exploits the model role of celebrities or popular figures and makes deliberate use of humour as well as of associations with colour, tunes, certain names and terms.

Altogether, these are factors of how one perceives himself and one's self-worth. Advertising exploits the model role of celebrities or popular figures and makes deliberate use of humour as well as of associations with colour, tunes, certain names and terms. Altogether, these are factors of how one perceives himself and one's self-worth.

1.3.4 ADVERTISING IN INDIA:

The first newspaper in India was brought out by an Englishman James Augustus Hickey in 1780 who was stationed at Calcutta. The paper was brought out on Saturdays and was first called the Calcutta General Advertiser or Hickey's Bengal Gazette.

Publishing a newspaper is an expensive business as Hickey realized to his cost. He was losing money faster than the newspapers came out of the printing press. To make ends meet, Hickey decided to take on advertisements or ads

The earliest ads consisted of simple messages 'classified' into different categories for easy reference with a mailing address from where they could be ordered. These became the forerunner of today's classified advertisements in newspapers. For instance, today's newspaper carries sale of autos, electronic items, domestic services, pets, etc under these headings.

Hickey's paper was the first to carry such advertisements but these were mostly from 'patent' medicine manufacturers. The concept of chemists or druggist shops as we know today, came much later. Most medicines then were grandma's recipes, or were concoctions made by so called 'doctors' and were thus sold (patented) under their own names.

A few large retail stores like Spenser's (in Chennai), Whiteway's & Laidlaw or the Army and Navy Stores also advertised and these were basically targeted at the British and European settlers who were already familiar with mail-order purchases.

It took nearly 120 years for someone to discover that companies and individuals needed help in framing catchy copy (text of the advertisements) to attract customers and a right magazine or journal to address the right audience.

In stepped B. Dattaram's, India's first advertising agency, from Girgaum, Mumbai, to fill up this vacuum. It didn't take long for others to notice that Dattaram's cash registers were ringing. By the 1920s, other agencies like Gujarat Advertising and Allied Advertising had come up.

The first expatriate (foreigners settled in a country) ad agency was Alliance Advertising, set up during World War I (1914-18). Subsequently, L.A. Stronach (then, the agency for General Motors in United States) and D.J. Keymer opened up in India. The first truly multinational agency was J Walter Thomson (JWT) set up in 1926. The agency was hired to look after General Motors' Indian interests in the country. With the arrival of ad agencies with global branches, smaller agencies began to disappear or got merged with larger ones. L.A. Stronach became Norvickson Advertising while Keymer was taken over by Benson into one of their companies called BOMAS. It finally changed name to Ogilvy & Mather.

However, the Calcutta branch of Keymer was taken over by its employees in 1955 and they named it Clarion. One of India's foremost film directors, Satyajit Ray, was at one time employed here as a designer and illustrator. Lever, a multinational consumer product company had also opened its Indian office that had its own in-house advertising department. This later turned into an independent agency called LINTAS (Lever's International Advertising Service).

The first Indian advertising agency to offer both creative work as well as space selling was Sista's Advertising and Publicity Services set up by Venkatararao Sista in 1934.

Among the first foreign brands to Indianize themselves was Lux and Pears toilet soaps. Lux was sold as a beauty soap of the film stars and in 1941 roped in film actress Leela Chitins to model for the ad. Today, most of the top film heroines have appeared in testimonial ads for Lux.

However, it was the marketing campaign in 1939 for a vanaspati (cooking fat) brand called Dalda, by LINTAS that truly turned brand naming on its head. Conceived by

Harvey Duncan, of LINTAS, the tin was designed as were different pack sizes. As an advertising gimmick, a van with a huge round tin did the rounds in the metro cities of Mumbai, Calcutta, Delhi and Chennai.

Dalda, with its yellow label and green palm tree, soon became a generic name for vanaspati (just as Xerox, a brand name has become generic with photocopying services).

In the 1950s, commercial advertising on radio began with Radio Ceylon (now Sri Lanka) and Radio Goa. All India Radio accepted commercial ads in the middle 1970s when their 'Vividh Bharati' channel took on sponsored programmes like Binaca Geet Mala, Saridon ke Saathi and Bournvita Quiz Contest.

Very few of the innumerable advertising agencies can boast of a long agency-client relationship. However, the association with health food brand 'Horlicks', and Hindustan Thompson Associates Limited (HTA, previously J Walter Thompson), has remained unbroken for 68 years. The agency has also been handling Air India's (international air carrier) Maharaja campaign from 1953! Today, India is definitely a country to be reckoned with in terms of advertising with agencies winning awards at the International Festival at Cannes, France and an Indian, Arun Nanda (chairperson of Rediffusion DY&R), even being on the panel of judges.

1.3.5 INTERNATIONAL ADVERTISING:

International advertising can be defined as a subfield in advertising and international marketing that studies the differences and similarities in advertising across different nations and how one country's advertising overseas affects the other country. There are different conceptions of international advertising based on the scope of the study. For example, from an ethnocentric point of view, international advertising can simply be any advertising outside the home country of the researcher. Using this perspective, international advertising is synonymous with foreign advertising. Because the United States is the core country in publishing advertising research, for a US researcher or US-based journals, all advertising studies conducted outside the United States can be considered "international advertising" research. To a researcher in China, however, advertising in the United States is "international advertising." Such a configuration of international advertising is certainly relative to

the home country of the researcher and does not strictly following the definition of “international advertising” that involves more than one nation.

Despite its flaw, this is a quite common use of international advertising in research categorization. Such a conception underscores the importance of knowing the advertising practices and consumer behaviours in other countries to understand advertising across nations. Hence, this bibliography includes some single-country advertising research conducted in non-US countries on pertinent advertising topics published in English-language journals and books, but the focus is on advertising practices and effects in multiple countries, as well as cross-country and cross-cultural comparison of advertising. Some variations of “international advertising” are “global advertising” and “multinational advertising.”

The former has no specific country in focus, while the latter usually focuses on specific nations of interest in the research. In the most refined term, international advertising is about advertising in different nations and between nations. The “nation” can be a national culture, a country, or an ethnic group. In addition, what constitute “advertising” determines the scope of topics covered. For example, some researchers may consider product placement a paid communication with identified sponsors; and equate advertiser-manipulated electronic word-of-mouth recommendation (eWOM) to advertising. Hence international advertising can include studies on how product placement and e-WOM is being done by international brands across nations.

1.3.6 HISTORY OF DIGITAL MARKETING IN INDIA

History of digital marketing in India can be traced back to 1996 when internet services were launched. The next decade saw several technological developments that paved the way for online marketing in India.

Growth of Digital Marketing in India (1996 – 2005 and 2008 – Till Date)

Digital marketing started in India between the period 1996 – 2005. However, the real growth of digital marketing started in 2008 when internet services reached the masses and people started using search engines like Google.

Back in 2000, few people knew SEO, and there were just a handful of companies offering digital marketing services in India. By 2008, several new digital marketing

agencies started operating in India. Many business owners now understood the importance of gaining higher visibility for their brand on Google.

By 2010, both small and large companies started running organic and paid campaigns to generate inbound marketing leads. After 2010, there was a rapid boom in the digital marketing sector in India and this continues till today.

Launch of Internet Services in India

The history of digital marketing in India can be traced back to the year 1995 with the launch of internet services. This was the first baby step that led to the digital marketing revolution in India.

The Internet service was launched in India on August 15, 1995, by VSNL (Videsh Sanchar Nigam Limited). VSNL was acquired by Tata Group and renamed Tata Communications in 2008.

However, until 2000, internet services were used just by 0.5% of the population in India. It was after the year 2008 when the real growth of internet usage started in India. The period between 2008 – 2010 saw the highest jump in the number of new digital marketing companies being launched and thousands of new recruitments in the digital marketing sector.

In 2013, the internet user base in India touched 193,204,330 which covered around 15% of the Indian population. By 2019, there were around 525 million internet users in India. This number is expected to grow and reach 666 million by 2023.

Hence, we can assume that the future of digital marketing is really bright in India just like its history.

Companies That Build the Roadmap for Digital Marketing in India (1996 – 2007)

The dot com boom was at its peak in the world in the 1990s. However, there were around 15,000 internet users in India during this period.

Yahoo was launched in 1994, and Google in 1998. Following that, businesses around the world started realizing the potential of online selling and marketing. However, internet penetration was still extremely low, and ecommerce was still unknown in India.

India MART was launched in 1996 in India. India MART, running even today, is a B2B marketplace to connect manufacturers and buyers. It was the first company to launch ecommerce shopping in India.

Digital India Program by Government of India

Digital India is a program launched by the government of India in 2015. It was launched with a vision to make India a digitally empowered society and knowledge economy. The Digital India program is to prepare India to become empowered socially and economically. The government decided to provide Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, and E-Governance.

The Advantages of The Digital India Program on The Digital Marketing Industry:

- The customer acquisition of the online marketing field increased because more people started using the internet.
- Earlier, e-Marketing activities were contributing only 10% of the total revenue generated. However, people started showing more interest in new technology with the launch of digital India by the government. Thus, 85% of marketers are now generating revenues through e-Marketing activities.
- Now, around 80% of Indian marketers use integrated campaigns such as email, social, and mobile to enhance conversion rates.
- Half of the Marketers are now getting inclined to digital marketing and planning to increase investment in online marketing activities.

1.3.7 HISTORY OF DIGITAL MARKETING IN WORLDWIDE:

Digital marketing effectively began in 1990 when the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computers was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker. Databases allowed companies to track customers' information more effectively, transforming the relationship between buyer and seller.

In the 1990s, the term digital marketing was coined. With the development of server/client architecture and the popularity of personal computers, Customer Relationship Management (CRM) applications became a significant factor in

marketing technology. Fierce competition forced vendors to include more service into their software, for example, marketing, sales and service applications. Marketers were also able to own online customer data through eCRM software after the Internet was born. This led to the first clickable banner ad going live in 1994, which was the "You Will" campaign by AT&T and over the first four months of it going live, 44% of all people who saw it clicked on the ad.

In the 2000s, with increasing numbers of Internet users and the birth of iPhone, customers began searching products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company. In addition, a survey in 2000 in the United Kingdom found that most retailers had not registered their own domain address. These problems encouraged marketers to find new ways to integrate digital technology into market development.

In 2007, marketing automation was developed as a response to the ever-evolving marketing climate. Marketing automation is the process by which software is used to automate conventional marketing processes. Marketing automation helped companies segment customers, launch multichannel marketing campaigns, and provide personalized information for customers., based on their specific activities. In this way, users' activity (or lack thereof) triggers a personal message that is customized to the user in their preferred platform. However, despite the benefits of marketing automation many companies are struggling to adopt it to their everyday uses correctly.

Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices' capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in daily lives. Therefore, they expected a seamless user experience across different channels for searching product's information. The change of customer behaviour improved the diversification of marketing technology.

The term "Digital Marketing" was coined in the 1990's. Digital marketing was formally known as and referred to as 'online marketing', 'internet marketing' or 'web

marketing'. Worldwide digital marketing has become the most common used term and took off in the business industry, especially after the year 2013. But in other countries like Italy, digital marketing is still known as web marketing.

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection.

1.4 STATEMENT OF THE PROBLEM:

For any site on the web, incoming links are very important especially for Search Engine Optimization. The one good way to ensure that our site gets linked is having a good content. But many people give very less importance to incoming links. So, writing a unique content will boost our site. It is important that to make our site accessible, as this will help search engine robots to access our site. It is important to remember that Google is blind. What this means is that we should use proper headings, paragraphs and lists, and avoid using anything which may interfere with the search engines spiders.

Few customers have backed out Digital marketing services based on various unknown reasons. So, this study has been undertaken to know the various expectations of the customers, meet their needs and retain them for a long-term business with Domain2Host

1.5 NEED FOR THE STUDY

Digital marketing is also important for the smooth running of a big web site. Websites get benefited from Digital marketing in a direct and indirect way. Their direct benefit is to increase the search engine traffic and their indirect benefit is having a common framework (checklists) to use before publishing content on the site. Digital marketing is also good for the social promotion of your web site. People who find your web site by searching through Google are more likely to promote it on Facebook, Twitter, Google+ or other social media channels.

This project has been undertaken to assess the Digital marketing services at Domain2Host. The outcome of the study would help the management of

Domain2Host to understand, meet or exceed the expectations of the customers who have taken up the website traffic building services.

