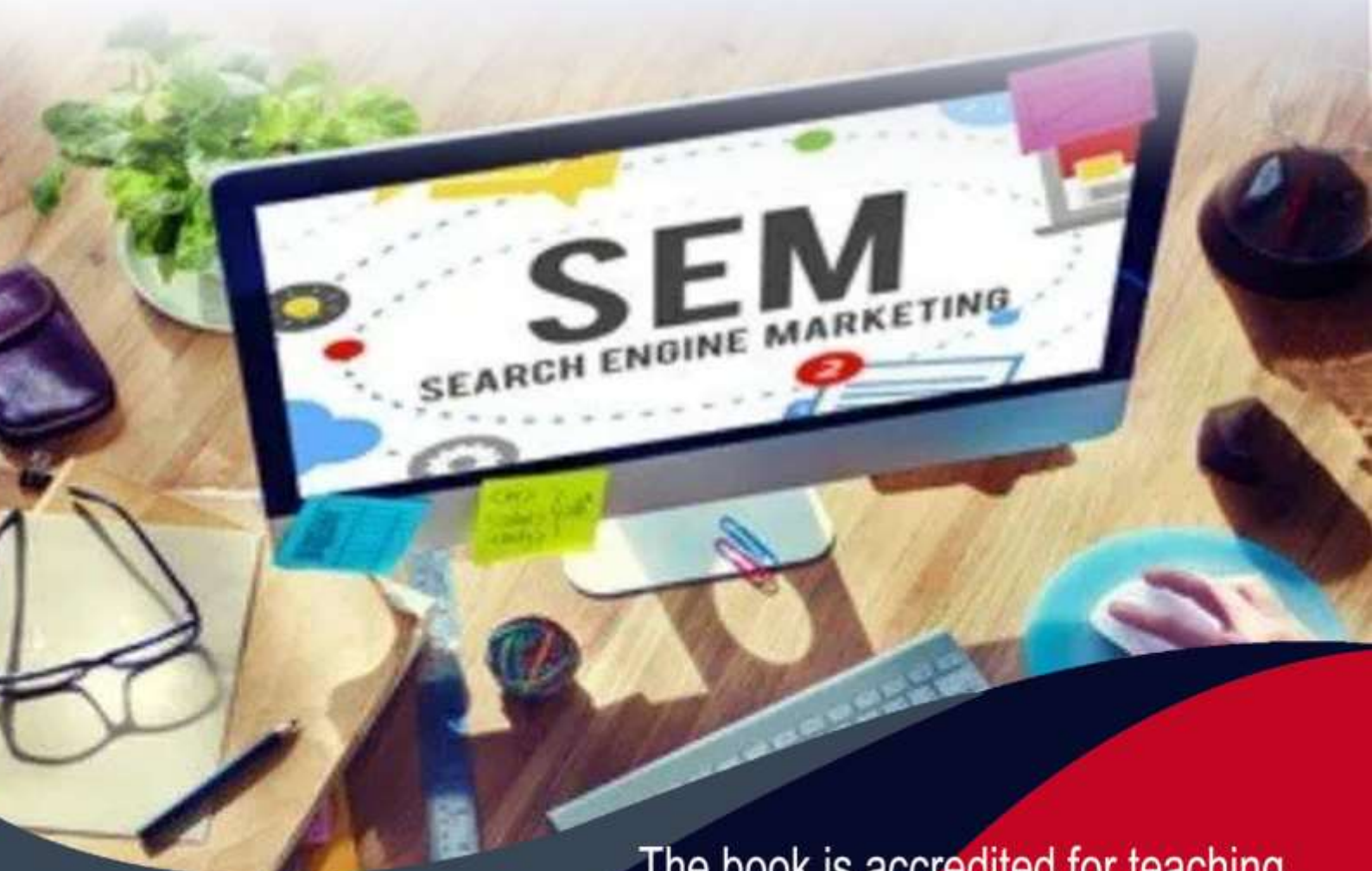


Search Engine Marketing

Dr.Eng.

Hassan Ali Al-Ababneh

Professor of E-Marketing



The book is accredited for teaching



Dar Al- Swaqa Alelmieh
For Publishing and Distribution

Amman-Jordan

عمان - الأردن - العبدلي - عمارة غطاس سنتر - ط2

962 795294400 +هاتف :

1111 - الرمز البريدي : 1472ص.ب :

E-Mail: dar.alswaqe.publishers@gmail.com

يتحمل المؤلف كامل المسؤولية القانونية عن محتوى مصنفه ولا يعبر هذا المصنف
عن رأي دائرة المكتبة الوطنية أو أي جهة حكومية أخرى.

*All rights reserved . No part of this book may be
reproduced , stored in a retrieval system or
transmitted in any form or by any means without
prior permission in writing of the Author*

جميع الحقوق محفوظة ، لا يسمح بإعادة إصدار هذا الكتاب أو
أي جزء منه أو تخزينه في نطاق استعادة المعلومات أو نقله بأي
شكل من الأشكال دون إذن خطي مسبق من المؤلف .

الرقم المعياري الدولي

ISBN 978-9923-9404-3-3 (ردمك)

In the name of Allah, the Most Gracious, the Most Merciful

A word of thanks and gratitude

He who does not thank people does not thank Allah

I must first thank Allah Almighty who enabled me to reach this high academic level. I also extend my thanks and gratitude to the arbitration committee that evaluated the book for teaching purposes and my continued thanks to my honorable professors. I have all the respect and reverence for you for expressing your opinion and recommendation for the scientific status of the book. This is a certificate that we are proud of.

1. Professor Dr. Naji Maala - Professor of Marketing
2. Professor Dr. Mahmoud Abu Dalbough - Professor of Marketing
3. The honorable uncle Ahmed Al-Mathani - Arabic language teacher.

Dedication

To the soul of my dear mother... May God have mercy on her and make her dwell in a spacious paradise... To my beloved father, the symbol of giving... May God grant him health and wellness. To my brothers and sisters who were my support at every moment and the best support... to my virtuous wife... to the joy of soul, spirit and heart, to my budding children, Karam and Kamila.

Abstract

This book is written to explain the scientific and practical aspects in the field of studying search engine marketing and website promotion of an organization through a website within the framework of an electronic marketing strategy. The role of a website in the marketing strategy of organizations is defined.

The main aspects, tools and methods of organizing marketing through a website are presented. It is argued that a business cannot be imagined without an effective website, which requires an effective organization of the site, on which such strategic indicators as sales volume, business volume, quantity depend. views, reposts, reviews, etc. depend. It is important to note that it is impossible to imagine developing a marketing strategy through a website without effective search engine optimization, the specifics of search engine optimization in developing business sectors, the role of search engine optimization were also mentioned. In the marketing strategy and its impact on the effectiveness of the organization's website, the main tools of search engine optimization and sales marketing, the main trends in search engine optimization for the organization are revealed. The role of website content and its elements that are interconnected is argued. and the impact on the effectiveness of search engine optimization.

The main aspects of technical search engine optimization, which is the main goal of this process, are revealed. The features of external search engine optimization of the site and its archiving function in search engines are stated.

CONTENT

INTRODUCTION		11
CHAPTER 1	WEBSITE MARKETING	15
CHAPTER 2	SEARCH ENGINE MARKETING	31
CHAPTER 3	SEARCH ENGINE OPTIMIZATION	45
CHAPTER 4	SEARCH MARKETING TOOLS	59
CHAPTER 5	INTERNAL SEARCH OPTIMIZATION	73
CHAPTER 6	SITE CONTENT	87
CHAPTER 7	TECHNICAL OPTIMIZATION OF SEARCH SYSTEMS	101
CHAPTER 8	EXTERNAL SEARCH OPTIMIZATION	113
CHAPTER 9	ARCHIVING THE WEBSITE IN SEARCH ENGINES	125
CHAPTER 10	WEBSITE PROMOTION	139
REFERENCES		153
CONCLUSION		163

This book explains the theoretical study and development of scientific and practical recommendations for search engine marketing in business organizations using digital channels to serve customers and develop business. Since these trends contribute to the intensive development of innovations using various information technologies in business, marketing is no exception. The use of technologies in marketing strategy determines the emergence and development of new trends and forms of marketing, such as e-commerce, electronic markets, electronic services and marketing strategies that depend on them. The task and conceptual goal is to form theoretical aspects and reveal scientific and practical approaches to organizing search engine optimization and developing websites of modern organizations.

Chapter One: reveals the modern concept of electronic marketing for organizations, while identifying the need to organize marketing by creating an effective website, taking into account the functional characteristics of the website, where the main stages of designing and developing a website are organized, and the main elements of HTML are highlighted, revealing the main features and details of organizing marketing using websites that can be applied in practice.

Chapter Two: was devoted to the study of the modern concept of search engine marketing, while proving the development of search engine marketing. The characteristics and necessity of a website for effective search engine optimization are revealed, and the functional characteristics of a website for the most popular search engines in the world are highlighted. The advantages and disadvantages are presented, with the possibility that the obtained results will serve as a theoretical basis and practical advice for evaluating the search engine optimization of an organization's website.

Chapter Three: The main focus is on the concept of search engine optimization and its role in electronic marketing. The main elements of the concept of search engine optimization of a website are discussed, and the main methods are revealed. The issues of organizing search engine optimization of websites taking into account the specifics of the company's activities are highlighted. The obtained results reveal the main elements and organizational characteristics of the concept of search engine optimization, which can be applied when planning the strategy of search engine optimization of organizations.

Chapter Four: The tools of search engine marketing are substantiated, as well as the need to create marketing strategies based on search engine optimization to achieve efficiency and strategic growth. The main tools, their features, details, advantages and disadvantages that must be taken into account in the strategy of

search engine optimization are highlighted. The obtained results have practical value and can be used as a plan for organizing search engine marketing.

Chapter Five: reveals the essence of internal search engine optimization of the organization's website, where the main factors, types of web content and the main requirements for it are highlighted. The types of web content for the site and the main stages of its preparation are considered, where the main aspects of the SWOT analysis of the business are demonstrated. Highlighting the content elements that affect the optimization and ranking of the website, as well as the need for regular updating of the content of the organization's website. The obtained results can be practically applied as a plan for organizing internal search.

Chapter Six: is devoted to the study of website content elements. Particular attention is also paid to the role of website content and the rules for preparing and planning its update. The content of the website affects the results of search engine optimization, which must be done effectively and efficiently. Modern methods and features of organizing website content are also covered. The obtained results can be considered as theoretical recommendations for organizing the content of organization websites, taking into account modern trends.

Chapter Seven: was devoted to the study of the concept of technical search engine optimization, where the main features and aspects of technical search engine optimization were revealed in comparison with internal and external optimization, with an emphasis on the main components of technical search engine optimization and a brief explanation. HTTP errors were also identified. Technical issues related to search engine optimization are covered, and knowing the organization's data, the results obtained can be used as basic knowledge in the field of technical search engine optimization.

Chapter Eight: is devoted to the study of the concept of off-page search engine optimization, identifying the main factors of external optimization of the organization's website, where the influence of Do-Follow - No-Follow links on the site rating is proven. Nofollow links for search engines are highlighted. When mentioning the benefits of Dofollow links for search engines, proven factors of link building and content removal for external search engine optimization. The results obtained can be applied practically when creating an external search engine optimization strategy.

Chapter Nine: Discusses the main aspects of website archiving by search engines, discloses and presents website optimization tools, also discloses the main characteristics and elements of Google Search Console, and highlights some scenarios that lead to penalties in search engines, with the provision of results.

Practical and detailed recommendations for setting up website archiving in search engines.

Chapter Ten: Considers the features of website promotion, indicates the elements that must be taken into account when promoting. Discusses methods for promoting a website connected to the Internet, and highlights modern services and tools for monitoring the security of websites. The results obtained are important and can be used in practice to develop a website promotion strategy.

The book "Search Marketing" is developed taking into account the requirements of the market and electronic marketing, which makes this book recommended for students, graduate students and other educational institutions, as well as for anyone who wants to get a theoretical basis and ready-made practical recommendations in the field of Internet marketing. field of search marketing.

And Allah is the Grantor of success

Author

Professor of Electronic Marketing

Dr. Eng. Hassan Ali Al-Ababneh

MARKETING THROUGH WEBSITES

The study of marketing aims to know and understand the buyer and produce products that meet his needs rather than providing him with what the producer produces. Following aspects of modern marketing concepts is not only beneficial to consumers, but also beneficial to the organizations that provide the products. Modern marketing activities require a set of innovative techniques and tools. The website is considered The web is the direct representative of the brand via the Internet. Creating websites has become the main means of information that affects consumers. The success of e-marketing depends on digital channels and website design. The website is linked to the organization's information system and becomes a center for implementing marketing activities for the organization's customers and employees. The mission of the website is The web directs visitors in a way that helps them make purchases, as the site's mission is not only limited to attracting and retaining consumers, but also trying to make them regular visitors to the organization, which allows collecting information about the preferences, interests, and habits of visitors and making the site a unique tool in implementing marketing activities [1].

The concept of e-marketing is to use or exploit the Internet, computers and mobile phones to reach the buyer easily.

E-marketing: It is the use of modern technology in order to promote products and transform virtual markets into a tangible physical reality, to facilitate exchange operations and meet buyer requests, which allows reaching the target audience and providing high-quality products at more competitive prices through electronic means with the organization's ability to reduce costs.

A website is a group of interconnected web pages located on another computer called a server. The files that can be found on the website vary between documents, images, texts, and other types of files. They all share one domain name that is accessed using... One of the web browsers available on the user's device, as the organization seeks to increase traffic to the website and maximize the volume of these visits through external marketing activities, and from here the importance of website design is highlighted, because the more attractive the website is, the greater the ability to use it Attracting and maintaining visitors [2-3].

Website components:

1. Page header: It contains the name of the site, usually including the business name, job title, logo, and the top menu that makes it easy for users to navigate the

website, as well as the necessary tabs to help access the site’s special sections, which in turn contains the search box.

2. The body of the page: This part contains the content of the site, whether it is pictures, videos, articles, topics, or advertisements.

3. Page footer: It is a section located at the bottom of the website page, which contains the contact information of the website owner, in addition to other information, such as links to social networks if they exist in the organization and others [4-5].

Technical ranking of websites:

1. Static sites: These are sites that contain a fixed database, and they can only be developed easily by a programming specialist or the one who created them from scratch. Despite this, the cost of creating these sites is very simple, in addition to the ease of the programming language that was used to design them.

2. Dynamic sites: sites that can be developed quickly and permanently, as their owner can develop them easily without consulting a specialist. This continuous and rapid development helps a lot in placing them on the first pages of various search engines, so they spread easily. Also, their dynamism allowed for an important advantage, which is ease of communication between management. Website and visitors.

Website design and its functions: The process of designing and implementing a website includes many stages necessary to determine the organization’s business goals, with the need for the website to meet visitors’ expectations in navigating easily and finding all the necessary information, as the website’s function is a set of various options that solve some User tasks for comfortable work on websites, on the basis of which the author has built the main elements that should be given great attention when developing site characteristics, as shown in the figure.1

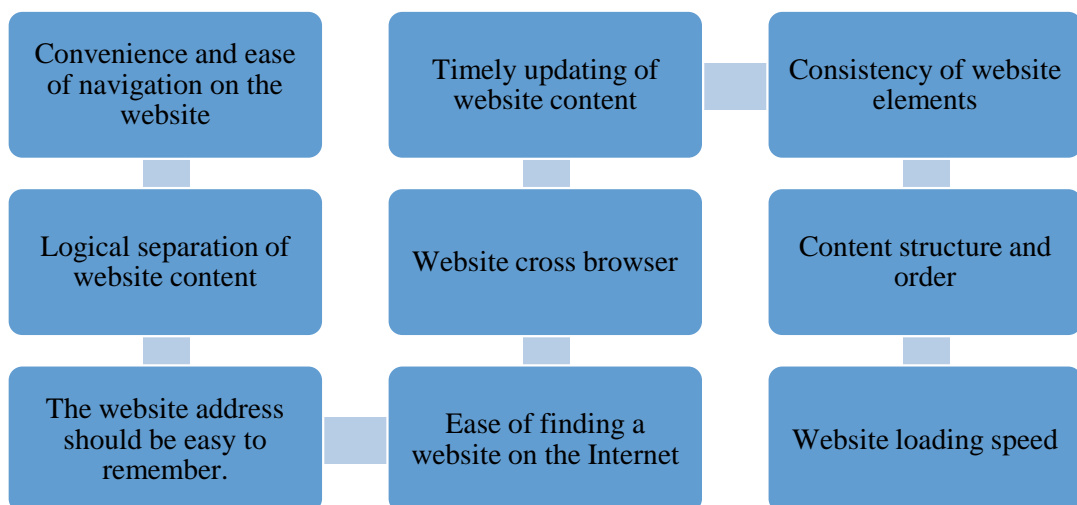


Fig. 1. Key characteristics and components of the functionality of a modern website

Source: Structured by the author based on data [6-7-8].

1. Ease of use and navigation of the website: If the visitor finds it difficult to move from one web page to another in search of the necessary information, he may become frustrated with the difficulties that have arisen and will most likely leave the website, as re-attracting visitors who have left the website is more difficult than attract new visitors.

2. Logical division of website content: The visitor must have a clear idea of the web page of the organization's website he is on and how he got there, which makes navigating the web page easier. Logical division of website content is the rational distribution of content within functions. Current website.

3. Easy-to-remember website address: The most common website design mistake is poor choice of domain name. The website domain name should be easy to remember and easy to use for the organization's visitors and customers.

4. Ease of finding a website online: The high level of competition between existing websites is linked to the evolving technological structure, with millions of websites existing and constantly increasing every day, they are evolving with the help of digital marketing. It is necessary and conceptually important to develop search engine optimization for finding websites.

5. Cross-browser compatibility of websites: Against the background of the intense development of digital technologies and their implementation in all sectors, web browsers are evolving. Today there are many Internet browsers that individuals prefer to use, such as, Internet Explorer - Firefox - Safari - Google Chrome and others. This is an important requirement for website functionality while ensuring cross-browser compatibility without compromising functionality and web design.

6. Updating website content in a timely manner: The real factor that drives a website to success is its content. If the content is not updated continuously, website visitors will lose interest in it and the number of visits will decrease, which requires continuous review, activation and updating of the content. Provides relevant content Effective promotion standard positions in search queries, which will make the organization's website more recognizable and in demand.

7. Consistency of website elements: The website must be complete, appropriate and easy to use, to facilitate the process of searching the website. The structural requirements of all pages of the website must be met, for a specific design that preserves the basis and uniformity, if the website designs are not compatible with each other. , the website will look disorganized which will reflect in the organization's brand image online.

8. Content and arrangement of the website: When implementing and developing websites by organizations, there is a common mistake that many individuals make, which is related to placing too much content on one web page.

Good information design is essential because it allows website designers to place the content correctly, by By choosing a specific design model by placing the desired tools in a clear list, after that the organization will not have to overload the visitor with a large amount of information on the site, which will be able to direct him to the sections of information he needs.

9. Website loading speed: In a rapidly changing world, waiting for customers has become a thing of the past. Users want the website to load quickly and have the opportunity to view images, articles, and videos instantly. When a website hosts a large number of large-sized images, it may take time to load them. A long time, resulting in visitors not waiting for the website to load and leaving completely. Smaller files should be prioritized when filling out content. Unless these files are essential to attract visitors' attention, they should be prioritized correctly [7-8].

Before starting to develop a website design, creating a promotion plan or organizing search engine optimization, website design should be the first and most priority stage. Based on this and on the basis of analysis of scientific works in the field of website development and implementation, the author has determined the requirements for website design and development. Electronic and structuring stages, as shown in the figure 2.

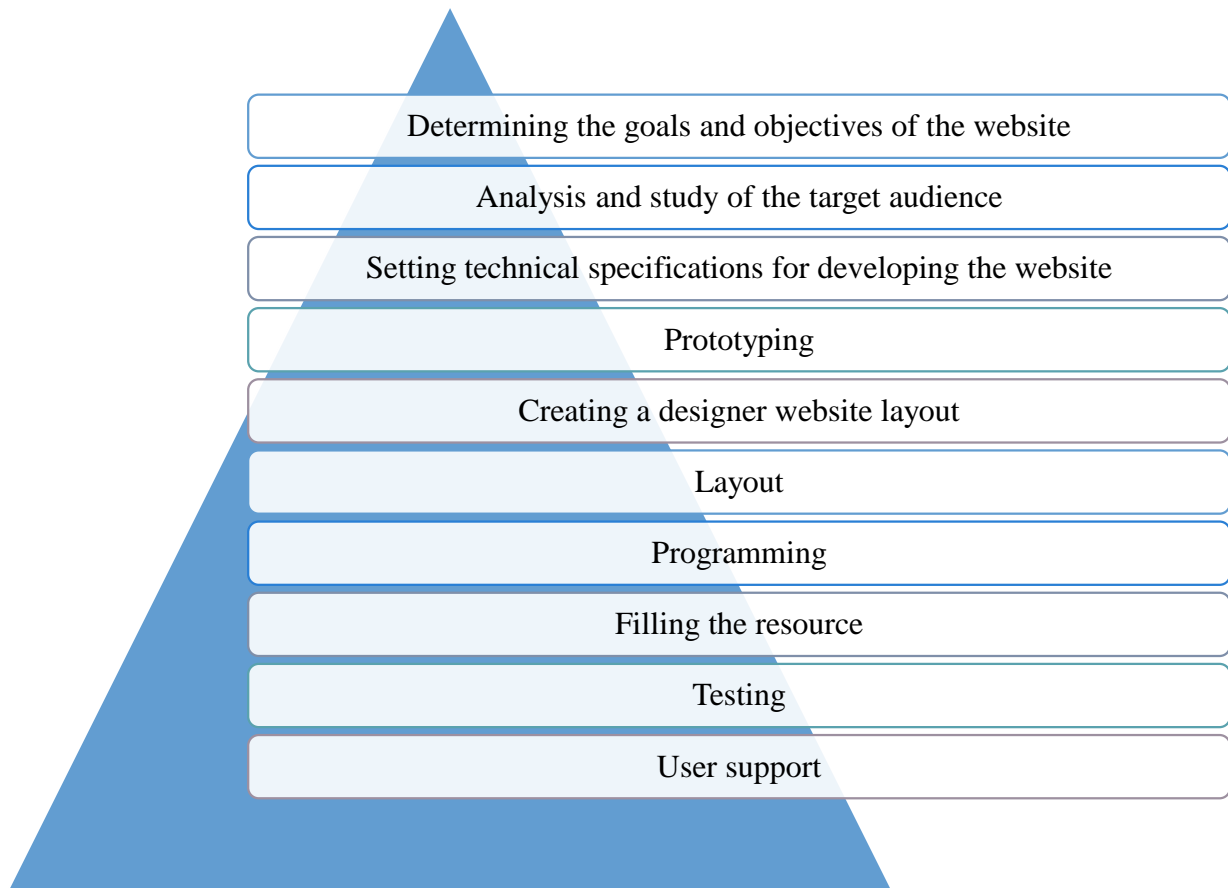


Fig. 11. Structuring the key stages of designing and developing websites in modern conditions
Source: Developed by the author based on data [9-10].

1. Determining the goals and objectives of the website: Goals are knowing the future result that must be reached. Each of them contributes to achieving part of the vision statement. The work team at this stage must precisely define the goals for which the website was created, without specifying If there is a clear mission for the website, it will fail. Good planning and a clear goal are the basis for the success of the website, especially since building the website is a team work [10].

2. Analysis and study of the target audience: When designing and implementing the organization's website, the elements that target the audience must be identified, for example, the information and content that will be published to attract the audience, the preferences and expectations of buyers and potential customers, the types of content that will be used to promote the website, communication channels, feedback, and organizing the interaction process. The elements presented are not final. There may be more secondary elements that must be considered in the design process [11-12].

3. Setting technical specifications for developing the website: This stage is one of the most important stages, as errors that occur in this stage will have negative results in implementing the project on time. Preparing specifications is one of the elements of the successful design and development of the website, and the technical tasks are organized from requirements and capabilities. The project, its working methods and functions When designing a website on the Internet, the preparation stages should be based on technical tasks, which are the basis for building the entire process.

4. Prototypes: Their goal is to show the position of the component parts of the organization's future website and learn about the navigation features, to form a complete picture and know how the site will look in the future. They must be simple, practical and convenient, so the visitor does not have to think much about how to access the required information. And how to find it on the website Other things being equal, people prefer websites that are easy to use [13].

5. Creating a designer website layout: When designing a website, smooth calls to action should be implemented to achieve the increase in sales. If these calls are not available, not everyone will decide to make purchases. If you ignore such calls, it will be difficult to achieve goals. Final, this stage of the website design and development process is responsible for visualizing and organizing the appearance of the website which includes, developing colors, drawing functional parts, and designing individual implementation options if necessary. Only after the website is indexed by search robots does it become known to visitors and buyers, in the event that Modifications to its design, and the appearance of the website was not good enough, as this will lead to the failure of the entire Internet project. The concept of

good design in practice does not only include beautiful design, but also includes a comfortable and simple interface and user experience, because this is where it begins. For a successful website, page elements must be easy for the visitor to find immediately, and be as convenient, useful and informative as possible [14].

6. Layout: Upon completion of the website design development process, the designer agrees with the client on the website format, and only after that moves to adaptive formatting, as this design phase includes developing the website and adapting the graphic materials to any type of gadget (mobile phones). And different browsers [15].

7. Programming: This is the stage in which the website comes to life, to create the basic elements of the website. In this stage, the basic logic and basic functionality are programmed in practical terms, to save resources and improve the business operations of organizations. The coordination and programming stages are combined into one stage, but this is possible. Only when implementing small-scale projects, if we are talking about a large online store or a website for a large organization, should these two tasks be divided into different stages, and from the basic languages of web presentation.



It is an abbreviation for (HyperText Markup Language) and is one of the basic and necessary technologies for website development and programming. It is the markup language that is used in designing website pages, which provides a structure or method for displaying texts, images, etc. on the website, as this language is considered one of the oldest and most widely used languages. It is used in designing website pages. It is not a programming language, but rather a description language. It gives an Internet browsing program a description of how it displays the contents. It describes the dimensions of images, font formats, etc. This language is the basic structure of any web page or website [16]. Based on an analysis of existing research on the use of HTML, the author presents the structural elements of HTML used in creating modern websites, as in the figure.3

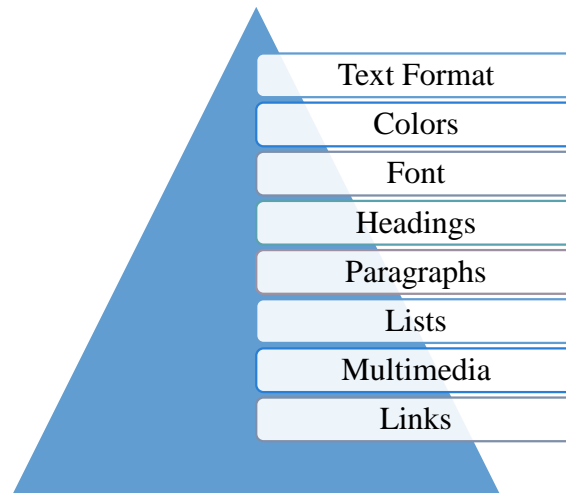


Fig. 3. Structuring the basic HTML elements that are used in the development of modern websites
Source: Structured by the author based on data [17-18-19]

Based on the list of conceptual actions presented for a more detailed understanding by the author of the book in order to create your first web page using Notepad or TextEdit. It should be noted that web pages can be created and modified using professional HTML editors, but for learning HTML, it is preferable to use a simple text editor such as Notepad (Windows) or TextEdit (Mac).

