



“A STUDY ON ROLE AND IMPACT OF SEARCH ENGINE OPTIMISATION ON BUSINESS TO BUSINESS AND BUSINESS TO CONSUMER MODELS”.

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Abstract

As engines like Google are fashion setters for the entire records world, its miles essential to recognize how they cope up with the unique enterprise fashions. Recent trends display how engines like Google attempt to combine effects from unique collections. These effects need to know no longer best be applicable in general, however additionally pertinent in the right experience in the right scenario. Due to diverse styles of advertising and marketing techniques to be had for the agencies it has end up a hard project to pick an approach that could decorate the enterprise accordingly. However, search engine optimization has end up the maximum tapped capacity approach with inside the discipline of virtual advertising and marketing which now no longer best lets in enterprise however facilitates to exhibit their products, fashion of enterprise thru an internet presence for the patron blessings via way of means of enhancing on-line ranks and directing the go with the drift of on-line site visitors accordingly. This look at outlines the function of search engine optimization and its effect at the enterprise fashions of B2B and B2C.

Key Words: *Business Fashions, Advertising and Marketing Techniques, On-Line Presence, Capacity Techniques*

Introduction

Search Engine Optimization is the system used to optimize a website's technical configuration, content material, relevance and hyperlink reputation so its pages can end up without problems findable, greater applicable and famous towards consumer seek queries, and as a consequence, engines like Google rank them better. Search engines are one of the number one approaches that Internet customers discover Web web sites. That does why a website online with top seeks engine listings can also additionally see a dramatic growth in site visitors. Everyone desires the ones top listings. Unfortunately, many Web sites seem poorly in seek engine scores or might not be indexed in any respect due to the fact they fail to recall how engines like Google work. In particular, filing to engines like Google (as included within side the Essentials section) is best a part of the project of having to seek engine positioning. It's additionally essential to put together a Web website online thru "seek engine optimization. "Search engine optimization manner making sure that your Web pages are reachable to engines like Google and are cantered in approaches that assist enhance the possibilities they may be found. Search for something the use of your favourite crawler-primarily based totally seek engine. Nearly instantly, the hunt engine wills kind thru the tens of thousands and thousands of pages it is aware of approximately and gifts you with ones that fit your topic. The suits may even be ranked, in order that the maximum applicable ones come first.

Unfortunately, search engines don't have the ability to ask a few questions to focus your search. To be a librarian. Nor can you rely on their judgment and experience to evaluate a website So that people can. So how do crawler-based search engines determine relevance when used? Search hundreds of millions of web pages? They are algorithm. How exactly a particular search engine algorithm works is a closely tracked transaction. Secret.

Some search engines index more web pages than others. So do some search engines Index web pages more often than other pages? As a result, no search engine has the exact same collection of web pages to search. Of course, this makes a difference when comparing the results. Search engines can also penalize or exclude pages from the index when they find a search. Engine "spam". As an example, a word may be repeated hundreds of times on a



page. Increase the frequency to display the page in the list. Search engines pay attention A common way to send spam in a variety of ways, including following up on user complaints.

Off the Page Factor Crawler-based search engines are always experienced with webmasters. Rewrite their web page to get a better ranking. Some sophisticated webmasters you can even spend a very long time finding the / frequency system used by A special search engine. For this reason, all major search engines are currently using "off". Page "Ranking Criteria. Factors outside the

Page is factors that webmasters cannot easily influence. The most important of this Link analysis. By analyzing how the pages link to each other, search engines determine both the content of the page and whether this page is considered "important" and therefore deserves an increase in the Ranking. I can do it. In addition, it eliminates webmaster attempts to create "artificial" links to improve rankings using advanced technology.

On the factor page Use short, descriptive page URLs Optimize title tags Write a Meta description
Optimize headers Implementation of SEO best practices regarding copyright law make sure you have the proper key density.

How to Choose Target Keywords

How do you think people search our website? The target keyword is the word you expect to enter in the search box. For example, suppose you have a stamp collecting page. Every time someone types "collect stamps", we want our page to appear in the top 10 results. Therefore, these are the target keywords for this page.