1.6 SCOPE OF THE STUDY

- Digital marketing is the force behind a company's online success. All the companies in India and the world are now keeping huge budgets for internet marketing. People know that it can bring them new prospects for their products and services.
- Digital marketing gives effective results in a short time if done efficiently. It is used for generating traffic to site but there are also other applications like branding, marketing and ideological influence of the website.
- Digital marketing has proven to be an effective tool in achieving a number of important marketing objectives, making it a universally-beneficial marketing tactic for a wide variety of organizations, regardless of their objectives.
- Digital marketing can have a dramatic effect on the traffic that draw to website; the perceived quality, relevance, and trustworthiness of our brand; and the amount of revenue that can generate through your website.

1.7 OBJECTIVES

PRIMARY OBJECTIVE

To study the effectiveness of digital marketing services at Domain2host, Chennai

SECONDARY OBJECTIVES

- To study the impact of digital marketing in bringing top ranks in Google for a website in an organic way by using Search Engine Optimization (SEO)
- To identify the perception of customers on the major aim of digital marketing
- To understand the most preferred digital marketing strategy to promote the website
- To assess the satisfaction level with Domain2Host on the digital marketing
- To provide suitable suggestions for improving the effectiveness of digital marketing services and improve the overall customer satisfaction

1.8 LIMITATIONS OF THE STUDY:

For anything there should be some limitations like that my project also have certain limitations. The following are some limitations what I faced:

1. The information provided by majority of the respondents could also be biased or inaccurate. No independent verification of the data was possible.
2. Time is one major constraint, which limits the effective data collection.
3. Non-availability of data collection from all the customer of DOMAIN2HOST
4. The sample size is only 120 customers so the sample may not be truly representative of the total population
5. Reliability and accuracy of the analysis depends on the respondents' openness and trueness towards each question in the questionnaire.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

SEO has been defined in different ways by authors to capture the dynamic nature of this concept. For example, Chaffey et al., (2006) defined SEO as a structured approach used to increase the position of a company or its products in search engine natural or organic results listings for selected keywords or phrase. Search engine optimization (SEO) is a set of techniques aimed at improving the ranking of a website in search engine listings, thereby making it more likely that the end user will choose to visit the site (Trinities, 2015). SEO gathers the techniques leading to a better indexing of one's site by one or several targeted search engines (Gandour and Regolini 2011). It is also defined as the process of identifying factors in a webpage which would impact search engine accessibility to it and fine-tuning the many elements of a website so it can achieve the highest possible visibility when a search engine responds to a relevant query (Zgang and Dimitroff, 2005).

Its role is to achieve the highest position or ranking on search engines, such as Google, Yahoo! and MSN Search and so on, after a specific combination of keywords or key phrase that is typed in. The final goal is for the site to be better ranked by one or several targeted search engines and therefore appearing higher in their results lists for specified requests (Gandour and Regolini 2011). Search engine optimization (SEO) is a systematic approach to improving the membership website on the Internet unpaid wage (Organic result), and focus on the number of visitors to the site and don't on the quality of the search engine, (Google, Search Engine Optimization Starter Guide, 2010).

SEO factors are notoriously difficult to enumerate, as search engines do not reveal the specific factors used when determining the ranking of a website (Lourdes and Paloma 2013). SEO factors can generally be categorized into two groups (Enge et al., 2009; Evans,2007 SEOmox, 2009). The first group, known as on-page factors, includes those factors related to information that can be gathered directly from the pages of a website whose relevance is to be optimized, such as the existence and frequency of keywords. The second group, known as off-page factors, includes

those factors related to information about the website being optimized that can be collected from other, external websites. This study will focus on on-page factors.

According to SEOmoz (2011) and Evans (2007), search engines constantly work to improve their ranking calculations which complicate matters further. As a result, the calculated relevance of webpages has been observed to have varied over time, due to changes in the relative weights assigned to individual SEO factors, as well as the incorporation of new factors and the elimination or modification of others. In the case of Google, for instance, the identification of more than 200 factors which have varied over the lifespan of the search engine has, thus far, prevented the definition of a precise method by which the high ranking of a website on the search engine could be guaranteed. Despite these difficulties, the peer group assembled by SEOmoz identified the most critical SEO components to include keywords, titles, web site name, and the right top-level headings.

With the proper usage of a keyword phrase, a web site is more likely to appear in the first page of search results and be seen by the people that an organization wants to get to their web page (SEOmoz, 2009). Google recommends that a web site page should have a short but unique and accurate page title. The description meta tag is not seen on the page, but should have useful and more detailed information than the page title. The filename of the page or its page address should be worded so that it is easily understood by a visitor (Google, Search Engine Optimization Starter Guide, 2010). The easiest way to optimize a web site is to enter appropriate text in the web site's title, meta description, headings, and page content that search engines recognize (Goldsborough, 2005).

In addition to using Search Engine Optimization (SEO) techniques, Google recommends using a general sitemap for human visitors and an XML Sitemap to improve the visibility of pages to users and search engines. Navigation should be simple to follow and be made from text instead of Flash or JavaScript (Google, Search Engine Optimization Starter Guide, 2010). Also, Google recommends using the Robots.TXT file to let search engines know what should be shown in search results and what should be hidden. A site without a Robots.TXT file cannot grant search engines the permission needed to look at their pages or show search results to searchers (Google, Search Engine Optimization Starter Guide, 2010). The

common elements that occur among different sources are the elements that were used in the instrument. The SEO component elements include these seven items: the H1 header tag, page titles, description meta tag, relevant keyword use, user friendly page address, Sitemap.XML file presence, and Robots.TXT file presence.

Research conducted worldwide on search engine optimization is considered very few. We can assume that this research is the first one to tackle this issue in Jordan and maybe in the Arab world as well. Most of the research focused on search engine in general (Ramaraj, 2013), search engine advertisement (Jafarzadeh, 2011), and search engine optimization in education (Gandour and Regolini 2011). Based on that, research that link SEO with online advertisement is considered very rare. In the following lines we will highlight some of previous studies focused on SEO and online advertisement.

The purpose of Evans (2007) paper was to identify the most popular techniques used to rank a web page highly in Google. The paper presents the results of a study into 50 highly optimized web pages that were created as part of a Search Engine Optimization competition. The study focuses on the most popular techniques that were used to rank highest in this competition, and includes an analysis on the use of PageRank, number of pages, number of in-links, domain age and the use of third-party sites such as directories and social bookmarking sites. A separate study was made into 50 non-optimized web pages for comparison. The paper provides insight into the techniques that successful Search Engine Optimizers use to ensure a page rank highly in Google.

While Singh et al., (2011) investigate the impact of Search Engine Optimization on Advertisement. The paper evaluates the impact of SEO on firms' advertisement in IT companies of north India. The study uses quantitative and qualitative research methodology. The results of the study show that search engine optimization affects advertisement and sales. Most of the people use the search engines like Google, MSN, Altavista etc for searching for product or services and more than 90% people select the product from first page only and out of that 90% more than 80% select the product or services from first three or four.

The companies who are using the SEO for the purpose of advertisement are getting newer customer than the companies using the other methods. After applying the

statistical tools, it shows that the objectives of the research are very much true and there is a visible effect of the SEO on the advertisement of companies and the companies using the SEO for the advertising are generating revenue than the other companies. Kaurin and Dragić, (2012) research aimed to determine the influence of Meta Tags usage on web rating within Search Engine Results Pages (SERP) by examining travel agencies in Serbia, as a relatively new but the large market, and their knowledge and right usage of available technologies of Meta Tags usage. Research covered a total of 66 travel agencies operating in Serbia. Companies are mostly from cities in the regional centers. The study used quantitative and qualitative research methodology. Research result shows that 41 of 66 companies (62%) are maintaining their own website, and that the rest (25 companies, 38%) don't have their internet presentation or are using other websites for their promotion. Because the research should provide the website positioning within SERP, we would be considering only those companies that have their own website presentation. Berman and Katonay (2012) study the impact of search engine optimization (SEO) on the competition between advertisers for organic and sponsored search results.

They find that a positive level of search engine optimization may improve the search engine's ranking quality and thus the satisfaction of its visitors. Results imply that high quality sites have an advantage as they can always use sponsored links as a backup option if their organic link does not place well. In the absence of sponsored links, the organic ranking is improved by SEO if and only if the quality provided by a website is sufficiently positively correlated with its valuation for consumers. That is, if sites' valuations for consumers are correlated with their qualities, then consumers are better off with some positive level of SEO than without. By contrast, if there are sites that extract high value from visitors yet provide them with low quality then SEO is generally detrimental to consumer welfare. As a result of the high expected quality on the organic side, consumers begin their search with an organic click. Although SEO can improve consumer welfare and the payoff of high-quality sites, they find that the search engine's revenues are typically lower when advertisers spend more on SEO links.

Lourdes and Paloma (2013) conducted interesting research on the relationship between SEO on-page factors and web accessibility. Access to web content is the central link between SEO and accessibility. The research described arose from an

investigation into the observed phenomenon that pages from accessible websites regularly appear near the top of search engine (such as Google) results, without any deliberate effort having been made through the application of search engine optimization (SEO) techniques to achieve this. The research provides firm evidence that the overlapping factors not only serve to ensure the accessibility of a website for all users, but are also useful for the optimization of the website's search engine ranking. The paper demonstrates that any SEO project undertaken should include, as a prerequisite, the proper design of accessible web content, inasmuch as search engines will interpret the web accessibility achieved as an indicator of quality and will be able to better access and index the resulting web content.

Our paper is connected to several different literatures, including a handful of academic papers on SEO which provide important theoretical insights into search engine optimization (Berman and Katona, 2012; Xing and Lin, 2006; and Sen, 2005). These papers highlight several features of the equilibrium interaction between websites and search engines that we take into account in our empirical analysis, including the endogeneity of the rank of organic links and the position of sponsored links in search results. To the best of our knowledge, there is no antecedent empirical research on SEO.

There is, however, a sizeable theoretical and empirical literature on search engines that focuses on the sponsored links that appear alongside the organic results. The theoretical literature has in particular focused on the auction mechanism behind these paid results (e.g., Edelman, Ostrovsky, and Schwarz, 2007; Varian, 2007). Earlier studies took user behaviour as given; more recent work by Chen and He (2011) as well as Athey and Ellison (2012) take into account that users search optimally. White (2012) and Xu, Chen, and Whinston (2012) focus on trade-offs between organic and sponsored search results.

The empirical research on search engines has mostly focused on sponsored search as well. Yao and Mela (2011) develop a dynamic structural model of keyword advertising that takes optimal consumer behaviour into account. Animesh, Ramachandran, and Viswanathan (2010) focus on quality uncertainty in sponsored search markets and find some evidence of adverse selection, but only for unregulated sponsored search markets. Ghose and Yang (2009) focus on ad

placement and its effects on profitability and find a negative relationship between position and click-through rate as well as conversion rates. Agarwal, Hosanagar, and Smith (2011) also find a negative relationship between position and click-through rates but find a positive relationship with conversion rates, which means that the top position is not necessarily the most profitable.

Our paper is also related to three recent papers that focus on the relationship between sponsored and organic search results. Yang and Ghose (2010) find organic clicks to be positively related to the presence of sponsored links, and vice versa. However, the presence of an organic link increases the utility of a sponsored listing more than the other way around. Similarly, Agarwal, Hosanagar, and Smith (2012) find the presence of a link in the organic search results to be positively related to the click-through rate for sponsored links, but negatively related to conversions. A third paper by Jerath, Ma, and Park (2013) uses clicks data based on 120 keywords to examine how the “popularity” of different keywords impacts clicking behaviour. Their results suggest that less popular keywords are “more targetable” for sponsored search advertising than more popular keywords.

Finally, our research is related to a very large literature documenting the importance of screen position and a seller’s reputation or brand equity⁹ for retailers selling through other online channels including price comparison sites, shopbots, and auction sites (Brynjolfsson and Smith, 2000; Melnikand Alm, 2002; Dellarocas, 2003; Baye and Morgan, 2009; Baye et al., 2009; and De los Santos, Hortaçsu, and Wildenbeest, 2012). While the broad message is that branding, screen position, consumer attributes, and retailer characteristics are all important determinants of click-through behaviour in these channels, to date, little is known about their impact on organic clicks through

Further elaborating this trend search engines has become a vital need and daily tool for internet users and online advertising media. Today, internet market top Search engines are turning profit from advertising, entertainment, social media networks, daily use applications (e.g., maps) and online product sales and services. Internet advertising/ online advertising revenue in the United Estate totalled \$26 billion dollars in year 2010 with increase of 15% over last year 2009. (Silverman, 2011)

Internet traffic and business are growing day by day which indicates a massive growth in internet marketing and web development field.

Search engine indexing processes refers to the methods and techniques used by search engines to read and include your website content and data in their data repositories. Exploring the content of the Web pages for automatic indexing is the key importance for efficient ecommerce and other applications of the Web. It allows users, including customers and businesses to locate the best sources of their use. (Chung, 2001) It is important to keep index your all Web pages to get maximum ranking by search engines. If your website is not indexed by search engine is like a huge shop without signboards and customers.