Steps to create your first web page using Notepad or TextEdit:

First step: open a text editor

If you are using Windows, open Notepad - HTML Editor».

For Windows 8/10:

Open the Start screen (Windows icon in the lower left corner of the screen) - then type notepad

For Windows 7:

Open Start > Programs > Accessories > Notepad».

For Mac 7:

Open Finder > Applications > TextEdit

Step Two: Write the HTML Code

Enter the following codes in a text editor, which are shown in fig. 4



```
<!DOCTYPE html>
<html>
<body>

<h1>My First Heading</h1>

<p>My first paragraph.</p>

</body>
</html>
```

Fig. 4 HTML codes in a text editor
Source: Developed by the author.

Characterization of the key elements of the code

<i>starting tag</i>	<i>end tag</i>	<i>Characteristic</i>
<!DOCTYPE html>		This is a page type declaration telling the web browser that this page is HTML5.
<"meta charset="utf-8>		This line defines the encoding of the code you used to program the page. UTF-8 is the most common international encoding on the Internet
<HTML>	</HTML>	This is the root element of any HTML page and contains all the rest of the page's code.
<HEAD>	</HEAD>	This is a tag for information about the page and contains the URL of the website.
<TITLE>	</TITLE>	Used to specify the title of a web page.
<BODY>	</BODY>	This is a tag that applies to all visual elements of a website.

Source: Developed by the author based on data [20-21].

Step three: save the file

You need to save the file to your computer by choosing File > Save As from the Notepad menu and naming the file "index.htm" and then choosing "UTF-8" from the Encoding menu (this is the encoding you prefer to use in HTML files), as shown in Figure 5.

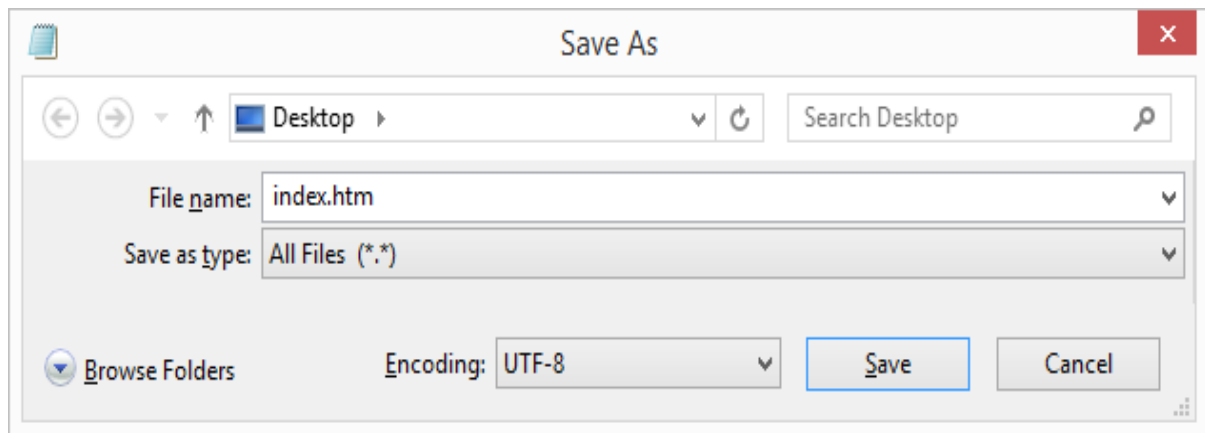


Fig. 5. Encoding which is preferable to use in HTML files

Source: Developed by the author

Step Four: Viewing the HTML Page in a Browser

To do this, you need to open the HTML file that was saved in the previous step in your preferred browser. You must double-click (double-click) the file, or right-click once and then select "Open With". The result will be like the following figure .6




Fig. 42. View an HTML page in a browser
Source: Developed by the author

Text Formatting

It's important to note that HTML provides many tags that you can use to make text on web pages look different than plain text, as well as formatting that you can add as additional effects to text.

Based on this, the author of the book proposed to consider the classification of text and fonts in HTML, which are presented in detail below.

<i>Bold font</i>			
<code></code>		...	<code></code>
<code> ... </code>			
<code> Bold Text </code>		Bold Text	
<code> Strong Text </code>		Strong Text	
<i>Italic font</i>			
<code><I></code>		...	<code></I></code>
<code> ... </code>			
<code><I> Italic Text </I></code>		<i>Italic Text</i>	
<code> Emphasized Text </code>		<i>Emphasized Text</i>	
<i>Font underlined</i>			
<code><U> ... </U></code>			
<code><U> Undelined Text </U></code>		<u>Undelined Text</u>	
<i>Font with uppercase letters</i>			
<code><SUP> ... </SUP></code>			
<code><SUP> Superscript Text </SUP></code>		Superscript Text	
<i>Font with small letters</i>			
<code><SUB> ... </SUB></code>			
<code><SUB> Subscript Text </SUB></code>		Subscript Text	
			Big font

<BIG> ... </BIG>	
<code><BIG> Big Text </BIG></code>	Big Text
Small font	
<SMALL> ... </SMALL>	
<code><SMALL> Small Text </SMALL></code>	Small Text
Teaching text	
<mark> ... </mark>	
<code>< mark > mark Text </ mark ></code>	mark Text
Specify the paragraph direction and center text direction	
<code><CENTER> This is a centered text </CENTER></code>	
Text crossed by a line	
<STRIKE> ... </STRIKE>	
<code><S> ... </S></code>	
<code><STRIKE> Striked Text </SRTIKE></code>	Striked Text
<code><S> Striked Text </S></code>	Striked Text too
Typewriter text TeleType	
<TT> ... </TT>	
<code><TT> TeleType Text </TT></code>	TeleType Text
<p>This text is also known as monospaced text. To clarify this concept, here is an example. If we take the letters m and i and write each of them ten times in a row, we notice that the space occupied by the letter .m is many times the space occupied by the letter i</p>	
<pre>iiiiiiiiii mmmmmmmmmm</pre>	
<p>When using the tag <code><TT> ... </TT></code>, the space occupied by both letters becomes the same</p>	
<pre>iiiiiiiiii mmmmmmmmmm</pre>	
Used to create spaces horizontally	
<code>&nbsp;</code>	
	

```
<html>
<head><center><FONT FACE="cairo"
SIZE="20"COLOR="red">
<b>Text Formatting</b></center></head>
<TITLE>1</TITLE>
</font>
<body bgcolor ="white"
<b><h1>My from Jordan</b></h1>
<h1><i>My from Jordan</i></h1>
<h1><u> My from Jordan</u></h1>
<h1><SUP>My from Jordan </SUP></h1>
<h1><SUB>My from Jordan</SUB></h1>
<h1><BIG>My from Jordan </BIG></h1>
<h1><SMALL>My from Jordan</SMALL></h1>
<h1><mark> My from Jordan</mark></h1>
<h1><S>My from Jordan</S></h1>
<h1><TT>My from Jordan </TT></h1>
<h1><TT>iiiiiiiiii </TT></h1>
<h1><TT>mmmmmmmmmm </TT></h1>
</body>
</html>
```

Text Formatting

My from Jordan

My from Jordan

My from Jordan

My from Jordan

My from Jordan

My from Jordan

My from Jordan

My from Jordan

My from Jordan

iiiiiiiiii

mmmmmmmmmm






Colors






An important element of HTML is writing a tag that tells the web browser about the work to be done, and a property that specifies how that work will be done. It should be emphasized that to determine the background color is used:

Specify the background color	
<code><BODY BGCOLOR="FFFFFF"> ... </BODY></code>	
<code><BODY BGCOLOR="Green"> ... </BODY></code>	

To select an image as the background for a web page is used:	
<code><BODY BGCOLOR="#FFFFFF" BACKGROUND="image.jpg">...</BODY></code>	
<code><BODY BACKGROUND="image.jpg"> ...</BODY></code>	

By adding the BGCOLOR property to the <BODY> tag, it sets the background color for the page. As for FFFFFFFF, this value includes the selected color, which here is white (note that it is written between two ""). If you want to specify black, you must enter code 000000. Or code 6699CC for blue, etc.

Name	Color
Red	
Orange	
Yellow	
Cyan	
Blue	

HEX	Color
FF0000#	
FFFF00#	
#00FF00	
#00FFFF	
#0000FF	

FONT

The tag for the fonts is: This controls the fonts in terms of type, color and size.

Determine the type of font we want
<code>... Text ...</code>
Determine the font color
<code><FONT ... Text ...</code>

Determine font size
... Text ...
.Determine the font type and its characteristics for the entire page
<BASEFONT Name="Arial" COLOR="#FF0000" SIZE="5">

<pre> <html> <head> <title>Cv </title> <body> <p>hassan</p> <p>hassan</p> <p>hassan</p> </body> </html> </pre>	<p>hassan</p> <p>hassan</p> <p>hassan</p>
--	--

Headings

Organizing content Headings help you define the hierarchy and structure of your web page content. HTML has six levels of heading tags, from <h1> to <h6>. The higher the number in the title, the more important it is. Therefore, the <h1> defines the most important heading, while the <h1> tag defines the <h6> as the least important heading on the web page. By default, browsers display headings in a font that is larger and darker than plain text. Also <h1> headings are displayed in the largest font and <h6> headings are displayed in the smallest font.

<pre> <html> <body> <h1>Heading level 1</h1> <h2>Heading level 2</h2> <h3>Heading level 3</h3> <h4>Heading level 4</h4> <h5>Heading level 5</h5> <h6>Heading level 6</h6> </body> </html> </pre>	<p>Heading level 1</p> <p>Heading level 2</p> <p>Heading level 3</p> <p>Heading level 4</p> <p>Heading level 5</p> <p>Heading level 6</p>
--	---

It should be noted that important discussion headings are essential to the careful design of web page structure and should be used with care when discussing with the user. Don't tag your headings to make text acceptable or bold. It is only used to highlight the title of the web page and the order of its structure. Search engines like Google use headings to index the structure and content of web pages and tag them smartly. The <h1> tag is used to highlight the most important heading and usually expands to the top of the page (first heading).

Paragraphs

Paragraphs are the main way to divide large text into small logical blocks. These blocks are automatically indented from each other. Such text is much easier to read and does not scare users.

Paragraphs are mostly found inside large text. The division goes on small semantic blocks. So not only is it more comfortable to read, but you can also quickly find the information you need in a large text. Paragraphs are created using a paired <p> tag, in the body of which a small part of the text is placed [15].

Display two paragraphs on a web page:

<pre><html> <body> <p>This is a paragraph.</p> <p>This is another paragraph.</p> </body> </html></pre>	<p>This is a paragraph.</p> <p>This is another paragraph.</p>
--	---

Note that the words after this. Remaining text should appear on a new line.

<pre><html> <body> <p>This
 is a paragraph This is another paragraph.</p> </body> </html></pre>	<p>This is a paragraph This is another paragraph.</p>
---	---

Lists

Lists are used to present a list of information in a nice and semantic way. There are three different types of lists in HTML, and each one is used in a different way:

Unordered list:

An unordered list is created with a element, and each list item starts with a element in unordered lists, list items are marked with a black circle. [22-23].

<pre><html> <body> <h2>HTML Nested Unordered List</h2> Chocolate Cake Chocolate Velvet Cake Chocolate Lava Cake Black Forest Cake Pineapple Cake </body> </html></pre>	<p>HTML Nested Unordered List</p> <ul style="list-style-type: none"> • Chocolate Cake <ul style="list-style-type: none"> ○ Chocolate Velvet Cake ○ Chocolate Lava Cake • Black Forest Cake • Pineapple Cake
--	--


Ordered list : An ordered list is created using the element. Each list item starts with a element. Ordered lists are used when the order of the list items is important. List items in an ordered list are labeled with numbers.

<pre><html> <body></pre>	<p>HTML Nested Ordered List</p> <ol style="list-style-type: none"> 1. Fasten your seatbelt
--------------------------------------	--

<pre> <h2>HTML Nested Ordered List</h2> Fasten your seatbelt Starts the car's engine Look around and go Check the blind spot Check surrounding for safety </body> </html> </pre>	<pre> 2. Starts the car's engine 3. Look around and go 1. Check the blind spot 2. Check surrounding for safety </pre>
--	--

Multimedia

It is important to state the fact that for a better perception of text on a web page, images are used. They help to navigate the text, break it down into its component parts, and create a mood for the reader. Pictures on a page do not exist on their own. They must first be uploaded to a directory on the server or to a special image hosting. To insert an image on a page, an unpaired `` tag is used, which has two required attributes: `src` and `alt` [15].

<pre></pre>	
<pre> <html> <head><center> <h1> Photograph </center></head> <title></title> <body ><center> </center> </body> </html> </pre>	<p>صورة شخصية</p> 

<pre></pre>
--

It should be noted that in addition to the “tell what could not be shown” function, the `alt` attribute plays a crucial role for people who use screen readers. Since the image cannot be read, programs read what was specified in the `alt` attribute. An important component when working with images is its size .

When downloading an image from a third-party resource and inserting it into a web page, the situation often arises that the image is very large and needs to be reduced. To do this, there are the `width` and `height` attributes, which allow you to set the width and height for the image..

```

```

The picture will be displayed at 320x240 pixels. It is important to remember that using the width and height attributes does not change the physical size of the image - it will weigh the same, only the visual size will change. To optimize a web page, select pictures of the right size or reduce them using a graphic editor or special services.

Links

During the development of websites to organize the movement between web pages, the main element on the Internet was invented - hyperlinks. Hyperlinks can not only link to another resource on the Internet, but also allow you to navigate within the current document. To create a link, a paired `<a>` tag is used with the obligatory href attribute, which indicates the address of the page to which the transition will occur after clicking [24].

`Link Text`

The href attribute specifies the target of the link, and its value can be an absolute or relative address. An absolute address is an address that includes every part of the address format such as protocol, host name, and document path:

```
<html>
<body>
<p><a href="https://www.google.com" target="_blank">Google</a></p>
<p>
  <a href="1.jpg">
    
  </a> </p>
<p>
<a href="examples/download/test.zip">Download Zip file</a></p>
<p><a href="examples/download/Links.pdf">Download PDF file</a></p>
<p><a href="examples/download/balloons.jpg">Download Image
file</a></p>
</body>
</html>
```

Google



[Download Zip file](#)

[Download PDF file](#)

[Download Image file](#)

8. Filling the content: The website cannot gain the attention of customers when there is no completed content. At this stage, the content is translated into the required format and placed on the pages of the website, where materials are prepared in advance, with the possibility of assigning copywriters to write articles for the site according to To pre-agreed terms and specifications, in principle any individual with eloquence, writing skills and mastery can create texts that, at least theoretically in

the subject matter of the source, can be descriptions of goods and their combinations and informative texts in order to attract the interest of potential customers. In addition, the content must be updated. Continuously, if there is no development, search engines will not be interested in the organization's website and the rankings will decrease and the problem will be steadily. After implementing all the described stages, it is necessary to check the performance of the functionality obtained [25].

9. Testing: Website testing is performed at every stage of its creation. However, the testing process cannot be neglected, because this process makes it possible to identify broken links or non-working elements. It is only important to remove all errors before transferring the website to the client, after to resolve all errors, the web project is transferred to hosting, which is a permanent place for the website on the Internet. After the transfer, the website is tested again to remove all errors, even minor ones, in a timely manner [26].

10. User support: Creating the website and transferring it to the client to know how to work with it is a good sign of the quality of the website with a control panel that fits the website standards. This stage is essential in the development of the website and is responsible for further development. When designing the website, Developing the idea of the site and determining its goals and main business objectives, in addition to ways to achieve them.

It should be emphasized that the design, development and implementation of websites related to marketing work improves costs and increases profits, with the ability of many organizations to practically apply the features of website design within the framework of developing and shaping a brand promotion strategy on the Internet, which is difficult without a website. active.

SEARCH ENGINE MARKETING(SEM)

Websites are a marketing interface for the organization and an effective marketing tool. Websites have multiplied, reaching millions, and are similar in their field of work. Therefore, each website must have priority in accessing it via the search engine. The goal of the search engine is to find data available online according to the arrangements. It has become difficult to navigate to website pages without a search engine. Imagine that you want to access specific information and the search engine did not exist, it would be extremely difficult, but thanks to it, finding what you are looking for has become easy and simple, as it represents a window through which you overlook the world. With a wide range of information, the mission of the website is to guide visitors and make it easier for them to purchase, as the mission of the website is not only limited to attracting and retaining consumers, but trying to make them regular customers of the organization through the use of websites created by the organization. [1].

Search engine: It is a computer program designed to search for documents stored on the Internet, to help the Internet user find specific content by entering the keywords that the user has placed in the content or topic that he wants to find through the search engine, and then the search engine displays a group of websites. The web contains the words entered by the user. Search results are usually displayed in the form of a list of results, often called a search results page. The results can be images, videos, audio, etc.

The concept of search engine marketing: It is the practice of online marketing activities, which are used to promote companies via paid ads that appear on search engine results pages. Pay-per-click ads can be in the form of keywords, display ads, or be more interactive with both texts and graphics. The decision to use the type of advertisement depends on the objectives of the campaign and the market in which the business is located. Search engine marketing provides advertisers with the opportunity to create advertisements and place them in front of the desired customers. These advertisements can be set in specific categories to ensure that the advertisements reach the relevant consumer. It is necessary to Every marketing process begins by identifying ideal customers and analyzing product/market fit [2].

Search Engine Marketing: It is one of the most effective ways to accelerate business growth in increasingly competitive markets. Also called paid search, it is a paid digital marketing strategy used by advertisers to increase audience exposure to a website or products by creating a pay-per-click ad for marketing activity on Search results pages, in order to reserve a position on the first pages of results.

The importance of search engine marketing: The importance of search engine marketing is to help promote businesses and products in order to reach a large audience, increase website traffic, and increase opportunities for conversions and sales. It also helps businesses improve their credibility and reputation online, and increases the chances of Appearing in the first results of search engines, it provides advertisers with the opportunity to place their ads in front of interested customers or those who want to buy at the moment they want to take an action that prompted them to search for it. Advertisements direct customers directly to the landing pages through which customers enter the sales journey prepared for them. In advance until they complete the purchase process or participate in the marketing activity.

1. It helps consumers make an easy purchase online: Consumers looking for specific products can search for them simply by using keywords that suitably match the product specifications. This way, the products will reach the right customers.

2. Converting leads into potential customers: In search engine marketing, interested consumers only search for specific products that they seek to purchase, so organizations place their products directly in front of potential customers, and this increases conversion rates in marketing work.

3. Increase traffic: Search engine marketing allows rapid targeting of large audiences as products and information are readily available when they are searched for.

4. Pay-per-click: In pay-per-click, advertising organizations pay only based on the total number of clicks generated by a website link, thus, search engine marketing reduces high advertising costs.

5. Boosts Trust: Since search engine marketing attracts a large number of traffic, it ensures maximum number of website visitors which results in increased trust signals.

6. Appropriate market segmentation: Search engine marketing allows appropriate market segmentation by correctly targeting the right customers and geographical area.

7. Track performance: Through search engine marketing analysis tools and program organizations can track the performance of their campaigns whether they are performing well or need a change in their marketing strategies [3].

The history of search engines began in the eighties and nineties of the last century, when the goal of all search engines was to find the data available on the Internet in order. Before the development of search engines, the Internet was a group of websites, which users browsed by entering the website address in a form. Direct or using directories and lists to browse websites. As the list of web servers multiplied and the growing need for better searching, file transfer servers were popular in the late 1980s, but there were no easy ways to find information unless you knew the name of the document, its location, and the server address of the web resource.

The development of the search engine dates back to the year 1990, when it was the beginning of the first actual application similar to a search engine, where the student Alan Emtage created a search engine called Archie and is often considered the first real search engine. Although there were previously developed technologies, Archie entered into The search engine's history as the primary tool for finding content, not users, indexed and found public file transfer archives and was a search

tool used to query file names, which were indexed via the server [4] as shown in the table 2.

Table 2

Development of search engines.

Stages of development	<i>Phase characteristics</i>
In 1993	Matthew Gray created the first search system called Wandex as we know it today. Wandex's job was to crawl websites and search the titles of indexed pages across the Internet.
In 1994	The WebCrawler search engine, based on Wandex technology, began indexing the full texts of sites and not just the titles, as the developments did not end there.
In 1994	The Yahoo directory service platform was created and is one of the largest platforms contributing to online search, as it consists of a large group of trusted sites.
In 1996	Stanford University students Larry Page and Sergey Brin began studying the features and characteristics of finding information online. They believed that a search engine should analyze and rank sites based on the number of times search terms appeared across web pages. The research led to the development of the link analysis algorithm PageRank, which It became the foundation of Google's platform, helping determine a website's importance in search results.
In 2001	Yahoo began charging fees for inclusion in its group, and in October 2020, Yahoo became a search engine in the usual sense and actively monetized it. The creators introduced a number of elements that many still use, including image-only search, news-only search, and more.

Source: Developed by the author based on data [5-6].

How search engine marketing works: The search engine marketing process begins with identifying the keywords from the advertiser that the audience is searching for and through which the ad will be launched. After that, the advertiser determines the budget that he will pay for each click in a tender between him and competitors, and whoever pays the most will have his ad appear in Top, and winning ads are displayed on search engine results pages, when users type the chosen keywords. When the user clicks on the ad, you will pay the value you specified for each click, whether the customer buys or not.

Any search engine is unique. All methods used to index and arrange documents are confidential, but the basic principles of search engines are similar. Evidence regarding the operation of the search system is shown in the figure.7

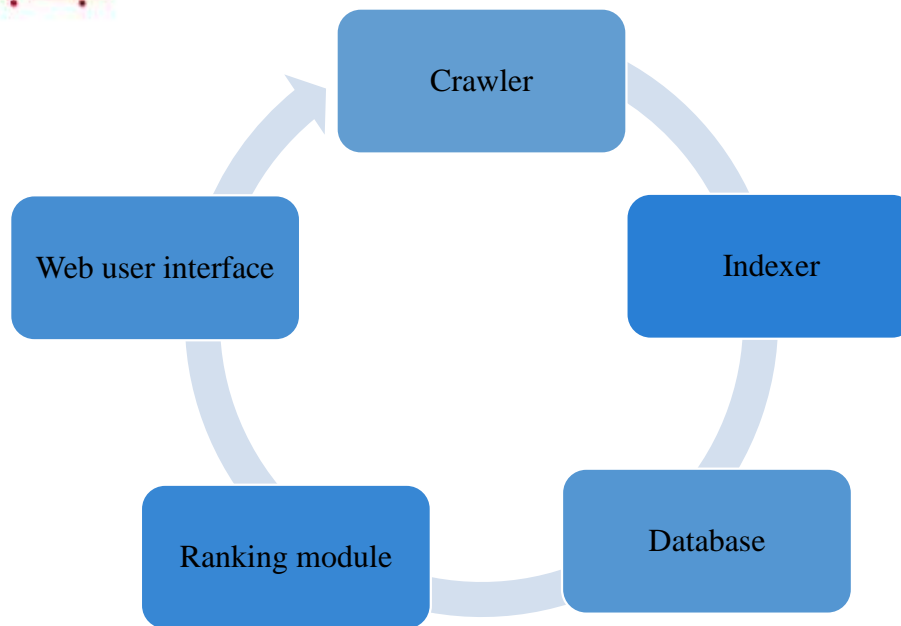


Fig. 7. Argumentation of the structure of the search engine
Source: Developed by the author based on data [7].

1. Crawler: Sometimes referred to as a spider or spider bot, and often shortened to crawl, it is an Internet robot that systematically searches the Internet for new content and adds it to the Internet. A search crawl scans existing documents on the Internet to identify new documents for inclusion in Search Engine Index and Database The process of entering information is called indexing. Search engines have a scoring mechanism that allows website owners to manually add their pages to the indexing queue. It is the task of exploring website pages from a list of addresses obtained from a previous crawl, and extracting links from Pages of other sites, and also checks addresses added manually by webmasters.

2. Indexer: It is the place where the pages that were discovered during the crawling process are stored. The search engine analyzes the content of the page and stores all the information in its index, where it is arranged according to its appearance on the search results page. A word list is created for the document containing Potential keywords that Internet users can search for Each search engine has its own indexing algorithms and indexing file formats.

3. Database: It is an organized collection of information or data stored in a computer system in electronic form or in a way that is easy to obtain, modify, and manage. It is used to store, search, and manage information. With the development of database technologies, a new method has been invented to simplify database management, with the help of A special program called a database management system, in which the internal and external characteristics of pages are calculated in order to determine their relevance and ranking in future search engine results for specific search queries.

4. Ranking model: It is a method in which content is fetched from the search engine index and presented to users on the search results page, ranked according to its relevance to the specific search query. Upon the user's request, the web server accesses the index server and searches for pages that contain keywords. Match the query.

5. Web User Interface: It searches the database for the required pages, and arranges (sorts) to select pages from the search engine database that match the user's query and arranges them in descending order according to their relevance to the query [9-10].

Users search for different information depending on the wording of queries, based on their search goals. When an individual wants to buy, watch, or listen, he adds an action to the search query. If he wants to know the answer to a question, he asks it directly in the search bar, depending on the content of the query or goal. From the search, it is classified into types, and the types of search queries and the content of the website pages must be closely related to each other. Based on the study of the structure of search engines, the necessity of structuring the types of search queries that ensures the effective promotion of the organization's website has emerged, as shown in the figure 8.

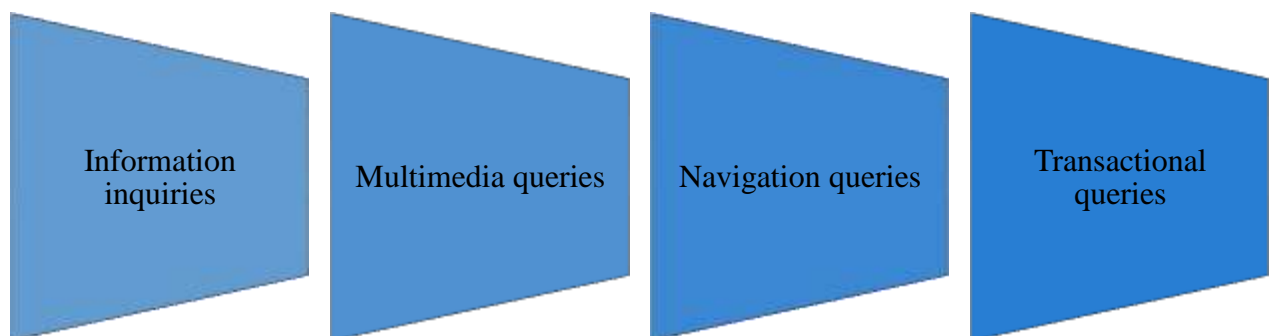


Fig. 8. Types of search queries

Source: Developed by the author based on data [11].

1. Information queries: These are search queries conducted by users with the intention of searching for information or knowledge of a specific topic. When individuals perform information queries, they are usually searching for answers, explanations, or details about a specific topic. Queries often contain question words such as: How? Why? And when? And others, requests can be purely educational or they can be commercial in nature and rely on paid platforms or websites. To create an online marketing business, you need to know the needs of the target audience, i.e. the types of requests that can bring buyers to your business, write articles and publish them in the articles section. Or blog on the site and add a link through the site to the products you are talking about, which will ensure greater interest and success.

