



1. Importance of Search Engine Rankings for E-Commerce

Dr. Roy Anita Kumari Parmanand

*Assistant Professor,
Dept. of Commerce,
Marwari College, Darbhanga, Bihar.*

ABSTRACT

Search engine optimisation is the process of optimising your website in order to receive free traffic from search engines. There is no doubt that SEO is one of the techniques that must be used to maximise revenue from your website. SEO is required by a wide range of businesses, from start-ups offering various promotions to companies with well-known public figures. Before you begin using a search engine, you should understand the significance of search engines in e-commerce. With the increased use of mobile phones and tablets in recent years, SEO has grown in popularity in digital marketing. With the increasing popularity of online shopping, e-commerce websites are competing with one another. Their profit earnings are extremely important to their business.

KEYWORDS

Search Engine Optimization, Search Ranking, Internet Marketing, Website Promotion, Search Engine Rankings, E-Commerce.

Introduction:

Search Engine Optimization:

SEO, or search engine optimisation, is the practise of increasing the quantity and quality of traffic to a website organically. E-commerce organic search In 2020, SEO is critical to the success of any e-commerce store.

Search Engine Marketing (SEM) is the practise of increasing a website's visibility in search engines through both organic and paid methods. It differs from SEO in that it uses both organic and pay-per-click tactics to obtain search engine traffic. One of the most significant distinctions between SEO and SEM is speed. The results of your SEO strategy may take months or years to appear. The significance of Search Engine Marketing, with paid ads you can see results almost immediately.

SEO is an abbreviation for "search engine optimisation." It encompasses a wide range of strategies aimed at increasing the quantity and quality of search engine traffic to a website. The goal is to help your website pages rank higher on search engines, giving you more visibility and leads.

E-commerce SEO is specifically designed to increase the number of leads and, ultimately, the sales volume of e-commerce sites. Even if your website already has a lot of traffic, SEO tactics can help you attract more qualified leads. As a result, you not only increase website traffic, but also attract more visitors who are ready to buy.

SEO works by fine-tuning and, in some cases, completely overhauling various aspects of your website. These include things like improving your website's content, designing a better website, and making your web pages load faster.

However, SEO strategy is not arbitrary; rather, it follows a meticulous plan to improve your website in relation to certain factors used by search engines to rank search results. These elements are known as ranking signals.

Consider the following: When you use a search engine to find something, it returns a list of numbered results. The main factor that determines whether your website appears first or first million times is its performance in comparison to these ranking signals. Ranking signals include the following:

- Page load speed
- Mobile-friendliness
- Content relevance and quality
- Website and content structure
- Domain name authority
- User experience metrics, such as bounce rate, page speed, and time on page
- Backlink number and quality

The majority of popular search engine platforms, including Yahoo, Bing, Google, and Baidu, use similar signals. It is important to note, however, that Google is by far the most important platform to rank on, simply due to its dominance.

Google controls a staggering 92.27% of the global search engine market share^[iii], and Google handles more than 90% of all global search queries.^[iiii] As a result, it is obvious that Google is THE search engine to rank on.

Ecommerce Search Engine:

What is an e-commerce search engine? E-commerce SEO is a technique for increasing the visibility of your e-commerce website on Search Engine Results Pages (SERPs).

Search Engine Optimisation in e commerce will help your customers easily find your business. Because they can find you using a search engine such as Google. As a result, you must ensure that your website is optimised.

SEO Important:

68% of all online experiences, according to research, begin with a search query.^[iv] Before making an online purchase, 81% of online shoppers use Google or another search engine.^[v] Many of those looking for something don't have a brand in mind or even know what they're looking for.

SEO increases traffic by assisting your e-commerce website in ranking favourably in search engine results pages (SERPs). The higher you rank, the greater your chances of capturing the majority of those leads.

For example, the Advanced Web Ranking reports for websites in the top spots on SERPs have a click-through rate (CTR) of more than 40%.^[vi] (CTR measures the number and frequency with which your website is clicked when it appears in search results pages.) However, the lower you go on the page, the fewer clicks you get.