A search engine is program or software which fetches/retrieves data, files and information from a collective database or from the computer network. A Web search engine has three main parts. These are Web crawler, Indexer and searching. Web crawlers are programs that use the graph structure of the Web to move from page to page. In their infancy such programs were also called wanderers, robots, spiders, fish and worms, words that are quite evocative of Web imagery. (Gautam, 2004) Indexing is the process in which search engine store the crawled data with three processes I-e parsing, indexing document (storage) and sorting. The goal of searching is to provide quality search results efficiently. The goal uses a query evaluation process for searching. (Page, 2001)

Every one of us using internet opens Google or other search engine while finding information on internet. People who use the internet either looking for communication, information, entertainment or a product service like buying and selling. Search has become integrated into the fabric of our society and age. Likewise, according to comSource, more than 12 billion searches being performed each month as of January 2009, approximately 400 million web searches performed every day. (Enge, 2009) Search engine optimization is a vast term which covers a huge area on internet. Organic search are listings on the search engine which are results of search queries when a user writes keywords in search engine while searching. And those are not including adverts sponsored links (pay-per-click ads) (James, 2011). A website can only be optimized and visible when it is well ranked and placed on first page in search engine results. Search engine optimization is a

process and set of theories, tools and techniques apply to get website ranked and placed on first page on organic search. It means if any user is looking for a website relevant to your keyword/search term so that your website should come on first page (most likely in first three positions) of search listings which enable the maximum chance to have a click on your website.

It is better to make a brief SEO strategy, work accordingly and in sequence, timely and goal driven. It is also important to keep update yourself about the latest ranking strategy and updates of search engines. Effecting SEO strategy requires iterative testing in order to refine it. Like advertising, SEO needs long term dedication in order to see best desired results. There are four general steps to a refined SEO effort; (Potts, 2007)

In first step you make a specific SEO strategy which is the part of SEO planning process.

In second step you execute the essential steps which are predefined in strategy. Then you analyse the SEO process and finally you get in optimization process and see the results. SEO strategy is not unique to all types of websites, for different kind of websites the SEO strategy will be different and also the time frame of the SEO campaign to show the desired results' strategy is further divided into its phases with respect to SEO components. All of these strategies can be rolled up to single artifact which is SEO plan. These can be content strategy, link building Strategy, search engine marketing strategy, social media strategy, search engine targeting strategy, technical strategy etc. (Jerkovic J., 2009).

After making a brief SEO strategy it is time to define goal and your target audience. The main goal of SEO campaign is to get website high up in the search results on its target keywords. In this process you define your target audience, what clients want to sell or promote, which sort of visitors will be target, which area or country and time frame to complete it. It is very important to measure your goal and efforts and what outcomes are in resulting of your SEO efforts. While web traffic measurement relates to the optimization effectiveness measures, goal means more to the business effects of SEO. Goal measurement is essential because it is completely possible to increase traffic while hurting your business. (Tonkin, 2010) It depends upon the product or services you are offering. For

example, a restaurant in Rome, Italy business has first goal to get ranked locally search engine and to get customers from Rome, Italy area. The basic ingredients of search engine optimization are:

- Quality content
- Relevant keywords
- Strong metalanguage properties,
- Internal links throughout the site,
- External links (backlinks) to the site. (Gifford, 2010)

The age of the domain can play a vital role in assigning of Google PageRank. Young domains are normally ranked low; consequently, older domains are always ranked higher.

However, if you buy a recently expired domain name that has a high PageRank because of its age and accumulated reputation, the PageRank does not transfer to the new owner.

Search engines can generally see when domain names change ownership, and will reset their rankings in such situations. (Walter, 2008)

The most common type of internet search is keyword search. Keyword search refers to a type of search in which keywords are typed in a search box to locate information on the internet. (Morley, 2009). To perform a keyword, search a user enters keywords or phrases in search engines. For example, a person looking for listings of web host might type 'web host' in search box. Before selecting a domain name for your business, it is recommended to perform a keyword research process. Before starting the keyword research, it is necessary to know the main subject (keyword), area and competitors of your website.

Collect the words that best describe your website and its contents. These words will be your primary keywords, from these you can make combination of keywords and phrases to use in SEO campaign. For example, if the topic of the website is web hosting. Then the keywords like 'cheap web hosting', 'best web hosting' and so on can be your targeted keywords.

In keyword research process you need to go thorough following steps:

- Understand your target market and make a note of that market which you are targeting.
- Create a general list of keywords and keyword phrases.
- Extract keywords from competitor's websites and target market which is important in your point of view.

According to AARONMATTEW WALL (SEARCH ENGINE OPTIMAZATION) 2012, About the search engines differs from directories of pages which discussed detailing on

SEARCH ENGINES VERSUS DIRECTORIES

Search engines are operated by scripts and machine code. Some of them have human editors, but, by and large, search engines are run by automated relevancy algorithms.

Directories are human-compiled lists of sites organized by categories. Since directories are entirely human-edited, they take time and effort to maintain. Whenever I create a new site and I am happy with it, I submit it to a about a half dozen or a dozen directories. A few of the larger directories are listed in the next section. In addition, you can find a relationship chart that clearly shows how the largest search engines and directories interact here: <http://www.bruceclay.com/searchenginereationshipchart.htm> When submitting to directories, it is worth it to spend the extra time to ensure you are in the correct category and are following the directory guidelines. For example, the DMOZ guidelines can be found here: <http://dmoz.org/add.html>.

SUBMITTING TO SEARCH ENGINES5

The best way to get your site indexed is through having a search engine follow a link from another site. This section will focus on how to maximize the speed and efficiency of this process. I will address paid inclusion (mentioned above) in more depth toward the end of this book.

Dave Chaffey (2002) defines internet marketing as "Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer

lifecycle) through improving our customer knowledge (of their profiles, behaviour, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.” Chaffey's definition reflects the relationship marketing concept, its emphasis that it should not be technology that drives electronic marketing, but the business model.

Mort (2002) has stated that today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner

(Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics.

Chaston& Mangles (2003) examined the influence of marketing style on the utilization of the Internet among small UK manufacturing firms. They employed a quantitative methodology to determine whether, in business-to-business markets, the Internet is a technology that will be managed differently by firms that have adopted a relationship versus a transactional marketing orientation. The research was conducted through mailed questionnaires on a sample of 298 UK small firms (manufacturers of mechanical or electronic components / their primary area of activity is business to-business marketing / have between 10-50 employees / not branch plants of British or multinational organizations). Insufficient evidence was found to support the view that relationship-orientated firms, when compared with transaction ally-orientated competitors, exhibit differing perceptions about the nature of online markets.

Wixom & Todd (2005) has explained in his article there are some elements that affect the organic listings such as content, keyword, inbound links, tags and the page rank of a website, and so on. The work of a business is trying to get as high ranking as feasible on the result page and improving those elements concerned.

Mangold&Faulds (2009) has stated that the word-of-mouth is linked with creating new members and increasing traffic on the website, pages or online events which in return increases the visibility in terms of marketing communication. Facebook, the

most popular tool for social communications, has opened the door for marketers to communicate with millions of people about products and services and has opened new marketing opportunities. Ensuring this to be successful it is required for the business to setup effective communication strategies to engage the customers and enhancing their experience on specific product or service.

Curran (2011) have discussed social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer's specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand.

Shankar (2011) in their research determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. "As more shoppers are using social media (e.g., Twitter, Facebook, Myspace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important"

Hanna (2011) has stated that marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan.

Zhang et al. (2013) in their article has stated that blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Fundamental to the success of any formal marketing research project is a sound research design. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of data. It is a blue print that is followed in completing a study. It resembles the architect's blue-print (map) for constructing a house. It may be worthwhile to mention here that a research design is nothing more than the framework for the study ensures that the study will be relevant to the problem and the study will employ economical procedures.

Claire seltizetal defines Research Design as "Research design is a catalogue of the phases and facts relating to the formulation of a research effort. It is the arrangement of collection and analysis of data in a manner that aims to combine relevant to the research purpose with economy in procedure".

Three important about research design are:

- The design of investigation should stem from the problem
- Whether the designs are productive in a given problem setting depends on how imaginatively they are applied. An understanding of the basic design is needed so that they can be modified to suit specific purpose
- The three basic designs are as follows
 - ❖ Exploratory Research design
 - ❖ Descriptive Research design
 - ❖ Casual Research design

The Research design used in the study is descriptive research design

3.1 RESEARCH DESIGN

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together.

3.2 SAMPLE SIZE

It refers to the number of elements of the population to sample. The sample size chosen for the survey is 120 customers of DOMAIN2HOST

3.3 DATA SOURCES

After identifying and defining the research problem and determining specific information required to solve the problem, the researcher's task is to look the type and sources of data which may yield the desired results. Data sources are of two types through which data is collected.

Data sources may be classified as

1. Primary data
2. Secondary data

3.3.1 PRIMARY DATA

Primary data is the original data collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaire, observation, interview etc. The primary source used for the study is questionnaire.

3.3.2 SECONDARY DATA

Secondary data is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc. The

secondary source used for this study is company profile, scope, need, review of literature.

3.4 RESEARCH INSTRUMENTS

Research instrument are the instruments which is used for gathering or collecting information. The instruments used in the study are

- Direct questions
- Close end questions
- Dichotomous questions
- Multiple choice questions

3.4.1 DIRECT QUESTIONS

Direct questions are just what their names indicate. They explicitly ask for the desired data. However, the directness of the question also relates to the way a response is interpreted.

3.4.2 CLOSE END QUESTIONS

Such questions are also called fixed alternative questions they refer to those questions in which the respondent is given a limited number of alternative response frame which he/she is to select one that most closely matches his/her opinion or attitude.

3.4.3 DICHOTOMOUS QUESTIONS

A dichotomous question refers to one which offers the respondent a choice between only two alternatives and reduces the issue to its simple terms. The fixed alternatives are of the type, yes/no, agree/disagree, true/false etc.

3.4.4 MULTIPLE CHOICE QUESTIONS

A multiple-choice question refers to one which provides several set alternatives for its answers. Thus, it is a middle ground between free answers and dichotomous question.

3.5 SAMPLING

Collecting data about each and every unit of the population is called census method. The approach, where only a few units of population under study are considered for analysis is called sampling method. There are two main categories under which various sampling method can be put.

The two categories are

1. Probability sampling
2. Non-probability sampling

The sampling method adopted for the study is convenience sampling under non-probability sampling.

3.5.1 NON-PROBABILITY SAMPLING

In non-probability sampling, the chance of any particular unit in the population being selected is unknown, since randomness is not involved in the selection process. But this does not mean that the findings obtained from non-probability sampling are of questionable value. If properly conducted their findings can be accurate as those obtained from probability sampling. The three frequencies used non-probability designs are

- Judgment sampling
- Convenience sampling
- Quota sampling

CONVENIENCE SAMPLING:

In this method, the sample units are chosen primarily on the basis of the convenience to the investigator. The units selected may be each person who comes across the investigator.

3.7 SAMPLE FRAME:

A Sample frame may be defined as the listing of the general components of the individual units that comprise the defined population.

3.8 SAMPLE DESIGN

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

PERCENTAGES

Percentages refer to a special kind of ratio. Percentages are used in making comparison between two or more series of data. Percentages are used to describe relationships; it is expressed as

Percentage = (no of employees/total no of employees) 100

CHAPTER 4

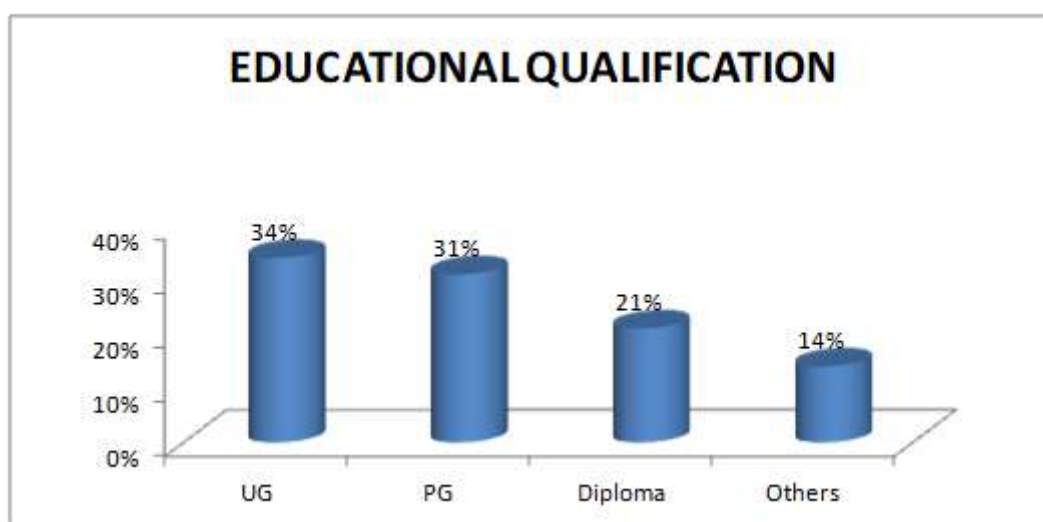
DATA ANALYSIS AND INTERPRETATION

4.1 DATA ANALYSIS AND INTERPRETATION

4.1.1 TABLE SHOWING EDUCATIONAL QUALIFICATION

Educational Qualification	No. Of Respondents	% Of Respondents
UG	41	34%
PG	37	31%
Diploma	24	21%
Others	18	14%
TOTAL	120	100%

4.1.1 CHART SHOWING EDUCATIONAL QUALIFICATION



INTERPRETATION

From the above table it is interpreted that number of respondents 34% of the respondents are at UG level, 31% of the respondents are at PG level, 21% of the respondents are diploma, 14% of the respondents are others.

