

Integrated Marketing Communication
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Lecture – 52
Search Engine Optimization (SEO)

Last time, I told you about search engine optimization, wherein I initiated the discussion on SEO, and I mentioned a specific element of visiting a book store wherein the owner of the shop is a learned person and how he brings up the same book for you when you put up a question in front of you.

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SEO is the process of increasing the probability of a particular company's website emerging from a search, and optimization can be achieved in one of three ways. How? First, a paid search insertion comes up when certain products or information are sought. Companies can speed this process by registering with various search engines to have the site indexed and paying a higher placement fee for top positions.

The higher you pay, higher the position. Is it related to optimization slightly but larger the optimization context? We will just see. Another element is that a company can increase identification where the natural or organic emergence of the site. This method involves developing efficient and effective organic results that arise from a natural search process.

You are inquisitive about something, you are asking the engine about something, and the engine is optimizing that, and who is the engine? That book shop owner and each search engine use a slightly different set of algorithms to identify key phrases that match what was typed into the search box to be listed first in an organic search requires time and effort. Now just compliment that with the same book shop you have two owners, for example, they are equally efficient means two engines.

That means they have a similar kind of content or two parallel book shops with two equally diligent and learned and intelligent owners, but the definitely slight difference they would carry in terms of how they optimize what you ask for probably they would bring out two different books on the same subject which you are asking for and that is where search engine optimization differs with different search engines as such.

The third optimization method is paid search ads which include textboxes or display ads that pop

up when a particular word is typed in. So, it resonates with whatever you are asking for.
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Search engines need to help users to find what they are looking for to make sure they list the best results first, looking for signals of popularity, authority, relevance, trust, and importance. There are several reasons why search engines actually look at these elements because it is their credibility also which is associated with that. So, ultimately it is a mutual kind of a thing.

It is the same when a newspaper publishes news about some organization. The credibility of the news must be worth publishing. The credibility of the news must be associated with the context of being worth publishing, I should say, and that is the same as far as search engines carrying or bringing out a particular kind of a name or a book or website for you.

Search engine optimization is a technical practice. It involves a lot of algorithms, codes etc. And it can easily be broken down into five main areas, a search engine-friendly website structure, a well-researched list of keywords, content optimized to target those keywords, link popularity, and user insights.

How do we get those? We have been talking about different modes of interacting with consumers getting the insights and then reaching the levels wherein what we should be doing, and here we are talking of interactive media wherein real-time, we get to know what consumer is thinking; we have discussed or talked about behavioral profiling and that kind of things as such.

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There are three types of search engine optimization, on-page SEO, off-page SEO, technical SEO. SEO is related to keywords, and here words, sentences, how words are associated in a sentence, everything matters.

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Keywords are the very foundation of search, developers of search engines have built a sophisticated understanding of semantics and the way in which we use language, and you would have found this thing as an experience when an earlier phase of you would have interacted with the earlier phases of search engines like Google, for example, the kind of words you would be typing to search for something might not be bringing in the results you would be expecting because somehow the semantics or the language perspective associated with how do their developers look into the language.

Does not resonate with how we look or how we understand, or how we interpret those words (06:53) those words. We mean something, but slightly have a different word for that. That is where the understanding of developers comes in very handy, and it keeps on increasing in due course of time how organizations are doing.

But they started hiring people who know different kinds of languages from different parts of the world to get associated with developers and to bring out the best elements as far as this semantics course. So, these search engines have also built-up knowledge around common misspellings, typing errors, synonyms, and related searches. They enable you to, and they ask you that you are looking for this because they want to know if they are going and if they are assisting you well.

If they are actually resonating with the keywords, you are looking for because ultimately, it is those words that would become the trigger for going into the data or going into the details they have with them, then bring in with optimization in front of you and might put up the target in front of you in the first go. Many times, when you search for something, the keywords do not resonate with what they have in store or as they understand it. Then probably you find what you are looking for on the third, fourth, fifth page actually, and if you are that pursuant, but in terms of communication to a customer, the customer would not be that patient basically, the customer would not be that ardent to keep on surfing for that until and unless he specifically wants that thing anyhow which is a rare thing.