The second result receives less than half the number of clicks as the first, and the lower you go, the more dramatically the CTR falls. If your website is on the second page, it might as well not exist, because 95% of people never go past the first page.^[vii]

You may believe that paid ads already get you to the first page — after all, the first few results on Google search pages are usually advertisements. However, this mindset is frequently incorrect for two reasons:

- First and foremost, you may be surprised to learn that people despise advertisements, particularly on SERPs. According to research, 70-80% of users avoid paid search ads, preferring to click on organic search results (unpaid results).^[viii] That's not to say paid ads don't work; however, wouldn't you rather rely on a strategy that appeals to the majority of people?
- Second, paid advertisements aren't nearly as effective as SEO. This is because paid ads only make sense for a subset of searches - they're only appropriate for users who want to buy *right away*. In comparison, SEO allows you to cater to all of your prospective customers, regardless of where they are in the purchasing process. So, whether they're still wondering "what are the best ways to make coffee?" or have started looking for "best coffee makers under \$100," your website can be their go-to resource for information.

Importance of Search Engine Rankings for E-Commerce:

SEO and SEM are tried-and-true methods for reaching your target market and promoting your brand. Your online presence is meaningless unless your website is simple to use for your target audience. SEO is essential for increasing website visibility and traffic.

What is the significance of search engines? Assume you own a candy store in the real world. They have over-the-counter stores, a good reputation in the city, and a good overall business. You decide to sell your product online and make a large investment to build a website to do so.

When you first start, you will notice that your sales are not very good, and when you search for your product on Google, you will notice that you are not on the first page. An effective SEO strategy involves optimising your website so that it appears at the top of search results where customers can find your product. That is why SEO is so crucial in e-commerce.

1. Open your analytics tool. Examine the sources of the majority of your traffic, conversions, and sales. In most cases, organic search will be one of your top revenue generators.
2. The advancement of technology has altered the way consumers purchase products. Search is an essential part of today's decision-making process, with 89% of consumers using search engines to make purchase decisions.
3. Google visibility is critical to the success of your e-commerce business. Today, most online shoppers never go past Google's first page of results. This demonstrates the significance of the Google search engine to your business.

As a result, ignoring SEO puts you at risk of disappearing during the customer's purchasing process. If you do not appear in search results, you will have fewer customers, fewer sales, and slower growth. At the same time, your competitors' sales and profits are increasing, while you are strengthening them.

Conclusion:

Higher ranking in a search engine will be given to those e-commerce sites that have a higher profit or earning. This can be done by counting profit clicks such as the "place order" or "checkout" click.

If the profit is the same, the reviews will be considered; this can be done by determining which e-commerce site has received more and better reviews.

References:

1. **"THE IMPORTANCE OF SEARCH ENGINE OPTIMIZATION FOR INCREASE RANKING FOR E-COMMERCE WEBSITES"**, International Journal of Emerging Technologies and Innovative Research (www.jetir.org), ISSN:2349-5162,
2. Vol.8, Issue 1, page no.89-92, January-2021, Available :<http://www.jetir.org/papers/JETIR2101216.pdf>
3. H. S. Khraim, "The Impact of Search Engine Optimization Dimensions on Companies Using Online Advertisement in Jordan", American Journal of Business and Management ,Amman , Jordan 2015.
4. K. Li, M. Lin, Z. Lin, B. Xing, "Running and Chasing - The Competition between Paid Search Marketing and Search Engine Optimization", Hawaii International Conference on System Science, 2014.
5. R. Singh, S.K. Gupta, "Search Engine Optimization - Using Data Mining Approach", International Journal of Application or Innovation in Engineering & Management (IJAIEM), Volume 2, Issue 9, September 2013
6. A. Jain, "The Role and Importance of Search Engine and Search Engine Optimization", International Journal of Emerging Trends & Technology in Computer Science (IJETTCS), Volume 2, Issue 3, May – June 2013.

Importance of Search Engine Rankings for E-Commerce

7. Khalil urRehman and Muhammad Naeem Ahmed Khan, "The Foremost Guidelines for Achieving Higher Ranking in Search Results through Search Engine Optimization", *International Journal of Advanced Science and Technology* Vol. 52, March, 2013.
8. R.Kumar and S.Saini, "Concept Of Search Engine Optimization In Web Search Engine", *International Journal of Computer Science, Engineering and Information Technology (IJCSEIT)*, Vol.1, No.2, June 2011.
9. G. S. Spais, "Search Engine Optimization (SEO) as a dynamic online promotion technique: the implications of activity theory for promotion managers", *Innovative Marketing*, Volume 6, Issue 1, 2010.