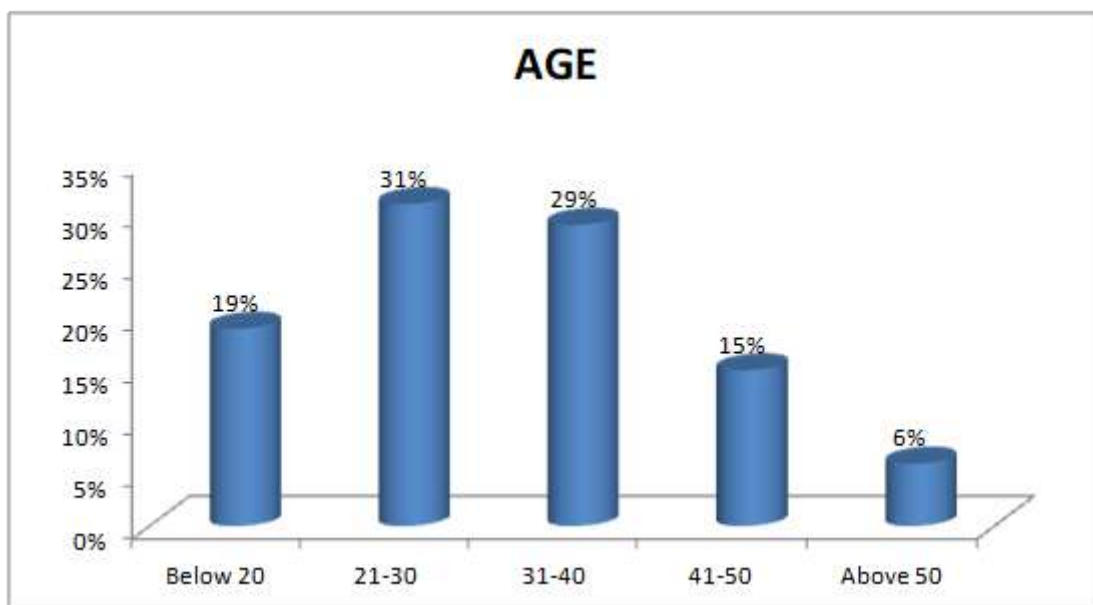
INFERENCE

Majority (34%) of respondents are UG

4.1.2 TABLE SHOWING AGE

Age (in yrs.)	No. of Respondents	% of Respondents
Below 20	22	19%
21-30	38	31%
31-40	34	29%
41-50	18	15%
Above 50	8	6%
TOTAL	120	100%

4.1.2 CHART SHOWING AGE



INTERPRETATION

From the above table it is interpreted that number of respondents 31% of the respondents are at the age group between 21-30, 29% of the respondents are at the age group between 31-40, 19% of the respondents are at the age group below 20, 15% of the respondents are at the age group between 41-50, 6% of the respondents are at the age group above 50

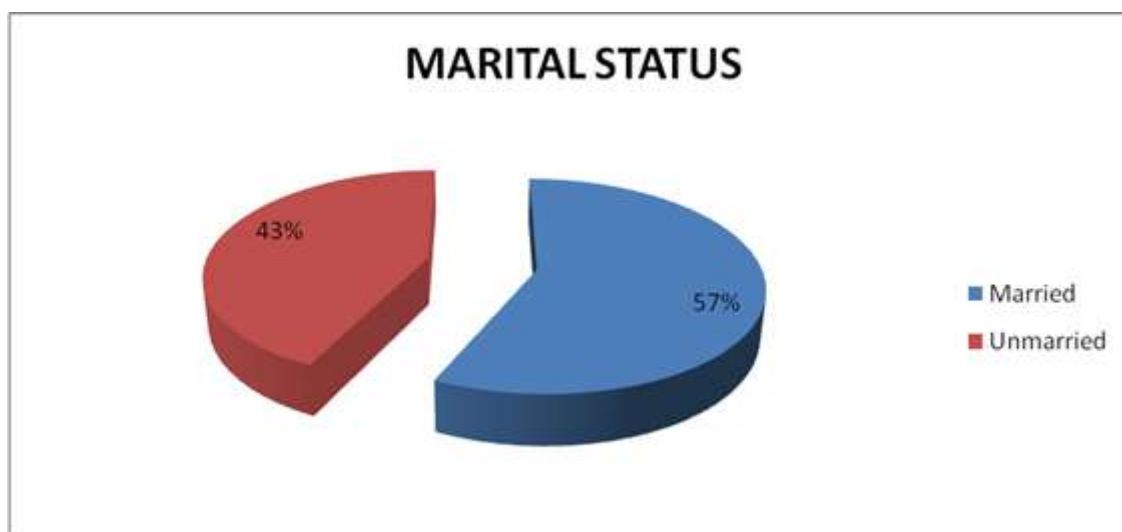
INFERENCE

Majority (31%) of the respondents are at the age group between 21-30

4.1.3 TABLE SHOWING MARITAL STATUS

Marital Status	No. of Respondents	% of Respondents
Married	68	57%
Unmarried	52	43%
TOTAL	120	100%

4.1.3 CHART SHOWING MARITAL STATUS



INTERPRETATION

From the above table it is interpreted that number of respondents 57% of the respondents are married and 43% of the respondents are unmarried.

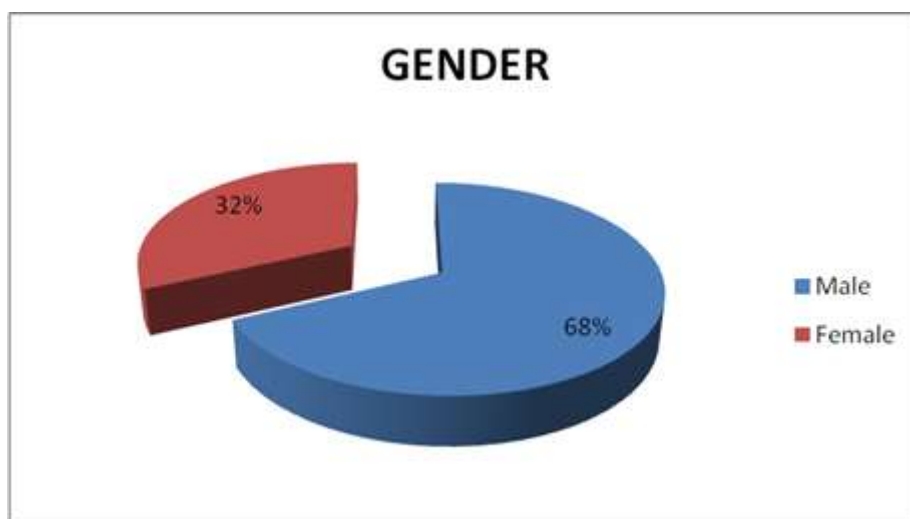
INFERENCE

Majority (57%) of the respondents are married

4.1.4 TABLE SHOWING GENDER

Gender	No. of Respondents	% of Respondents
Male	82	68%
Female	38	32%
TOTAL	120	100%

4.1.4 CHART SHOWING GENDER



INTERPRETATION

From the above table it is interpreted that number of respondents 68% of the respondents are male and 32% of the respondents are female.

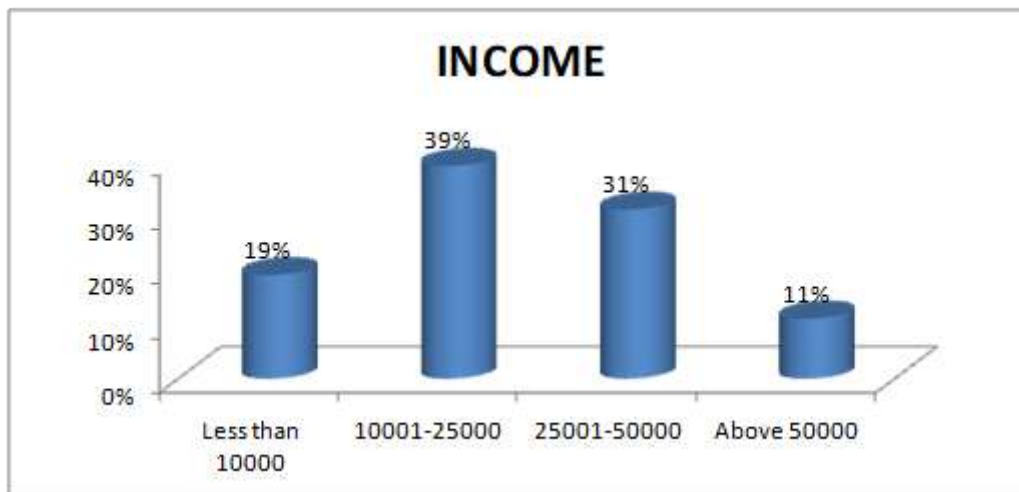
INFERENCE

Majority (68%) of the respondents are male

4.1.5 TABLE SHOWING INCOME

Income	No. of Respondents	% of Respondents
Less than 10000	22	19%
10001-25000	47	39%
25001-50000	38	31%
Above 50000	13	11%
TOTAL	120	100%

4.1.5 CHART SHOWING INCOME



INTERPRETATION

From the above table it is interpreted that number of respondents 39% of the respondent's income range between 10001-25000, 31% of the respondent's income range between 25001-50000, 19% of the respondent's income range less than 10000, 11% of the respondent's income range above 50000.

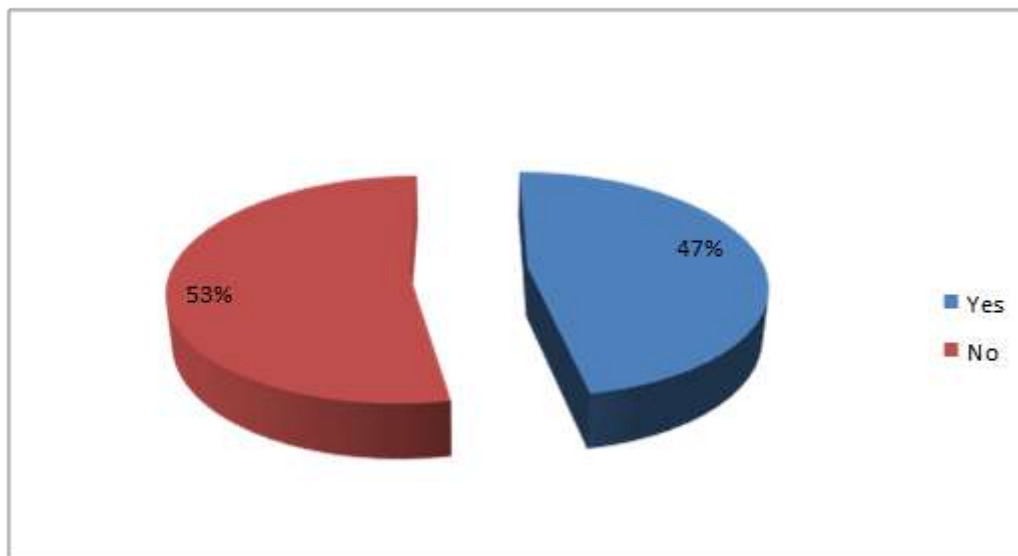
INFERENCE

Majority (39%) of the respondent's income range between 10001-25000

4.1.6 TABLE SHOWING PROMOTED YOUR WEBSITE BEFORE APPROACHING DOMAIN2HOST

Particulars	No. of Respondents	% of Respondents
Yes	57	47%
No	63	53%
TOTAL	120	100%

4.1.6 CHART SHOWING PROMOTED YOUR WEBSITE BEFORE APPROACHING DOMAIN2HOST



INTERPRETATION

From the above table it is interpreted that number of respondents 53% of the respondents say no for promoting their website before approaching Domain2Host and 47% of the respondents say yes for promoting their website before approaching Domain2Host.