And imagine if an organization does not have that kind of an ability to analyze what customers think in terms of words and does not go for that resonating in terms of those words in terms of SEO, then some other competitive product might evolve, and a customer would start surfing from their website. We are talking about the usage of effective usage of a search engine.

It can look upon with the paid perspective or non-paid perspective and organic perspective, as you say. So, it is crucial that you implement keywords that are likely to be used by target audiences and see there are four things to consider when choosing a keyword search volume, competition, propensity to convert, and value per lead. Remember, this categorization would lead us towards revenue models as such.

And then again, we can think in terms of how we will be engaging our clients because somehow everyone wants a number you search engine or this organization wants to earn revenue, the organization whose ad has to emerge, wants to earn through the customer's customer wants results, but everything is categorized number.

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HTML elements are there, and these elements are alive at the back end, basically. So, it works in a sequence, and again this is just to mention I would refrain from going into the extreme depth of this how this markup language works basically, but just to give you an idea that it categorizes everything into the title and then subtitle and then details and the main body and that is how traverses.

If the keyword goes, it hits the title, the title matches with the keyword then the rest of the things come in.

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So, there are broadly eight digital advertising metrics to get to know and understand, and we have talked about the basis earlier. So, here are click-through rate, reach, impressions, clicks, cost per click, cost per acquisition, cost per thousand impressions, and conversions. Ultimately, everyone is looking for a number.

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Display advertising is defined as a mode of online advertising where marketers use banner ads along with other visual ad formats to advertise their products or websites on websites, apps, or social media. It comes as good as a banner in front of you with all the message carried by that banner. Most successful display advertising campaigns use a clever combination of images.

Text, gifs (graphic interface format) and videos to stand out on the internet and send their message across to the target audience. So, different kinds of structures emerge. Marketers can play around with language, design, shapes, and sizes of banners to create engaging display advertisements. It is the same as creating a newspaper advertisement, or it is the same as creating an audio-visual on television if it is just a plain display, then similar to a newspaper basically.

There also a space constraint, there also you have to focus upon the creativity, the colors, the words. So, just remember that lesson, but imagine it on a display screen, and the most important thing which you should imagine along with this is that the larger the screen, the larger the scope for attention, larger the scope for creativity, smaller the screen, mobile screen, smaller is the scope for creativity or should I say more the scope of creativity because here you have larger the constraint whichever way you look at it, but the challenges are different in terms of as far as the space goes.

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Types of display advertising, banner ads, what banner ads do you see? These are graphic images or animations displayed on a website for advertising purposes. Static banners, as I said, we have

talked about GIF, the JPEG format is also there, but banner ads can also employ rich media such as video, JavaScript, HTML, and HTML5. These are versions of the language and other interactive technologies.

Banners are not limited to the space that they occupy. Some banners expand on mouse over when clicked. Many times customers have that patience; they love that product and advertisement, they love the message, they keep on going for looking into that many a times, they lose patience, and so on.

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Then come pop-ups and pop-unders. If someone wants to reach you and as legality or norms or rules are evolving in due course of time-related to digital advertising as well as it evolved in other cases in due course of time. Pop-ups are under your control; if you would allow them to come or not, that is a different issue, but this is a mode. They open in a new or smaller window; if you just let them come up, or you just happen to click them, you will find something interesting, and many times it happens with me. I was looking for something. I stopped looking at that and just started visiting the pop-up and going into that.

These were very prominent in the early days of online advertising, but audience allowance, as I mentioned, brought in pop-up blockers also, and it became, as a rule in some legality also has been associated with it. Then there are floating adverts. The advert appears in a layer over the content, but it is not a separate window.

This categorization of banner ads, pop-up, float under, floating adverts is related to gaining the attention of the target customer to be viewed by the target customer by looking at all the constraints available within that particular screen. Floating adverts are a creative outcome of how to reach the customer within that particular space while not hampering what he is looking for. Just kind of another element.

