

THE IMPLEMENTATION OF E-MARKETING BY USING  
SEARCH ENGINE OPTIMIZATION STRATEGY AS MARKETING TOOL  
TO INCREASE SALES OF HEALTH PRODUCTS IN BLOGS

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## **SUPERVISOR APPROVAL**

“I acknowledge that have read this thesis and in my this thesis is sufficient in terms  
of scope and quality for the award of Bachelor of Technology Management  
(High-Technology Marketing)

Signature

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Date

: 28 JUNE 2013

## DECLARATION

“I declare that all parts of this report are the results of my own work except for the quotations and references, the sources of which have been acknowledge in the bibliography”

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## **DEDICATION**

Dedicated to:

My Beloved person;

Abah and Mak

**(Zainal Abidin Mohd Nawawi and Siti Jamilah Abdul Latif)**

Ayah and Ummi

**(Hashim Bin Keman and Aspalela Mohammad Salleh)**

My Lovely Wife

**(Fatimah Az-Zahra Binti Hashim)**

My Lovely Sisters

**(Iylia, Syamimi, Syazana and Syifa')**

My Supervisor

**(Encik Sabri Bin Mohamad Sharif)**

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## **ABSTRACT**

E-marketing using Search Engine Optimization (SEO) strategy is necessary in today's marketplace. There are too many website and blog in internet which is full of information and selling product. That is type of e-marketing. Competition is the primary reason for e-marketing using SEO strategy to be implemented. In Malaysia, there are many new healthy products entrants into the domestic market. The researcher has to find way to convince their customer to search their offering on the internet. In this research, Startup School Sdn. Bhd. was selected among the company which is supply healthy product. SEO is an Internet marketing strategy and a process, widely used nowadays for improving the volume or quality of traffic to a website through search engines. The results generated by search engines can be natural (organic or algorithmic) or paid search. The objective of this research is to evaluate the effectiveness of SEO application in order to increase sale of healthy blog.

## ABSTRAK

*E-pemasaran menggunakan Search Engine Optimization (SEO) strategi adalah perlu dalam pasaran hari ini. Terdapat terlalu banyak laman web dan blog di internet yang penuh dengan maklumat dan produk jualan. Itu adalah sejenis e-pemasaran. Persaingan adalah sebab utama untuk e-pemasaran menggunakan strategi SEO untuk dilaksanakan. Di Malaysia, terdapat banyak produk kesihatan baru yang masuk ke dalam pasaran domestik. Penyelidik perlu mencari jalan untuk meyakinkan pelanggan mereka untuk memilih produk mereka di internet. Dalam kajian ini, Startup School Sdn. Bhd telah dipilih di kalangan syarikat yang membekalkan produk kesihatan. SEO adalah salah satu strategi pemasaran Internet dan proses, yang digunakan secara meluas pada masa kini untuk meningkatkan jumlah dan kualiti trafik ke laman web melalui enjin carian. Keputusan yang dihasilkan oleh enjin carian boleh menjadi asli (organik atau algoritma) atau carian berbayar. Objektif kajian ini adalah untuk menilai keberkesanan aplikasi SEO untuk meningkatkan jualan produk kesihatan melalui blog.*

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Background of the study**

Developing an effective and efficient e-marketing strategy using Search Engine Optimization is necessary in today's marketplace, since finding a place in the customer's mind becomes more and more challenging to the marketers.

Search engine optimization is a crucial part of creating a successful presence on the internet. It is a bit of science and marketing mingled together. It is the practice of improving where site appears when people perform searches, and uses techniques that are both on page (within the pages of the site) and off page (outside the pages of the site) in order to increase the traffic a site receives from the search engines.

It is very important to note with search engine optimization that pleasing the site visitor and providing a good user experience will often also lead to good results with the search engine. It is the search engine's goal to provide the best results to Internet users.

Competition is the primary reason for implementation of SEO marketing strategy for e-marketing. For example in Malaysia, there are many healthy product entrants into the market. Each company has their own website to show their product and create awareness to customers.

Search engines provide one of the primary ways by which Internet users find websites. That's why a website with good search engine listings may see a dramatic increase in traffic. Thus, I propose to do a research about an implementation of the e-marketing strategy by using search engine optimization (SEO) as marketing tool to increase sale for healthy blog.

### **1.1 Statement of the problem**

There have many websites and blogs at internet and it increases exponentially nowadays. We can see most of company which selling health product have their own website. Diversity of websites and blog in health niche enable consumer to reach the right information about health and it product from multiple sources at any time, locations and others.

Unfortunately, most of websites and blogs appear poorly in search engines work. In particular, submitting to search engines is only part of the challenge of getting good search engine positioning. It's also important to prepare a website through 'search engine optimization'. Search engine optimization means ensuring that our web pages are accessible to search engines and focused in ways that help to improve the chances that they will be found.