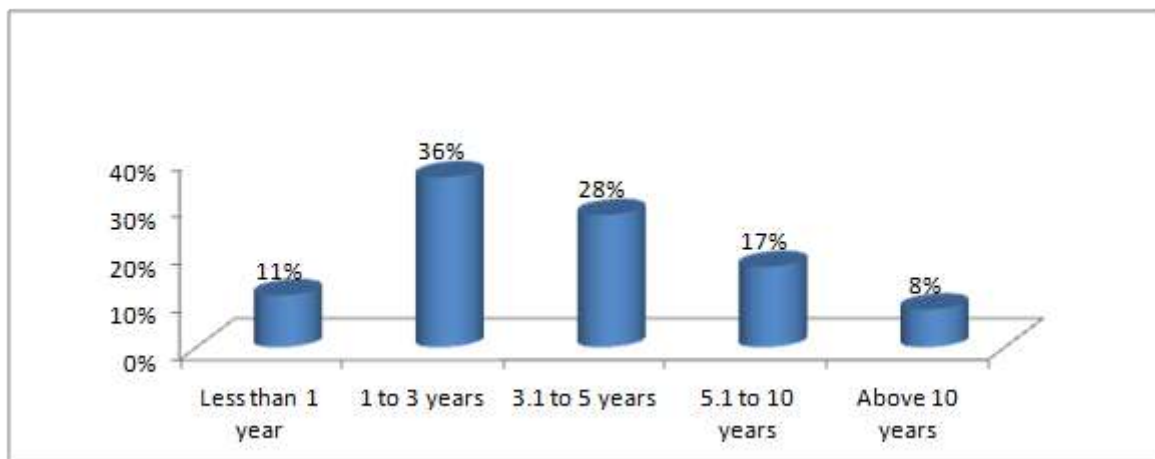
INFERENCE

Majority (53%) of the respondents say no for promoting their website before approaching Domain2Host.

4.1.7 TABLE SHOWING USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT DOMAIN2HOST

Particulars	No. of Respondents	% of Respondents
Less than 1 year	14	11%
1.3 to 3 years	44	36%
3.1 to 5 years	34	28%
5.1 to 10 years	19	17%
Above 10 years	9	8%
TOTAL	120	100%

4.1.7 CHARTSHOWING USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT DOMAIN2HOST



INTERPRETATION

From the above table it is interpreted that number of respondents 36% of the respondents used digital marketing for the website optimization at Domain2Host for 1-3 years, 28% of the respondents used digital marketing for the website optimization at Domain2Host for 1-5 years, 17% of the respondents used digital marketing for the website optimization at Domain2Host for 5.1 to 10 years, 11% of the respondents used digital marketing for the website optimization at Domain2Host for less than 1 year, 8% of the respondents used digital marketing for the website optimization at Domain2Host for above 10 years.

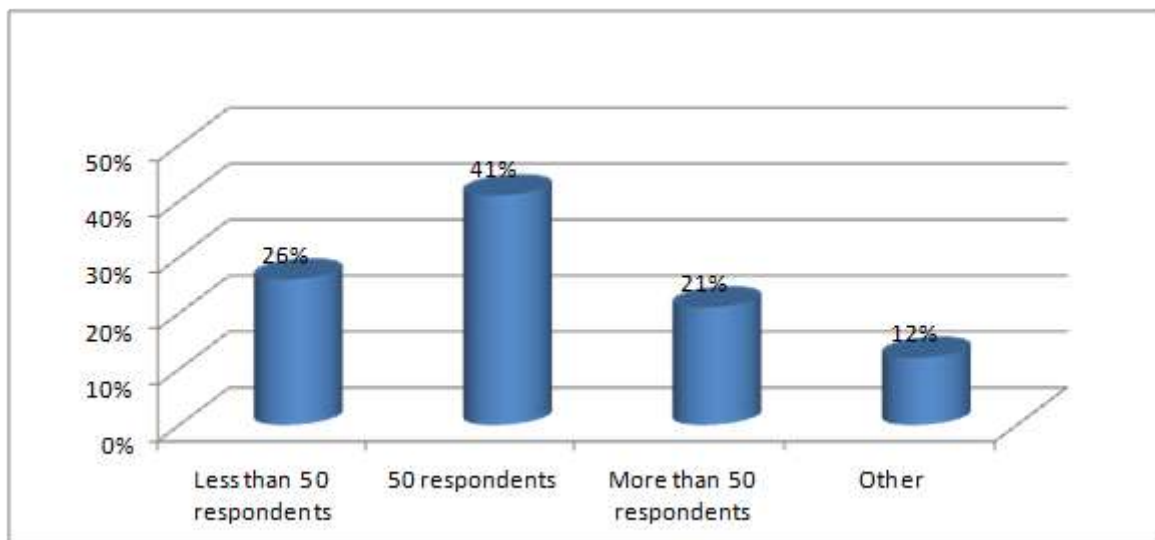
INFERENCE

Majority (36%) of the respondents used digital marketing for the website optimization at Domain2Host for 1-3 years.

4.1.8 TABLE SHOWING GETTING LEADS OR CUSTOMERS THROUGH DOMAIN2HOST

Particulars	No. of Respondents	% of Respondents
Less than 50 respondents	32	26%
50 respondents	49	41%
More than 50 respondents	26	21%
Other	13	12%
TOTAL	120	100%

4.1.8 CHART SHOWING GETTING LEADS OR CUSTOMERS THROUGH DOMAIN2HOST



INTERPRETATION

From the above table it is interpreted that number of respondents 41% of the respondents mention that 50 respondents getting their leads or customers through Domain2Host, 26% of the respondents mention that less than 50 respondents getting their leads or customers through Domain2Host, 21% of the respondents mention that more than 50 respondents getting their leads or customers through Domain2Host, 12% of the respondents are other

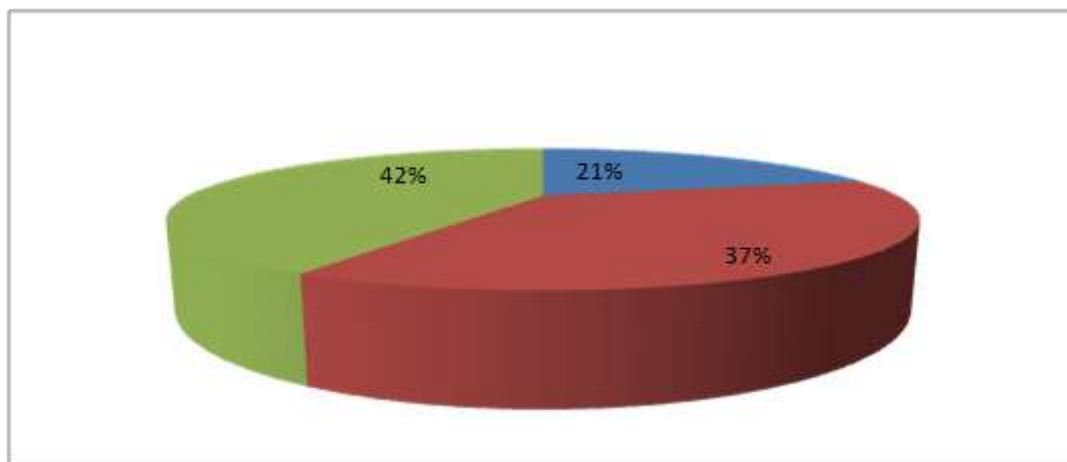
INFERENCE

Majority (41%) of the respondents mention that 50 respondents getting their leads or customers through Domain2Host.

4.1.9 TABLE SHOWING DIGITAL MARKETING SERVICE OFFERED BY DOMAIN2HOST GIVES MORE TRAFFIC/CUSTOMER TO YOUR WEBSITE

Particulars	No. of Respondents	% of Respondents
Social Media Optimization	24	21%
Search Engine Optimization	39	37%
Search Engine Marketing	57	42%
TOTAL	120	100%

4.1.9 CHART SHOWING DIGITAL MARKETING SERVICE OFFERED BY DOMAIN2HOST GIVES MORE TRAFFIC/CUSTOMER TO YOUR WEBSITE



INTERPRETATION

From the above table it is interpreted that number of respondents 42% of the respondents mention that digital marketing service offered by Domain2Host provides more traffic/customer through search engine marketing, 37% of the respondents mentions that digital marketing service offered by Domain2Host provides more traffic/customer through search engine optimization, 21% of the respondents mention that digital marketing service offered by Domain2Host provides more traffic/customer through Social Media Optimization

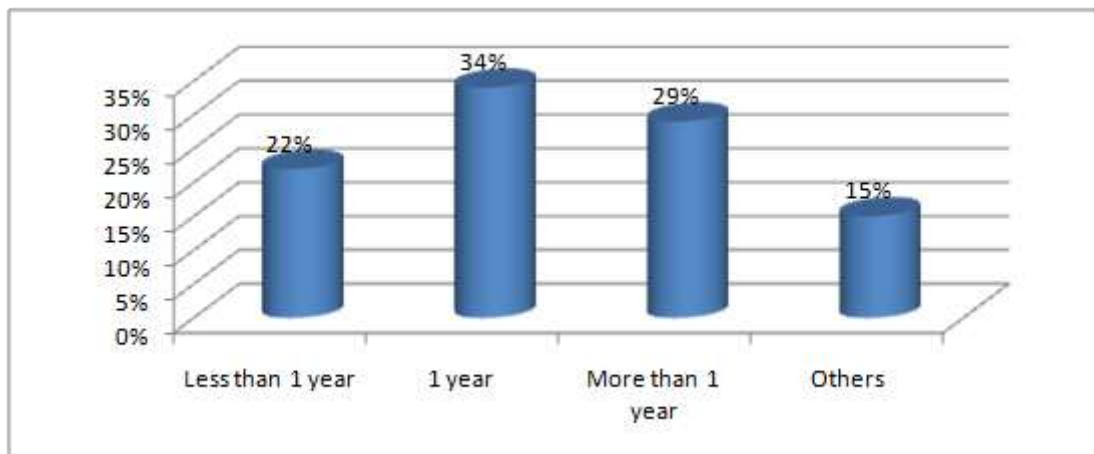
INFERENCE

Majority (42%) of the respondents mention that digital marketing service offered by Domain2Host provides more traffic/customer through search engine marketing.

4.1.10 TABLE SHOWING BEING SERVICING BY DOMAIN2HOST

Particulars	No. of Respondents	% of Respondents
Less than 1 year	27	22%
1 year	41	34%
More than 1 year	34	29%
Others	18	15%
TOTAL	120	100%

4.1.10 CHART SHOWING BEING SERVICING BY DOMAIN2HOST



INTERPRETATION

From the above table it is interpreted that number of respondents 34% of the respondents being served by Domain2Host for 1 year, 29% of the respondents being served by more than 1 year, 22% of the respondents being served by Domain2Host for less than one year, 15% of the respondents are others.

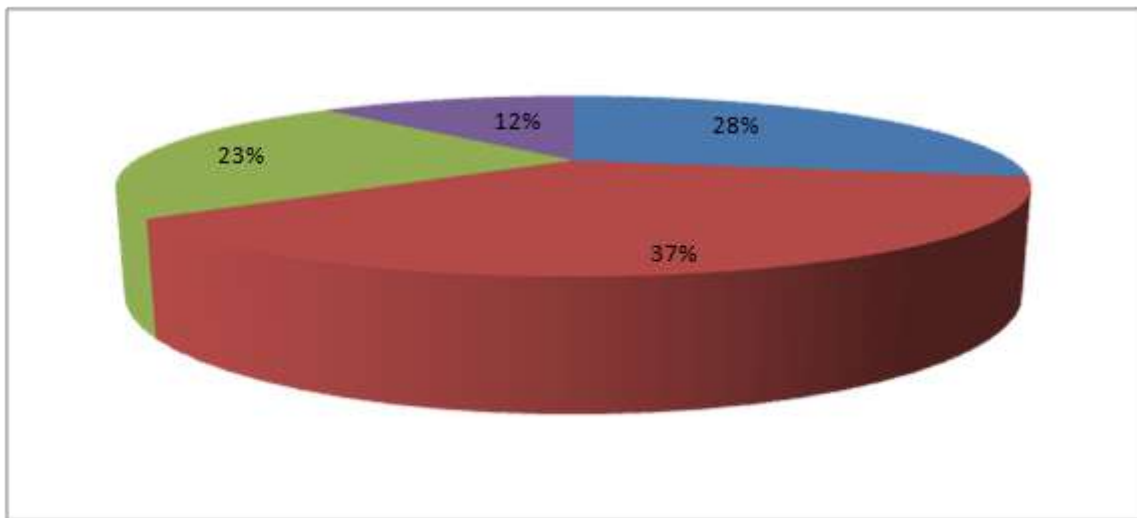
INFERENCE

Majority (34%) of the respondents being served by Domain2Host for 1 year.