Map adverts, Google maps have shown us a different world altogether. You are looking for something, and that particular page asks you that would you like to look into the hotels or restaurants or anything specific to that. Then there are names associated with the places which are shown on the Google map you click, and then you go into the details.

Then you go into the locations, and you go into the directions, you go into even the connected websites, you go into further information about those kinds of things and so on and especially when you are looking for a direction to a tourist place then definitely so many hotels they pop-up in front of us for us the map advert goes, and you click on that then the pictures associated with that on one side.

Sometimes you forget that you were looking for a direction; basically, you start looking for the hotel, as I said, and that is where a lot of creativity comes in. Video adverts are similar as far as the orientation goes.

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And then comes mobile advertising, and this is one of the main stages. As I said today, it might be looked upon as having a complementary role, or probably for many, it has already taken the main role, and we are in the lead basically. Different parts of the world, people are relying upon different kinds of devices with a different kinds of intensity, but I can look at the universality it would achieve in due course of time as far as mobile advertising goes.

Today, the customer also is getting oriented towards watching for particular kinds of messages and communication within that particular space. Although different kinds of hardware are being introduced continuously wherein slight changes in the screen and the orientation is being introduced recently, a very nice mobile phone has been introduced by Samsung wherein you unfold that screen and technologies enabling that wherein the screen becomes larger.

And this is just to enable your viewing. Basically, it is not targeted specifically towards advertising, it is to enable you to watch movies and your favorite programs on and slightly bigger screen with a smaller distance, but again that definitely would enable the creation of the advertisers. Hardware and software are definitely enabling the complete environment, but as I said, the customer is getting oriented towards watching things on that small screen.

On the other side, creators and communicators are getting oriented towards actually defining things within that particular space, and that is what mobile advertising is all about. Hopefully, people will look at other things as complementary in due course of time, although time has to tell as I said, television is still very prominent. So, mobile advertising, refers to ads and ad campaigns specially designed for mobile devices in this context.

Mobile devices, including smartphones, tablets, wearable devices, and wearable devices again, are becoming very prominent as far as one of the modes go, especially in case of tourism or visiting places and institutions and so on, and mobile ads can appear within apps on the website viewed for mobile devices or on social media platforms viewed through mobile devices and so on.

This is just to enumerate in front of you. You are all mobile users; you know what I am speaking of. The introduction of the government digital India initiative had been with the increasing

internet penetration and acceptance, should I say. I refrain from using this word penetration although literate say so, but the difference of opinion, but just to quote here and see internet acceptance over the recent years resulted in the country's digital population amounting to approximately 624 million active users as of February 2021.

Statista says so, and just visit that website, you would realize the statistics and data on that. The world's second largest internet market at this stage is largely dominated by mobile internet users. (Refer Slide Time: 21:00)

Let us look at this graph, the ownership of digital devices in India in the third quarter of 2020, wherein how many internet users a particular kind of device have, the share of the internet as written on the horizontal side of the upper portion. People having access to the internet they are using mobile phones of any type is 96.4% almost all. If the internet is accessible through mobile phones, that means our communication has to focus on mobile phones. Smartphones almost all such users are smartphone users, which means the internet is being used, internet users are using smartphones as good as that, and then laptops, smart watches, wrist bands, tablet devices, TV streaming, stick or device, non-smartphone mobile phone 15.8% is still it is working.

And many people feel comfortable with it and there also you have to have lots of creativity to these those kind of customers you cannot overlook those people and believe me many of them are very large decision-makers as I have found many elders of a family using such kind of phones and non-smartphones and those people they are the biggest influencers in the family.

So, we have to create; we have to go for lots of creativity in taking our messages to them. Recently I was sitting with an older person, and he exclaimed that all these companies keep on calling me with different kinds of messages auto and call center auto calls then when they come. So, every time these older people tend to receive that call because many times, they are not wearing their glasses and they do not know who is calling.