Every page of our website has various target keywords that reflect the content of the page. For example, suppose you have another page about the history of stamps. Second, "stamp history" can be a keyword on this page.

The target keyword must always be at least two words long. Usually, there are too many websites associated with a single word, such as "stamps". This "competition" means that our chances of success are low. We don't have to waste our time fighting adversity. Choosing a sentence of two or more words increases your chances of success. The Article, Searching for Keywords, contains additional information regarding keyword selection. It's rewarding to take the time to make our website more search engine friendly, as some simple changes can bring great results. Even if you're not in the top 10 of your target keywords, you'll see unexpected improvements. Adding just one word can suddenly make your site more relevant and you can't guess what that word is. Manipulating text on Web pages were an early form of SEO. Traditional document ranking techniques consist of displaying the text of a website and using a set of so-called "on-page" parameters to determine the value of a search query. For obvious reasons, a simple text-only information retrieval system will result in inadequate search results. In the past, some text search engines have relied on page ranking factors. By using the HTML parameters on the page, a simple ranking algorithm can generate a list of documents related to a particular search query. This approach assumes that the author of the web page you are indexing is honest about the content you are creating. An algorithm is usually a mathematical set of instructions used to calculate a particular parameter and perform some kind of data processing. The job of a search engine developer is to use the parameters available on the web to generate a relevant set of documents for each search query. This task is difficult because the available parameters available in the algorithm are not necessarily the same as what a web user sees when determining whether a web page is relevant for a search.

B2BModel:

The B2B e-commerce business model is to buy, sell and exchange products between companies through online sales channels. It focuses on the provision of goods and services from one company to another. B2B e-commerce transactions are more logical and on-demand than impulsive, and are well thought out, because both parties are business units. They usually come with longer-term benefits. Examples of B2B companies include General Electric (GE), Sales Force, Chevron Corporation, Assurant, DuPont, and Boeing. B2C Business Model: The term Business to Consumer (B2C) refers to selling a product or service directly between the company and



the consumer who is the end user of that product or service. Most companies that sell directly to consumers can be described as a B2C business.

Example: Amazon, Wal-Mart.

What is B2B SEO?

Business to Business (B2B) Search Engine Optimization (SEO) maximizes the visibility of B2B websites in search engine results across all keywords and search opportunities that can drive targeted traffic and engagement. It's a process. The distinction between B2B and B2CSEO is the strategy and tactics needed to achieve visibility into search results. Account-based marketing B2C SEO B2C SEO is the strategy and tactics you need to gain visibility in search results. The main differences that affect SEO are: The complexity and length of the sales cycle. The type of content most likely to be ranked. Keyword scores for a small amount of keywords. B2C SEO is the process of reaching your target customers through organic search. Business to Customers (B2C) SEO is a strategy aimed at increasing the traffic and ranking of organic search engines. A successful B2C SEO strategy puts the company's website in front of people who are actively looking for services to provide to their customers to meet their needs. In contrast to B2C (business-to-business transactions where consumers buy from one company), B2B marketing is all about one company buying from another.

Black Hat SEO: It is a tactic used to rank websites that violate search engine guidelines. Black hat SEO technology seeks to manipulate search engine algorithms to improve the ranking of websites in SERPs.

Literature Review

VAISHAKA CHIPPER: We analyzed this research on how web search engines work and analyzed the roles of web search optimization, web crawlers, and web mining. UIJRT | United International Journal for Research & Technology | Volume 01, Issue 06, 2020 | ISSN: 25826832 All rights reserved by UIJRT .COM.34 Search engine optimization, web crawlers, and search engine web mining research will help provide the system with an efficient structure for processing web data for ease of use.

We also described some of the challenges that web search engines face on the web. Information extraction, manipulation, and presentation are described in relation to SEO, web crawl, and web mining, which search engines depend on. Wang Bin: We found that university websites for search engine optimization strategy research improve website rankings, SEO technology optimization, and search engine optimization (SEO) in the website practice process. We have investigated that it has a wide range of application values and deep guide implications.

Our website was well advertised through SEO optimization. This has raised awareness of our university and established an excellent branding effect.