2. Multimedia queries: They are widely used and refer to the use of various media such as text, images, sound, animation, video, and interactive applications to present content in an interactive way to achieve the goal. It allows the user to find the necessary content of information in the right place. It is a common type of query in a search engine. They significantly increase the level of comfort in perceiving information and fill websites with visual material.

3. Navigation queries: Navigation queries occur when users search for a specific website. They choose keywords, which contain the website name, brand, organization address, and domain name. The user uses a navigation query if he does not remember the exact address of the website or it is easier to find it through the search engine, there is no meaning in adding a semantic core to the navigation requests website, which does not apply to the brand. Individuals will not only care about the location of the site, which was published, but also about the logo and title.

4. Transactional inquiries: These types of inquiries explicitly refer to purchase, order or payment transactions, as they allow the immediate ordering of products online or by entering orders required for immediate purchase or payment. Such orders are expensive and can be an effective mechanism for promoting a website. Web [12].

Benefits of search engine marketing: Providing the opportunity to place ads in front of customers who are searching for you, are excited to buy, and are ready to make an immediate purchase, so you have to be waiting for them because customers do not like to wait in a world saturated with competition

- Fast access to customers.
- Disseminating the brand widely.
- Better targeting of targeted customer segments.
- Increase website traffic by appearing at the top of search results.
- The ability to match advertising with keywords and target audiences through them.
- Ads appear for free and are only charged when customers take action.
- Appear at the top of competitors' keyword results.
- Get immediate results.
- Search engine marketing allows you to choose keywords and block certain words, in addition to custom targeting options such as the geographical area in which the target audience is concentrated, and scheduling the days and hours in which you want ads to appear.
- Analyze and measure performance and adjust to achieve the best result.

Types of search engine marketing:

Types of search engine marketing are limited to unpaid optimization, which is known as search engine optimization, and paid advertising, or what is called pay-per-click.

1- Paid Ads – Pay Per Click: It is the method in which the owner of the marketing business pays

search engines in exchange for a click on what has been marketed, where payment is made for every click or action taken by the target audience. It relies on a text advertisement that appears at the top of the search results when someone searches for the target word in the advertisement. In these ads, you only pay for clicks, and you can make these ads through Google Ads

2- Unpaid – Search Engine Optimization: It is the process of naturally improving website pages or content to increase the site's visibility on the first pages of organic (non-paid) search results. Search engine optimization aims to increase organic traffic and improve the site's ranking in search results for specific keywords, and this is reflected in marketing through Search Engine Optimization, which is an important part of digital marketing because people conduct billions of searches every year, often for marketing purposes in order to obtain information about products. Being visible and ranked in search results compared to your competitors can have a significant impact on the bottom line. This is done By writing exclusive, high-quality content with the goal of appearing organically at the top of search results without ads, search results have evolved over the past few years to provide users with more direct answers and information, making users more likely to stay on a website's results page rather than being directed to another website. Other websites [13].

Types of search engines

Based on the types of search engines that can be offered for innovation and significant automation of a range of marketing processes to replace old methods and methods of organizing work, the work of search engines does not depend only on their types, but rather depends on many factors, and they also have a major role in obtaining the final search results.

Global search engines are designed to search for information online without specifying specific topics and search criteria, but local search engines are exactly the opposite, as they are searched within a local network or specific source.

Due to the lack of a unified approach to ranking types of search engines in the scientific literature, which relies on the basis of analysis and generalization, a classification of search engine aids has been presented, which is shown in the figure 9.



Fig. 9. Classification of types of search engines in the modern world
 Source: Developed by the author based on a critical analysis of data [14-15].

1. Global search engines: These engines allow users to search for any type of content such as text, graphics, audio, and video, and all Internet resources are searched. The most popular global search engine is Google because it relies on smart algorithms that help show more accurate and relevant results. The user searched for it.

2. Specialized search engines: This type of engine is located within a private organization, library, or research laboratory, and includes the database of this organization only to facilitate the process of searching for information within this organization. For example, search engines used in universities, their specificity lies in searching for information. Structured or coordinated in a certain way.

3. Objective search engines: Designed to search for information of interest to specific groups of society (religious, professional, and others). There are almost no commercial objective search engines anymore, as they have been replaced by global search engines that provide effective search results in any direction [15].

Search engine tasks:

1. Responding to the user's request correctly: It leads to meeting the user's information needs and ensuring his loyalty to the search engine, rather than giving reasons to use other search engines. To ensure this result, you must obtain the top ten search queries that best suit the user's request.

2. Converting the content of visits to the website: Initially, it is necessary to publish a result that will contribute to achieving a financial return, that is, a profit for website owners and business owners, which is provided by standard marketing elements such as positioning, advertising and public relations [16].

It must be noted that Google is still the search engine giant in terms of global market share, and that the decisive and effective factor in the success of the Google search engine is the algorithm that chooses the most relevant results for users' searches and gives users an unparalleled personal experience, as Google's search engines enjoy. Popular not only in its country but beyond its borders, as Google's priority and credibility is distinguished in providing a wide range of online products

that can be easily integrated with each other, Google search engine advertising represents the vast majority of its revenues, and add to that the Chrome browser, Gmail, Google Maps, YouTube, and Google's ownership. For the Android mobile operating system and many other consumer services and organizations, Google is essentially a one-stop-shop for online needs. As Google's dominance of the search market is not always welcomed and is closely monitored by authorities and industry watchdogs, the European Union Commission has fined Google more than 8 billion euros in antitrust fines for abusing its monopoly in the field of online advertising, occupying Google's features. The search engine results were at the top and the websites did not have a chance to gain the same level as they used to. If the user is concerned about privacy, then Google is not the best search engine.

Table 3

The most popular search engines after Google

<i>No</i>	<i>Search Engine</i>	<i>The properties</i>
1.	Bing	It's the search engine of tech giant Microsoft, owner of the popular Windows operating system and Office suite, which aims to compete with search engine leaders like Google. The search engine is one of the best search engines on the Internet, has a large popular base and is the second most visited search engine in the world.
2.	Yahoo	A powerful search engine that has a large share of online searches. The Yahoo search engine has come under the management of Microsoft. Some individuals believe that Yahoo and Bing use the same algorithm and then display the same results, but the truth is that this is not true and this is clear from the search results. I also believe that the management Microsoft is smarter than that.
3.	Baidu	It is the most widely used search engine in China and provides website results, audio files, and images, as well as maps, news, cloud storage, and other services. It is the best search engine for Chinese citizens since the government imposed a permanent blockade known as the Great Firewall of China on Google services.
4.	Yandex	It is best known for a range of services that include search engines, artificial intelligence, and analytics. CIS terminology is easy to work with when searching for foreign resources. It is a multinational organization primarily for Russian language users and offers 70 Internet-related products, including transportation, search and information services, e-commerce, navigation, mobile applications and advertising.
5.	Yippy	A metasearch engine commonly known as a search aggregator is a web portal that uses special algorithms to aggregate web search results for phrases or terms from other search engines. It simply retrieves data from other web search engines. It allows the user to enter a single query and get results from multiple sources and quickly get... The best answers from a wide range of information. Interestingly, Yippy provides results in a group format that allows users to filter results by different subsections. Among the features of the yippy search engine are comprehensive search, customer satisfaction, and improved search efficiency.

6.	DuckDuckGo	It gained popularity very quickly due to user privacy. The search engine does not track your sites or your online activities at all, which means that there are no ads that follow you. Its slogan is that we are a search engine that does not track users. The secret of excellence is respecting the privacy of users and not saving their data for advertising purposes, given the importance of the privacy element to many. Of Internet users, this search engine has witnessed great growth and development over the past few years.
7.	Ecosia	A unique search engine that allocates its profits to planting trees around the world. It is environmentally friendly and usually plants a tree for every 45 searches. The browser servers run on 100% renewable energy and does not encourage third-party trackers or sell data to advertisers.
8.	Swisscows	It was launched in 2014 as a project of the Swiss-based organization Hulbee AG. It is used for semantic data recognition, which gives faster answers to inquiries and claims of not storing user data. It is family-friendly and has great importance for family-friendly content. It monitors the type of content shown to children while deleting explicit results. The servers are centralized Engine in underground data centers under the Swiss Alps.

Source: Developed by the author based on a critical analysis of data [17-18-19].

The most widely used and promising search engine is Google, which provides a wide range of additional services that are used all over the world. The current stage of the functioning of global markets is characterized by intense changes in the field of search engines and optimization, which confirms the importance and vitality of this trend.

Search engine marketing skills are multiple skills that every shopper must possess in order to be able to develop successful e-marketing strategies, due to their importance among the means that help interaction between the organization and its customers and enhance brand awareness. As shown in the figure 10.

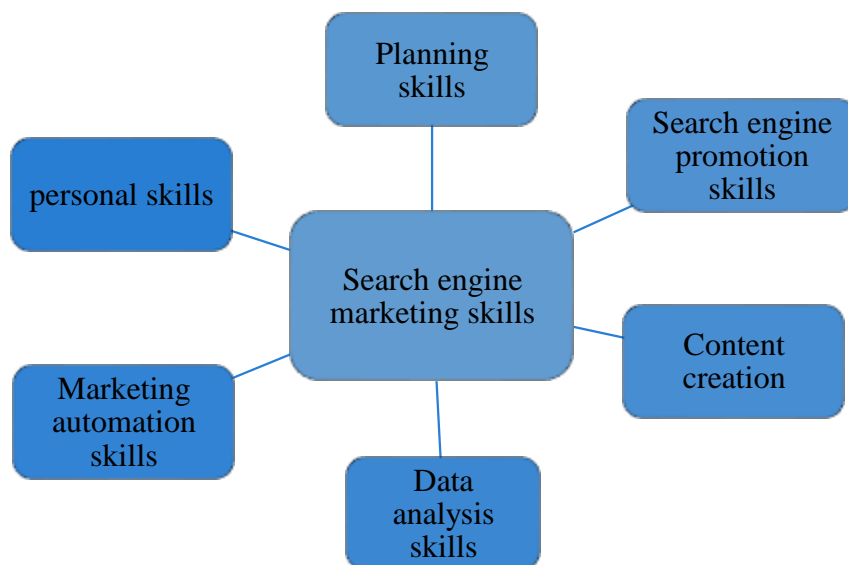


Fig. 10. Classification of types of search engines in the modern world

Source: Developed by the author based on a critical analysis of data [20].

1. Planning: Search engine marketing professionals use planning and organization skills in preparing, managing, and prioritizing marketing plans, in addition to organizing advertising campaigns. A successful marketing campaign cannot be launched except through good planning.

2. Search engine promotion skills: Paid search engine advertising skills vary to include the ability to launch advertising campaigns via Google Ads, manage, analyze and improve them, understand how search engine marketing works, and know the types of ads on Google.

3. Content creation: Search engine marketing strategies call for writing skills, whether writing articles and posts, preparing ads and marketing messages, drafting calls to action, or communicating with the target audience in general.

4. Data analysis: The search engine marketer uses data analysis skills to evaluate the performance of ads and measure results. Therefore, you should know the key performance indicators and sub-measures, interpret and analyze data, to improve campaigns and make the right decisions.

5. Marketing Automation: Marketing automation systems have become one of the most important technologies used in e-marketing in general, as they enable you to save time and effort, analyze competitors, and carry out marketing tasks easily and smoothly. Therefore, you must be proficient in dealing with these tools.

6. Personal skills: There are many soft skills that a search engine marketer must have, the most prominent of which are critical and creative thinking, the ability to adapt, problem solving, quick wit, and time management, in addition to social and communication skills, such as effective communication, active listening, and others [21].

Search engine marketing strategies: Search engine marketing campaigns require keyword research to inform advertising campaigns about the target words that customers use, as they use paid methods to gain a position on the search engine results page. Paid search strategies often lead to more immediate results, With a shelf life as long as the ad was purchased, campaigns can quickly build brand awareness and visibility, which is a quick way to make a big impact, especially if there's a lot of competition for keywords, with SEM potentially being a useful tactic for a new business without having much of web presence, or to confirm a rebranding or website relocation.

1. Buying Power: Pay-per-click ads are purchased links that are displayed at the top of search results, or ads that are placed on relevant websites or social media. The company pays every time the ad or link is clicked, regardless of whether Whether a click leads to a conversion or not.

2. Ad Auction: Although ads can be purchased and links can be seen in search engine results, the biggest buyer does not always win. For every Google search or social media update, an auction is held where a variety of factors determine ad placement. These factors include relevancy and/or keyword usage (Google Quality Scores, Facebook and Google click-through rates) as well as the cost the company has budgeted to pay per click.

3. Click-through rate: It is a metric that measures the number of clicks an ad receives divided by the total number of impressions. Impressions are the times an ad or link is loaded or displayed on the page, regardless of whether the ad or link was shown or interacting with it, CTR is the number of times purchased ads are actually clicked on.

4. CPC: This is the amount charged to an advertiser each time their ad or link is clicked. CPC has no set value but can range depending on the competition between keywords, the ad auction, and the maximum amount budgeted for each paid click.

5. CPM: This is the amount an advertiser pays for a thousand impressions. An impression does not necessarily refer to engagement or clicks with a link or ad, but rather refers to the number of times an ad or link was loaded on a search page, website, or media feed. Social, impression marketing techniques are generally used to enhance visibility and create brand awareness.

Create a search engine marketing campaign strategy

1. Identify keywords: Organizations need to identify relevant topics and expand their scope to accurately identify appropriate keywords that consumers will often use during the search function.

This task can be accomplished by certain analysis tools and software.

2. Budget allocation: Organizations need to decide how much money they want to spend on the keynote.

3. Grouping of advertisements: If an organization sells multiple lines of products, they need to organize and group them into a group of advertisements to reduce costs. In this way, they can use a specific keyword for the entire group instead of assigning one keyword to each product.

4. Linking landing pages: It is linking ads to a landing page that has a strong user experience and effective keywords.

5. Create the ad: After successfully grouping the ads, you must create an ad for the entire group, with the contents being attractive and relevant.

6. Ad extensions: Ad extensions are used to display more information such as links, notifications, and structured samples to increase ad visibility.

7. Ad Scheduling: Marketers need to schedule the right time to show their ads to users so that they are most active at that specific time.

8. Bidding: In this step, marketers bid on keywords displayed in search engines.

9. Performance analysis: It is analyzing the performance of the campaign in search engines through tools and software and making the necessary changes [22].

Advantages and disadvantages of search engine marketing.

<i>Advantages of search engine marketing.</i>	
1.	Measurable: The process of measuring results still requires tools to facilitate it, so Google gives you many tools, such as Google Ads, which provide detailed reports on your campaign activity so that you can always know the latest results of these ads.
2.	Fast results: Compared to other marketing branches such as search engine optimization or content marketing, search engine marketing allows you to achieve relatively quick and widespread results.
3.	Live tracking: The analytics interface through the tools provided by Google allows you to know what is happening at every moment and correct and modify the ads, if you do not get the results you are looking for.
4.	Promote all competitive advantages: When you have a specific competitive advantage that your competitors do not have, SEM makes it easier for you to promote that additional advantage. This could be an option for free shipping, a lower price for a similar product, or even a service that no one else in your area offers. For many clients, this means you're promoting your biggest strengths directly to them.
<i>Disadvantages of search engine marketing.</i>	
1.	High level of competition: In the race to advertise products and display them higher in search engine results pages, most organizations try to grab the top advertising space, in this process the number of competitors increases and the cost of pay per click by advertising companies eventually rises.
2.	Requires Time: The entire process from identifying keywords to bidding on them and finally advertising on search engine results pages requires a significant amount of time.
3.	Needs Proper Screening: Identifying and bidding on keywords is a task, as the entire strategy is based on targeting traffic and conversion, so proper screening and expertise are required for this.
4.	Opportunities for fraud: Competitors may click on ads to increase your PPC without increasing conversions

Source: Developed by the author based on a critical analysis of data [23].

To know how to create websites that will easily reach the first pages of search results, the most important thing is the ability to stay in these positions for a long time, because they will fully satisfy the needs of users. After studying the features and algorithm of search engines, it is conceptually necessary to consider the development features of in order to identify modern trends and performance characteristics of search engines in the world, it is worth considering successful and popular search engines in the global market.

SEARCH ENGINE OPTIMIZATION (SEO)

Modern business systems require innovative technologies and tools to improve efficiency and simplify marketing business processes. Search engines can be attributed to these technologies, as the search form is not limited to documents. You can read the information you are interested in and focus on new knowledge, whether it is for the organization or for the individual. Search engine optimization is a phrase about a set of strategies that work to improve the presence of the website and appear on the search engine results page in a high and frequent position, in order to increase the number of visitors through the use of search engines. The majority of websites receive web traffic through the organic results of the search engine, not It's undeniable that SEO has changed and evolved radically over the years, shifting from traditional ranking factors towards deeper analysis, but it remains an important part of a digital marketing strategy [1].

The concept of search engine optimization: It is a continuous process of improvements that we make, whether inside or outside the site, in order to achieve advanced results within search engines. The goal of search engine optimization is to increase the quantity and quality of organic (unpaid) visits to the website via search engines. This is achieved This is done by implementing a variety of techniques, methods and tactics, such as improving website content, improving the site structure and usability, building high-quality backlinks, and using keywords and phrases relevant to the search structure and content. The ultimate goal is to improve the user experience of the website and make it more relevant. It is useful for users who are searching for information about a specific topic or keyword [2].

Search engine optimization is improving the quality of a website page in order to raise its ranking in search engine results to be in the first results, which contributes to increasing the number of unpaid visits to the website instead of paid visits through advertisements and others.

The importance of search engine optimization: It is important for brands, because it is an effective means of improving the brand's visibility through search, attracting more visits to the website, empowering the brand as a trusted authority in the field of work, and growing the business in a sustainable and reliable manner. Here are some factors that contribute to The importance of SEO for the brand.

1. Visibility and rankings: When searching for products online, users are likely to choose one of the top five suggestions a search engine shows them. While a search engine may display hundreds of search results for any given query, the vast majority of searchers never go beyond the first page. Most people click on the first search

result they see. SEO helps you rank higher in search results and get more exposure online, making potential customers more likely to click through to your website.

2. Web Traffic: Simply put, if potential customers cannot find your website, you are missing out on sales opportunities. SEO increases search engine traffic, which in turn increases the number of visitors your website views each year. Today, this is directly related to increased sales, because the more relevant people see a website, the more opportunities it will sell to them.

3. Trustworthy: The better a website is optimized, the more visibility it will have in search engines. While a higher ranking attracts all brands due to increased visibility, a secondary benefit is the trust you gain with potential customers. Users are drawn to search engine-generated recommendations. Therefore, obtaining a high position for the keywords that the user searches for will establish the products in the user's mind as trustworthy [3].

4. User Experience: A well-optimized website clearly communicates the products offered, explains how to get them, and answers any questions surrounding them. User experience is a key factor in rankings. This means that by presenting the site to attract search engines, you cater to user experience. This means that both search engines and users are able to easily get the information they need.

5. Growth: SEO holds great importance for brand growth, the higher the ranking in the search engine for a variety of high-volume keywords, the more organic traffic will be on the website.

Why do we need search engine optimization: There are entire sectors that depend on search engine optimization because ads, regardless of their advantage, will not reach all targeted customers, especially if it is a public service, such as tourism and e-commerce of various kinds. In order to ensure that a website is ranked in the top three or ten search places, you must study, analyze, or know all the main criteria for search engines and try to improve them. These criteria can be divided into two main groups:

- **The textual content standard for search engines:** This standard is characterized by the fact that the ranking of a website depends on evaluating the quality of the textual content of the pages, which is the extent to which the page content matches the keywords. It is known that search engines provide the most relevant results to the user's query on the first page of the search, that is, Their content closely matches the required criteria and must meet them. At the same time, attention is drawn to the correct filling of the title phrase, page description and the presence of a main query in the headings.

- **Non-textual content criterion for search engines:** This criterion is implemented after the site is published and indexed, because the principle of determining the

classification of Internet resources based on non-textual criteria does not depend on assessing the quality of their content, for example, that they contain slightly different ranking factors for the website, i.e. external extent For a cookie, the system works by looking at the number of links to web resources, evaluating the reliability of said resources and checking registrations in web directories [4].

Indexing the pages to be included in the search results: Indexing is the process that the search engine uses to store and collect various web pages in a large database for quick access to them. When the user enters a search term, the search engine indexes the data by storing text elements and indicators that lead to this information. From a particular website, instead of the user searching all of the billion-plus websites worldwide for relevant information, the plaintext is then converted into ciphertext to request the minimum number of resources that will yield the greatest benefit. of relevant results in a short period of time. This saves time and other resources while making the search engine more efficient in its work. The majority of the SEO efforts we provide when optimizing our websites are explicitly dedicated to improving the website's ranking on search results pages. However, what determines the success of SEO is the indexing page. You can have the best websites with the highest rankings, high traffic, and great content, but if Google fails to index them, it will all be in vain, because no one will see them. In simple words, for the website contents to be included in the search engine results, They must be included in an index. Google's index is similar to the index in a library, which lists information about all the books available in the library. However, instead of books, the index lists all the web pages it knows of. When Google visits a website, it detects new and updated pages and update the index [5].

To see which pages of your website are in the Google index, you can perform a Google web search for site: mywebsite.com.

If you want more pages to be included in Google's index, use Google Search Console to submit indexing requests.

How to add your website to Google Search Console:

- Log in to your Google account, the one from which you want to track the location.
- Go to the Google Search Console home page.
- From there, click on Add a site or Add a property
- Enter the link to your website that you want to track, then click Continue.
- Then proceed with confirming the website and proving ownership. The tool provides many confirmation methods. Choose the most appropriate method for you and then begin tracking the website's data.

- Once the location is confirmed and ownership is verified, the tool will start tracking and displaying location data automatically.

Google Search Console: It is a free tool from Google that is always recommended to be used once a new website is launched. It is dedicated to tracking the site’s performance on Google’s own search pages in terms of displaying statistical data on the appearance of the site’s pages and their ranking in the search results, tracking the semantic and search words on which the site appears and its ranking. Pages on each, errors related to indexing and archiving the site with Google, and other statistical data and reports on the performance and effectiveness of the site as a whole [6].

Objectives of Google Console Search:

- Direct communication between Google and website and application owners.
- Knowing the keywords that contributed to bringing these visits.
- Knowing our site’s ranking for keywords.
- Knowing the number of visits and number of impressions for each keyword.
- Know the links that point to our website.
- Upload the sitemap file to Google.

What is a search results page and its components? Search Engine Results Page (SERP): It is a response returned by a search engine after a user submits a search query. The search results page tends to include organic search results, paid advertising results, featured snippets, knowledge graphs, and video results, when you write something to Google. You get a search results page. Ranking on a search results page can be competitive, because users are more likely to click on the results at the top of the page, shown in the figure.11

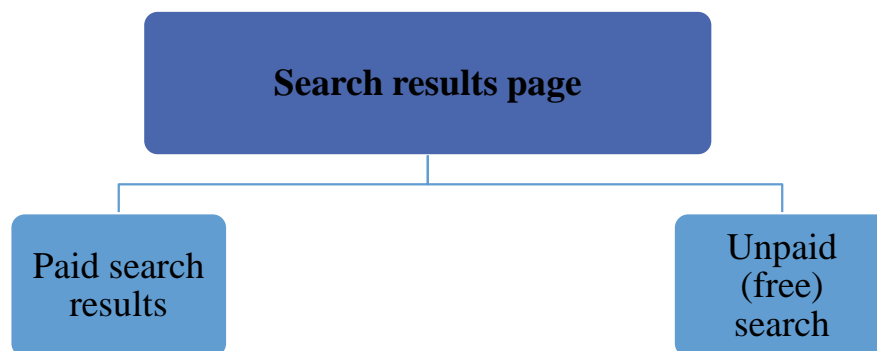


Fig. 11. Search results page

Source: Developed by the author based on a critical analysis of data [7].

1. Paid search results: Paid search advertising is a type of digital marketing strategy that allows businesses to pay search engines to place their ads higher in the results of relevant search engine pages with the aim of attracting traffic to their site.

Pay-per-click, or PPC, pay -per-click is the most common form of paid search, where the discount is only made after the ad is clicked.

2. Natural search results: These are the unpaid listings that appear on a search engine results page. These results depend on factors such as relevance to the user's search query, inbound links, search engine optimization efforts and domain authority.

Table 5

The difference between paid and organic searches.

<i>Nº</i>	<i>Pay-per-click(PPC)</i>	<i>Search engine optimization (SEO)</i>
1.	Paying for search engine advertisements in order to target search engine visitors from customers	It is the free process in which distinctive and exclusive content is written to stand out in the top results naturally and unpaid.
2.	Paid search engine marketing is useful for those who are looking for products now and are excited to buy them and need them without the need for further persuasion.	It is a powerful way to increase website traffic, as well as a powerful way for your reputation by introducing people and bringing them closer to the brand
3.	Search engine marketing advertisers pay per click	Increasing SEO requires an upfront investment of time and effort, but once a website starts ranking highly, traffic directed to the web page becomes free.
4.	Search engine marketing can increase traffic and leads immediately after launching ads.	SEO is a long-term strategy, and it can sometimes take several weeks, months, or years (depending on the competition) to see results.
5.	Search engine marketing provides businesses with the ability to control their advertising campaigns, and provides metrics to help businesses make campaign decisions.	Search engine optimization relies on algorithms to control the search engine to determine rankings, which makes it more difficult to control.
6.	Search engine marketing strategies are entirely dependent on the advertising costs spent by the organization.	SEO marketing strategies need to be analyzed and designed from time to time.

Source: Developed by the author based on a critical analysis of data [8].

The similarity between Search Engine Optimization and SEM is that both are proven strategies that can help achieve business goals by driving traffic to the website via search engines, as shown in the table 6.

Similarities between paid and organic searches

Increase conversions	Both SEM and Search Engine Optimization increase a website's visibility in search engines and, therefore, can drive traffic to the website, increase leads, and ideally increase conversions.
Improve content	SEO and SEM strategies should be informed by search intent. The content that appears on a search results page should be useful and relevant to the audience.
Target keywords	Both SEM and Search Engine Optimization depend on keywords. This means that when a user searches for a keyword, the organic and paid results are the ones that appear on the search results page. They depend on the words that were searched. Both SEM benefits. Research and search engine optimization involve a comprehensive search for keywords, and knowing their power to organize keywords into groups based on the topic.
Measurable campaigns	The effectiveness of SEO and SEM campaigns can be measured using a range of metrics, and in a variety of tools. SEO results can be reported using tools like Moz Pro Campaigns, and SEM results can be measured in tools like Google Ads reports.

Source: Developed by the author based on a critical analysis of data [9].

How to optimize search engine results pages:

- 1. Keyword research:** Identify terms and phrases that your target market is likely to use while searching for information about your company.
- 2. Content optimization:** Create high-quality, informative and engaging content that meets the needs of your target audience, by incorporating relevant keywords in a natural way.
- 3. Technical SEO:** Ensure that your website is technically sound and optimized for search engines. This includes aspects such as page speed, mobile friendliness and proper use of structured data.
- 4. Link Building:** Create high-quality backlinks from authoritative websites to improve your website's authority and credibility in the eyes of search engines.
- 5. Local SEO:** If you have a local business, optimize your website and online presence for local search. This includes creating a Google My Business profile and optimizing your website for local keywords [10].