4.1.11 TABLE SHOWING REVENUE GENERATED FROM ORGANIC SEARCH (DIGITAL MARKETING) EVERY MONTH

Particulars	No. of Respondents	% of Respondents
Less than 10000	34	28%
10001-25000	44	37%
25001-50000	28	23%
Above 50000	14	12%
TOTAL	120	100%

4.1.11 CHART SHOWING REVENUE GENERATED FROM ORGANIC SEARCH (DIGITAL MARKETING) EVERY MONTH



INTERPRETATION

From the above table it is interpreted that number of respondents 37% of the respondents mention that the revenue they generate from organic search is from Rs 10001-25000, 28% of the respondents mention that the revenue they generate from organic search is Rs less than 10000, 23% of the respondents mention that the revenue they generate from organic search is from Rs 25001-50000, 12% of the respondents mention that the revenue they generate from organic search is Rs above 50000.

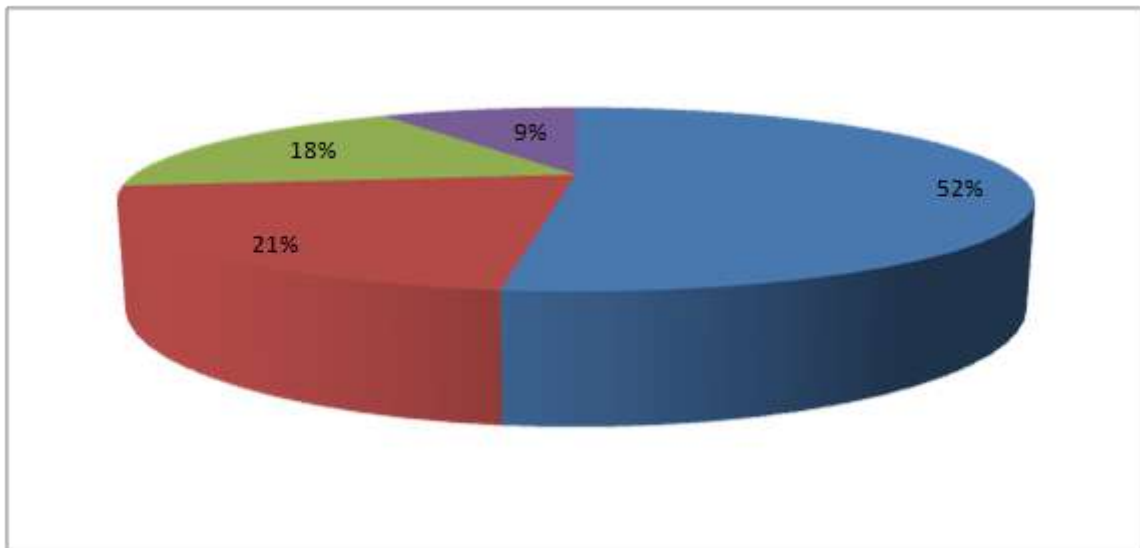
INFERENCE

Majority (37%) of the respondents mention that the revenue they generate from organic search is from Rs 10001-25000.

4.1.12 TABLE SHOWING FREQUENCY OF WEBSITE UPDATION

Particulars	No. of Respondents	% of Respondents
Three months	63	52%
Six months	24	21%
One year	22	18%
Others	11	9%
TOTAL	120	100%

4.1.12 CHART SHOWING FREQUENCY OF WEBSITE UPDATION



INTERPRETATION

From the above table it is interpreted that number of respondents 52% of the respondents update the website in three months, 21% of the respondents update the website in six months, 18% of the respondents update the website in one year, 9% of the respondents are others.

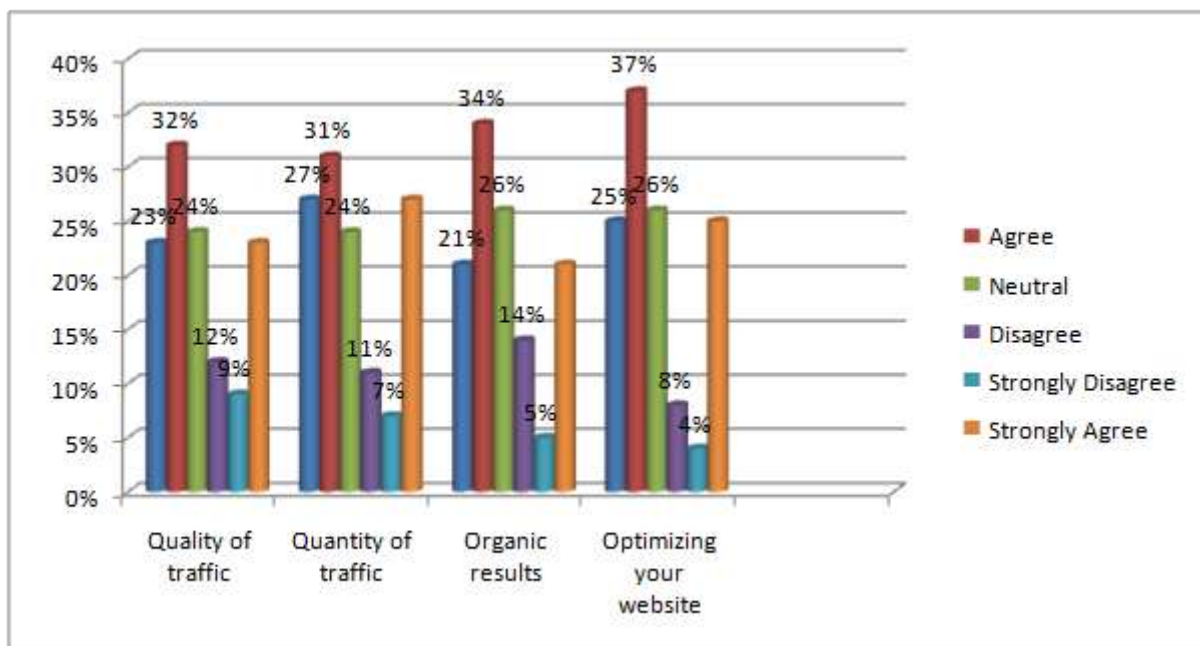
INFERENCE

Majority (52%) of the respondents update the website in three months

4.1.13 TABLE SHOWING MAJOR AIM OF DIGITAL MARKETING

Particulars	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly disagree	%	TOTAL
Quality of traffic	28	23%	39	32%	28	24%	14	12%	11	9%	120
Quantity of traffic	33	27%	37	31%	29	24%	13	11%	8	7%	120
Organic results	24	21%	41	34%	31	26%	18	14%	6	5%	120
Optimizing your website	29	25%	44	37%	32	26%	9	8%	6	4%	120

4.1.13 CHART SHOWING MAJOR AIM OF DIGITAL MARKETING



INFERENCE

37% of the respondents agree that optimizing the website is the major aim of digital marketing

34% of the respondents agree that organic results are the major aim of digital marketing

32% of the respondents agree that quality of traffic is the major aim of digital marketing

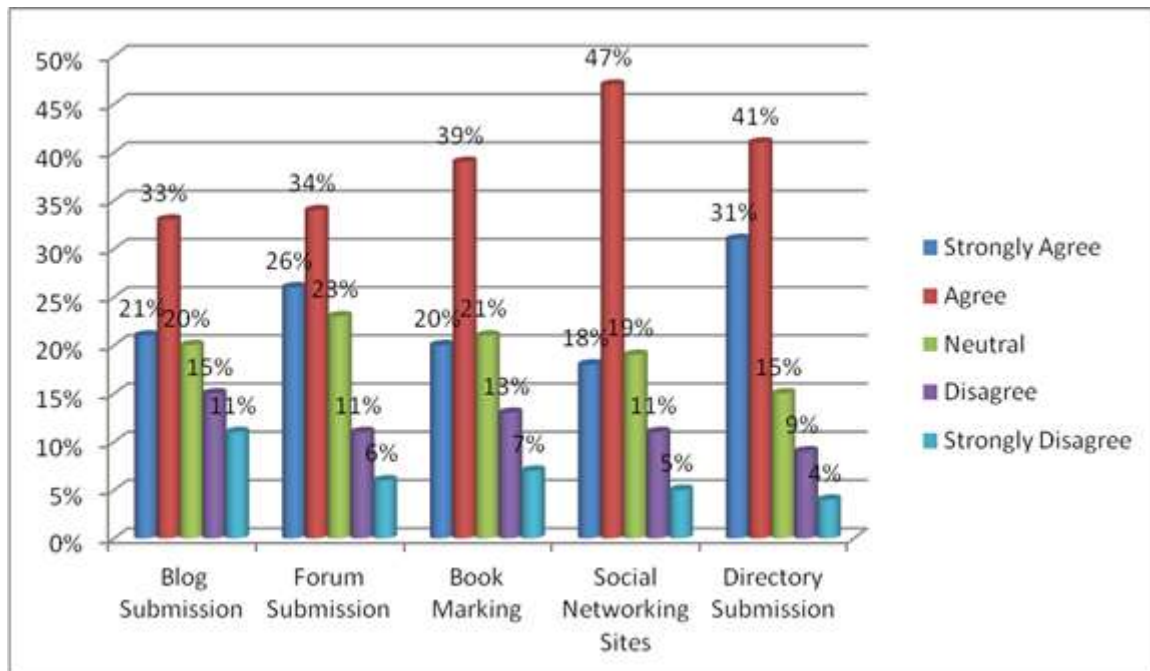
31% of the respondents agree that quantity of traffic is the major aim of digital marketing

Majority of the respondents mention that optimizing the website is the major aim of digital marketing.

4.1.14 TABLE SHOWING TYPE OF ONLINE MEDIA BRINGS MORE TRAFFIC/CUSTOMERS TO OUR WEBSITE

Particulars	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly Disagree	%	TOTAL
Blog Submission	26	21%	39	33%	24	20%	19	15%	12	11%	120
Forum Submission	31	26%	41	34%	28	23%	13	11%	7	6%	120
Book Marking	20	20%	39	39%	21	21%	13	13%	7	7%	120
Social Networking Sites	22	18%	57	47%	22	19%	13	11%	6	5%	120
Directory Submission	37	31%	49	41%	18	15%	12	9%	4	4%	120

4.1.14 CHART SHOWING TYPE OF ONLINE MEDIA BRINGS MORE TRAFFIC/CUSTOMERS TO OUR WEBSITE



INFERENCE

47% of the respondents agree that the online media brings more traffic/customers to their website through social networking sites

41% of the respondents agree that the online media brings more traffic/customers to their website through directory submission

39% of the respondents agree that the online media brings more traffic/customers to their website through book marking

34% of the respondents agree that the online media brings more traffic/customers to their website through forum submission

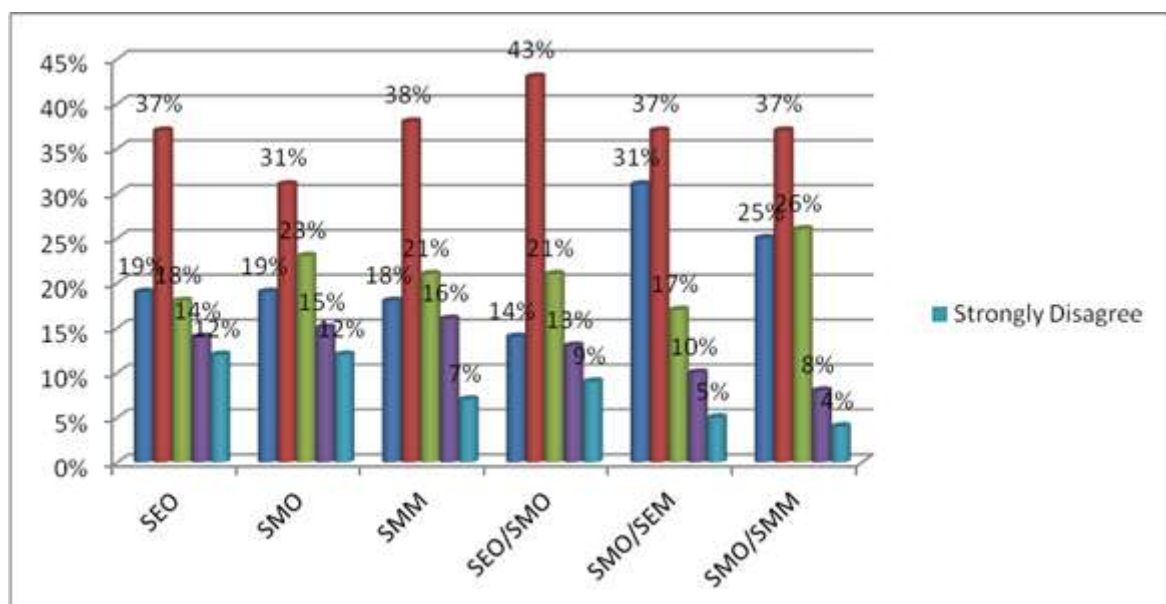
33% of the respondents agree that the online media brings more traffic/customers to their website through blog submission

Majority of the respondents agree that the online media brings more traffic/customers to their website through social networking sites.

