

Interaction with Search Engine through Keywords - Digital Marketing

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Abstract--- *The impact of digital marketing correspondence on item classes like books, music, design extras, attire, banking and web based gaming and so on has been very much explored by the scientists. In this paper we will describe how to search with keywords and refinement in the keywords for better searching on the Internet.*

Keywords--- *Social Media, Keyword, Searching, Marketing.*

I. INTRODUCTION

Digital Marketing [20] is portrayed with usage of different propelled systems and approach to connect with customers where they spend a considerable amount of their time on the web. From the webpage [4] itself to a business web stamping assets - digital promotions, email advancing, online handouts, and past - there's a scope [6] of procedures that fall under the umbrella of digitization.

1.1 Types of Digital Marketing [19]

1. Content Marketing: This involves creating and sharing of online contents. Social media is a structural part of content marketing.
2. Social Media Marketing: These are used to accomplish the branding and marketing goals through social media [2] or websites.
3. E-mail Marketing: This involves interaction with the audience while promoting the brand and increasing sales.
4. Search Engine Marketing (SEM): This is used to enhance the visibility of website in top search.
5. Search Engine Optimization [9]: This is used to increase the quality and quantity of users to the website by search engine results.

1.2 Internet Business Advantages [15]

- Initial Investment is very low.
- Maintenance Cost is low.
- Liabilities are not fixed for Labor, Rent, and Electricity etc.
- Stocking products requires no investment.
- Promotion cost is negligible to attract the customers.
- Geography and time are not limited.

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II. INTERACTION WITH SEARCH ENGINES

Interaction with search engine [3] requires what need to be search and in what context or what is the keyword that matches to most extent. This requires a need to formulate or write a query and writing in the search engine and getting the solutions [5] of the query, check for the right solution, if found the searching is done else need refinements in the query and repeating the process again.

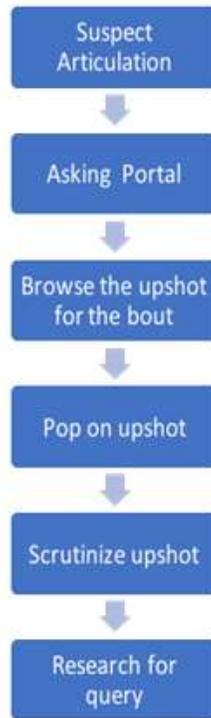


Fig. 1: Process of Interaction with the Search Engine

2.1 User Defined Categories of Search

- Do – It means to perform a transaction. Eg. I want to do dance.
- Know – It gives the information regarding the keyword [16] which you have given. Eg. I need information on digital marketing.
- Go – It navigates you from one place to another. Eg. I want to reach a shopping website; this will redirect you to a e-commerce [1] website for shopping.

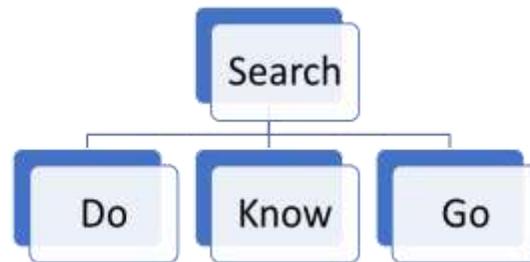


Fig. 2: Categories of Search

2.2 Keyword Research

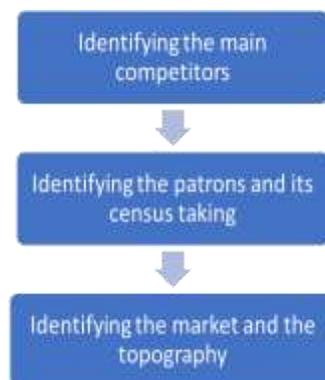
Keywords help to earmark [7] and contact the crowd, who are looking on web search tools. Keyword explore is exceptionally critical in Search Engine Optimization (SEO)[10] and the utilization of improved keyword focusing on may lead you no place on Internet.

2.2.1 Keyword Classification

1. Generic Keywords: These are the general terms we use in our day-to-day life. Eg. Camera
2. Specific Keywords: These are the keywords which are specific to certain products or which requires the specifications [17] to be included. Eg. Nikon Coolpix L840 16MP
3. Long Tail Keywords: These are the direct queries which requires phrases as keywords or a query. Eg. How to use DSLR Cameras

2.2.2 Preparing Keyword research [12]

Once the keyword is chosen and it is not a success we need to create a new keyword to search on the internet. Firstly, we need to identify the main competitors as from where the same keyword [10] is fetched, what are its audiences and the vital statistics of it. And lastly we need to find out the utility of the existence of it.



2.2.3 Strategies for Keyword Research [10]

- Always attempt to comprehend searchers expectation (navigation [14], information, transaction) context [8] (using mobile device in workplace and exterior) from keyword used.
- Narrow down the keywords from its broadness.
- Construct a good keyword [13] which may not be so popular but it should be meaningful.
- Experiment and try the keywords continuously.
- Follow the formula given

$$\text{High Search Volume} + \text{Low Competition} + \text{High Visitor Value} = \text{Search Fortunate}$$

III. CONCLUSION

Digital marketing has end up being vital piece of approach of numerous organizations. Right now, still for modest business owner within reach have a very modest and equipped technique by utilizing digital marketing to showcase their items or administrations in the general public. It has no limitations. Organization can use any

gadgets, for example, tablets, advanced mobile phones, TV, PCs, media, internet based life, email and part other to help organization and its items and administrations. Advanced showcasing may accomplish something else in the event that it considers consumer needs on priority. Doing research using optimal keywords has improved efficiency of search engines multi-folds. Keywords such as file types, date stamps, contains, etc. help end users utilize search engines most effectively.

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