Types of SEO:

- 1. Internal optimization of the website:** It is the improvement of the web page itself, and enhancing the basic structure of the content better than other pages available to the user, by choosing eye-catching titles, specific and non-duplicate keywords, formatting the page so that the beauty of the content is highlighted, and improving its design in an easy way for the reader. .
- 2. Technical SEO:** refers to the process of optimizing a website for the crawling and indexing stage. Using technical SEO, you can help search engines access, crawl,

interpret and index your website without any problems. It is called technical because it has nothing to do with the actual content of the site or the promotion of the site.

3. External improvement of the website: It is building links that help promote the website over the Internet, with the possibility of using social networking sites, to increase the number of visits and achieve positive results within a short time. The website link can also be placed on other sites, to contribute to the website marketing process. And bring visitors when they click on the link [11].

Marketing strategies through search engines: The marketing strategies used in search engines are nothing but operations that depend on organized planning and the use of all promotional procedures to prepare websites in search engines, as the website defines the products and clarifies the brand, as in the figure 12 .

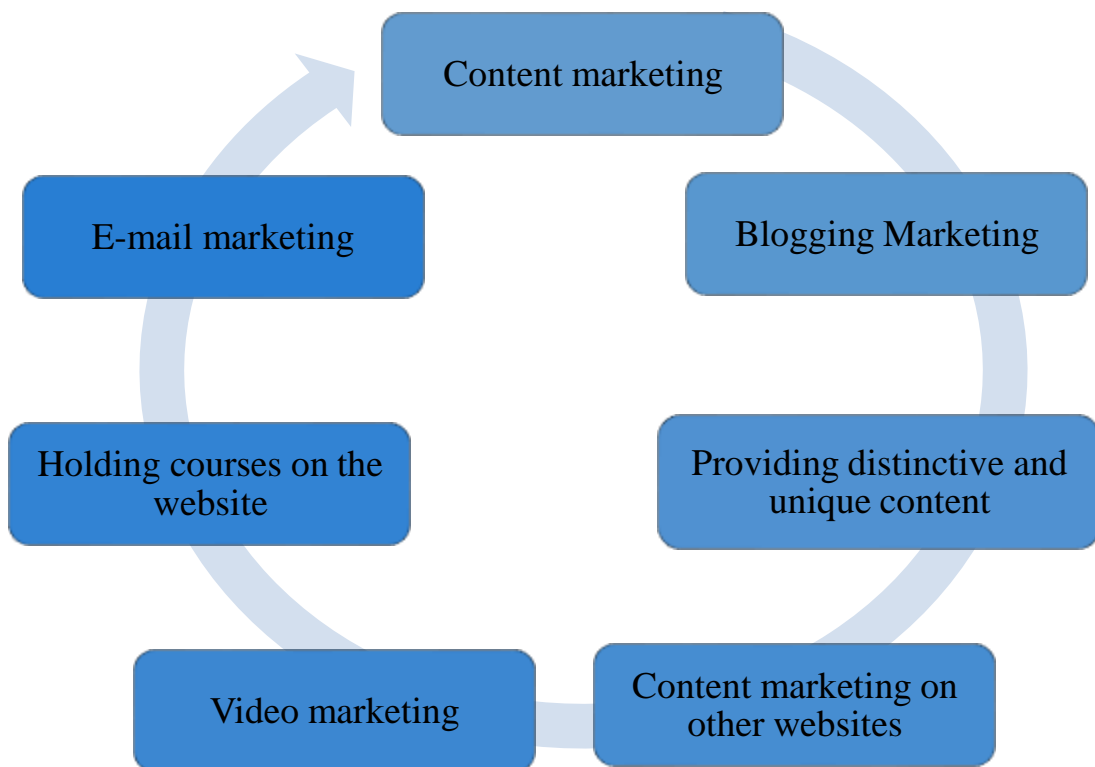


Fig. 52. Search engine marketing strategies

Source: Developed by the author based on a critical analysis of data [12].

1. Content marketing: Content is considered the backbone of the website. It includes writing articles and providing content with video clips and voiceovers. This includes video and motion marketing, providing content through graphs, blogging, and providing content on social media sites, including publications, pictures, and video clips. Content marketing works. To present the product in the best marketing ways, it also enhances the brand of the products, and saves many efforts made with other costly marketing methods of time and great effort for the content marketing strategy. You only need an individual who has knowledge of the methods of creating good content.

2. Blogging marketing: Creating blogs is one of the most important strategies used in electronic marketing, as the blog serves as an introductory bulletin for the organization and the products. It helps in constant communication with all customers. A blog must be created specifically for the website's activity and all information and data about the products it offers must be provided. website.

3. Providing distinctive and unique content on the website: The marketer must work on writing unique and distinctive content and not create it in a random, unorganized manner. He must place links within the content that help improve the quality of the website and increase its appearance in search results. Content includes: Writing articles, providing e-books, guides, or providing services. The content must be created to suit all of these types, and it must be presented in a unique way that attracts the largest number of visitors to the website and helps improve the website's position in search engine results.

4. Marketing content on other websites: Marketing content through other websites is of great importance and helps in increasing customers and increasing the percentage of visitors to the site. You must choose sites that allow publishing your site's content on their websites.

5. Video marketing: Studies have proven that video marketing and motion graphics are effective marketing methods in electronic marketing, as content is provided that helps increase the website's appearance in search results. This is due to the marketing ability of video that can pass through all customers and reach them in a simplified way. You can provide website content, get the largest number of customers, and increase profits.

6. Holding courses on the website: Training courses are online lessons provided by the website to its clients. These courses are lessons that benefit the researcher and the user. In order for these training courses to be successful, they must be presented by experts and specialists in the field of training courses in order to achieve mutual trust between the website and the user. The importance of the training course strategy is that it helps increase the number of visitors to the site and the site gets new users through these courses.

7. Email marketing: It is the communication channel between the website and the user, where communication always remains continuous and improves the quality of the website [13].

How to attract customers to your website using search engine marketing: After you have learned about marketing strategies, you must know how to attract customers to the website. You must determine the elements used in the website and choose the best techniques used in improving websites, by choosing Search words that are popular in search engines, then provide content that includes research and

keyword words, develop titles that attract customers to the website, and determine the marketing means through which the site will be promoted. Will it be an email strategy, social media, or through video marketing and motion graphics? Or placing advertising links to the website content on search engines. The marketing method for the website must be chosen in order to improve its quality. Promotional offers must be held for the website in order to help attract attention and provide free services that increase the percentage of users, in order to choose the appropriate marketing method. For the website, you must do a complete study of other websites, and know the competitors' businesses and the website's research results, so that you can be within the field of competition and have the ability to market through search engines [14].

Ranking of search results: There are billions of website pages on the Internet, and it is impossible for the user to find what he is looking for among this huge amount of pages alone, so search engines index and arrange website pages to make it easier for users to find what they are looking for, as competition Employers want their websites to appear in the first results in search engines. Obtaining a high-ranking using keywords that contain large search volumes means a large number of visits to the website. This means more revenues and profits for the employer. Google's goal is to benefit Search engine users do not benefit website owners and provide users with the best search results. Arranging search engine results is considered a complex matter, but if you understand how search engines work and focus on improving their factors, you will find it easy and simple, as the process of arranging search results in search engines depends on a set of Factors that affect the relevance and importance of a page to the user conducting the search. These factors vary between search engines, but there are some basic factors that all search engines take into account.

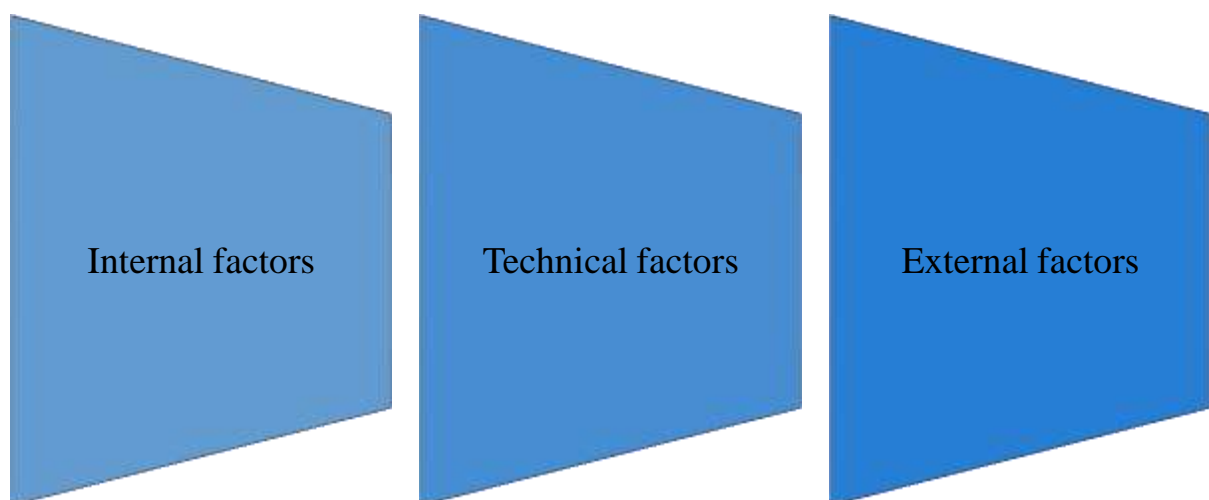


Fig. 13. Website ranking factors

Source: Developed by the author based on a critical analysis of data [13-14].

1. Internal factors ON-PAGE SEO: This category includes everything related to the pages of your site and the content that is presented on them.

Site content	Page title	Link address	Interconnection between website pages
--------------	------------	--------------	---------------------------------------

2. TECHNICAL SEO factors: includes technological aspects related to programming and site metadata.

Crawl	Indexing	Site speed	Structured data	Safety	Coordinate with mobile phone
-------	----------	------------	-----------------	--------	------------------------------

3. OF-PAGE SEO external factors: These are those that are related to matters outside the site

External links	Social Media	Marketing	Reviews
----------------	--------------	-----------	---------

There are other classifications of factors

1. Domain Factors

- **Domain age:** The older the domain, the better.
- **The keyword in the domain:** For example, a store that sells books, the domain name is books.
- **Domain name length:** It should not be long, preferably five letters.
- **Domain history:** The domain must not have been previously used for suspicious purposes such as pornographic sites or drug trafficking

2. Brand Signals

- **Brand + keyword searches:** Whenever people search for your brand, it gives an indication to Google that you are well-known and that your site pages are good.
- **Brand mention:** Your pages are mentioned by people
- **High-quality social accounts:** number of people interacting and reviewing.
- **Well-known content creator:** The name of the article writer who is well-known on social media gives Google a good impression of the site.

3. User interaction with my pages (User Interaction)

- **Click rate on organic links:** When a user searches for something and finds links and clicks on them, it gives a good impression to Google, which is of course improved through good content.
- **Dwell time:** the time taken from when an individual clicks on the link until he returns again and stays on the site.
- **Bounce rate:** Entering the site and exiting quickly. This is not a strong criterion, because it is possible for someone to enter the site to find out a small piece of information, such as a phone number, and exit.
- **Total direct traffic:** writing the name of the site and accessing it directly without the search engine. It is considered a criterion for Google that the site has become important and its name is famous and is written within the browser. [15].

Search engines have many requirements that must be taken into account when ranking, and these requirements are not easy to follow, and many website owners

want instant results. This is where the so-called “black hats” appear, their purpose is to exploit websites illegally. In most cases in a blocked way, we will discuss the basics of both SEO, as shown in the figure.14

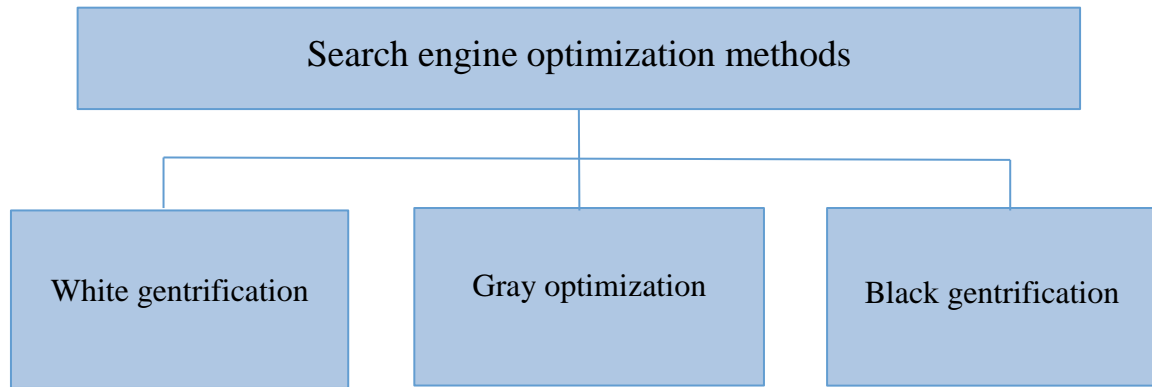


Fig. 14. Search engine optimization methods.

Source: Developed by the author based on a critical analysis of data [12-13].

1. White optimization: includes techniques recommended by search engines to optimize and improve a website's appearance in search results, including terms for improving the design and presentation of the website's pages and content in general.

2. Gray Optimization: This type combines white hat and black hat SEO. When a security vulnerability is discovered, instead of telling the vendor how the vulnerability works, they may offer to fix it for a small fee. When one gets illegal access to a system or network that may He suggests the system administrator appoint one of his friends to fix the problem.

3. Black optimization: techniques and strategies that aim to deceive search engines, with the aim of obtaining higher traffic and more visits from users. These are promotional methods based on a collective nature and a high degree of automated work and violating all possible rules set by search engines. The main goal sought in this case is Rapid seizure of positions at the top of search results [18-19].

White hat techniques:

1. Content improvement: You can improve any part of the content on the site to suit the goal. The content must also be linkable to help attract users' interest because it is rich in information and can even be entertaining.

2. Technical SEO: A site's meta structure, internal links, tags, and keyword usage are just a few of the aspects that determine its technical advantage. An SEO audit evaluates any technical issues and opportunities for improvement.

3. Link building: Sharing useful content with other websites. Google and other search engines positively look for relevant links that help direct users to what they are looking for from web pages and blog posts, with an emphasis on sharing information in order to inform users and search engines. Searching by location in the broader context of the Internet, when search engines see these links, they send signals from trusted external websites, which leads to a jump in rankings [20].

Gray Hat Techniques:

- 1. Using Expired Domains:** Refers to purchasing a domain that the owner has allowed to expire but still has a lot of authority due to the number and quality of backlinks still pointing to the site.
- 2. Create duplicate content:** This technique involves copying and pasting a large group of content across the same website or different domains.
- 3. Content recycling:** It refers to taking content from another website and then reformulating it on a sentence-by-sentence basis, as it cannot be recognized by plagiarism software.
- 4. Buy or Trade Links:** This is the most common SEO technique used by webmasters to increase the authority and ranking of their sites across the web.
- 5. Link schemes** are technically black hat tactics because they violate Google's Webmaster Guidelines.
- 6. Content Automation:** Content automation is done when you use software to automate the manual processes required in creating content. The goal is to feed your blog with a continuous stream of content so that you have more opportunities to rank higher on Google and get traffic.
- 7. Increase keyword density with hidden text:** Using hidden text is a black hat SEO method that violates webmaster guidelines.
- 8. Blocking:** Providing one set of content or addresses to individual users and another set to search engines [21].

Black Hat Techniques:

- 1. Masking:** The method of blocking or hiding includes presenting content or addresses to users, different from those provided to search engines.
- 2. Hidden text:** Including keywords in a way that visitors do not see, and thus it is classified as a deception for search engines, because it is not worthy of obtaining a good ranking in this way. Hiding texts and links occurs in several ways, including using a font color for the text that is similar to the background color, for example white text. On a white background, or using zero font size so that it is not possible to see the words even though they are in the text, or hiding the links by placing them on one small letter in the middle of the paragraph so that the visitor does not see it.
- 3. Keyword stuffing:** Excessive overuse of keywords throughout the website.
- 4. Invisible links:** Their anchor points represent punctuation marks (periods and commas). With the possibility of black methods include the use of links associated with the user's invisible 1x1 photos. These links are used not only in the page content but also in the user's comments.
- 5. Portal pages:** These are pages created specifically to be sorted in search results according to specific keywords. These pages lead users to other pages. The problem lies in the lack of useful content on the portals, as they often lead to unhelpful pages.
- 6. Link baiting:** It is a tactic in which links are attracted to a specific page or article and then commercial offers are included in the text, with the possibility of writing a post or blog that attracts a lot of links, and then replacing the data in it with information about selling products.
- 7. Deceptive redirection:** It is the process of sending visitors to an address different from the one they initially requested. It is considered an acceptable goal when using search engine optimization techniques, with the possibility of using this method when moving the website to a new address or merging a group of pages into one address. Therefore, by redirecting, you can ensure easy access for users, but sometimes this method is used incorrectly within black hat strategies by deceiving search engines and displaying content different from what the user sees, such as the search engine showing certain content while directing the audience to other, different

content. Black SEO techniques that are not favored by search engines, and their use is punished by stopping the indexing of the site, and remember that they promote the site through hidden and dishonest methods that do not comply with the guidelines of search engines [19-22].

The difference between black and white search engine optimization lies not only in the methods of achieving the specific goal, but also in the time of implementation, as black methods allow bringing a site to the top in a very short time, and this is based on these principles by searching for the weak points of search engines, because there is no There are still perfect systems that can be fooled. Search bots also crawl millions of websites every day and if the system detects a sharp jump in activity, then the website will be blocked and removed from search results. If we look at black SEO only from the point of view of efficiency, It brings the same result as white SEO but many times faster. Another factor that only a few individuals know is that a talented black SEO specialist can bring a website to the top 10 at least but for this he must work hard to create A good network of sites, which will be improved periodically. The challenge is that creating a high-quality network requires a lot of time, money and talent [23].

The primary role of website optimization is to manage the organization's online reputation, ensuring loyalty, targeted actions (purchases) and brand awareness. The theoretical and methodological recommendations developed in the marketing activities of organizations can be applied in the formation and optimization of the SEO strategy.

SEARCH ENGINE MARKETING TOOLS

The use of search engine marketing tools is vital for companies wishing to succeed in the digital business environment. These tools are not only a means of promotion, but also enable companies to accurately measure and analyze the performance of their digital campaigns, which helps them make informed strategic decisions and achieve better results.

Whether the search engine marketing tools are free or paid, they are diverse and multi-functional. They help digital marketers plan, implement, and measure advertising campaigns, and are among the most famous. SEMRUSH

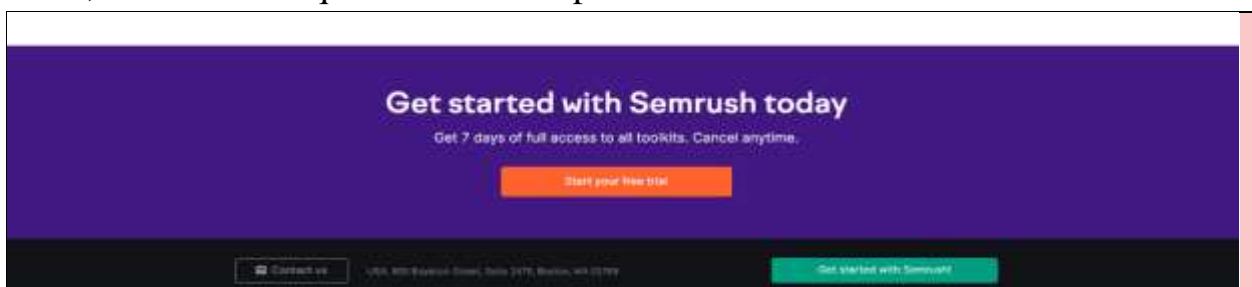
SEMRUSH: It is a comprehensive tool for search engine optimization, digital marketing, and social media sites. It provides users with accurate and up-to-date data about the performance of their websites and those of their competitors. The tool contains a wide range of features, including keyword analysis, tracking website rankings, monitoring external links, And analyze content, and provide detailed reports on visits and performance, as it is not limited only to search engine optimization, but also includes tools for improving advertising campaigns and analyzing social media.

Steps to register in SEMRUSH

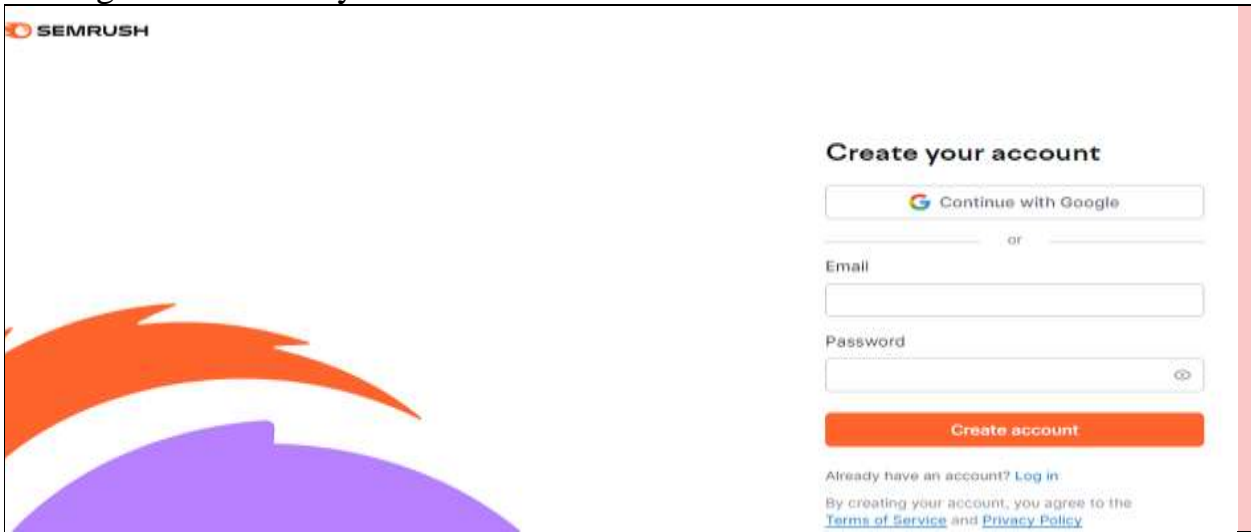
The first step: Write the name of the website address in the browser, which is www.semrush.com



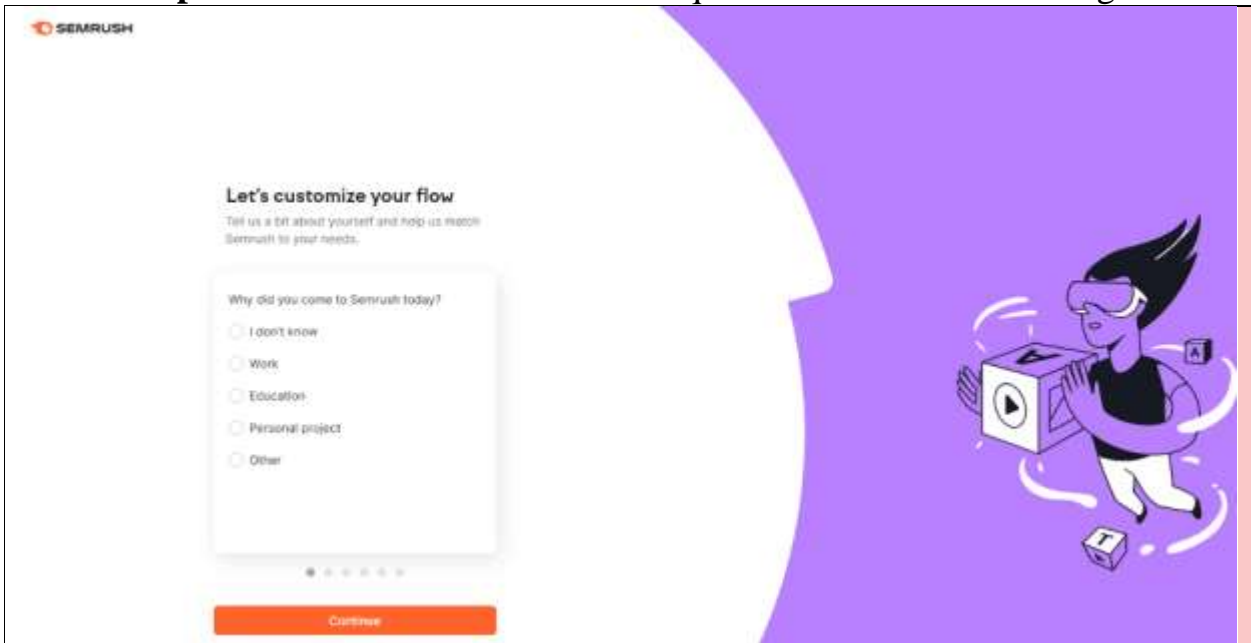
The second step: We go to the bottom of the website and click on the “start your free trial” button so that registration is free for a week. Before the week, registration must be cancelled. If the free registration is not canceled before the duration of the week, the amount required for subscription will be withdrawn from the balance.



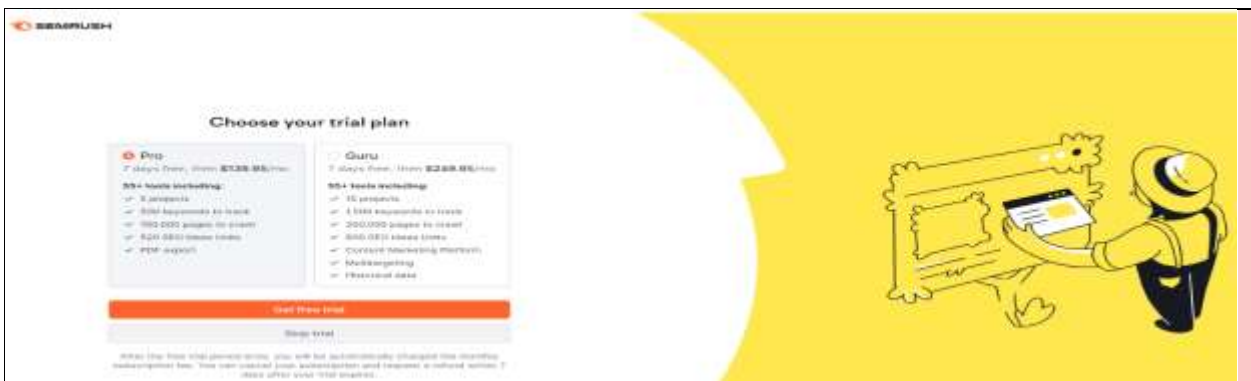
Step Three: Create a new account or log in through your Google account, and a message will come to your email to activate the account.



