

Search Engine Optimization with Artificial Intelligence a Paradigm for Targeted Marketing.

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Abstract

Marketing strategies may be completely useless without focusing on the Segments followed by Targeting them. Search Engine Optimization is the process used in online Marketing to manage and regulate traffic on websites by using command of Algorithm created by programmers. Although Search Engine Optimization itself is the part of Artificial Intelligence but more specific A I tools enhanced the process of Optimization of Search Engines as well as Search Engine A I applications like Bing's Chat GPT integration, Google SGE, Perplexity etc. enhances and make Search Engine Optimization practice advance.

Now a day not only Text is the input but Voice command as well as Images are also in use as input in Search Engine so that Keywords are now needed to be more elaborated just because Optimization techniques used for one family of Keywords might be useless for another group of Keywords.

Keyword: Search Engine Optimization, A I tools, Targeted Marketing, Online Traffic

INTRODUCTION

According to Father of Marketing Philip Kotler , 'Marketing is a societal process by which individual and group obtain what they need and want through Creating, Offering and Freely exchange of goods and services , value with others'. Products usually assume with the restricted frame of mind in the form of goods but widely it includes goods, services, place, people, knowledge, event etc. So here we found that services overlap every domain of Product. The most important point is that services have its special characteristics like: intangibility, inseparability, heterogeneity, perishability, simultaneity, lack of ownership etc. which discriminate it from goods. Although it is already discussed that services may also be associated with goods. From few decades of dominance of services, scenario of marketing definitely changed and after involvement of internet in Marketing new horizons are coming out in the form of Social media marketing, online marketing that arises many tools for online platform and one of them is Search Engine Optimization and this is not a complete story, its booster is Artificial Intelligence.

What is S.E.O.:-

SEO means "search engine optimization." It is the process of getting traffic from 'free', 'organic', 'editorial' or 'natural' listing on search engines. In simple way of speaking, SEO known as the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for:

- Products need to be sold.
- Services want to be provide.

- Information on topics in which marketor have deep expertise and/or experience.

The better visibility pages for promotion have in search results, the more likely you are to be found and clicked on. Ultimately, the goal of search engine optimization is to help attract website visitors who will become customers, clients or an audience that keeps coming back.

The term SEO, refers to improving your site's visibility in Google search results for relevant keywords or search phrases. SEO helps in generating site traffic naturally. Online consumers are more likely focused or to select one of the first 10 results from a search engine while looking for a service or product. These 10 results are preferred because they are well-written and thoroughly optimized using SEO. There are about 12 different types of SEO that help websites to rank better on result pages of Search Engine.

TYPES OF SEO

There are a total of 12 types of SEO commonly used. A brief description and advantages of each are mentioned below.

1. On-Page SEO (On-Site SEO):

It refers to the practice of optimizing elements on a website, such as the content and HTML code, to improve its rankings in search engine results pages and attract more relevant traffic to the website. This is different from off-site SEO, which involves optimizing external factors like backlinks and social media signals.

SEO Keyword Research

It involves identifying relevant search terms (keywords) that users are searching for and incorporating those keywords strategically into website content to improve search engine visibility and relevance.

Quality SEO Content

It means creating content that is both user-friendly and search engine-friendly by focusing on the needs and interests of the target audience, using relevant keywords, and attracting links and shares to improve search engine rankings.

Internal Linking For SEO

This involves placing links within a website to connect relevant pages together, in order to improve user experience and help search engines understand the website's hierarchy and content.

Metadata SEO Optimization

It involves optimizing the HTML elements such as title tags, header tags, and about Meta descriptions to accurately and briefly convey what the page is about to both search engines and users. In order to improve the visibility and relevance of the page in search engine results pages (SERPs).

Image SEO Optimization

This is the process of optimizing website images with descriptive file names, alt tags, and captions to improve both user experience and search engine visibility, with the goal of generating more traffic to a website from Google image search.

URL structure

It refers to the way a website's Uniform Resource Locator are organized and designed, incorporating relevant keywords to help search engines understand website content and improve rankings, while also improving user experience and facilitating link-building efforts.

2. Off-Page SEO (Off-Site SEO):

This also called off-site SEO, is the practice of improving a website's search engine ranking by optimizing factors outside of the website itself. This can be done by building high-quality backlinks, promoting the website on social media, and other forms of online marketing.

The goal is to increase the website's authority, reputation, recognition and relevance in the eyes of search engines, which can result in higher search engine rankings and direct-redirect more organic traffic to the website.

Guest blogging

It is a common off-page Optimization technique of Search Engine used for building backlinks. It is when you write an article for another website and include a backlink to your own site in exchange. This can improve your website's visibility and authority, and attract more traffic to your site.

H.A.R.O.

It stands for 'Help A Reporter Out' for responding to journalists bloggers and reporters queries to gain media exposure and earn backlinks to improve SEO.

Competitor Research and Analysis

Examining competitors' backlinks, content, and keywords to gain insights and improve one's own SEO strategy.