Gad Kumar 1, Raj Kumar Paul 21, 2: Search engine optimization (SEO) is a long-term strategy that is believed to result in higher rankings on search results pages and, as a result, increased website traffic. Increase. Optimization results are not guaranteed, but it is very important to properly combine off-page and on-page optimization techniques. Creating unique and interesting website content is a must. User-friendly, URL structure, clear domain name, related titles, descriptive headings, and structured source code with a fast loading interface are other essential suggestions for SEO on your page.

Objectives of The Study

- To know how exactly SEO applies and works on the business models.
- To know the impact of SEO on B2B and B2C models.
- To know the role and rating Procedure of SEO.
- To know the benefits of using B2B and B2C SEO.
- To know how crawling process goes on and impact of keywords.
- To study the right mix of On page and Off page techniques of SEO.



Statement of Problem

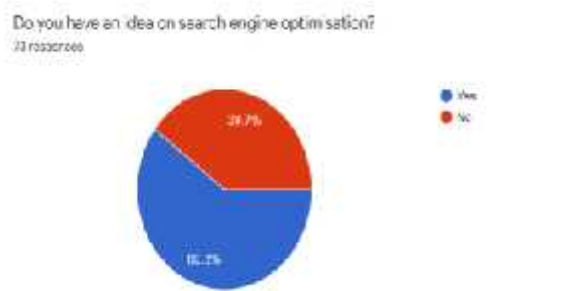
The key issue faced by SEO is with regards to the hackers using Negative SEO where it adversely impacts the site’s search ranking which in turn affects the B2B and B2C models whose main target is to give necessary inputs to the customer and for the necessary engagement with them. Now the current gap is mainly about the Black hat SEO tactics which causes Google penalties which causes low ranking due to cannibalization of the words used to search and get the information about the site/website.

The main focus of this paper is to state the impacts caused by the above to the giant E-commerce models and what role exactly is played by SEO in B2B and B2C models and how to write off the negative impacts through suitable measures.

Data Analysis and Interpretation:

Role And Impact of SEO on B2c Business Model:

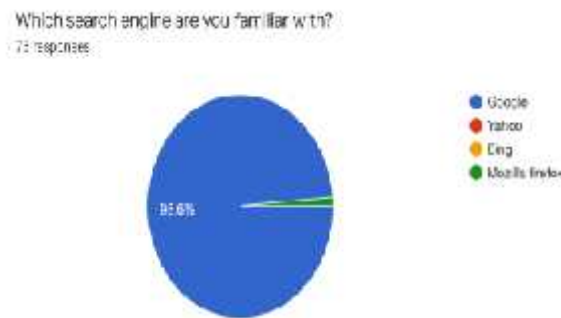
1.1 Chart showing an idea on Search Engine Optimization.



Analysis and Interpretation:

The above chart depicts that 60.3% respondents have an idea on Search engine optimization and 39.7% respondents do not have an idea on Search engine optimization.

1.2 Chart showing the familiarity of search engines.



Analysis and Interpretation: The above chart depicts that 98.6% respondents have familiarity with Google Search engine and 1.4% respondents have familiarity with Mozilla firefox Search engine.

1.3 Chart showing frequency of online shopping



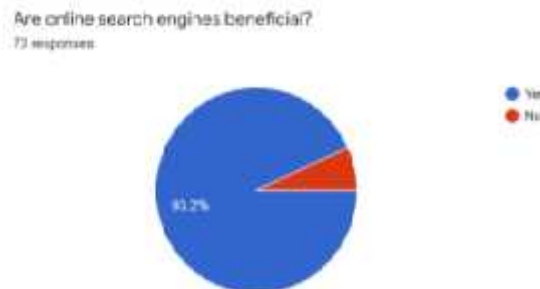
Analysis and Interpretation: The above chart depicts that 90.4% respondents have monthly frequency of shopping online, 5.5% respondents have weekly frequency of shopping online and 4.1% respondents have daily frequency of shopping online.