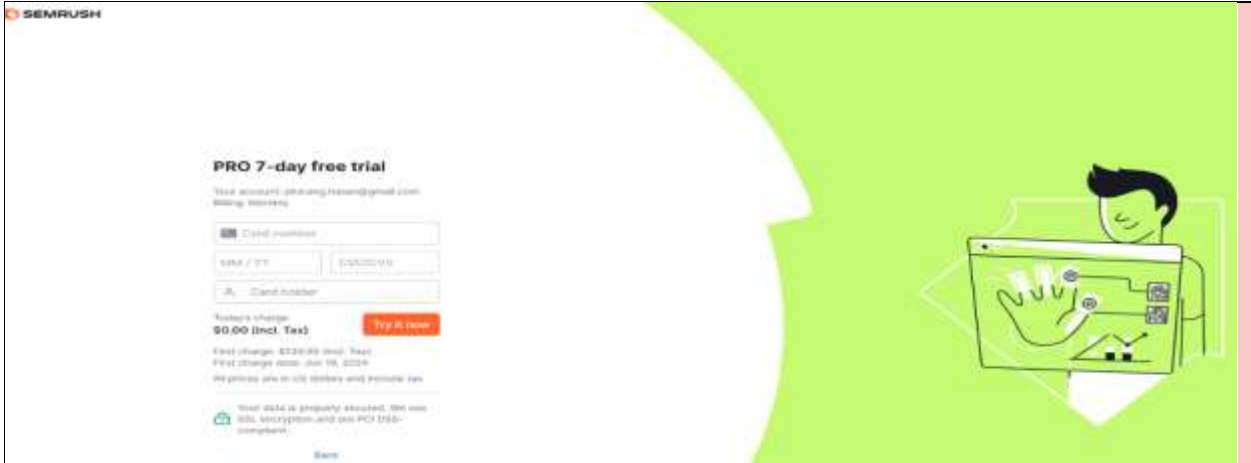
Fourth Step: You are asked to answer some questions as shown in the figure



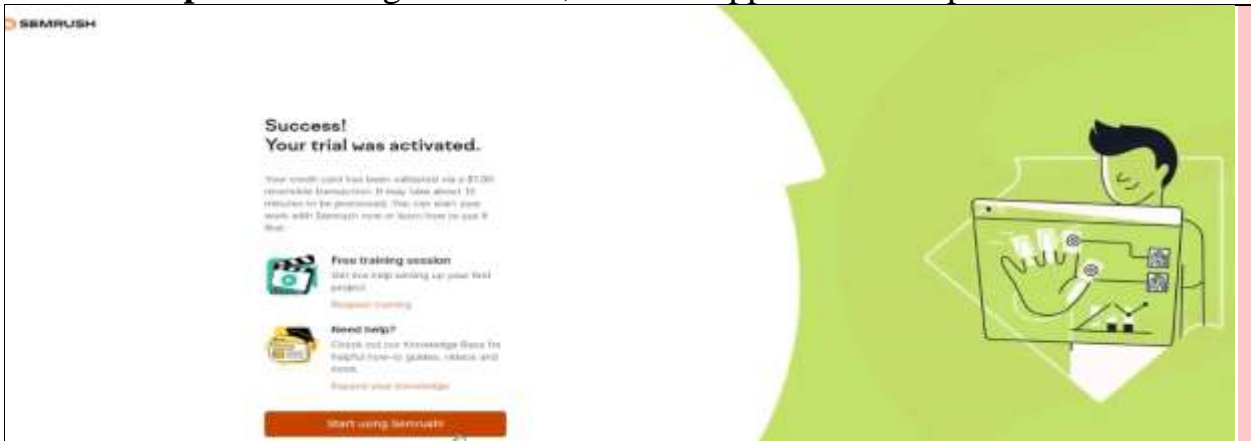
Fifth step: Here we choose the plan we want to work with and click on the Get free trial button.



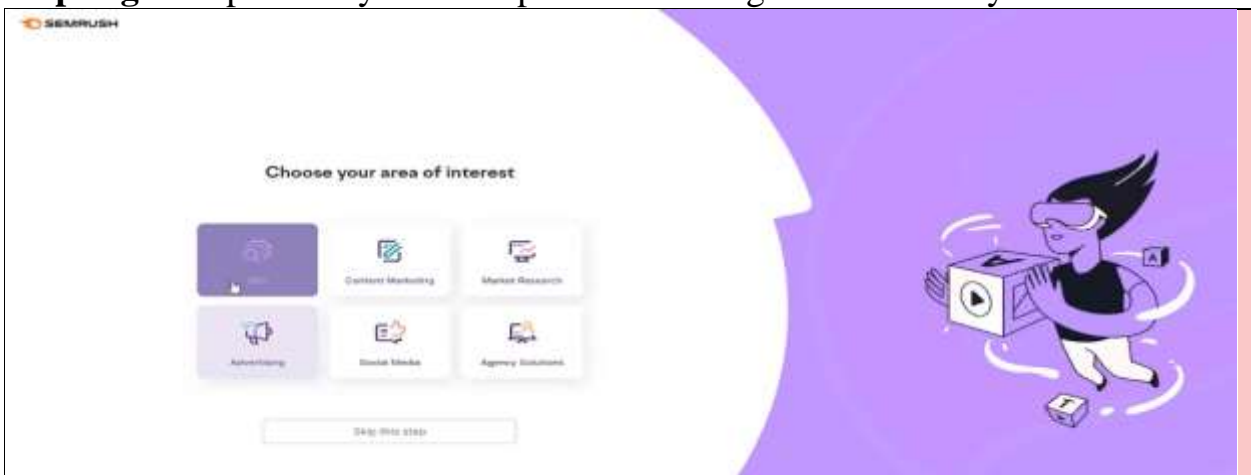
Step Six: The bank card information appears and you are asked to fill it out. One dollar is deducted from your account, after which it is returned to the account. However, as we said previously, you must cancel the subscription before the week, otherwise the subscription to the chosen plan will be withdrawn from your account balance.



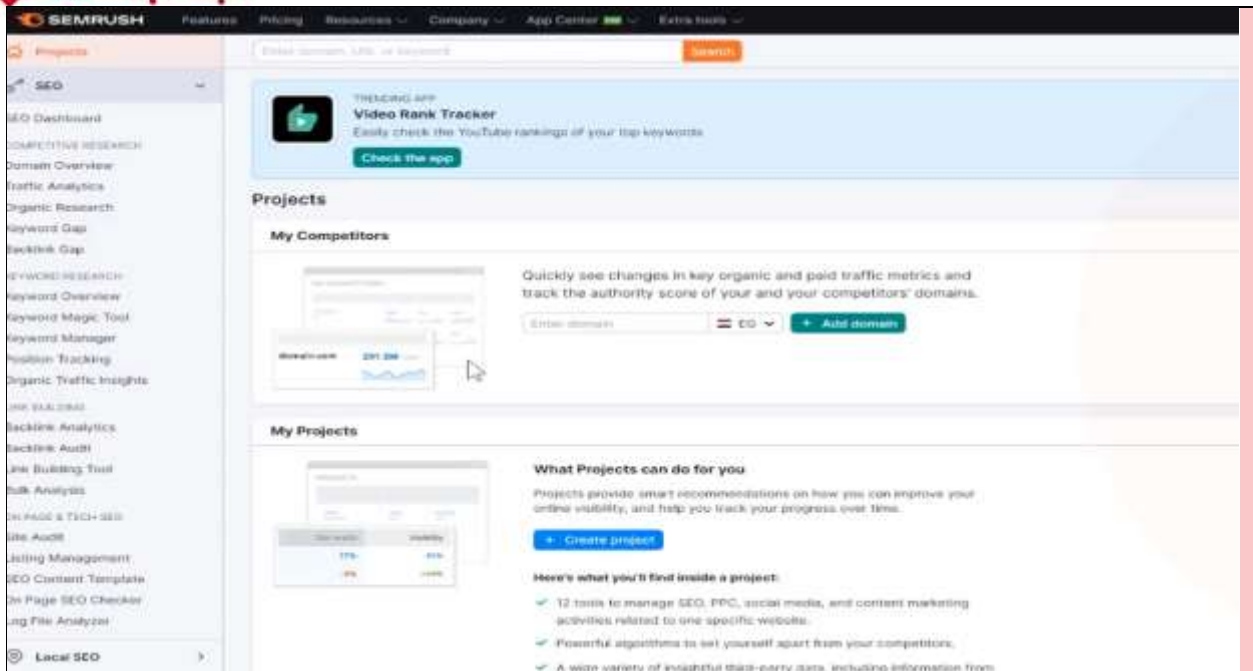
Seventh step: After filling in the data, the form appears and we press the start button



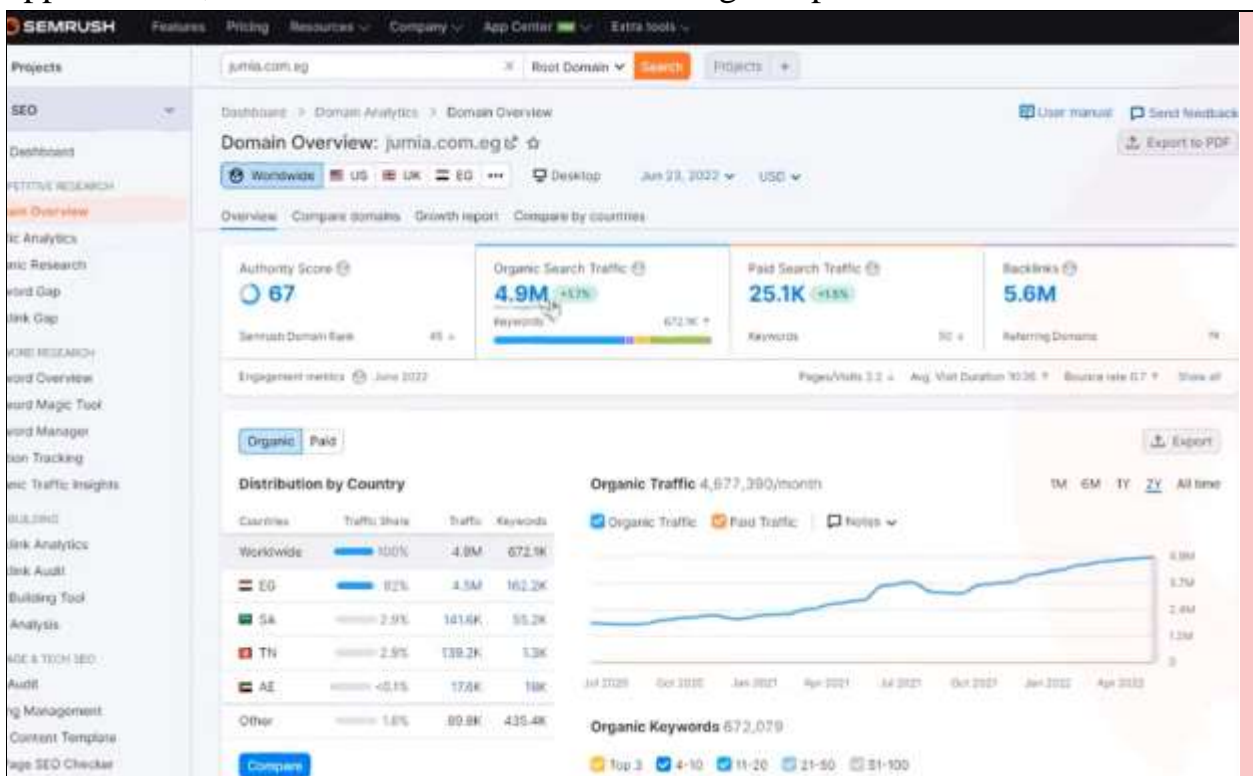
Step Eight: It presents you with options according to the interest you want



Step nine: The main interface of SEMRUSH appears.

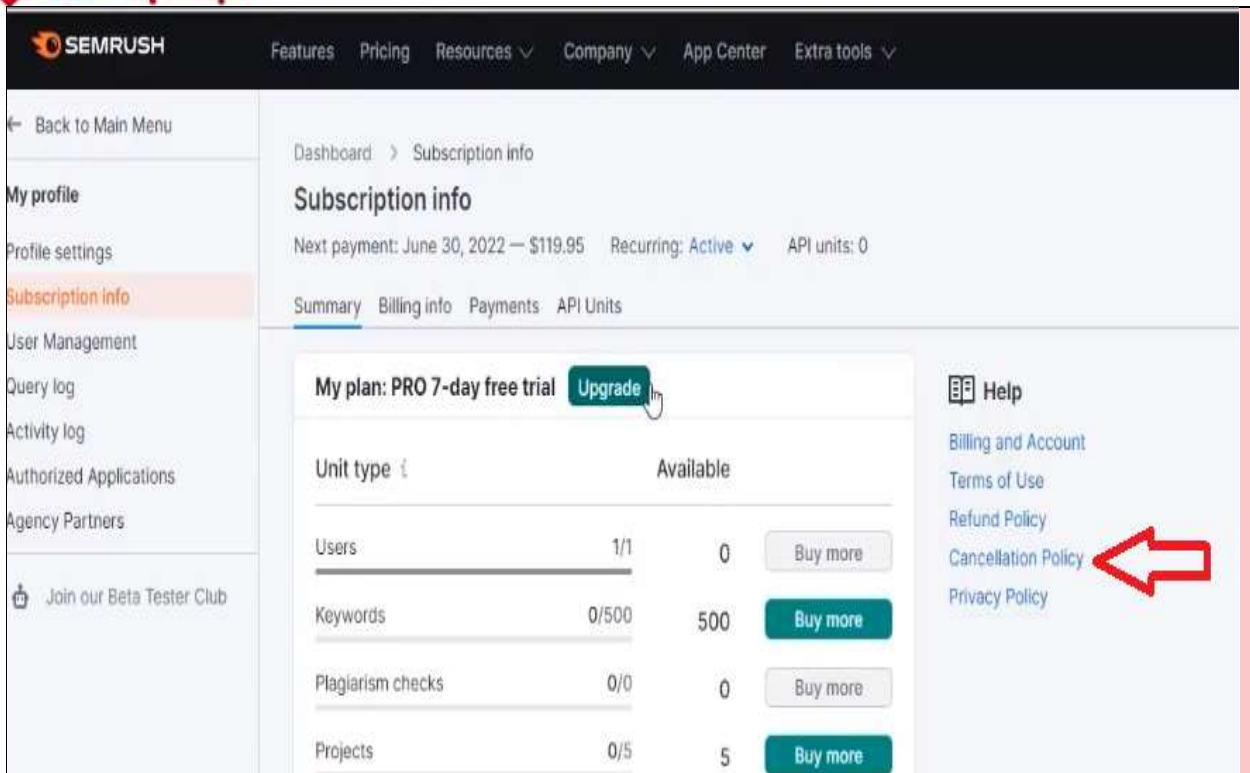


The tenth step: To analyze the website we want to write in the finder at the top of the home page, the address of the website we want to analyze, and then the figure appears to us, and we see the value of search engine optimization.



Cancellation of subscription: You go to the top of the page on the right and choose your account and choose from the list Subscription info. Then this form appears and you choose the Cancellation Policy button.

After that, a page appears with this form written on it. Click on it to show you a page in which it asks you a number of questions: What is the reason for canceling the subscription and you choose Follow and unsubscribe.



SEMRUSH Features Pricing Resources Company App Center Extra tools

Dashboard > Subscription info

Subscription info

Next payment: June 30, 2022 — \$119.95 Recurring: Active API units: 0

Summary Billing info Payments API Units

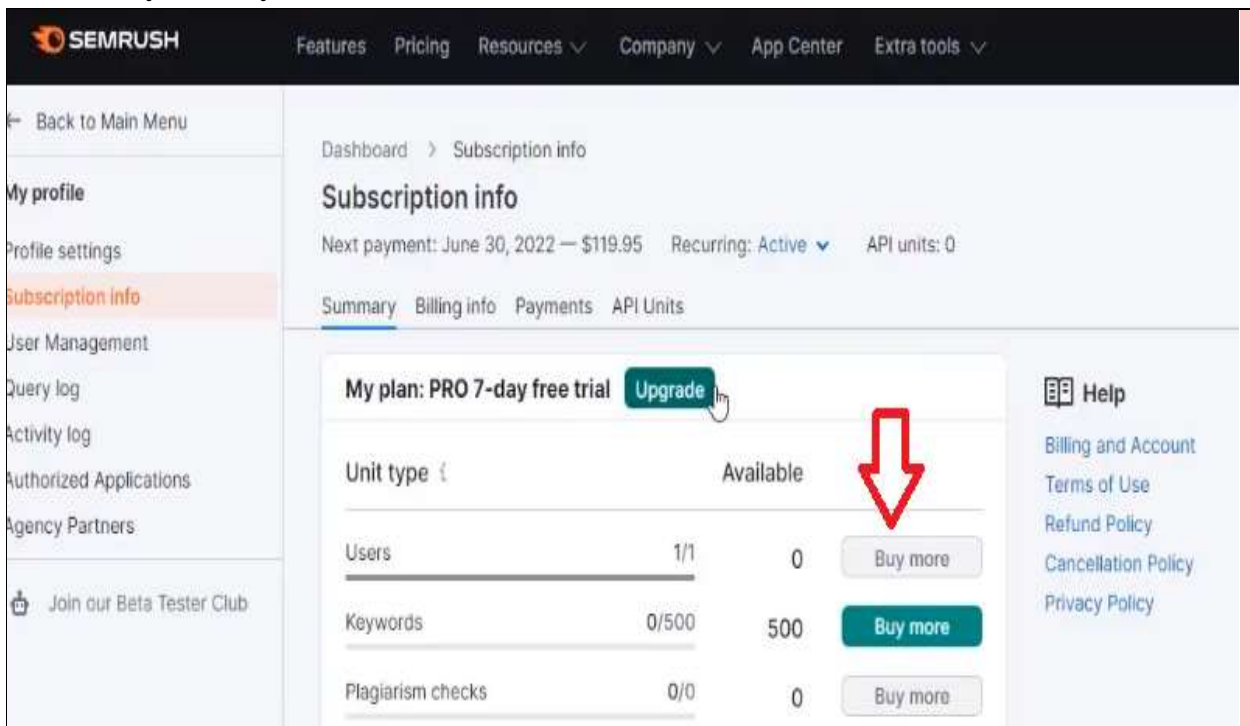
My plan: PRO 7-day free trial [Upgrade](#)

Unit type	Used	Available	Action
Users	1/1	0	Buy more
Keywords	0/500	500	Buy more
Plagiarism checks	0/0	0	Buy more
Projects	0/5	5	Buy more

Help

- Billing and Account
- Terms of Use
- Refund Policy
- Cancellation Policy
- Privacy Policy

If you want to add users, the cost will be lower and follow these steps: You go to the top of the page on the right and choose your account from the Subscription info list. Then this form appears and you choose the Buy more button and choose how many users you want to add.



SEMRUSH Features Pricing Resources Company App Center Extra tools

Dashboard > Subscription info

Subscription info

Next payment: June 30, 2022 — \$119.95 Recurring: Active API units: 0

Summary Billing info Payments API Units

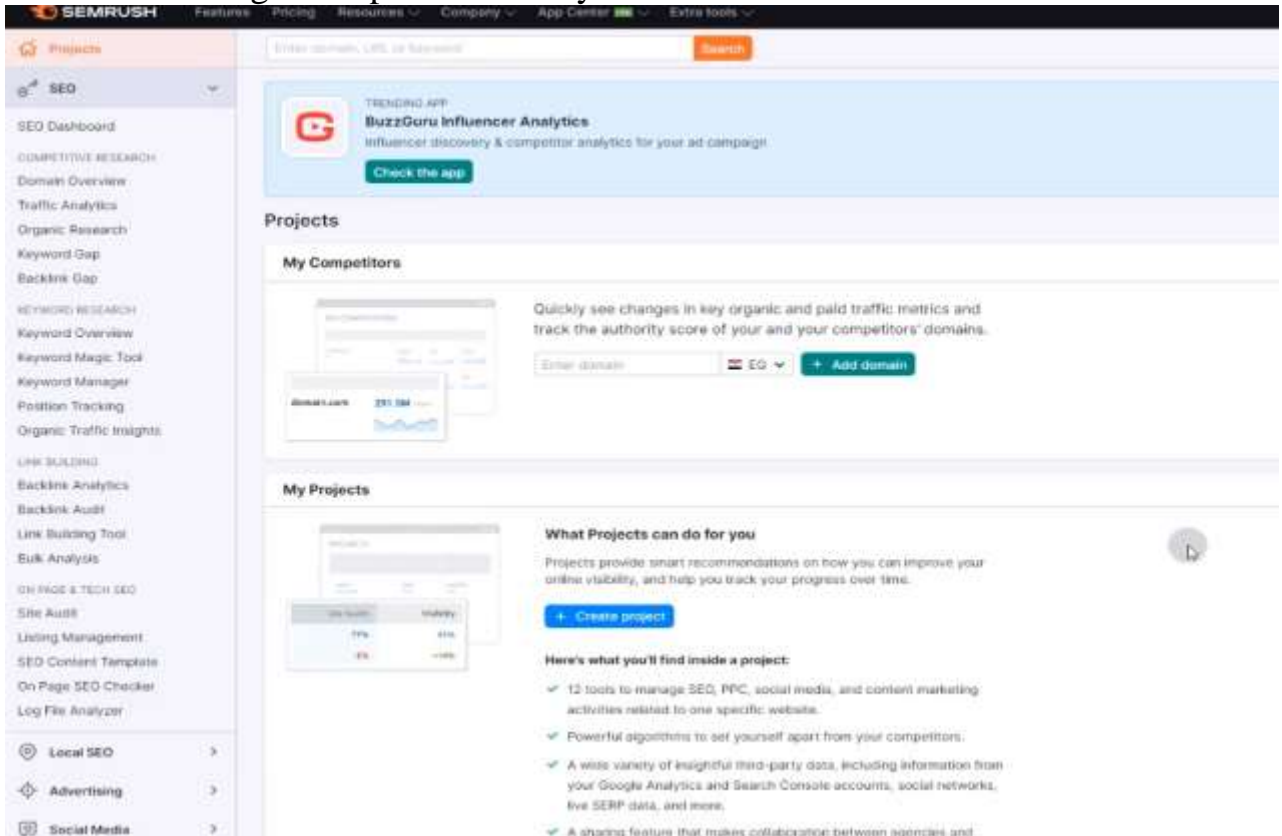
My plan: PRO 7-day free trial [Upgrade](#)

Unit type	Used	Available	Action
Users	1/1	0	Buy more
Keywords	0/500	500	Buy more
Plagiarism checks	0/0	0	Buy more

Help

- Billing and Account
- Terms of Use
- Refund Policy
- Cancellation Policy
- Privacy Policy

Use Semrush to get comprehensive keyword statistics.



Type the keyword you want to search for in the search bar and then click Search. The figure shows



Key terms in the Semrush interface, then go to the Keyword Magic Tool, and then use the Keyword Manager and choose the appropriate word.

Read more about Semrush

<i>Keyword Overview</i>	It specializes in providing an overview of keywords and giving accurate reports at the end, where you can enter one or more keywords and separate them with a comma in the box that appears in front of you, according to the method of promoting the site, choose the country you want to target and click on analyze and the number of times you searched for will be shown. This word and its difficulty rate in the country you have chosen and the global rate in all countries, and other ways in which this sentence can be written and indicates the same meaning and questions related to the topic that you must use in your content, and words that have a meaning to the main word that you use. This tool contains the largest base. Data on 20 billion main keywords and more than about 14 million synonyms, which many YouTube channel owners aim to mention when they explain keyword extraction using Semrush to analyze websites.
<i>Volume</i>	Average number of times a keyword is queried on Google nationally/locally per month.
<i>Global Volume</i>	The combined total of monthly search volumes for a keyword across all of our country databases.
<i>Personal Keyword Difficulty (PKD)</i>	It is calculated using artificial intelligence algorithms to analyze the relevance of any domain to any specific keyword.
<i>CPC</i>	See the potential prices for your planned PPC campaign, find the average price per user click on the ad.
<i>Topical Authority</i>	The relevance of domain content to the analyzed keyword, learn how to calculate it here.
<i>Intent</i>	Find keywords that match your goals. Understand if the keyword has an informational, navigational, commercial or transactional purpose.
<i>Competitive Density</i>	Density of advertisers bidding on this word for their ads nationally. A score of 1.00 indicates the highest level of competition, and a score of 0.00 indicates no competition. Although this metric indicates competitors in paid search, it can represent the organic value of a keyword as well.
<i>Trend</i>	Level of interest in a search query over a 12-month period. Find out how many times a keyword was searched on Google over the past year.
<i>Keyword Variations</i>	Search terms that include your original word plus additional modified words Word variations help you find the most popular searches related to your main query.
<i>Informational</i>	Knowing the level of this word, whether it is rising or falling in the search, means knowing whether the search rates are increasing or decreasing.
<i>Questions</i>	The number of questions that relate to the search term: who, what, where, when, why, how, can, etc. Questions are great for generating content ideas for blog posts, FAQs, and content pages on your site. Answering frequently searched questions can help Popular in your SEO, including voice search optimization.
<i>Keyword Strategy</i>	Collections of keywords for which the page would rank well. The Keyword Overview displays a list of sample collections and contains a link to the full report in Keyword Strategy Builder. Keyword combinations are only available for country-level reporting.

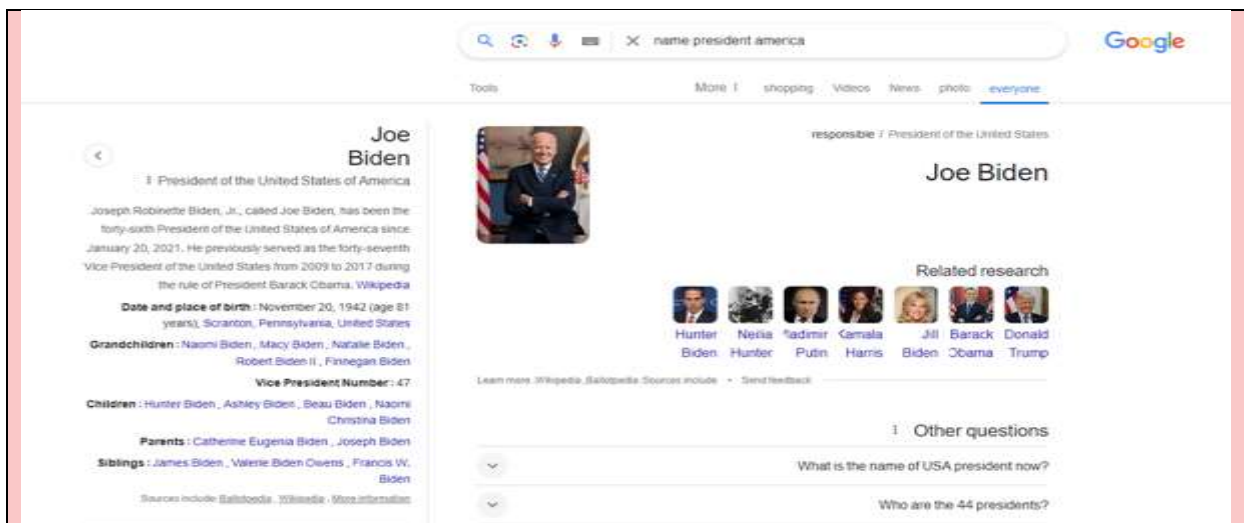
<i>Personalized Keyword Difficulty (PKD %)</i>	Customizes keyword difficulty scores to suit your industry, ensuring they fit your unique circumstances. This enables you to identify exclusive, accessible keyword opportunities tailored to your industry.
<i>Bulk Analysis</i>	Add other search terms, with the possibility of deleting them if you want.
<i>Keyword Difficulty</i>	View word difficulty ranked by percentage, discover the most accurate estimate based on a wide range of parameters, including keyword intent, available SERP features, and backlink analysis of your top-ranking competitors.
<i>Results</i>	Search result for this word.
<i>SF</i>	Stars, pictures, etc. may appear.
<i>COM</i>	Competition from advertisers.
<i>PLA</i>	The word used in shopping advertisements.
<i>Related Keyword</i>	Words related to the search term.
<i>Search Volume</i>	Average number of monthly searches for a given keyword over a 12-month period. Estimate the keyword's value and usefulness for your rankings.
<i>SERP Features</i>	Learn about a website's potential to gain an advantage on a browser's search results page for a targeted keyword and see what rich results appear on the results page.