Websites and blogs can categorize as fail if they fail to attract visitor and get profit. It is easy to explain why a website fails to find customers. Potential customers will not even find our website, if we don't provide enough good information to impress search engines and get good search results. Most business owners see their company's website as simply another advertising expense. It should not like that. A good website can be the most powerful marketing tool imaginable for long term, if it

can solve customer problems. It does not matter what a website costs. If potential customers can't find our website when they use a search engine, it will not work.

Based on researcher's hypothesis, the researcher can see almost all company did not using Search Engine Optimization as a one of main marketing for their website. If we know the result after optimize search engine of our website, we will focus on this kind of marketing. Therefore, the researcher chooses doing an experiment to apply Search Engine Optimization to blog which sell health product. So this study is to examine whether Search Engine Optimization can increase sale of healthy blog or not.

## **1.2 Research question**

How effective the Search Engine Optimization as a marketing tools to increase sales of a health products in blogs?

## **1.3 Proposition**

Search Engine Optimization is effective way to increase sales of a health product in blogs because it will make a lot of targeted visitor enter into the blogs and then generate sales.

#### **1.4 Research objectives**

To explain how effective Search Engine Optimization can help to increase sales of a health products in blogs.

#### **1.5 Scope**

- The scope of this study will focus on company which have more than 5 blogs selling health product with apply Search Engine Marketing as their marketing.
- The time frame to the results of Search Engine Optimization marketing is a months for that company.

#### **1.6 Importance of the project**

The importance of this project is decided as follow:

- Company  
Increase sale of company.
- Student and public  
They can apply Search Engine Optimization to their blogs to increase sale.

- **University**

University might be used to help the university in term of improving university's official website such as apply Search Engine Optimization.

## **1.7 Conclusion**

The researcher can conclude that the most important part of getting started with Search Engine Optimization is being able to manage the site's performance and see where it can be improved. The competition among others might be low in local market. This is opportunities for researcher to rank the health product blog in search engine. The researcher will focus on eight health products blogs.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

In this chapter, the researcher will present the existing literature on e-marketing using Search Engine Optimization strategy and how it can help to increase sale of health products blog. However, there are millions of website on Internet and it is really difficult to advertise or selling products on such large scale. Internet used to be unstructured before the dawn of search engines. Most popular search engines include Google, Yahoo, MSN, AOL etc. If a person does not know the exact address of a website, they can enter keywords in any of the search engines to find the information needed.

All of the elements of Search Engine Optimization strategy are collected and created with the goal of obtaining higher search engine ranking. Most important elements are entry and exit pages, page titles, site content, graphics, website structure, keywords, links, html and Meta tagging. (Bruce Clay, Susan Esparza, 2012. pg. 16).

## **2.1 Define and discuss what is E-Marketing**

E-Marketing is achieving marketing objectives through use of electronic communications technology. (Dave Chaffey, 2002. pg. 286). E-Marketing is the result of information technology applied to traditional marketing. E-Marketing is the use of information technology in the process of creating, communicating, and delivering value to the customers, and for managing relationships in ways that benefit the organization and its stakeholders. (Strauss, El-Ansary & Frost, 2006).

In the researcher analysis, E-Marketing provide business and advertisers with an easily customized, efficient form of marketing to complement existing advertising strategies and close in on the elusive and profitable interactive market. So, website is one of the E-Marketing that will apply in this research in order to increase sale. The researcher will do a detail research about the right website marketing itself.

## **2.2 Define and discuss Search Engine Optimization (SEO)**

Search Engine Marketing (SEM) is the term used to describe the preparation of a website in order to improve its chances of being ranked highly in search engine listings. (Alex Michael and Ben Salter, 2008, pg. 226).

SEO is extremely important as it allows a website to be continually updated, builds links and looks for opportunities to leverage the demand generators in the appropriate areas. The importance of SEO can be compared to the importance of photography on a hotel website. SEO can provide the largest percentage of traffic and the best opportunity to improve a hotel's online revenue. (Kathleen Cullen)

There are ethical techniques which can be implemented for improving visibility in search engines (Google). Although none of these techniques assure a particular ranking position in the search engine results pages, the implementation of these SEO techniques and strategies improve prospects of the websites to gain visibility on search engines. Ultimately this results in receiving visitors to the website and consequently leads to increased sales and revenue for the website.

The search engine disapproves the manipulative strategies and punishes the websites by removing them from their index; therefore it is very important for webmasters to follow the guidelines of search engines for implementing only ethical SEO techniques). Sean A. Golliver (2008).

### **2.3 The importance and impact of E-Marketing and SEO in business**

The researcher will combine two theories which are e-marketing and search engine optimization to increase sale of health product blog. The researcher develops a healthy blog to test the experiment before and after using SEO method either it can help to increase sale or not.

From the e-marketing side, researcher will design blog follow the rules of friendly Search Engine Optimization. It will involve the copy writing, design of blog, system of customer buying, customer support and others related to e-marketing concept. Blog is platform of E-Marketing and prospect can trace it all over the world just using search engine. Customer or prospects will not restrict by state, or country and it can run within 24 hours and seven days.