Internet Ads

Placing paid ads on external websites and search engines to drive traffic and generate leads for a website or business, ultimately improving its online visibility.

Press Distribution

Sharing press releases with relevant media outlets to secure backlinks, attract potential customers, and increase brand recognition.

Brand Signals

SEO for Brand signals refer to the online presence and reputation of a brand, which is established through activities such as social media engagement, online directory listings as well as mentions on other websites. These signals can help search engines determine the authority and credibility of a brand, and can positively impact search engine rankings.

3. Technical SEO

It involves making website optimizations that help search engines crawl and index a website more easily, thereby improving its search engine ranking. This includes tasks such as optimizing site load time, ensuring that robot.txt files are properly configured, and setting up redirects correctly.

The goal of technical SEO is to make a website more accessible and user-friendly for both search engines and website visitors.

Site load time

This optimization involves improving website speed and performance to provide a better user experience and achieve higher search engine rankings.

Mobile-friendliness

It refers to the design and functionality of a website that is optimized for viewing on mobile devices such as smart phones and tablets. It ensures that the website is responsive to different screen sizes, loads quickly, and is easy to navigate on mobile devices.

Crawl error identification

This is the process of finding and resolving errors that prevent search engines from accessing website content. These errors can include broken links, missing pages, and other issues that can negatively impact search engine visibility. By fixing crawl errors, website owners can improve their website's search engine rankings and overall visibility.

Keyword cannibalization audit

This is a process of identify and fix instances where multiple pages on a website are competing for the same or similar keywords, which can result in a dilution of search engine visibility and a decrease in overall organic performance.

Duplicate content audit

It involves identifying and fixing instances of duplicate content on a website that can negatively impact search engine rankings.

Site structure

It refers to the process of creating a clear and organized website structure that makes it easy for users and search engines to navigate and understand website content. A clear site structure can also improve user experience by making it easier for visitors to find the information they are looking for.

4. International SEO

This improves website's organic traffic from different areas and languages. If you want to succeed at international SEO, you must cater to your target market's cultural context and allow them to make transactions in their currency and language. Use the right format for dates and times based on the place they are listed. If they have any worries, converse in their native tongue. International SEO aims to create a good online experience for your target audience.

5. Local SEO

Local SEO strategy for local businesses is one of the most important types of SEO as it helps the business become more visible in local search results on Google. Local SEO helps businesses reach the local audience by analyzing their behavior through trillions of searches. If you use local SEO practices, then your local business has the opportunity to rank higher in the search results and the local map pack at the same time. This, in turn, helps grow your business and increase traffic to your website.

6. E-commerce SEO

This is one of the best ways to get traffic by paid search but the SEO costs are much less. It helps create online store website to rank higher whenever someone searches for a product or service.

It's important to have website appear in the SERPs; else, it will lose critical access to potential and qualified ecommerce customers. If the competitors research, focus

on homepage SEO and website architecture is done right, then e-commerce SEO can optimize website to bring traffic and increase search volumes.

7. Content SEO

It refers to creating unique content, be it writing, graphics or videos to structure your website ranking it higher in SERPs. Three things must be considered while working with content SEOs - copywriting, site structure and keyword strategy. It's very important to balance all three as without quality content website cannot stand in the search results. Moreover, it's equally important to check the content after publishing as that before publishing. Keep track of how your content is performing. Make necessary changes, add new products and apply several strategies to broaden the reach of your website.

8. Mobile SEO

This term is used to describe optimizing a site for search engines while simultaneously ensuring that it is viewable properly on devices like mobiles and tablets. If a customer has a bad experience with a brand on their mobile phone, they may never return. If you want your clients to have the best possible experience, you need to apply this type of search engine optimization. It's important to ensure that your site's style, structure, and page speed don't make mobile users change their minds.

9. White-Hat SEO

The SEO practices that are in-line with the terms and conditions of the major search engines including Google. White-hat SEO improves search engine ranking on the SERPs while regulating the integrity of your website with the search engine's terms of service. White-hat SEO practices are the best way to create a successful website. Here are a few white-SEO practices that you must follow strictly:

- Use keyword-rich, descriptive meta-tags
- Provide quality services and content to the website's visitors
- Make your website easy to navigate

10. Black-Hat SEO

Black-hat SEO exploits weaknesses in Google's search algorithm to rank higher in its search results. Spammy or paid link-building strategies, keyword stuffing, cloaking, etc., are used to get ahead in search engine results. These practices give instant results, but they can impact your website negatively if detected by Google. Hence, it is advised to avoid black hat SEO.

11. Gray-Hat SEO

It's an SEO practice that's riskier than white-hat SEO. That's because the gray-hat SEO practices belong neither to the white-hat nor black-hat category as the terms and conditions regarding the issue are unclear. However, using gray-hat SEO practices will not result in a site ban from search engines. In simpler terms, the material or content that you publish in accordance with the gray-hat SEO remains ill-defined. Knowing the gray-hat SEO practices can save your website from losing traffic as you will be well-aware of the negative consequences, which will help you adopt fair practices.