Source: Developed by the author based on a critical analysis of data [1-3].

Search page results in the browser

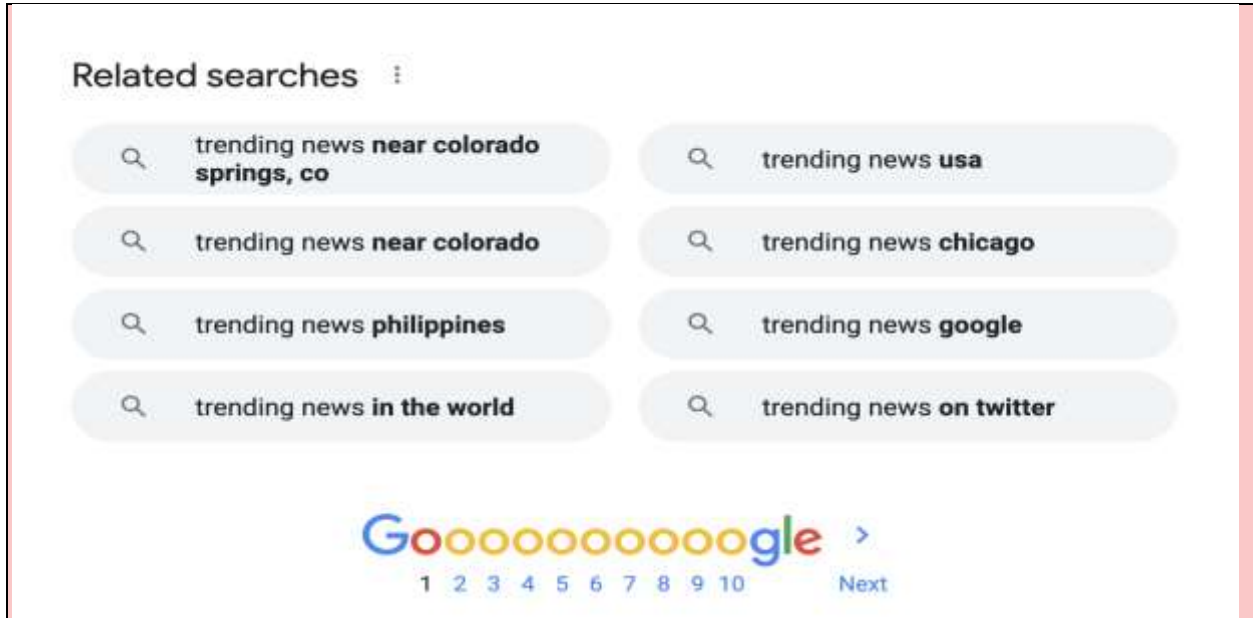
SERP Features: These are additional components found on the search engine results page, that present new content that goes beyond traditional text-based results, rather than just displaying metadata related to the link address. These elements improve the user experience, and provide information in a more effective and attractive way. They classify Google as “Search Results Features” or simply “Search Features” varies and may include many elements, such as:

1 .Rich Snippets: They are answers to very popular general questions. The answer appears without links and the answer is stored within the Google database, because it is not a website[4-5]. For example, what is the name of the President of America?



The screenshot shows a Google search result for the query "name president america". The search bar at the top contains the query and the Google logo. Below the search bar, there are navigation options: "Tools", "More", "shopping", "Videos", "News", "photo", and "everyone". The main content area features a rich snippet for Joe Biden, the 46th President of the United States. The snippet includes a photo of Joe Biden, his name, and a brief description: "Joseph Robinette Biden, Jr., called Joe Biden, has been the forty-sixth President of the United States of America since January 20, 2021. He previously served as the forty-seventh Vice President of the United States from 2009 to 2017 during the rule of President Barack Obama. Wikipedia". Below the description, there are several key facts: "Date and place of birth: November 20, 1942 (age 81 years), Scranton, Pennsylvania, United States", "Grandchildren: Naomi Biden, Macy Biden, Natalie Biden, Robert Biden II, Finnegan Biden", "Vice President Number: 47", "Children: Hunter Biden, Ashley Biden, Beau Biden, Naomi Christina Biden", "Parents: Catherine Eugenia Biden, Joseph Biden", and "Siblings: James Biden, Valerie Biden Owens, Francis W. Biden". To the right of the main snippet, there is a "Related research" section with a grid of small images and names: Hunter Biden, Nekeia Hunter Putin, Kamala Harris, Jill Biden, Barack Obama, and Donald Trump. Below the main snippet, there is a "Other questions" section with two questions: "What is the name of USA president now?" and "Who are the 44 presidents?".

2. Related Searches: When you inquire about specific information, results appear to you through website links, but artificial intelligence programs show you a list of related searches [6]. You know the individuals searching for this information, so you can know everything accurately about it, with the possibility of benefiting from it. It is permissible to write it with semantic indexing.



3. People Also Ask: It is the process of requesting an inquiry based on the question: Who is he? The answer will appear to you with links, but the artificial intelligence will present you with a number of questions below, and you can benefit from them for improvement [7].



4. Featured Snippet: It is the feature that you can control and its answer is important. It has a link at the beginning of the site and the link is under the information. Here we can control it via schema markup, which is the structuring of the data within the site so that it appears in an organized and coordinated manner with the possibility of a graph structured in a specific way appearing. Tag zero to start it.

To catch a Pokémon:

1. When a wild Pokémon is nearby, your device will vibrate, and the Pokémon will appear on the map. ...
2. The Pokémon will appear in front of you. ...
3. Touch and hold your Poké Ball.
4. A target ring will appear around the Pokémon.

More items...

Finding and Catching wild Pokémon – Pokémon GO
<https://support.pokemongo.nianticlabs.com/.../221957648-Finding-and-Catching-wild-P...>

5. Reviews: Reviews indicate a user’s rating of a site, and are displayed as stars added to a regular snippet within the page’s title. This feature can appear in any query if its results contain reviews. Stars attract users’ attention and increase their trust. That’s why it’s important Encouraging customers to leave comments about products, here the site’s ranking does not increase, but it increases the rate of clicking on links and it rises to the top.

Google Lord of the Rings Book

https://www.goodreads.com > book > show > 33.The_L... ⋮

The Lord of the Rings by J.R.R. Tolkien - Goodreads

The Lord of the Rings is an epic high fantasy novel written by English author and scholar J. R. R. Tolkien. The story began as a sequel to Tolkien's 1937 ...

★★★★★ Rating: 4.5 · 611,024 votes

6. Top Stories: These are the results to show breaking news results related to the search term.

Google twitter

Top stories ⋮

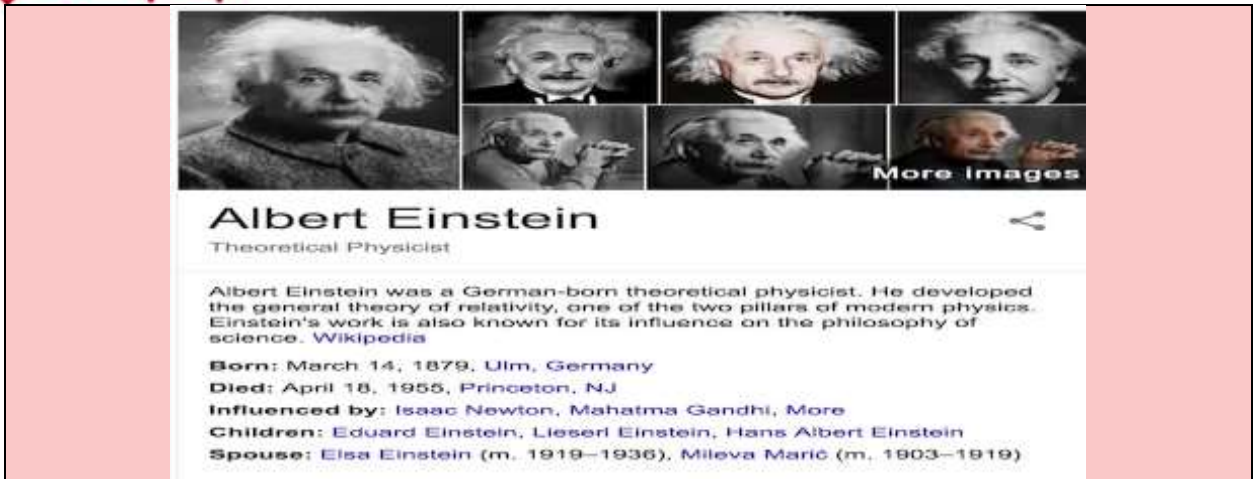
The Mercury News
Dionne Warwick in Twitter battle with Oreo
36 mins ago

OU Daily
OU football: Twitter reacts to No. 16 Sooners' 47-32 throttling of No. 14 Oregon ...
14 hours ago

Bleeping Computer
Twitter account of FBI's fake chat app, ANOM seen trolling today
7 hours ago

More news

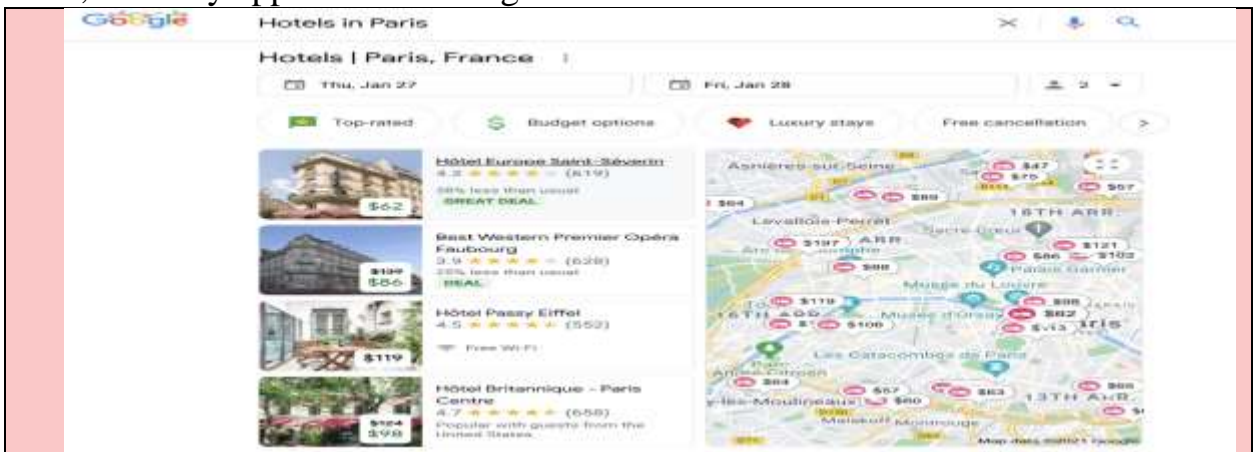
7. Knowledge panel: It provides information about a search term. It is often related to a famous person or place and appears on the right side. The source of the information is often the Wikipedia website.



8. Site links: It is a feature through which the Google search engine shows the most important pages of the site, divided under the main result, and a maximum of 10 sub-links appear below the main link to provide users with relevant pages to explore.



9. Hotel Pack: It displays the hotels related to the search query and displays some information about them, such as hotel reservation prices and visitors' ratings for them, and they appear as in the figure.



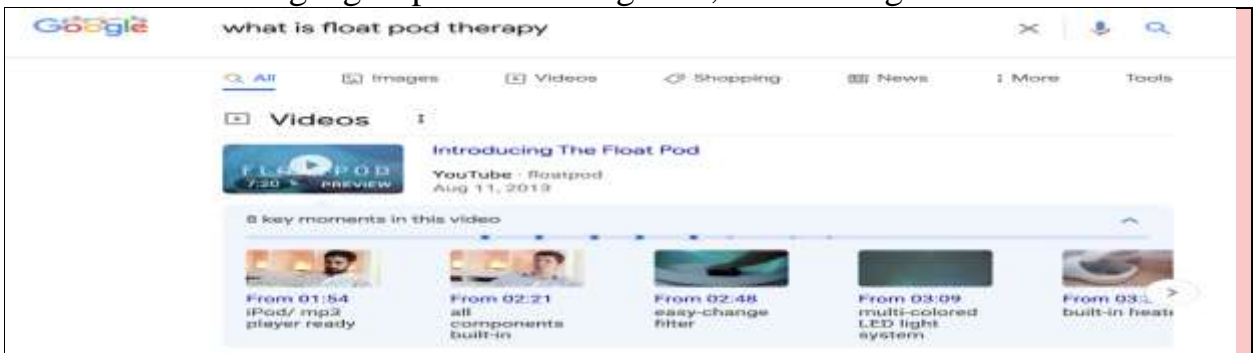
10. Job listing: The Google search engine displays a number of jobs related to the search term and displays the job name, company name, city, and website, as in the figure.



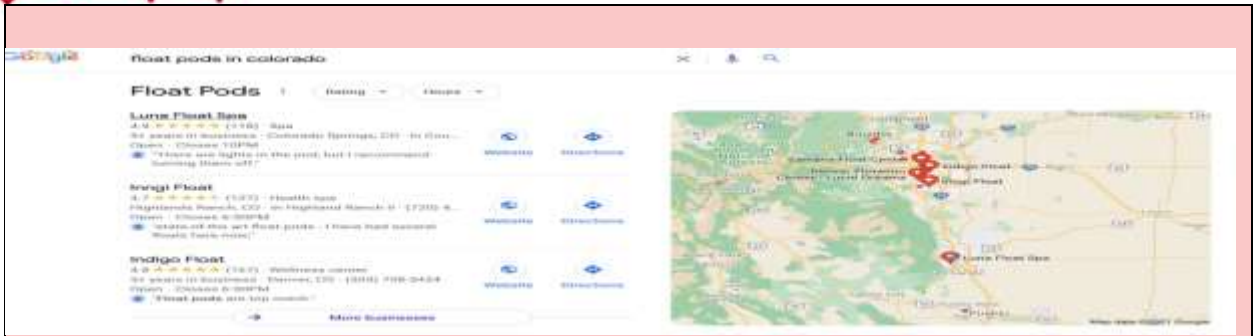
11. Image Pack: These are the images that appear at the top of the page and are shown by the Google search engine if it deems that the visual results are more related to the search term than the traditional search results, and it does not differ in content from the Image Pack that appears somewhere in the search results.



12. Video pack: It is a video that appears at the top of the search results, and Google chooses the most prominent video to show it as a distinguished result, while Video Carousel is showing a group of videos together, as in the figure.



13. Local Pack: Display results that are based on the searcher's geographical location or search term, and appear in the top three places on Google Maps. These are specialized lists that show local search queries, and highlight nearby businesses or services on the map, in addition to basic details such as addresses and reviews. And working hours.



14. Shopping results: Although they are paid ads on the Google Ads network, they affect the ranking of search results. They are ads for products that appear on the search page. These results will display specific products, their prices, and places to purchase them, which reduces the number of clicks needed to make a purchase [8-12].



INTERNAL SEARCH ENGINE OPTIMIZATION

The Internet has become an important and essential part of our daily lives. Whether we are businesses, customers, researchers, scientists, students, or just end-users, we face the demand for data that our business needs to move forward according to our requirements. The main source of data collection is search engines, because it is difficult for Website owners, whether personal or business, optimize their websites and web pages in order to reach more people through search engines. Internal SEO is crucial for any website that wants to increase traffic and profitability, improve website content and organize it in a way More convenient and helps improve user experience and customer satisfaction One of the major concerns of online marketing businesses is to make their presence known to as many individuals/customers as possible, as online businesses interact with general or potential customers through their websites [1].

The importance of internal search engine optimization: Search engine optimization helps increase the visibility of the website and the chances of appearing in the first search results. By improving the ranking of internal pages and the links between them, it can make the website more stable and visible to search engines, which increases the knowledge and presentation of the content provided. As a result, internal SEO leads to increased traffic, reaching goals, and achieving profitability.

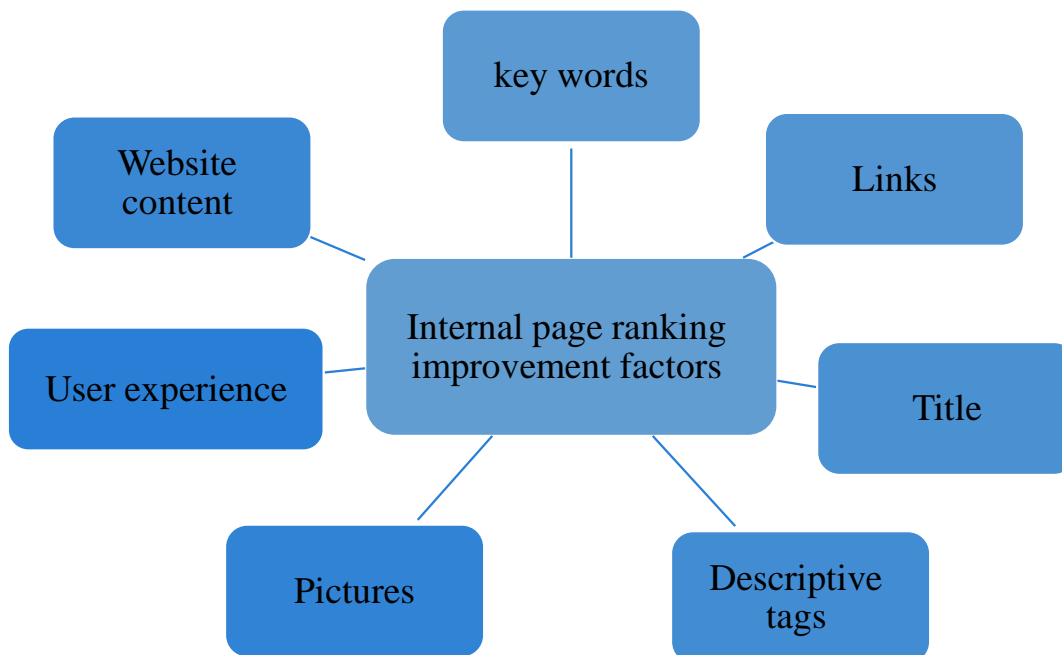
Internal SEO factors:


Fig. 15. Internal SEO factors.

Source: Structured by the author based on data [2-3].

First: Keywords: They are the words and phrases that describe the content of a web page. When users search for products, they type their queries into the search engine in order to get the answer. They are a point of contact between the user's queries and websites, by knowing the words or phrases. Which the target audience uses when searching for products, you can create content and optimize it to answer their inquiries. The more these words are present on the pages of the website naturally, the greater the chances of appearing in the first results of the search engine. It is necessary to classify the terms related to the business so that it can When users go to the website, they can find the content they need and expect. In order to be able to attract large traffic to the website, you need keywords, as they are the cornerstone of search engine optimization.

Importance of keywords:

1. Audience targeting: Keywords are the things that connect people to your business content. Therefore, you have the ability to choose the type of individuals you want to attract to your website.

2. Audience Help: Keywords help your target audience find the most relevant content on your website. As a business owner, you should make sure that the keywords you use are directly related to what potential customers care about and what they are actually searching for.

3. Increase leads and sales: The most important function of keywords is to help generate high-quality leads, and the terms you choose should help increase conversion and increase profits.

4. Create a content strategy: Once you know which keywords are most relevant to your website, you can easily create your content strategy around these terms.

5. Study competitors: Make a list of competitors and browse their websites to see which words are being targeted. Also, looking at competitors' keywords will help expand your list of ideas.

6. Analyze the results: After choosing the keywords, do not forget to monitor them and analyze the results. There are often common keywords or phrases along with new keywords that competitors may use. After that, enter the keywords into blog posts or social media posts, meta tags, and website content.

Benefits of keywords:

- It contributes to attracting targeted visitors to the website.
- Increases conversion rate and improves user experience.
- It helps in understanding visitors' interests and identifying market trends.
- Facilitates competitiveness in search engines and achieving better rankings.

Website keyword selection tools.

Google keyword planner	It is a free tool from Google that helps in choosing the appropriate keywords to create campaigns by knowing how frequently these words are searched for. It also enables us to obtain suggestions about the words and the number of times the target audience searches for them, which helps improve the website content in order to Get better rankings in search engines.
Google Trends	It is a free tool that provides data and graphs to illustrate the search volume for keywords and topics related to the blog in a place for a certain period of time. By using the word search feature through this tool, an individual can easily find words that have become popular and create content around them, and through it Avoid words that are becoming less common.
Keyword Tool.io	This tool provides suggestions for long-tail keywords and related words based on users' searches. These terms depend on several different factors, such as the number of times users searched for a specific term, so all this tool does is generate other suggestions for keywords in alphabetical order. , but it doesn't tell you anything about search volume or cost per click.
Semrush	It is a tool that has a wide range of capabilities to efficiently improve your search engine marketing strategy, as it allows from conducting keyword research to traffic analytics and ad analysis, so you will be able to search for the best keywords and know which ones have the highest ranking and which ones are the most difficult to use. Rankings, track rankings, analyze competitors, and improve overall search engine exposure through a wide range of tools and data.
Ahrefs	The benefits include optimizing the website on search engines, enhancing the quality of pay-per-click advertising, by planning marketing campaigns on search engines, learning more about keywords, analyzing competitors, tracking their performance, and measuring results.
Google Analytics	It gives users an in-depth look at the performance of a website or pay-per-click ads, by providing powerful analytics to measure results, in order to obtain important information, such as knowing which keywords are the best in terms of traffic, conversion rate, and the average time customers spend browsing the store. .

Source: Structured by the author based on data [4-5].

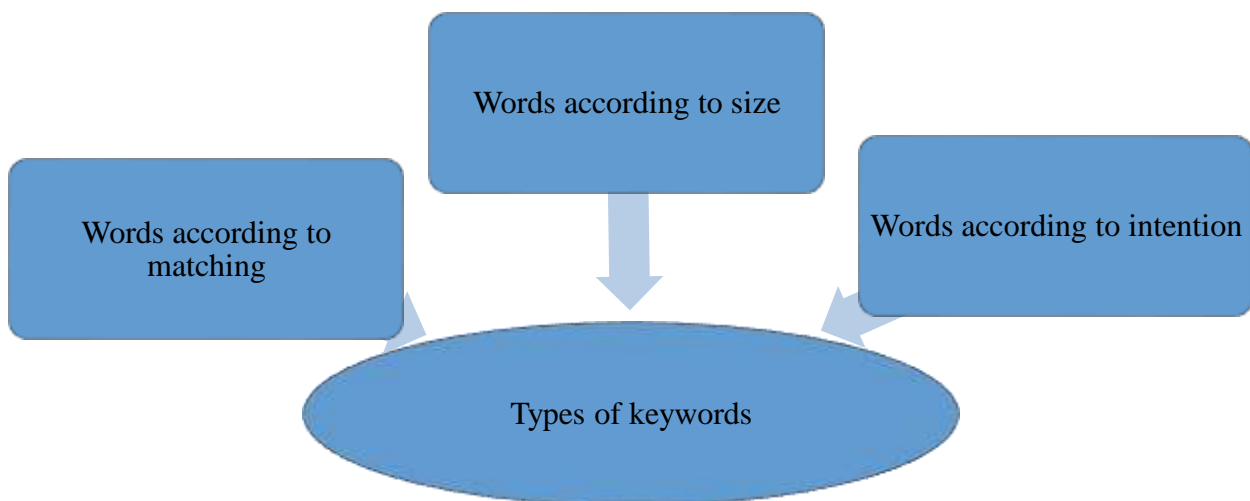


Fig. 16. Types of keywords

Source: Structured by the author based on data [6-7].

1. Keywords according to matching:

- **Exact match:** It appears in queries when you search for the same word or phrase that has the same meaning or purpose. It is the most specific and restrictive type of keyword matching. Ads only appear when you search for the same keyword, but without errors or increases and target a precise audience. This type of matching gives the greatest ability to control the keywords that appear in the ad. Words in square brackets are used in the case of an exact match, for example: [men's clothing]
- **Phrase match:** It appears in queries that have the same meaning as your keyword or are more specific variations of your keyword. Words can be added before or after your keyword, but not between them. The formula is to place quotation marks around the target word. Using phrase match will place ads in front of smaller audience, but they are only shown in searches that include the intent of the ads, so the audience becomes more precise.
- **Broad matching:** is keyword matching that search engines use to determine the search terms that your ads are eligible to match with. It is called broad because it allows the ad to match the widest possible range of keyword searches that are still somewhat related to your keyword. It is the ideal and most flexible solution to choose. If you target a wide audience in your advertising campaign, it will attract a larger number of users and, at the same time, potential customers to your website. Your ads may also appear to users who did not enter a keyword that is completely similar to the keyword you are targeting.
- **Negative matching:** Words you want to exclude from targeting when you search for them, such as some variations on unrelated keywords, such as adding sneakers to your negative word list if your online store sells shoes but doesn't sell sneakers.

2. Keywords by size:

- **Short keywords:** These are words that consist of one or two words and are among the most used words in search engines. The rate of competition for them is very high, so the large sites are the ones that often top the results, for example: (electronic games), The search for this word is general and not specific.
- **Medium keywords:** These are words that consist of two to three words. They are considered better than short-tail keywords because they are more specific, which makes them less competitive, but the search volume for them is greater than long-tail keywords, such as electronic games for children.
- **Long-tail keywords:** These are more specialized words that consist of more than three words and the search rate for them is lower than short-term keywords, so the competition for these words is easier. For example, electronic games and their harm to children, as they are more specific and targeted in the field of search.

3. Keywords according to intent:

- **Informational:** The user searches to find out information and more details about a specific topic to gain knowledge, and it is often in the form of a question such as, how, why, the best way to, so you should use words such as benefits, methods, or what are, as these words tend to appear in informational contents. Aims to educate the reader.
- **Navigability:** These are the words that individuals use when they want to find a specific site or page or search for a specific thing. This search may be for brand names, product names,

sites or prices in which they are interested. For example, if users want to read books. Hassan Ababneh, all they need to do is search by word written by Hassan Ababneh.

- **Commercial:** This type of word is used by individuals to verify the brand to identify companies that offer products that are related to the keywords written in search engines, for the intention of purchasing. It also determines the type of products that the individual wants to know about, and the place he needs to go to, so you begin to Use words such as specifications, comparison, place of origin, expiration date, etc., to give more clear information about the products and usually lead to purchases, for example, website design, free shipping, discount coupon, buying from the Internet, the best electronic game stores.

- **Purchasing transactions:** These are the words that an individual uses when he intends to buy a specific thing. As an example of search words related to transactions, (buy, for sale, discount), for example: electronic games for sale. [8].

Search engine optimization plan according to the strength of the site

1. Beginner website: It is a website that has not done any search engine optimization, because it is new and does not even appear in search engine results.

- **One specialized field:** Start in one specialized field and then it is possible to move on.
- **Competitive easy words:** meaning long and easy words
- **Cover each search term on a separate page (separate article).** Covering a main word on the page and linking the word to a group of pages.

2. A site that contains words: It is a relatively old site that contains some of the words that appear in the first search results. When the user types words, they appear in the first search results, because they are controlled by some sites.

- **Publish in the same field of search words in which you were previously classified,** and publish the captured words again on other pages. With time, you will catch more and more words.