They just receive that call, and the messages come up, that kind of an element definitely is to be looked upon just to mention, and then game consoles are there, smart home devices are there, it is getting larger believe me it is getting larger and virtual reality devices which are definitely going to take a big shape in times to come.

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Then comes mobile app usage across India in the third quarter of 2020 by category. Again the internet users they are using chat, social networking, entertainment or video, shopping, maps,

games means they are using different kinds of applications and almost all and whichever is looking less at this moment would definitely rise, for example, banking and financial services definitely are going to gain lots of prominence in due course of time because it is rising. It is increasing if you go by the preceding data past few years, you will realize that it is definitely going to rise.

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And then average data consumption per user per month in India from 2015 to 2020 looks as they rise. 2015 when you look at the consumption in megabytes, it was 805, and today in the last year, 2020 this is we are standing in November 2021 here, so just one year back, it was 13,462 megabytes, and this is per user per month which is huge which is almost 14 times. So, that is the kind of optimistic perspective we are gaining around digital communication, and that is where this is going to take major shape.

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Why do marketers prefer mobile advertising? Definitely, for a personalized approach, it is a personal device used by one person, and you can interact. You are interacting with an individual, and you are actually profiling that individual is actually interacting with you precisely. So, that is what you have always designed for that is you have as a marketer you have always wanted this that you should know.

And interact with your individual customer, and people carry it everywhere, and they hardly leave it aside, it has become a part of your life how many times you wake up in the night, and you do not look at your mobile phones I do not do that, but many people tell me that they often look at their mobile phones and then there are several other reasons financial communication or finance based communication or financial interaction is also actually a very important reason for people using mobile phones these days cashless transactions.

And that is actually enabling so many things because that has become a very important profiler of customers in due course of time.

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And then there are some elements of mobile advertising targeting which you can think of a device, operating system, Geos, day part, behavioral element, demographic and operator-based element.

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And then there is a short example for you small example for you wherein Dabur's digital transformation for modern Indian women. Just visit this on YouTube; it is a very engaging video, there are lots of interviews of senior executives of Dabur as an organization, and they are talking of Dabur Vatika here, and their experience is that conventionally their organization was looking into traditional media.

They are focusing on television, newspapers, and so on, and then finally, they thought that they should be focusing on digital media and think of even using it in isolation for one particular campaign for a while and see for themselves what kind of a change they may think of in terms of customer engagement or gaining customer attention because ultimately as I said customer engagement starting from recall customer association, customer engagement, customer retention, and loyalty is the ultimate objective.

And you have established organization, you have done so much, you are a known brand, so why not and this campaign is a Google digital marketing case study wherein for 30 to 40 years, Dabur was using the traditional media in the way of marketing since a long, long time. So, see, they realized that digital would be great for the transformation of modern Indian women.

And the main objective of the digital campaign was to become the lighthouse for all Indian brands on a digital medium which is an exemplary format for storytelling, and the story which they have shown there is very good, it is very engaging wherein a cancer survivor she goes to the life back, and her spouse is very supportive of her going to her life back in whatever appearance she is carrying after coming out of cancer.

She has lost her hair, and this is Dabur Vatika which they are bringing in, and they are saying that we are standing by you, we are nurturing your engagement with life and strength of life, and she goes back to our office and there her office mates also laud her for her courage, for her strength and so on. It is a very emotionally engaging story, and they had more than 3 million clicks on that, as I could see on the video you can also watch.

And you can see Dabur actually wanted to salute the women who fought cancer bravely and who have survived beautifully. They have struggled. It is a tough fight definitely for all of us, and we should emotionally support such people who have gone through that fight, who are going through that fight, and Dabur exactly was doing that. So, the campaign is among the top successful digital marketing campaigns and is more than an advertisement and takes customer engagement to a different level altogether, as experienced by the executives of Dabur.

And definitely, it took their perceived value to a different level altogether, not only amongst their own customers but the other people whom they are targeting or their future customers or their

potential customers. Just watch this video and look at the magic of digital communication. You will like it, of course. Goodbye for now, see you next time.