From the side of Search Engine Optimization, researcher will find blogs which follow the rules of Search Engine Optimization and owner applied to blog.

High keyword search will be targeted to optimize in search engine. From that, the blogs have big potential to receive more targeted visitor. One of the advantages when doing Search Engine Optimization, the blog can be at first page Google based on keyword. In this research, some of keyword which high searching but low competition will be optimize by search engine. People will find information to solve their need or problem. Based on keyword the visitor search they will lead to landing page at first page search engine (Google). The nature of people to use search engine is to solve their problem and need. The researcher will make sure that blogs which the keywords optimize by search engine in the experiment. From that, the blog can get more visitors and finally get buyers.

The objective of Search Engine Optimization is to increase web visitor counts by ranking an organization's web site very high in the results of searches using the most appropriate keywords describing the promotion offer through a web site. Therefore, effective SEO promotion technique can result in higher sales and greater revenue. If any type of organization plans to use internet marketing to be recognizable and boost sales of the offered solutions online, it is essential to know a good deal about how SEO, an innovative online promotion technique, can work more effectively and efficiently. (George S. Spais, 2010).

## 2.4 The conceptual framework:

This framework is explained about flow of E-Marketing with blog platform using SEO method and not using to get sale.



Figure 1: The conceptual framework

There have two procedures to run this experiment. Five of blogs with using Search Engine Optimization to get sale and another one without using Search Engine Optimization to get sale. In this study, researcher provide six blog with using Search Engine Optimization and another one without using Search Engine Optimization.

## 2.5 Conclusion

As a conclusion, the literature was support by theory that explains about E-Marketing definition, concept and impact with business. In this topic also explain what all about SEO generally as theory and the impacts on business. The researcher has to create the conceptual framework based on theory. The researcher find five blog which is promotes health product based on e-marketing concept.

## **CHAPTER 3**

### **RESEARCH METHOD**

#### **3.0 Introduction**

The purpose of this chapter is to give an overview about steps, procedures, samples, apparatus/instruments/equipment/software used, and method for data analysis, performance measures and justification for choosing each of them.

According to Panneerselvam (2004), research methodology defines as a system of model, procedure, and technique used to find the result of a research problem. In this research, the case study is the main form of research is conducted. Research methods are rules and procedures, and can be seen as ‘tools or ways of proceeding to solve problems’ by Ghauri, P. & Gronhaug, K., 2010. *Research Methods in Business Studies*. 4th ed. LONDON: Prentice Hall.

In this chapter it will divided into seven subtopics. The subtopics included are quantitative or qualitative research (Methodological choices), Primary and Secondary Data Sources, Location of Research, Method of Primary Data Collection, Validity, Generalizability and Reliability and summary.

### **3.1 Research design**

A market research design is framework or blueprint for conducting the marketing research project. It describes the procedures necessary for obtaining the information to structure or solve marketing problems. Although a broad approach to the problem has already been developed, the research design specifies the details-the nuts and bolts-of implementing that approach. A good research design lays the foundation for conducting the project and will ensure that the marketing research project is conducted effectively and efficiently. (Malhotra, 2008, pg. 64). Research design may be classified as exploratory and conclusive. In this research, researcher decides to classify as conclusive.

Conclusive research is typically more formal and structured than is exploratory research. It is based on large, representative samples and the data obtained are subjected to quantitative analysis. The findings from this research are considered to be conclusive in nature in that they are used as input into managerial decision making. Conclusive research can be categorized as descriptive and causal. Once again, researcher decided causal research will be used in this research.

Causal research is used to obtain evidence of cause and effect (causal) relationship. The researcher continually make decisions based on assumed causal relationships, the researcher will act as marketing manager. These assumptions may not be justified and the validity of the causal relationships should be examined via formal research.

For example in this research, the common assumption that when we optimize search engine with the right strategy it will lead a targeted and quality visitor to our website and the potential to increase sale is very high. Causal research is appropriate for the following purposes:

1. To understand which variables are the causes (independent variables) and which variables are the effects (dependent variables) of a phenomenon.
2. To determine the nature of the relationship between the causal variables and the effect to be predicted.

Causal research requires a planned and structured design. Such an examination requires a causal design in which the causal or independent variables are manipulated in a relatively controlled environment.

A relatively controlled environment is one in which the other variables that may influence the dependent variable are controlled or checked as much as possible. The effect of this manipulation on one or more dependent variables is then measured to infer causality. The main method of causal research is experimentation. So, that's why the researcher chooses causal effect.

### **3.2 Qualitative Research**

Qualitative research is an unstructured, exploratory research methodology based on small samples intended to provide insight into and understanding of the problem setting. (Malhotra, 2008, pg. 116)

The researcher would try to gain qualitative understanding of the e-marketing using SEO strategy. The researcher would give based on meanings expressed through words. So, analysis conducted through the use of conceptualism. The researcher would try to explain an initial understanding on how e-marketing using SEO strategy can help to increase sale of healthy blog.