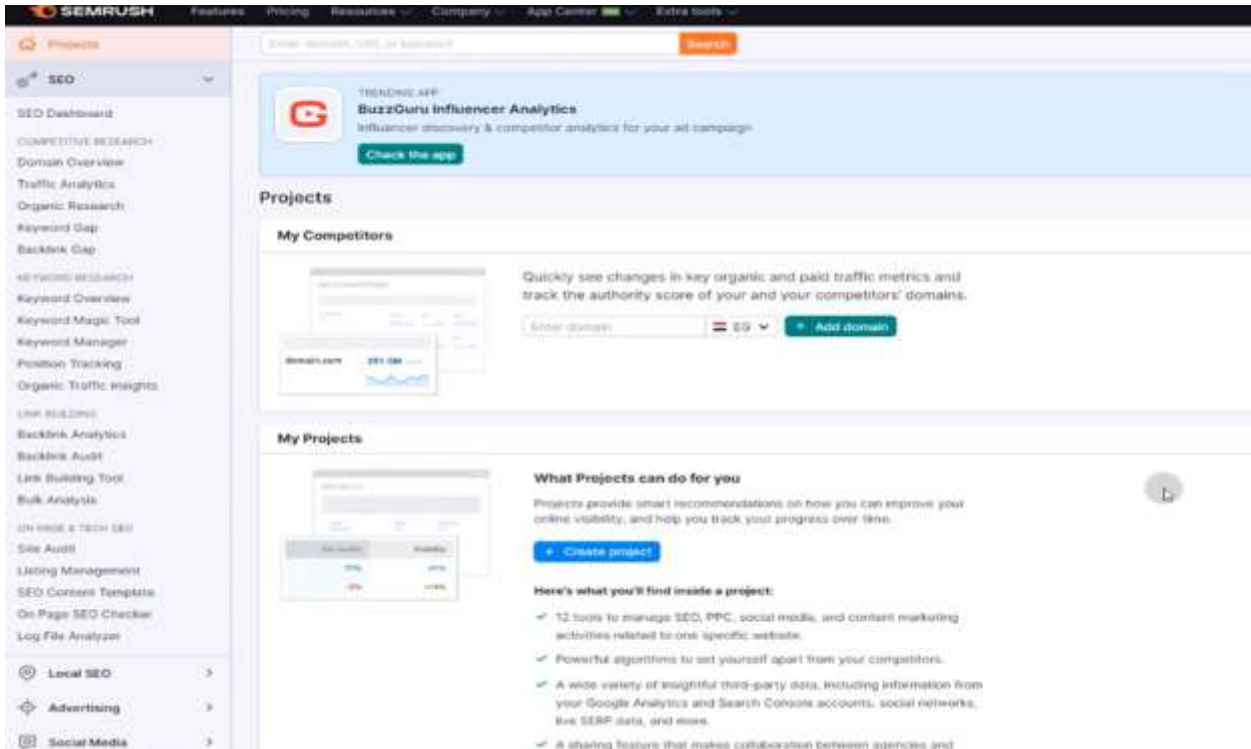
- **Any search words, regardless of the level of difficulty:** Stick to even difficult words because you have begun to know Google

- **Cover all search words on the same page:** You do not need separate pages like the Beginner because they are all on one page.

- **Moving to a new field by making a bridge:** which is writing a second article on a different topic, but adding a word from the old articles to the new article, so that it is linked to the first article through the word that was written.

3. A site classified by Google: This means a site that is classified and known by search engines and often appears in the first search results, which requires good follow-up to cover all new search terms [9-10].

Use Semrush to see comprehensive statistics for keywords:



Second: Uniform Resource Locator (URL): Commonly referred to as the web address or website address, by which an Internet site or pages are identified, it is used by Internet users by typing it directly in the address bar of web browsers. Or by clicking on a hyperlink on a web page, within emails, or even from an application, the website address is always visible at the top of the browser window, specifically in the address bar.

Each website has a special address: Domain Names are sold through companies specializing in selling them, so there is no possibility of two websites appearing with the same domain name, so the website address has a specific name that is fixed and monopolized by its owner, which gives the ability to publicize the site and make it unique. It is extremely important in the world of the Internet, to know the number of visitors to the website, through their addresses, because each user has his own address, and to know all the visitors' issues and evaluate the website, as all of these things depend on the website address, so if we want to sell Website address: Sometimes it may require large sums of money to purchase the domain name, that is, purchasing the entire company just from the website address, so it is extremely important.

The importance of the website address (URL):

- Identify the website: Is it a page, file, or other resource, where the address serves as an electronic key to accessing these resources.

- **Improve user experience:** Clear and understandable website titles improve the user experience, as it is easier for visitors to understand the content of the target web page and navigate the website better.
- **Marketing and branding:** The website address is used as part of electronic marketing strategies. It can be designed in a way that expresses the brand or refers to specific content, which contributes to strengthening the website's identity.
- **Securing the connection:** Using the secure protocol https in the website address, as it contributes to encrypting the connection between the browser and the server, which improves the level of security and protects sensitive information.
- **Search engine optimization:** The website title is an important element in search engine optimization, so using relevant keywords in the title positively affects the page's ranking in search engine results.
- The website address is not only an electronic path, but it forms an essential part of the user experience, internet strategies, and digital marketing. [11].

How to create website addresses (URL):

Now that you know what a website title is, you can start adapting the website title of your page to suit the needs of search engines. There are many factors that can dictate how search engines rank websites. A good, correct website title makes it easier for search engines to see What the pages are about, making website titles more SEO-friendly, as in the figure 17.

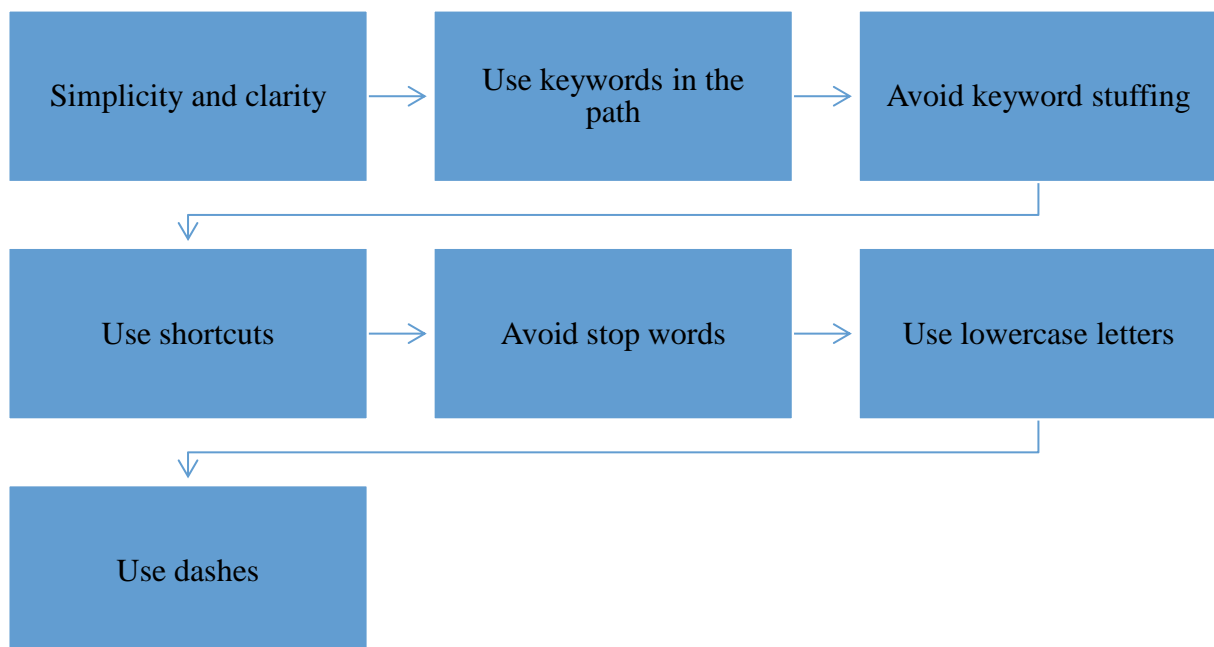


Fig. 17. Create website addresses

Source: Structured by the author based on data [12-13].

1. Simplicity and clarity: Write a clear and simple title that accurately reflects the content of the page.

2. Use keywords in the path: Every SEO optimized page on your website should have a target keyword as well as a secondary keyword that you want to rank for. Placing these keywords in the path tells Google what the page is about, so it knows where you will rank. When customers search for certain terms. Like, if your page is about SEO consultants, your path might be www.ababneh.net/book-consultants Use your path as a way to show clients and search engines everything they can expect from each page.

3. Avoid keyword stuffing: Although using a targeted keyword in your website title is a good idea, stuffing your website title with all the keywords you can think of is not a good plan. Google considers it a black hat tactic. It can lead to... sanctions.

www.ababneh.net/book-consultants-book-consultant-book-consultants

4. Use shortcuts: A short link looks more professional and trustworthy. Long and complex website titles often turn off the website in question. In addition, website titles that are too long can make websites more difficult to read. Keep the link we sign. The Web is Short By avoiding a lot of extra words in the path, when customers type searches into their web browser, they don't want to spend a long time remembering your website address. You can use a URL shortener, such as Bitly, Short.io, and TinyURL, to create a custom website address.

5. Avoid stop words: Stop words are a problem for website titles, as they break up the flow of keywords in your website title link. Words like for and are all stop words, removing stop words will simplify your stop while still showing your customers and search engines what your website page is about. For example, www.website.com/the-best-digital-marketer-in-london just have www.website.com/best-digital-marketer-london.

6. Use lowercase letters: The simpler the website title, the better. Staying away from forward slashes, question marks, and exclamation marks is usually a good idea. It's a good idea to get rid of any uppercase letters, as most Internet users automatically type in lowercase letters online. This makes it easier for customers to have access to the right file transfer over the Internet.

7. Use dashes: The more complex components in a URL, the more difficult it will be to find things like an ampersand or equal sign, which will make your website address more complex. Make sure the only characters you use other than letters and numbers are dashes. Most websites on the Internet use dashes. Global dashes to separate words, such as www.example.com/computer-network-dns

A detailed explanation of the basic structure of a website address (URL).

https://www.ababneh.net/courses/seo/html		
<i>https</i>	<i>Protocol</i>	HTTPS stands for Hypertext Transfer Protocol Secure is the most common protocol, as it requires the website browser to encrypt any information you enter on the page, such as passwords or credit card information, so that Internet thieves cannot access it, and the most important feature is that the protocol helps improve... search engines.
<i>www</i>	<i>Sub domain</i>	www is an abbreviation for the word (World Wide Web) and is used to distinguish content. It is a part of the website address that is not important and is not inevitable and can be excluded. It is an indicative and complementary part within the address. If you write https://www.ababneh.net you will reach Website, where subdomains also indicate the classification of the website into the main content categories, is used if your business includes a lot of complex content that is difficult to manage on a single website, as the website appears to search engines and visitors as having a large amount of information.
<i>ababneh</i>	<i>Main Domain second level Domain(SLD)</i>	It is the name of the website that helps users know that they are visiting a specific brand's website without needing further information.
<i>com</i>	<i>Top level Domain(TLD)</i>	Identifies the top-level domain for the type of entity an organization registers on the Internet, for example, com is for commercial entities, edu is for academic institutions.
<i>courses</i>	<i>Folder/path</i>	The path usually points to a specific file in the web server
<i>seo</i>	<i>Page name</i>	Page name
<i>html</i>	<i>Extension</i>	It is the extension for a file or page

Source: Structured by the author based on data [14-15]

Protocol: A set of rules for formatting and processing data, similar to the common language of computers. Computers within a network may use vastly different software and hardware, however, the use of protocols enables them to communicate with each other.

Domain name: In the digital world, its purpose is not limited to helping individuals find an important electronic page, but it is also a kind of brand that represents a specific company. Therefore, the choice of domain name must be approached responsibly to gain popularity among users.

Third: Title: The website name should be short, easy to remember, easy to write, and easy to pronounce. This is useful for verbal advertising, as these visitors need to go directly to your website, but it is also important for dealing with fluency and flow. Dealing with fluency is a concept. We remember and relate more positively to things that we can easily say and think, that have the ability to stick out in our minds, so stay away from including numbers or location names with other non-standard letters, use unusual spellings or longer than about 15 characters, etc., since Search engines

rely on accessibility and ease of use as ranking factors. The easier it is for humans to read a domain name (or website address), the better it is for search engines, and this is reflected in the page rank, which greatly affects the rankings.

Web pages are basically created on six levels of titles from H1 to H6 tags. Each one of them in the hierarchy is affiliated with the previous series and special tags. They are used to distinguish titles on Internet pages. The most important title is the H1 tag and the H2 subtitle is nested in it, respectively, H3. Hierarchy and the use of H3 tags before H2 or the use of H6 tags is unacceptable, in general, H1 - H3 tags are enough to design text on the website and the rest is rarely used [16-17].

<pre> <html> <body> <h1>Heading level 1</h1> <h2>Heading level 2</h2> <h3>Heading level 3</h3> <h4>Heading level 4</h4> <h5>Heading level 5</h5> <h6>Heading level 6</h6> </body> </html> </pre>	<p>Heading level 1</p> <p>Heading level 2</p> <p>Heading level 3</p> <p>Heading level 4</p> <p>Heading level 5</p> <p>Heading level 6</p>
--	--

The well -designed titles help users to move on the website, and good texts and sub -titles attract visitors' attention and encourage them to stay on the website for a longer period, this has a positive impact on the behavioral properties of the web site and contributes to a lift in the search engine results, and also uses a search engine Google sub -address for user comfort, as they help search engines know the structure of documents quickly and determine the nature and quality of the content of the web page, the content of the web site addresses are taken into account by searching the search engines to determine the suitability of the web page in the search query, and the words placed in the H1 sign are With more weight than the rest of the text on the web page, the H1 tag is the most important title on the web page, which should represent the essence of the hosted web content. Incorrect use of the title can negatively impact the ranking of the web page and for this reason special attention should be paid. To write and improve it.

Basic rules for writing an H1 headline:

1. The title on the header should be brief and concise.
2. It reflects the content of the text.
3. If it is above all headers, it is not allowed to be placed below H2 or H3 because the top position is the natural position.
4. Use only one h1 tag per page.
5. The fonts for the headers are graduated, and the first level is the one with the largest font.

6. The title must include a keyword, and this is an important ranking factor for search engines.

7. Site address should not be improved.

8. The basic requirement is not to put a period at the end of the web page address (in this case there may be an exclamation mark or a question) [15].

According to the page title organization rules, the title on the home page should contain relevant queries because it is an important factor for the website's ranking in search engines. While on the products page, make sure that there are titles for low-frequency keywords. The keywords should be close to each other. From the beginning of the title as much as possible, an important element is to avoid the leading title in H1. You should not use too many keywords and include phrases in the direct entry if they look unnatural. It is not always necessary to start web page titles with the words "buy" or "price" as they may This is a negative signal for search engines.

The H1 title should not match the META title tag which describes the content of the web page to search engines and is also displayed in the browser tab. The title can also be seen as the title of a web page excerpt in search results. Using the same keywords in the title tag META and H1 title of web pages may result in a threat of penalties by search engines. Since the title and H1 tag are important for a website's ranking in search results, writing the same keywords in these elements could be considered an attempt to artificially increase their weight. It is not recommended to use a duplicate copy of h1 tag in describing the characteristics of a web page Website promotion functions need something unique in order to occupy the first positions of search result queries as quickly as possible Creating catchy titles for web pages and websites is very relevant in modern conditions [16].

The title of the web page must match the content of the web page. If a mismatch is found in the title of the web page, it deceives the reader's expectations and allows a loss of trust in the texts and traffic through the website. It is impossible to achieve effective SEO without using basic HTML tags. Accordingly, it is advisable to take into account the configuration features and structure of basic HTML tags and their role in organizing SEO events for organizations.

Fourth: Meta tags: They are specific types of descriptive tags that appear in the HTML code of a web page and help search engines know the topic of the page and its attributes for search engines and browsers. These tags are primarily used to improve the visibility of the site on search engine results pages, and to assist browser functions through... Convey basic data about the web page. Meta tags are usually placed within the main section of an HTML document and are not visually displayed on the web page to users. A meta description usually ranges from 155 to 160

characters. It encourages users to click through and visit the website, which It affects click-through rate and visibility. By creating an attractive title or meta description, you will attract the attention of recipients more efficiently and thus encourage them to visit your website [17].

Meta tags are HTML tags that are used to provide additional information about a particular page to search engines and other programs. Programs process meta tags, ignoring tags that are not compatible with them. Meta tags are added to the <head> section of an HTML page and generally appear as follows.

```
<html>
<head>
<meta charset="utf-8">
<meta name="description" content="Author: A.N. Author, Illustrator: P. Picture, Category: Books, Price: £9.24, Length:
<meta name="google-site-verification" content="+nxGUDJ4QpAZ519BsjdiuFHs34="> <title>Example Books high-quality
used books for children</title>
<meta name="robots" content="noindex, nofollow">
</ head>
</html>
```

You can use this tag to give a brief description of the page, and in some cases this description is used in the snippet displayed in the search results, it should basically use 10 keywords/meta tags to get the right and good definition

Fifth: Images: The images that are used on the website must be related to the content and be recent and not previously available on the Internet. Original images give greater benefit to the website. Users often search for visual content, and they may find the website for the first time. Through images: For example, if you have a blog about recipes, users may find your content by searching for “pizza recipe” and browsing images of multiple types of pizza descriptions. When you add images to your website, make sure users and engines can In order to find and understand them, providing high-quality images provides enough context and detail to help users determine which image best matches their search query. Use accurate, clear images and add them near relevant text. Text next to images can help the search engine know The subject and meaning of the image are better based on the context of the page. [18]. Adding descriptive alternative text to the image: It is short descriptive text that explains the connection between the image and the content. It helps search engines understand the subject of the image and the context that explains its connection to the page. Therefore, writing alternative text is an important procedure. You can add this text to HTML using the alt attribute of the element img, or the content management system you are using may include an easy method that allows you to specify a description of the image when uploading it to the website. If we want to analyze the image via Google, we type google cloud. Google Cloud Platform (GCP)

will appear. Click on it, then click on Vision AI and place the image. that you want to analyze.

Sixth: User experience: It is the way in which individuals interact with the website, and it includes various elements such as ease of navigation, visual appeal, website speed, responsiveness, and the ability to complete tasks smoothly. Providing a smooth and satisfactory user experience is crucial to attracting and retaining customers, as it is required to Search engines accept providing high-quality content and excellent user experience to achieve high rankings in search results.

The importance of improving the digital user experience for e-marketing:

- A good user experience increases the chance of converting from a visitor to a customer
- A poorly organized store is difficult to attract potential customers to the brand.
- Customer satisfaction: The better the user experience of the store, the clearer the navigation system, increases, and they are more willing to recommend it.
 - If you build a great experience, customers tell each other about it.
 - An intuitive shopping process and clear product discovery keeps buyers on the website longer and they are likely to be willing to spend more.
 - Good user experience management helps retain customers and improve brand awareness.
 - Maintaining and increasing customer return rate is one of the most important goals when running an online store. [19].

Improving user experience and compatibility with search engine rankings

- Easy-to-navigate website design: The website design should be user-friendly and allow users to find the content easily.
 - Improve loading speed: The time it takes for a site to load is crucial to the user experience. Improve site performance and reduce loading time by optimizing page structure and image compression.
 - Ensure compatibility with mobile devices: The site must be compatible with mobile devices to improve the user experience. Adopt a design that is compatible with different screens and ensure portability and ease of access to the content.
 - Providing valuable content: The content must be of high value and useful to users, within high-quality content that is comprehensive of the users' special needs to obtain higher interaction rates and better communication.
 - Use compatible keywords: Appropriate and relevant keywords must be used in the content, page titles, and page description (meta description). However, usage should be natural and not excessive to avoid negative impacts on user experience and website ranking in search engines.
 - Facilitate communication and interaction: Provide easy ways for users to communicate with you and provide their feedback and inquiries. Social channels, contact forms and forums may contribute to enhancing the user experience and understanding their needs. [16-17].

WEBSITE CONTENT

Marketing business based on innovation cannot be imagined without search engine optimization, because the effectiveness of the organization's marketing activities depends on the importance of the website, which mainly depends on its content, appearance and visitors' perceptions. In order to find the necessary information, a website filled with high-quality, interesting and unique content of Its type represents half the success of the website of the organization, on which it carries out its activity, regardless of the type of activity, geography and specificity of performance. Before listing the main types of content, it is worth considering their economic nature and features [1].

The concept of website content: are the protected results of intellectual activity, including textual, audio, or visual content published via websites. It is difficult to increase the efficiency of online marketing business and make the website at the top of search ratings without high-quality, regularly updated content. It is important to improve Web content for search engines responds to the keywords used in the search, which is why searching web content is essential to increasing traffic on the website. Creating attractive and organized content in different categories to facilitate browsing is also important for successful websites. Websites must Provides users with appropriately useful, authentic and interesting information, as advertising articles do not enjoy much trust among readers, unlike reliable web content, which highlights all the advantages and disadvantages of individual products and organizations, which has a significant impact on individuals that makes them stay on the website. In order to purchase or provide services online.

Definition of website content: It is the information you place on a website to inform, guide, or influence visitors. This information can be presented with text, images, videos, or audio recordings. As with website design, the primary responsibility of content is to keep people engaged. , leading to longer stays and repeat website visits. Additionally, well-optimized articles can improve your placement on search engine results pages for their crucial role in on-page SEO [2].

The importance of website content: High-quality website content is one of the best strategies for getting the content of goods and services into the hands of customers who are looking for answers or solutions to the problems that the brand solves, and one of the benefits of having a content-rich website.

1. Add value to the website: High-quality educational content makes it easier for potential and new customers to find the information they need to make informed

decisions. Once customers know that a website is a trusted source of information, they will keep coming back.

2. Target the audience: The content of the website creates, builds and targets the appropriate audience for the work, because the website itself does not matter to the audience. The content on the website is what connects us to the audience, through which the audience knows you, so that you become one of the websites they are searching for.

3. Get a wider following: Good website content leads to good social media content, which helps in building a wider follower base on social media channels and directing those followers to the website.

4. Rise in rankings: Search engines rank websites that are updated regularly. Search engines optimize for rich and new content, because all individuals use the Internet for searches.

5. Stimulate conversions and sales: Content plays a crucial role in the customer journey, guiding users from awareness to consideration and ultimately to conversion. Whether it is compelling product descriptions, customer testimonials, or case studies, compelling content helps convince visitors to take desired actions. , such as making purchases, subscribing to a newsletter, or requesting a demo.

6. User Engagement: Engaging content keeps visitors on the website longer and encourages them to explore more [3]. From blog posts, articles, videos, or infographics, engaging content engages users, encourages social sharing, and fosters a sense of community, leading to increased traffic. On the website, lower bounce rates, higher conversion rates, and from the types of web content shown in the figure 18.

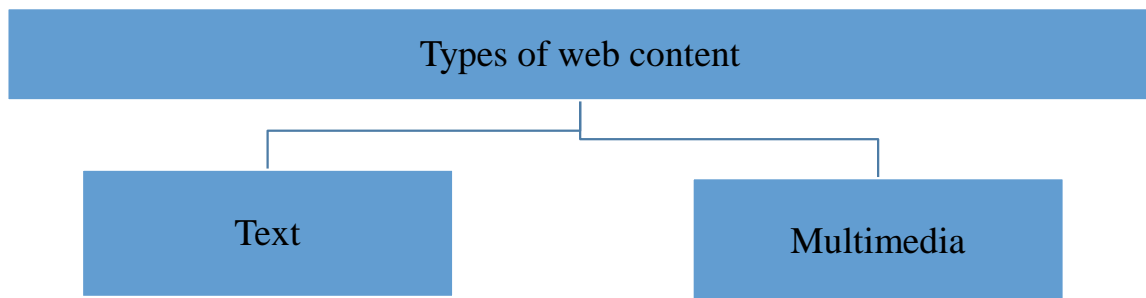


Fig. 18. Types of web content

Source: Structured by the author based on data [4].

1. Text: It is the textual content written on a web page. Good content contains online reading instructions, such as dividing the text with headings, bullets, and brief paragraphs. It also includes useful links to internal and external sources so that readers can delve deeper into the information provided, as they can For viewers to read websites anywhere in the world.

2. Multimedia: It is content that includes animation, pictures, audio, and video. It is called interactive multimedia because it allows the user to interact with it by allowing him to control the selection of images and videos that he wants to see and determine the way they are displayed.

Website content attributes:

1. Clarity: Clear content is important, because confusing content frustrates readers and prevents interaction with the website.

2. Credibility: Providing clear, organized, and grammatically correct content can increase credibility, while spelling, grammatical errors, and typos can decrease reliability.

3. Ease: Formatting website content to be easy to use on digital platforms. Since most website visitors are skimming, the content often includes informative headings, bulleted lists, and short paragraphs to provide value to readers who are in a hurry or looking for specific information.

4. Value: Good website content, whether educational or entertaining, provides value, as educational content increases the audience’s knowledge base in a specific area or helps the reader solve specific problems, while entertainment content moves or delights the reader [5].

Website content quality requirements: Website content needs a set of marketing requirements, which are characterized by a certain degree of instability, as website content requirements appear in a volatile environment as in the figure 19.

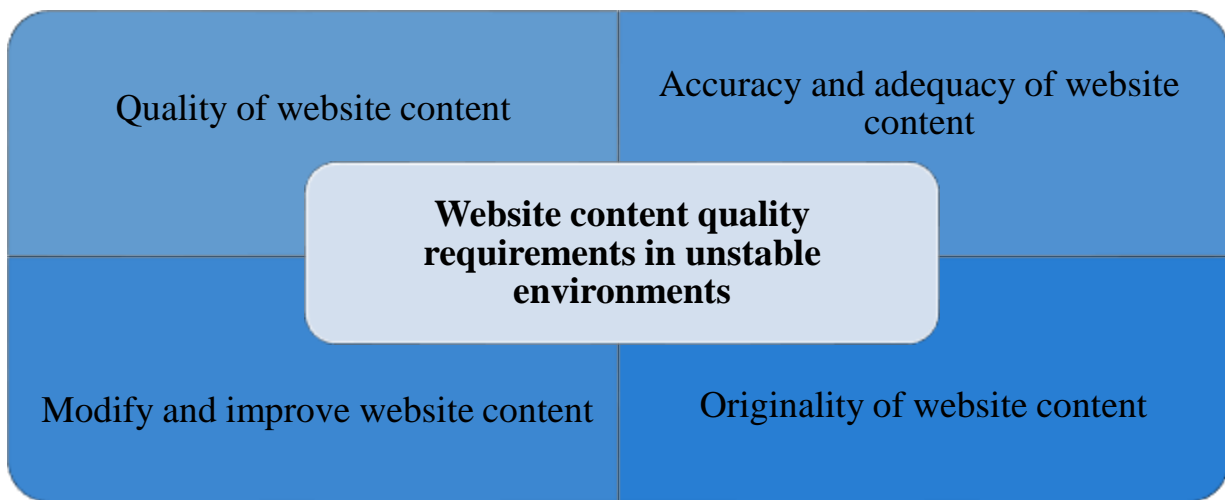


Fig. 37. Website content requirements.
Source: Structured by the author based on data [6-7-8].