4.1.15 TABLE SHOWING PREFERRED DIGITAL MARKETING STRATEGY TO PROMOTE WEBSITE

Particulars	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly Disagree	%	TOTAL
SEO	23	19%	44	37%	22	18%	17	14%	14	12%	120
SMO	23	19%	37	31%	28	23%	18	15%	14	12%	120
SMM	22	18%	46	38%	24	21%	19	16%	9	7%	120
SEO/SMO	17	14%	52	43%	24	21%	16	13%	11	9%	120
SMO/SEM	38	31%	44	37%	19	17%	13	10%	6	5%	120
SMO/SMM	29	25%	44	37%	32	26%	11	8%	4	4%	120

4.1.15 CHART SHOWING PREFERRED DIGITAL MARKETING STRATEGY TO PROMOTE WEBSITE



INFERENCE

43% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SEO/SMO

38% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMM

37% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SEO

37% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO/SEM

37% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO/SMM

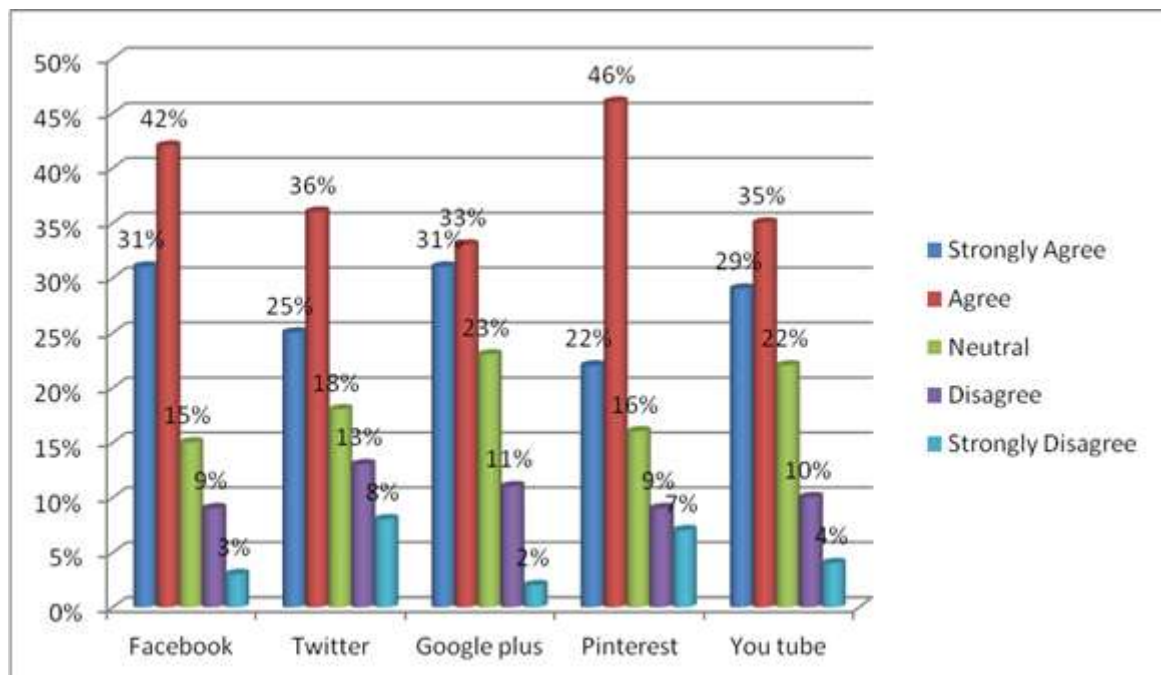
31% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO

Majority of the respondents agree that the digital marketing strategy can be preferred to promote their website through SEO/SMO.

4.1.16 TABLE SHOWING PREFERRED SOCIAL NETWORKING SITE TO BOOST THE RANK IN YOUR WEBSITE

Particulars	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly Disagree	%	TOTAL
Facebook	36	31%	51	42%	18	15%	11	9%	4	3%	120
Twitter	29	25%	44	36%	22	18%	16	13%	9	8%	120
Google plus	37	31%	39	33%	28	23%	14	11%	2	2%	120
Pinterest	27	22%	54	46%	19	16%	11	9%	9	7%	120
You tube	34	29%	43	35%	27	22%	12	10%	4	4%	120

4.1.16 CHART SHOWING PREFERRED SOCIAL NETWORKING SITE TO BOOST THE RANK IN YOUR WEBSITE



INFERENCE

46% of the respondents agree that the social networking site will boost the rank in your website through Pinterest

42% of the respondents agree that the social networking site will boost the rank in your website through Facebook

36% of the respondents agree that the social networking site will boost the rank in your website through twitter

35% of the respondents agree that the social networking site will boost the rank in your website through YouTube

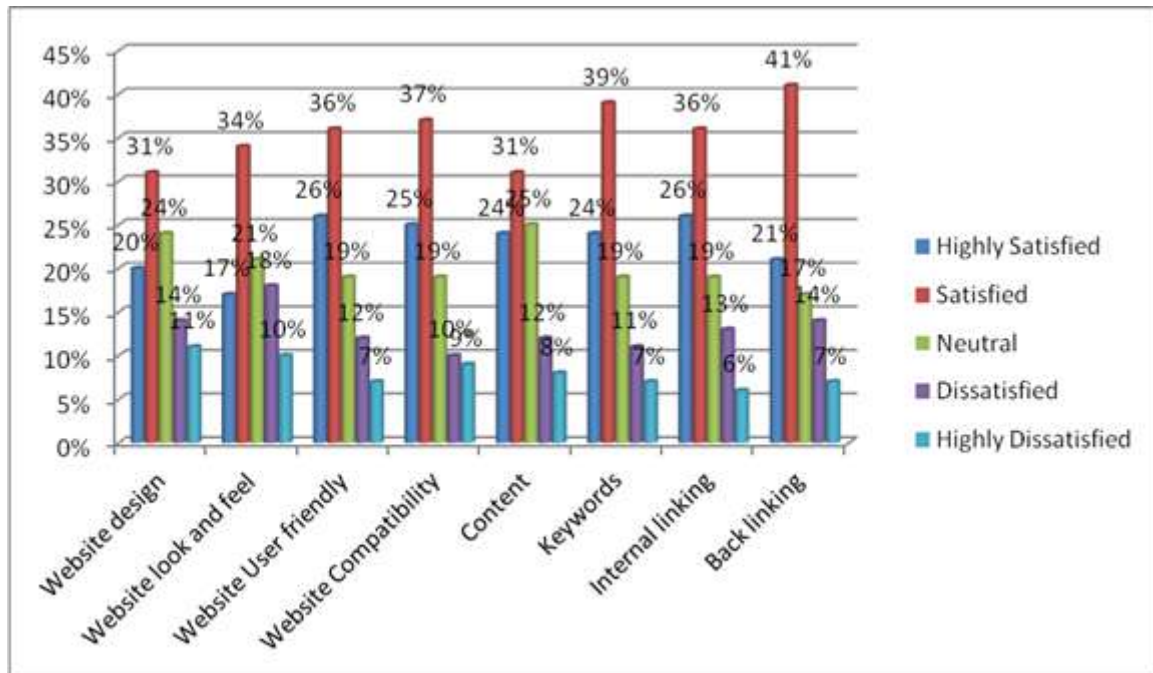
33% of the respondents agree that the social networking site will boost the rank in your website through Google plus

Majority of the respondents agree that the social networking site will boost the rank in your website through Pinterest.

4.1.17 TABLE SHOWING SATISFACTION LEVEL WITH DOMAIN2HOST

Particulars	Highly Satisfied	%	Satisfied	%	Neutral	%	Dissatisfied	%	Highly Dissatisfied	%	TOTAL
Website design	24	20%	37	31%	29	24%	17	14%	13	11%	120
Website look and feel	21	17%	41	34%	24	21%	22	18%	12	10%	120
Website User friendly	32	26%	43	36%	23	19%	14	12%	8	7%	120
Website Compatibility	31	25%	44	37%	23	19%	11	10%	11	9%	120
Content	29	24%	39	31%	27	25%	16	12%	9	8%	120
Keywords	29	24%	47	39%	23	19%	13	11%	8	7%	120
Internal linking	32	26%	43	36%	22	19%	16	13%	7	6%	120
Back linking	25	21%	49	41%	21	17%	17	14%	8	7%	120

4.1.17 CHART SHOWING SATISFACTION LEVEL WITH DOMAIN2HOST



INFERENCE

41% of the respondents agree that the satisfaction level with Domain2Host is made by back linking. 39% of the respondents agree that the satisfaction level with Domain2Host is made by keywords

37% of the respondents agree that the satisfaction level with Domain2Host is made by website compatibility. 36% of the respondents agree that the satisfaction level with Domain2Host is made by internal linking

36% of the respondents agree that the satisfaction level with Domain2Host is made by website user friendly. 34% of the respondents agree that the satisfaction level with Domain2Host is made by website look and feel

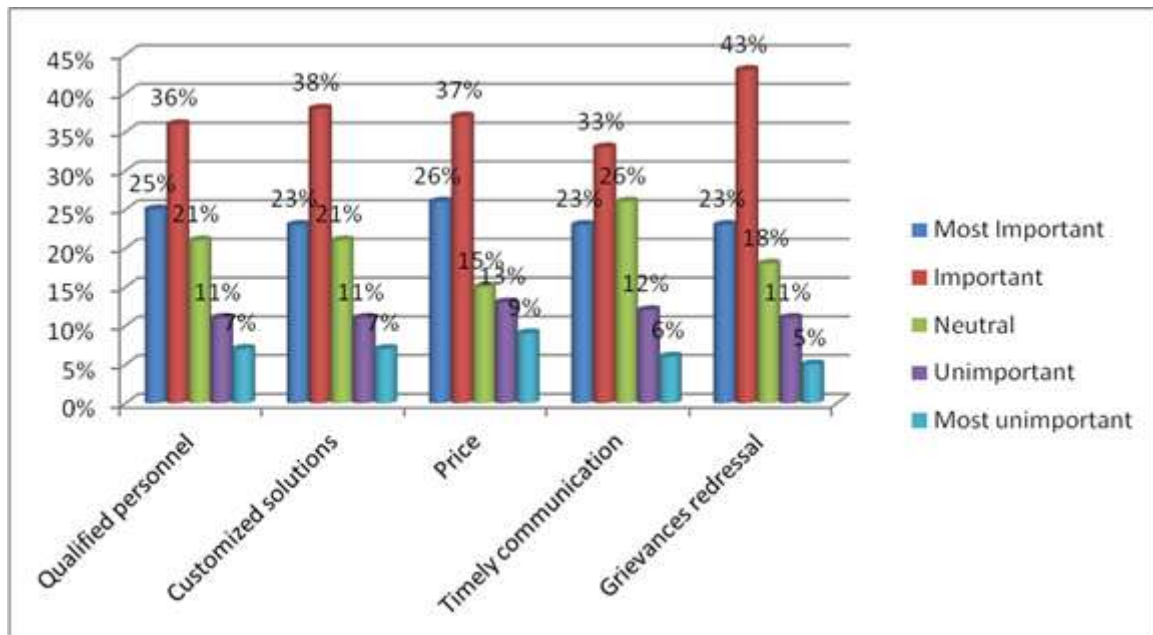
31% of the respondents agree that the satisfaction level with Domain2Host is made by website design. 31% of the respondents agree that the satisfaction level with Domain2Host is made by content

Majority of the respondents agree that the satisfaction level with Domain2Host is made by back linking