1.4 Chart showing product preference while shopping online



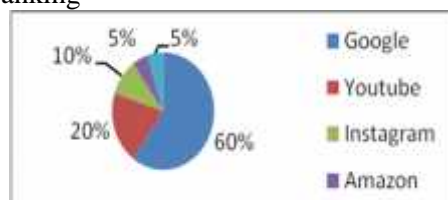
Analysis and Interpretation: The above chart depicts that 45.2% respondents prefer consumer products, 31.5% respondents prefer textile products, 17.8% respondents prefer sports products and 5.5% respondents prefer beauty products.

1.5 Chart showing the benefits of online search engines.



Analysis and Interpretation: The above chart depicts that 93.2% respondents suggest that online search engines are beneficial and 6.8% respondents suggest that online search engines are not beneficial.

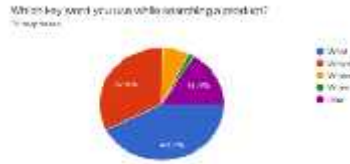
1.6 Chart showing the website ranking





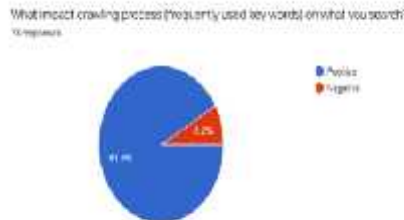
Analysis and Interpretation: The above chart depicts that Google stands first in website ranking with 60%, YouTube stands second with 20% website ranking, Instagram stands third with 10% website ranking, Amazon and Flipkart stand at 5% in website ranking.

1.7 Chart showing key word use while searching a product



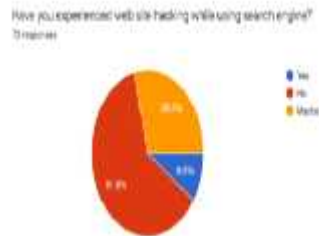
Analysis and Interpretation: The above chart depicts that 42.5% use What as keyword, 32.9% as which, 16.4% as How, 6.8% as where and 1.4% as when as search engine keyword.

1.8 Chart showing the impact (crawling process) on the data searched.



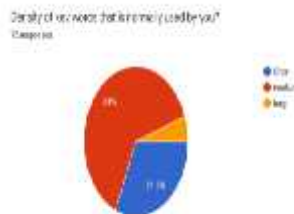
Analysis and Interpretation: The above chart depicts 91.8% shows positive impact and 8.2% shows the negative impact of crawling process on data search.

1.9 Chart showing the experience of website hacking while using search engine.



Analysis and Interpretation: The above chart depicts 61.6% respondents did not experience hacking, 9.6% respondents experienced hacking and 28.8% respondents rarely experienced website hacking.

1.10 Chart showing the density of key words used.



Analysis and Interpretation: The above chart depicts 63% respondents used medium density keywords, 31.5% respondents used short density keywords, and 5.5% respondents used long density keywords.



The role and impact of SEO on B2B business models

Business marketing is a marketing technique used by individuals or organizations. This allows you to sell your product or service to other companies or organizations, resell it, use it in your product or service, or use it to assist you in your work. It's a way to grow your business and increase your profits.

. The role of SEO in the B2B business model: The role of SEO in increasing your company's presence in search engines with potential business customers. The person responsible for your company's SEO efforts analyzes and implements various website strategies to improve the ranking of specific topics and keywords.

When business customers use Google or other search engines to search for a particular service online, they make sure your business is listed on the Search Engine Results Page (SERP) and you allow you to find.

Impact:

Positive:

- B2B keyword less crowded search results
- B2B SEO simplifies the sales process
- B2B Mobile SEO Opportunities

Negative:

1. Gets more attention than target audience
2. About success
3. Website hacking
4. Create toxic back links using spam anchor text pointing to websites
5. Scraping the content of the website and making a duplicate of the website
6. Post a fake negative review of through the website
7. 7) Send fake delete request to webmaster to remove website back links.