12. Negative SEO

Negative SEO is an abhorrent and unethical sort of SEO practiced today. The goal of negative SEO is to lower your competitors' search rankings so that you can overtake them or gain an advantage over them. Bad SEO techniques include breaking into someone's site and creating a suspiciously large number of low-quality links to it and publishing negative feedback or reviews about them on numerous internet forums and discussion boards, etc. A person caught doing bad SEO can lead to a variety of legal issues.

ROLE OF AI IN SEO

AI in SEO involves using advanced algorithms, including machine learning and natural language processing, to process and analyze large volumes of data. This allows SEO professionals to optimize their SEO strategies and automate specific tasks. AI helps many SEO processes to automate and refine like keyword research, user experience and content optimization analysis. AI making SEO more effective and efficient rather than replacing it. AI-powered search engines do not rely on traditional indexing methods, rather focusing on intent and context to generate personalized answers that cite WebPages rather than rank them that is different from old method of search based on customized search with their devices, their locations, and hundreds of other factors. Search engine AI applications- such as with Google's SGE, Bing's ChatGPT integration, and Perplexity, advance the practice of SEO. AI SEO is a search engine optimization strategy that uses artificial intelligence to optimize webpage to gain prominent spots on search engine results pages. Many AI SEO tools analyze webpage performance and content quality, providing recommendations to improve ranking factors such as backlinks, keywords and user experience.

How to Use AI for SEO

1. Brainstorm topics based on target audience.
2. Monitor search data to uncover trends.
3. Find keywords based on the topics choose.
4. Generate content outlines.
5. To speedup research process.
6. Identify opportunities to optimize content.
7. Generate structured data and schema markup.
8. To find link-building opportunities.
9. Analyze Key Performance Indicators like: page views, clicks and time on page.
10. Detect and fix technical issues such as broken links.

FEW AI SEO TOOLS IN 2024

1. **HubSpot AI Tools:** -this AI tools to work more efficiently, develop SEO strategy, and create optimized content that ranks higher in SERPs. They are designed to allow for easy transitions between manual and AI-assisted creation.
2. **AI Search Grader:-** It allows to see how the brand shows up in AI search results and helps to understand how models — like ChatGPT and Perplexity — view the products or services for that it is used.
3. **Alli AI:-** It helps easily optimize website experience for SERPs. One feature of it is bulk on-page optimization that is use to set up SEO rules for the entire website. The program also handles code changes on individual pages.
4. **INK:-** It analyzes top-ranked content to help for create outperforming posts. As an SEO assistant, INK identifies keywords to improve content's visibility, making it particularly useful for optimizing posts targeting high-competition keywords .Beyond content generation, INK offers versatile features, including keyword research and clustering.
5. **Jasper:** - It is an AI writing assistant that transforms a single brief into a comprehensive set of marketing assets, including SEO blog posts, emails, and social media copy.
6. **Neuron Writer-** It simplifies content management by combining SEO features with an editorial calendar.
7. **Surfer SEO:** It generates an outline first, which one can review and change before it creates a full blog post.

8. **Scale nut:-** It offers a comprehensive suite of SEO marketing tools, including a keyword planner, SERP analyzer, article writer, and content optimizer.

9. **Pictory:-** it is is an AI video generator that creates high-quality videos in a matter of minutes. All you have to do is upload a video script to the platform.

10. **Market Muse:** It employs advanced topic modeling, using AI to analyze large datasets and identify relevant topics, subtopics, and related terms.

What is Targeted Marketing?

Targeted marketing may be define as the strategy of tailoring and personalizing online advertising according to data acquired from some intended audience. In another way of speaking, instead of sending out ads to an incredibly large audience, a subset is selected based on their traits, interests, and preferences.

It is found that targeted marketing is the preferred strategy by consumers. When allowed to pick between random or targeted advertisements, over 40% prefer the latter, and 27.6% prefer either. As well as behavioral-data-based ads were shown to be the most effective as their click through rate was up to 5.3x higher when compared to other approaches.

Impact of SEO in TARGETED MARKETING:

In common parlance, it is said that there is an important role of 'Keywords' through which consumers or potential consumers may avail goods or services by the efforts made by marketers with strategic planning, creating and focus on segments and target them by SEO or AI enabled SEO. In SEO, target users are either current or augmented or potential consumers who are searching either by using text or voice command or by images to find the product. Instead of trying to reach everyone, identifying this audience helps to tailor marketer's efforts toward those most likely to engage with and benefit from what they offer.

Following are the few Advantages of SEO

- Website will be found easily
- It improves markers competitive edge
- It expands customer base and target audience
- Cost effective
- Free online traffic
- Targeted traffic
- Higher Rate of Return

- Global reach
- All results can be measured
- Increased sales conversion
- Pull marketing
- Increased visibility
- Own 24 hour marketing team and shop front.

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