4.1.18 TABLE SHOWING IMPORTANTANCE OF ATTRIBUTES IN SERVICE DELIVERY

Particula rs	Most Impor tant	%	Impor tant	%	Neu tral	%	Unimp ortant	%	Most Unimp ortant	%	TO TAL
Qualified personn el	31	25 %	43	36 %	24	21 %	13	11 %	9	7 %	120
Customi zed solutions	28	23 %	46	38 %	24	21 %	14	11 %	8	7 %	120
Price	31	26 %	44	37 %	18	15 %	16	13 %	11	9 %	120
Timely communi cation	28	23 %	39	33 %	32	26 %	14	12 %	7	6 %	120
Grievanc es redressal	28	23 %	52	43 %	22	18 %	12	11 %	6	5 %	120

4.1.18 CHART SHOWING IMPORTANCE OF ATTRIBUTES IN SERVICE DELIVERY



INFERENCE

43% of the respondents agree that the grievances redressal is important in-service delivery

38% of the respondents agree that the customized solutions are important in-service delivery

37% of the respondents agree that the price is important in-service delivery

36% of the respondents agree that the qualified personnel are important in-service delivery

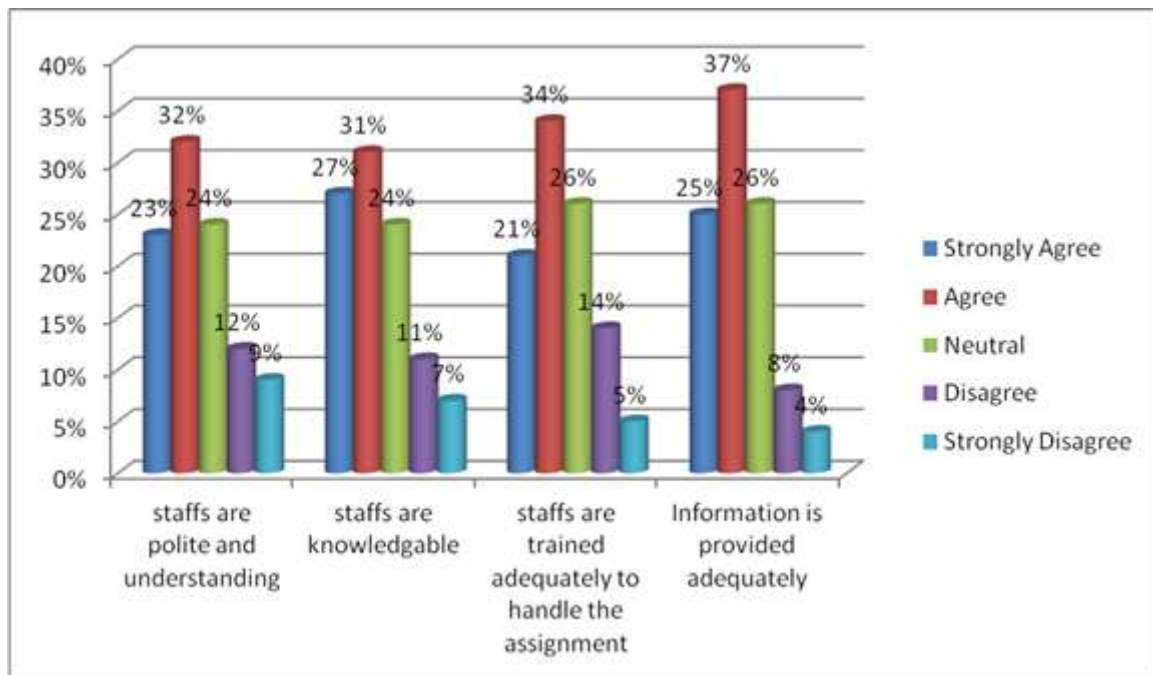
33% of the respondents agree that the timely communication is important in-service delivery

Majority of the respondents agree that the grievances redressal is important in-service delivery.

4.1.19 TABLE SHOWING DOMAIN2HOST IN DIGITAL MARKETING SERVICES

Particulars	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly disagree	%	Total
Staffs are polite and understanding	28	23%	38	32%	29	24%	14	12%	11	9%	120
Staffs are knowledgeable	33	27%	37	31%	29	24%	13	11%	8	7%	120
Staffs are trained adequately to handle the assignment	26	21%	41	34%	31	26%	16	14%	6	5%	120
Information is provided adequately	30	25%	46	37%	31	26%	9	8%	4	4%	120

4.1.19 CHART SHOWING DOMAIN2HOST IN DIGITAL MARKETING SERVICES



INFERENCE

37% of the respondents agree that the Information is provided adequately related to Domain2Host in digital marketing services

34% of the respondents agree that the staffs are trained adequately to handle the assignment related to Domain2Host in digital marketing services

32% of the respondents agree that the staffs are polite and understanding related to Domain2Host in digital marketing services

31% of the respondents agree that the Staffs are knowledgeable related to Domain2Host in digital marketing services

Majority of the respondents agree that the Information is provided adequately related to Domain2Host in digital marketing services.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority of respondents are at UG level.
- Majority of respondents are at the age group between 21-30.
- Majority of respondents are married.
- Majority of respondents are male.
- Majority of respondents income range between 10001-25000.
- Majority of respondents say no for promoting their website before approaching Domain2Host.
- Majority of respondents used digital marketing for the website optimization at Domain2Host for 1-3 years.
- Majority of respondents mention that 50 respondents getting their leads or customers through Domain2Host
- Majority of respondents mention that digital marketing service offered by Domain2Host provides more traffic/customer through search engine marketing.
- Majority of respondents being served by Domain2Host for 1 year.
- Majority of respondents mention that the revenue they generate from organic search is from Rs 10001-25000.
- Majority of respondents update the website in three months.
- Majority of respondents mention that optimizing the website is the major aim of digital marketing.
- Majority of respondents agree that the online media brings more traffic/customers to their website through social networking sites.
- Majority of respondents agree that the digital marketing strategy can be preferred to promote their website through SEO/SMO
- Majority of respondents agree that the digital marketing strategy can be preferred to promote their website through SMM
- Majority of respondents agree that the digital marketing strategy can be preferred to promote their website through SEO

- Majority of respondents agree that the digital marketing strategy can be preferred to promote their website through SMO/SEM
- Majority of respondents agree that the digital marketing strategy can be preferred to promote their website through SMO/SMM
- Majority of respondents agree that the digital marketing strategy can be preferred to promote their website through SMO
- Majority of respondents agree that the social networking site will boost the rank in your website through Pinterest
- Majority of respondents agree that the social networking site will boost the rank in your website through Facebook
- Majority of respondents agree that the social networking site will boost the rank in your website through twitter
- Majority of respondents agree that the social networking site will boost the rank in your website through YouTube
- Majority of respondents agree that the social networking site will boost the rank in your website through Google plus
- Majority of respondents agree that the satisfaction level with Domain2Host is made by back linking
- Majority of respondents agree that the satisfaction level with Domain2Host is made by keywords
- Majority of respondents agree that the satisfaction level with Domain2Host is made by website compatibility
- Majority of respondents agree that the satisfaction level with Domain2Host is made by internal linking
- Majority of respondents agree that the satisfaction level with Domain2Host is made by website user friendly
- Majority of respondents agree that the satisfaction level with Domain2Host is made by website look and feel
- Majority of respondents agree that the satisfaction level with Domain2Host is made by website design
- Majority of respondents agree that the satisfaction level with Domain2Host is made by content
- Majority of respondents agree that the grievances redressal is important in-service delivery

- Majority of respondents agree that the customized solutions is important in-service delivery
- Majority of respondents agree that the price is important in-service delivery
- Majority of respondents agree that the qualified personnel is important in-service delivery
- Majority of respondents agree that the timely communication is important in-service delivery
- Majority of respondents agree that the online media brings more traffic/customers to their website through social networking sites
- Majority of respondents agree that the online media brings more traffic/customers to their website through directory submission
- Majority of respondents agree that the online media brings more traffic/customers to their website through book marking
- Majority of respondents agree that the online media brings more traffic/customers to their website through forum submission
- Majority of respondents agree that the online media brings more traffic/customers to their website through blog submission
- Majority of respondents agree that the Information is provided adequately related to Domain2Host in digital marketing services
- Majority of respondents agree that the staffs are trained adequately to handle the assignment related to Domain2Host in digital marketing services
- Majority of respondents agree that the staffs are polite and understanding related to Domain2Host in digital marketing services
- Majority of respondents agree that the Staffs are knowledgeable related to Domain2Host in digital marketing services

5.2 SUGGESTIONS

1. Special offers can be given to make the customers to use all the digital marketing services of Domain2Host. This will help Domain2Host to increase the overall business
2. Additional point of contact members can be allocated to each customer. This will help them to update the status of the website optimization to the customers on a periodical basis
3. Special training can be provided to the customers to understand the various new innovations that have happened in the website optimization field. This will motivate the customers to choose other digital marketing services of Domain2Host.
4. Domain2Host can innovate the SEO services to continue the good services in the website traffic building and also to get more reference business contact from the existing customers
5. Keep a close eye on the analytics data, and use this information to inform the customers on the promotional and content strategies. Pay attention to what posts and pages are proving the most popular and update the customer. This will give a better satisfaction for the customers.

5.3 CONCLUSION

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media.

This study has been undertaken to understand the overall effectiveness of the Digital marketing services at Domain2Host. For this purpose, responses from the customers have been collected and analysed. Based upon the findings out of the research, few valuable suggestions have been given to the management of Domain2Host to improve the overall effectiveness of Digital marketing services for its customers.

ANNEXURE

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QUESTIONNAIRE

A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING SERVICES AT DOMAIN2HOST

1.NAME:

2.EDUCATIONAL QUALIFICATION:

1) UG 2) PG 3) Diploma 4) Others

3.AGE:

1) Below 20 2) 21 to 30 years 3) 31 to 40 years 4) 41 to 50 years

5) Above 50 years

4.MARITAL STATUS:

1) Married 2) Unmarried

5.GENDER:

1)Male 2) Female

6.INCOME:

1) Less than 10,000 2) 10,001 - 25,000 3) 25,001 - 50,000

4) Above 50,000

7.Have you ever promoted your website before approaching Domain2Host?

a. Yes b. No

8.How long have you been using the Digital marketing services for your website optimization at Domain2Host?

1.Less than 1 year 2. 1 to 3 years 3.1 to 5 years

4.1 to 10 years 5. Above 10 years

9.Through Domain2Host digital marketing, how many leads or customers you are getting per year?

1.Less than 50 respondents 2. 50 respondents

3. More than 50 respondents

4. Other

10. According to you which digital marketing service offered by Domain2Host gives you more traffic/customer to your website?

a. Social Media Optimization

b. Search Engine Optimization

c. Search Engine Marketing

11. How long is Domain2Host being servicing you?

1. Less than 1 year 2. One year 3. More than 1 year 4. Others

12. How much revenue are you currently generating from Organic search (Digital marketing) on a monthly basis?

1. Less than 10,000 2. 10,001-25,000 3. 25,001-50,000 4. Above 50,000

13. How often is your website being updated?

1. Three months 2. Six months 3. One year 4. Others

14. What you think as the major aim of digital marketing?

Particulars	Strongly agree	Agree	Neutral	Strongly Agree	Strongly Disagree
Quality of traffic					
Quantity of traffic					
Organic results					
Optimizing your website					

15. Please rate which type of online media brings more traffic/customers to our website?

Particulars	Strongly agree	Agree	Neutral	Strongly Agree	Strongly Disagree
Blog submission					
Forum submission					
Book marking					
Social networking sites					
Directory submission					

16. Choose which Digital Marketing strategy can be preferred to promote your website?

Particulars	Strongly agree	Agree	Neutral	Strongly Agree	Strongly Disagree
SEO					
SMO					
SMM					
SEO/SMO					
SMO/SEM					
SMO/SMM					

17. Which Social networking site will boost the rank in your website?

Particulars	Strongly agree	Agree	Neutral	Strongly Agree	Strongly Disagree
Facebook					
Twitter					
Google plus					
Pinterest					
You tube					

18. What is your satisfaction level with Domain2Host on the following factors?

Particulars	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Website design					
Website look and feel					
Website User friendly					
Website Compatibility					
Content					
Keywords					
Internal linking					
Back linking					

19. How important are the following attributes for you in service delivery?

Particulars	Most Important	Important	Neutral	Unimportant	Most Unimportant
Qualified personnel					
Customized solutions					
Price					
Timely communication					
Grievances redressal					

20. Please specify your agreement to the following statements related to Domain2Host in digital marketing services?

Particulars	Strongly agree	Agree	Neutral	Strongly Agree	Strongly Disagree
Staffs are polite and understanding					
Staffs are knowledgeable					
Staffs are trained adequately to handle the assignment					
Information is provided adequately					