Hypothesis:

H1: There is an impact of SEO on B2C business model (accepted/rejected)

H0: There is no impact of SEO on B2C business model

Research Methodology:

Both Primary and Secondary data is used. Primary data was collected through a random sampling survey from the respondents through questionnaire. It has been collected from the structured questionnaire administered to 100 respondents. In this study primary data plays a major role for analysis, interpretation, conclusions and suggestions. Secondary data was collected from company journals, records.

Sampling Method

In order to reduce the sampling bias and sampling error, the method appropriate to this study was random sampling method. This was done through a structured questionnaire and a copy is given in the annexure.

Tools for data collection

Primary data: The data collected directly from the respondents is known as primary data. This was done by giving Questionnaires to the respondents.

Secondary data: Secondary data is the existing data or it can be called as the past data. The data is made available by way of company reports, journals, magazines etc.



Hypothesis

DEPENDENT VARIABLES: B2C model

INDEPENDENT VARIABLES: SEO

Formula to calculate CHI SQUARE

$$X^2 = \frac{(O_i - E_i)^2}{E_i}$$

O_i = Observed Frequency

E_i = Expected Frequency

Observed frequency: o_i

	Impact of SEO	No impact of SEO	Total
Density of keywords	40	10	50
Crawling process and hacking	75	25	100
Total	120	35	150

Sample size = 100

Density of keywords: No of respondents = 100

Do density of keywords impact SEO? Yes = 80 No = 20

Crawling process: No of respondents = 100

Do crawling process and hacking have an impact on SEO? Yes = 75 No = 25

Expected Frequency: E_i

E_i = Row total * Column total / Total sample

	SEO impact	No impact on SEO	Total
Density of keywords	50 * 120 / 150 = 40	50 * 30 / 150 = 10	50
Crawling process and hacking	100 * 120 / 150 = 80	100 * 30 / 150 = 20	100
Total	120	30	150

Computation of chi square

Sequences	O _i	E _i	(O _i - E _i) ²
A	45	40	25 (5) ²
B	75	80	25 (5) ²
C	5	10	25 (5) ²
D	25	20	25 (5) ²
Total	150	150	

$$(O_i - E_i)^2 / E_i = 25 / 40 = 0.625$$

$$25 / 80 = 0.312$$

$$25 / 10 = 25.00$$

$$25 / 20 = 1.250$$

$$\text{Total} = X^2 = \frac{(O_i - E_i)^2}{E_i} = 4.687$$

Degree of freedom is 1

Level of significance is 5%

Value (table) = 3.841

4.687 > 3.841

Therefore, Null Hypothesis is rejected.

Final result: There is an impact of SEO on B2C model

Findings:



- More than 60% respondents have an idea of search engine optimisation and less than 40% don't have an idea on search engine optimisation.
- Above 98% respondents have familiarity with Google search engine and less than 2% respondents use Mozilla Firefox search engine.
- Above 90% respondents shop online on monthly, around 6% weekly shop online and remaining 4% have daily frequency of shopping online.
- 45% respondents prefer consumer products, 31% prefer textile products, nearly 18% respondents prefer sports products and 5% for beauty products through online.
- More than 93% respondents express search engines are beneficial & nearly 7% respondents are showing online search engines are not beneficial.
- Majority of respondent's chart depicts Google stands first in website ranking, 20% Instagram, 10% Amazon and 5% Flip kart.
- Short cut what keywords majority uses, which keyword 32%, 16.4% as how keyword, 6.8% as where and around 1% as when as search engine keyword.
- About 90% respondent's shows positive impact and less than 10% negative impact of crawling process on data search.
- Above 60% have not experienced hacking 10% experienced hacking & remaining 28% are rarely experienced hacking.
- Around 63% use medium density, 31% short density keywords and very less i.e. nearly 6% respondents use long density keywords.

Suggestions

1. The companies need to improvise their website safety
2. Keep a track of your links
3. Check for duplicate content
4. Setup Google webmaster tools
5. Monitor social media mentions

Conclusion

Customers are the kings as well as an important asset for any type of business. B2C model runs on customer engaging and their satisfaction. There are positive as well as negative impacts of SEO on the models. The best way is to protect the customer interests by following the above mentioned suggestions.

Finally, there is a Positive and Negative impact of SEO on B2C model

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