1. Quality of website content: Paying attention to providing website content in a professional, high-quality manner and in a manner that reaches the target segment is one of the first and most important steps that you must study well. Choose the content carefully, divide the ideas, use creativity and add media, pay attention to the

terms of search engine optimization, and be sure to provide Exclusive, useful content that ensures priority in search engines.

2. Accuracy and adequacy of website content: The website visitor must receive reliable and sufficient information that he is looking for on the website, at the same time this information must be verified and reliable to be consistent with reality, if the website is a commercial project (used to promote products online), the quality, accuracy, usefulness and suitability of information always serves as a confirmation factor for the professionalism of the organization and its employees.

3. Originality of website content: The main indicator of the credibility of website content is the absence of an identical copy of the content published via the website, as search engines consider the presence of duplicate content as plagiarism, which makes promoting the website difficult. The content must be original and unique. In its essence and content, it is desirable to publish original articles, case studies, self-made reviews and product evaluations. These materials are interesting and attractive to users, and are highly evaluated for formulating the organization's marketing strategy.

4. Modifying and improving website content: When website content is created, it is adapted according to the requirements of the target audience and the organization's strategic goals. This adaptation may relate to the design and nature of methods for presenting and structuring information. Search engine optimization includes the use of special techniques and methods for designing content across the website, including This includes coordination, internal navigation, highlighting important information, etc.

After considering the basic requirements for the content of websites and the economic nature of their content, it should be noted that under modern business conditions, the level of targeted actions (purchase) is largely influenced by the ease of perception and knowledge of website content, as well as the use of visual elements (illustrations of video materials). Quality internal link structure depends on text size, all other things being equal [9-10].

An important piece of evidence for website visitors for many search results is the simplicity of the process of searching for information and products as well as ordering a purchase through the website. This fact is important and determines audience loyalty, brand awareness and the rate of targeted actions for the website, to bring the website to the top of the search in light of the development Information technology and search engine optimization, this is only done with high quality content [12]. It is necessary to consider the type of content developed by the author to build the website based on an analysis of scientific papers and research in the field of SEO, shown in the table 10.

Types of website content.

<i>Main content type</i>	<i>Sub-content type</i>	<i>Properties</i>
Textual content	Copyrights	It is a type of intellectual property that gives its owner the exclusive right to copy, distribute, adapt, display and implement the creative work. Of course, original content is preferred by search engines and users, which increases the loyalty of site visitors to the products and to the organization itself, as it has a positive impact on targeted actions and sales.
	paraphrasing	Online article writing tools are ideal web tools that help to craft unique, engaging and high-quality content easily by transforming ideas, messages and information to enhance writing and avoid plagiarism. This tool is generally used by webmasters, content writers, bloggers, marketing professionals, etc., to create the desired content, Bringing together multiple sources to rewrite high-quality content can solve quality copyright issues.
	translation	It means the process in which a written or spoken system of one language is transferred to another language system, while preserving the original meaning of the original system. When writing, the author's text is created and from the point of view of search engines, this is unique content.
	copy and paste	Directly copying articles from other sources without making any changes to the text is the easiest and worst way to fill up website content.
Audio content and podcasts	Music, interview recordings, podcasts, lectures and webinars are the most valuable audio content, which visitors cannot hear anywhere else. Audio materials can be used as educational materials to increase levels of trust in the organization and awareness of products.	
Video content	It consists of various clips of screenshots, educational videos, films, video presentations, virtual tours, etc., with the possibility of filming them yourself, obtaining them from free sources, purchasing them, or even organizing video competitions, where users themselves participate in creating this type of content.	
the pictures	They include not only images, but also animations, charts, screenshots, and slides. Infographics are particularly effective as they increase traffic by 12% on average.	
Titles	The website title plays an important role in its promotion. It must be original, clearly describe its content, and be detailed and informative.	

Source: Structured by the author based on data [11-12-13].

In the current context of the volatile environment, the structure proposed by the author for the content types of an organization's website is different from the current structure, which means dividing them according to the type of information (text, image, audio, video), content, articles or reviews are often combined with images

and videos. With text descriptions, but this is only to increase the possibilities and provide additional possibilities for developing, improving and further promoting the website, taking into account search engines and consumers high requirements in order to fill the website with content, it is necessary to use content that closely matches the topic of the website and the interests of the target audience.

Stages of preparing website content:

When conceptualizing the above types and subtypes of content and the features of their formation, it is worth considering the main stages of website content preparation, which the author developed on the basis of generalization of existing content and discusses the organization of the characteristics of the activity as shown in the figure 20.

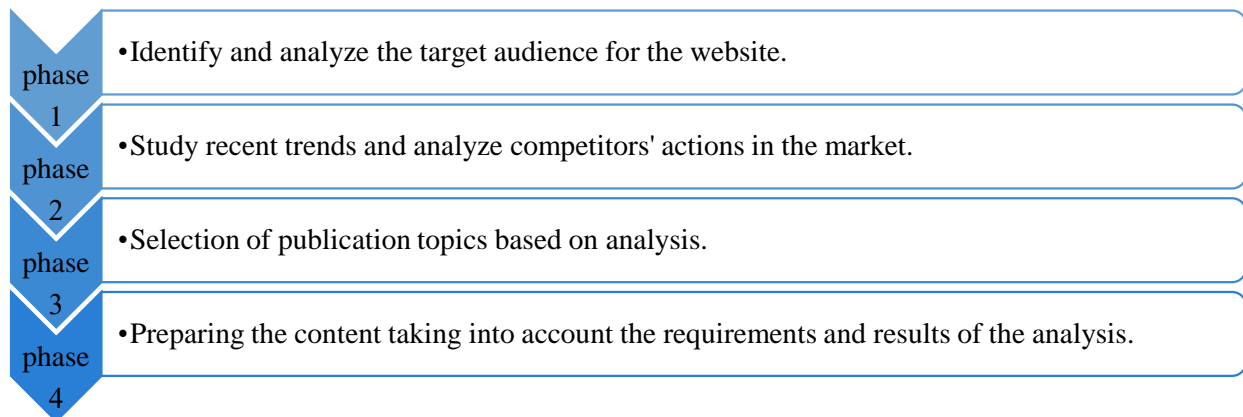


Fig. 20. Stages of preparing content for the website.

Source: Structured by the author based on data [16-17]

1. Identify and analyze the target audience for the website: In order for the website content to be effective, it is important to know what characteristics this audience has, what they are interested in, what information they are looking for, and what they trust. The more data is collected about the target audience, the better. Better, it may include general information (age, gender, region of residence, education, profession) or more precise marketing data (for demand for products or preferences for additional terms of service, customer troubles, problems, concerns and objections [12].

2. Study current trends and analyze the actions of competitors in the market: Competitive analysis is conducted in order to determine the strengths and weaknesses of competitors, to avoid problems and defects, and to provide better, more convenient and profitable services to customers. This analysis includes comparing the project with already operating organizations and collecting data on their experience, market conditions, etc. This analysis allows you to appear as accurate in the market, apart from your competitors (by offering unique advantages) and fill the website with content so that customers choose you compared to other

organizations, and allows you Analyze modern trends to respond quickly and correctly to adjust the scope of services according to changes in the global market [13-14].

3. Selection of publishing topics based on analysis: Determine the theme of the published website content in advance, make the content constantly populated, and optimally solve the problems of attracting users. To do this, it is better to use the search engine-focused method of key queries and requirements while taking into account the analysis of the results. Marketing and interests of the target audience, use special services when selecting topics for articles on key inquiries.

4. Preparing the content taking into account the requirements and results of the analysis: Preparation is a technical task for each content, determining the requirements for its size, content, and keywords used, as well as general requirements. The text must be organized and divided into logical groups and its structure must use subheadings and lists to attract attention. The texts must be easy to read. With the importance of attracting users, remembering them, and providing them with all the necessary information [14].

In modern conditions when we develop business strategies, it is important to know the strengths and weaknesses compared to competitors and how they are perceived by individuals and ordinary users. Based on this, the author explained the need to compare strengths and weaknesses when creating, managing or planning a business using modern marketing tools, which will determine the points Strengths and weaknesses of strategies and changes, identifying key areas and improving them. The information obtained will also allow us to form a concept to offer products that are better than competitors and more profitable to the consumer. In global activities, SWOT analysis is an abbreviation and abbreviation, and its key components, presented in Fig. 21

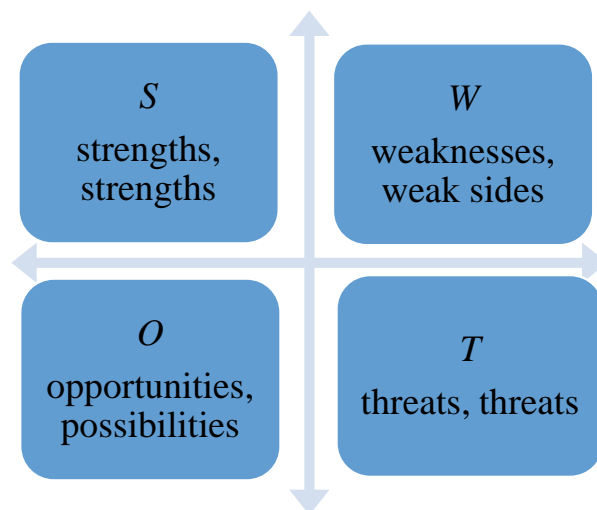


Figure 21. Business SWOT Analysis: Strengths, Weaknesses and Strategic Decisions
A source: Compiled by the author on the basis of data [18-19].

SWOT analysis greatly helps in analyzing the external and internal factors of one's own marketing business practice and those of competitors and on the basis of the results obtained strategic decisions and adjustments to the future development strategy of the organization are made, based on the results obtained. With a review and evaluation of all factors influencing decision making and identifying development opportunities.

1. Internal points: (strengths and weaknesses) are elements for analyzing the internal environment of the organization and identifying negative and positive factors within the organization. Strengths are the organization's features that give it a competitive advantage over other organizations. It may be a patent for a specific technology or distinctive human resources or it may be an advanced operating system and others. As for weaknesses, they represent the negatives that may hinder the organization from achieving its goals, including a bad reputation, lack of capabilities and potential, or weakness in the supply chain and others.

2. External points: (Opportunities and threats) are the forces that affect the organization's work. These elements are used to analyze the external environment that may affect the organization's performance. Using the SWOT analysis, the organization can identify the threats that it may face, such as economic changes in the market, certain changes in laws and regulations that may negatively affect it, or problems in distribution, etc. At the same time, the organization can explore opportunities that can be applied to increase its profit and effectiveness. Some examples are innovations and new customs in society or agreements and partnerships with other organizations. These elements can change quickly and suddenly, which makes it seem that the organization's opportunity quickly turns into a threat, as certain problems in the elements of strength may turn into weaknesses. It is not enough to just identify the points, but to ensure continuity by taking important measures such as being aware of serious threats and maintaining and enhancing strengths.

Cases that require the use of SWOT analysis:

1. Start-up organizations launch new business lines.
2. Reviewing the organization's internal policies.
3. Studying options and opportunities for business restructuring.
4. Validating the specified development path.
5. Improving marketing operations.
6. General knowledge of the market situation. It should be noted that some managers prefer to conduct a SWOT analysis on their own, because they usually see a comprehensive picture and determine the direction of business development. However, it is better to think about it with the participation of a team of several

specialists from different departments of the organization. This helps to identify and study blind spots that can have a negative impact on the state of business or customer relations. Once the strengths and weaknesses of the organization are identified in the direction in which it plans to develop, there are many different scenarios, such as adjusting its goals to changing its strategy and planning.

Based on this analysis, generalization and coordination of existing methods after the assessment, the author emphasizes that this is not the final result, as you need to prove yourself as an agent and personal experience of the buyer, which will lead to full immersion in the work of representatives of all segments of the target audience and determine the details and parameters of the consumer image. Conducting surveys is not enough. It is necessary to contact the audience directly to find out how they behave, what are the goals and preferences to satisfy their desires and identify additional benefits, characterized by new ideas for improving products.

The main essence of this approach is to find some attractive evidence for visitors and come up with something innovative and new to increase targeted actions (purchases) and increase the level of customer loyalty as well. Increasing the target audience, one of the important factors that require continuous research, analysis and evaluation of the target audience is the constant fluctuations and unstable global market, which is further reflected in the image of the target buyer, so it is necessary to constantly explore, evaluate and analyze the business and adapt to changes in the competitive environment, which will increase the profit share [21].

The main role of the website content is to ensure that the necessary information contained in the search engine is presented in an accessible, high-quality and reliable manner. This is because it is important for visitors to achieve the goal of searching for information as quickly as possible, so a set of factors is used to create simple and useful web pages [22].

The content of the organization's website should not only be divided into an embedded image, but it should be properly organized using the basic elements that ensure the effectiveness of website optimization. In light of the fact that there is no single list of these elements in the scientific literature, the author has developed a list of the main elements that ensure the optimization of the website and contribute to its promotion and ranking.

Content elements affecting website improvement and ranking.

<i>Content elements</i>	<i>Influencing website rankings and search engine optimization</i>
Site address	Your website title should be short, easy to remember, easy to type, and easy to pronounce. Avoid including numbers or site names with other non-standard characters, use unusual spellings or longer than about 15 characters, etc.
Page description	The page description is the first motivation for clicking on the website and ranking it on the first page of search engine results. It is necessary to know the best ways to write the description that helps attract visitors to the website. If the description is appropriate, the number of visits will be high.
Frequency of citing keywords	In order to get more website traffic through organic search results, you must prepare your website for search engines, because they display website pages including texts, videos, and images and arrange them to suit users. The appearance of search results depends on many factors. Such as the popularity of the website, the extent to which search engines trust it, the percentage of daily visitors, and the number of times searches for keywords within the site, all of this allows for increasing the site's ranking.
Content size	Content size should be optimized to at least 2000 words.
The number of keywords in the text	Due to the large number of keywords, search engines will correctly identify pages and sites.
Main synonyms in the text and titles	It allows understanding the nature of posts and improving their relevancy and search engine rankings.
Categorized lists and tables	Using such tools makes the content understandable and more enjoyable to read.
Authenticity of content	Once the potential keywords are identified, content marketing begins its role, and its quality helps attract the target audience and affects search engine rankings. Therefore, you must write attractive and organized content that serves the goals and provides the target customers with the information they are looking for. Remember that good content requires a lot of effort to be prepared, so When writing it, focus on what suits the target audience so that you do not waste your time and effort. Good content has a greater chance of being shared on social media and attracting links. Credibility also emphasizes the importance and relevance of the quality of the website content that was created.
Key words	These are the sentences and phrases that individuals enter into the search box in the search browser to find what they are looking for. It is one of the foundations of search engine optimization, which is relied upon to know the topic of the content published on the website. Before publishing any content on the website, you must first conduct keyword research. Most appropriate for that content, it must express the published content and be popular in search engines.

Frequent content updates	The quality of the content helps in reaching the target audience and influencing the ranking in search engines. Therefore, you must write attractive and organized content that provides the target customers with the information they are looking for. It is preferable to write the content in a narrating (story) way because it is the most attractive to them and makes them feel that you are directing the conversation to them and not to the engines. Searching, updating information will indicate to visitors the importance and reliability of the information.
Multimedia presence	Multimedia can be a powerful and unique way to attract more visitors and build brand awareness. Since different segments of your target market may require different marketing tactics, you may find that you have to combine social media with TV and print to reach as many audiences as possible. Potential customers.
Content difficulty	It is difficult to write content without explanatory and marketing content. It is necessary for each website to have distinctive content that describes the work and goals of the entity to which the website belongs. The content must also be useful and understandable for the visitor to understand.
Errors in the text	The more errors there are, the lower the site's ranking.
Links within content	Use links from trustworthy sites that are closely related to the content you are providing, or links to other articles that support your article, or links to e-books that comprehensively discuss the topic in a way that readers can use, or a link to a video that explains in a simplified way, but do not overwhelm the target audience with too many links and distract them between On your site and other sites, make sure that the links you place work well and are clickable to provide a good experience for the user. It is preferable to write the information that the reader is likely to find when he clicks on the link, because it increases the probability of clicking, and do not forget when creating the link to make it open. In a new window and not in the same window so as not to exhaust him by moving between your site and other sites.

Source: Structured by the author based on data [20-21-22].

Among the main content elements of the organization that influence the improvement and ranking of the website, effectiveness is ensured through the use of a set of elements suggested according to the direction of the organization, however in addition to the content elements that influence the ranking

Tips for writing website content:

- Make sure that the content is clear, simple and easy as this will attract the target audience without hesitation.
- Make the site content distinctive and compatible with search engine algorithms.
- Professionally designed content ensures leadership and appearance in the first results of the search engine.
- Use language appropriate for the audience.
- Show the words you want to focus on by changing their font or color.

- Use emojis instead of text, as this adds interesting variety to web content
- Speak in the plural form to express company, as that is more beautiful and elegant.
- Make paragraph headings clear and avoid allusion.
- When adding important images, express them in short sentences.
- If advertising offers and campaigns are present on your site, make their language simple and clear.
- Make the subpage titles eye-catching so that the customer wants to enter and browse them.
- Do not exaggerate the content, keep it realistic.
- When writing, imagine the customer in front of you and talk to him. This is a method that helps in writing better and more effectively.
- Using narration and realistic stories to touch the audience.
- Use titles that help you appear on search engines.
- Design customer reviews and testimonials in the form of tweets that attract the customer.
- Analyze customers, identify their strengths and weaknesses, and use them to build your project better.
- Address the audience in an appropriate and respectful manner to gain their trust and always strive to act on their proposed ideas [21].

How to write website content:

Strong website content is an important part of your marketing strategy. You don't have to be a famous author to create engaging and compelling copy for your organization. All you have to do is follow some basic web best practices.

1. Setting goals: Knowing the ultimate goal from the beginning helps to formulate attractive content, including some of the questions you ask when setting the content goal.

- What action do you want the reader to take?
- Should they sign up for a newsletter, purchase a product, or simply share content?
- Do you aim to establish the brand as an authority in the business?
- Create in-depth, research-backed articles.

By answering these questions, you can create a clear content roadmap while ensuring it aligns with broad business goals.

2. Identify the audience: It is much easier to write specific content for specific individuals than for a general audience. You need to know the target audience, because this allows determining the best ways to communicate with them and persuade them to make purchases.

3. Research competitors' content: It is a good step to research competitors' websites to find out the type of content they publish, to know the formats they use, the topics they cover, and the number of times they publish, which helps formulate a content strategy and conduct a comprehensive analysis of competitors' content in identifying gaps in the own strategy. , inspiring new content ideas, and helping to understand what resonates with the target audience.

4. Attract readers from the first line: Just as a good book draws you in from the first sentence, web content needs to grab readers' attention immediately, so they don't give up the page. Strong, bold content can spark interest and encourage readers to continue [22].

5. Make the content parsable: How you present your content is important, as people read online differently than they do with physical text. Most people browse rather than read, so, you should include subheadings, short sentences, paragraphs, and spaces between paragraphs to ensure Ease of text analysis.

6. Help readers navigate: Ease of helping readers navigate the website is essential to creating a positive user experience, so, make sure to include links within the content, which point to relevant pages on the website, which helps with search engine optimization on Appearing in search results is a good way to direct readers towards more content that matches their interests. These internal links not only provide additional value to the reader, but encourage readers to spend more time on the website exploring these related pages.

7. Talk to readers like you would to a friend: Create a connection between the brand and readers, to make the content more personal and help build trust [25].

8. Use clear language that is easy to understand: Make the website content simple, so that readers do not get frustrated or confused. If you use simple language then readers will understand what you are saying better. This applies to content related to products and their benefits. Make sure to use short sentences to communicate the message clearly.

9. Proofread to detect errors: Website content should not contain any spelling or grammatical errors, as careless errors can turn away potential customers.

10. Encourage readers to act: Your website content should encourage some type of action. Perhaps you want visitors to make purchases, subscribe to your blog, or join your mailing list, and by including a clear statement using words like “join” or “Register,” “Receive a call,” or “Sign up” can help get this action started.

11. Show social proof: Including some social proof can back up the statements you make about products. This mostly applies to the copy you write for the homepage and landing pages.

12. Add visual images: Individuals remember what they see more than what they read. Adding visual assets (charts, videos, etc.) helps individuals better understand, remember, and interact with content. For example, an infographic can simplify a complex process, and a drawing can A graphic can depict data trends, and a video can explain how a product works more clearly than text alone.

13. SEO: While focusing on readers, it is equally important to optimize content for search engines, as this helps ensure content is discovered on search engine results pages and drives more traffic.

14. Update content regularly: To keep content relevant, accurate and valuable, it must be updated regularly. The digital world is constantly evolving, and content must reflect the latest information and trends [26].

The main content elements that ensure the effectiveness of content for organizations' websites are considered and organized. The impact of content on the site's ranking is also discussed, ensuring importance and high position in the site's search engines. Website content information should be reliable by topic and navigation should be convenient based on Analyze competitors and characterize the quality of website development and creation. For a website to be effective, it must contain interesting and high-quality content, work quickly across different devices, be secure, and support all the innovative tools and methods of digital technologies [27].

TECHNICAL OPTIMIZATION OF SEARCH ENGINES

Modern conditions of managing an e-marketing business require owners and managers of organizations to develop websites. One of the most popular ways to organize website performance is the trend of search engine optimization techniques, which regularly check website performance metrics, so that the website is faster, easier to crawl and more understandable by search engines. Search, paying special attention to loading speed and its impact on user interaction, in addition to mobile indexing and user experience signals, as this trend is important for any organization to ensure the performance and accessibility of the website, improving the technical aspects of the website to increase the ranking of its pages in search engines, in addition to To loyalty and admiration for the organization's brand, website owners can build a lasting relationship with their audience In terms of visitors' loyalty and admiration for the organization's brand, website owners can create lasting relationships with the audience to effectively navigate the competitive digital landscape by prioritizing search engine optimization techniques that improve Website efficiency and increased user experience standards [1].

The concept of technical search engine optimization is to ensure that web pages are accessible and easy to understand by crawlers so that they can accurately index them in search engine results pages. This helps increase organic rankings, as it allows search engines to quickly identify the content on the page and evaluate its relevance compared to... In addition, when implemented correctly, technical SEO provides users with a better experience, faster loading times, fewer errors, and easier navigation, all of which contribute to a higher ranking on search engine results pages. Search is part of internal on-page SEO, which focuses on optimizing elements on a website in order to get higher rankings. It is the opposite of external off-page SEO, which is about creating exposure for a website through other channels [2].

Technical SEO: It is the process of ensuring that the website meets the technical requirements of search engines, such as finding, reading and understanding the website, to improve the structure and performance of the website, including analyzing the website from a technical perspective, identifying the technical aspects of errors in the website and working on Fix it so that the website is easier to crawl and index, which helps improve the site's ranking at the top of search results pages.

The importance of technical search engine optimization: Technical search engine optimization is crucial for several reasons, all of which contribute to the overall success of the website and its appearance in search engine results. Among some of the reasons why technical search engine optimization is important.

1. Optimize crawling and indexing: Proper technical optimization ensures search engine robots easily crawl and index website content, and also helps search engines know the structure of each page and its importance.

2. Better user experience: Many technical SEO elements directly affect the user experience, such as page loading speed and responsiveness to mobile devices. A positive user experience also leads to lower bounce rates and increased engagement, which are favorable signals for search engines.

3. Higher search engine rankings: Search engines take technical factors into consideration when determining a website's ranking. A well-optimized website is more likely to rank higher in search results, resulting in increased visibility and increased organic traffic.

4. Prevent Duplicate Content: Technical SEO techniques, such as converting content to organic content, help prevent issues related to duplicate content. Search engines prefer unique content, and avoiding duplication ensures that the page is properly indexed and ranked.

5. Structured data and rich snippets: Using structured data (schema markup) can improve the appearance of search results by providing additional information about the content, resulting in rich snippets, and increasing click-through rates.

6. Website security: Implementing security measures, such as using HTTPS, not only protects user data, but is also considered a ranking factor by search engines, and secure websites are more likely to gain the trust of users and search engines.

7. Optimal website title structure: Clear and descriptive website titles make it easier for users and search engines to understand page content. This clarity contributes to improved rankings and improved user experience.

8. Easy website navigation: The organized structure and navigation of the website enhances the user experience and helps search engines understand the hierarchy and relationships between different pages. This can contribute to improving the ranking for relevant keywords.

9. Adapt to algorithm changes: Search engines update their algorithms frequently, and technical SEO practices help a website adapt. Technically sound sites are better equipped to handle algorithm changes and maintain or improve their rankings.

10. Competitive Advantage: Websites that invest in technical SEO gain a competitive advantage. An optimized site is more likely to attract and retain users, resulting in better search engine ranking performance than competitors who neglect technical aspects.

11. Improve conversion rates: A fast, optimized website with a positive user experience is more likely to convert visitors into customers or achieve other desirable goals.

12. Better Analytical Insights: SEO practices help technology set up accurate tracking and analytics, providing valuable insights into user behavior and website performance [3].

Benefits of technical search engine optimization

Technical SEO offers several benefits that collectively contribute to the success and overall performance of a website in search engine results:

1. It affects the actions and decisions of website visitors.
2. Improve conversion rates.
3. Increase leads and sales
4. Maximize the ROI of SEO as a digital marketing strategy
5. Improving the performance and speed of the site
6. Higher rankings in search engines
7. Increase organic traffic
8. Improved user experience

Technical SEO vs. Internal vs. External Optimization

1. Technical SEO is designed to maintain the technical integrity of a website.
2. Internal SEO includes keyword research and content efforts.
3. External SEO involves activities, such as link building and digital PR, that aim to boost external authority signals pointing to a website.

Technical SEO focuses on code-level deployment of a website in order to improve crawlability, allowing content to be indexed faster and more comprehensively. Technical SEO elements overlap with internal optimization. For example, an in-house SEO specialist examines web pages. Make changes to metadata elements, such as title tags, titles, and meta descriptions, based on keyword research. The SEO technician then focuses on actual code errors related to the metadata. This includes issues like long page titles or missing meta descriptions without Having the task of writing or creating metadata for each item, another area of overlap is internal linking. Inbound SEO focuses on adding internal links strategically to boost link rights for specific pages. Conversely, technical SEO deals with internal links from a broader perspective, focusing on code errors and the overall architecture of a website's links. Technical search engines perform a comprehensive crawl of the website to identify broken links and provide recommendations for resolving them. Unlike inbound SEO, technical SEO is less concerned with the specific anchor text of individual links and prioritizes the overall health of a website's link structure.

Technical SEO and external optimization are distinct practices, attracting different skills. While they generally operate at opposite ends of the SEO spectrum, there is some overlap, especially in link auditing. In the past, this involved link

profile evaluation. Back searches for harmful links and disavows them to avoid penalties. Link auditing has shifted to a more positive approach, focusing on evaluating your links and competitors' links for best-in-class examples, and after this analysis conclusions are drawn [4].

Technical optimization of search engines

- Focuses on the technical aspects of the website and improving the code level.
- Aims to enhance website crawlability and overall technical health.
- Addresses issues such as metadata errors, broken links, and website structure.

Internal search engine optimization

- It is about improving the content and elements of individual web pages.
- Includes keyword research, content publishing, and metadata optimization.
- Examines on-page parameters such as page titles and internal links.

External SEO:

- Focuses on building external signals and authority for the website.
- Referred to as digital PR, it seeks to enhance a website's reputation.
- Build links, promote content, and get editorial coverage to improve rankings.

The main components of technical SEO

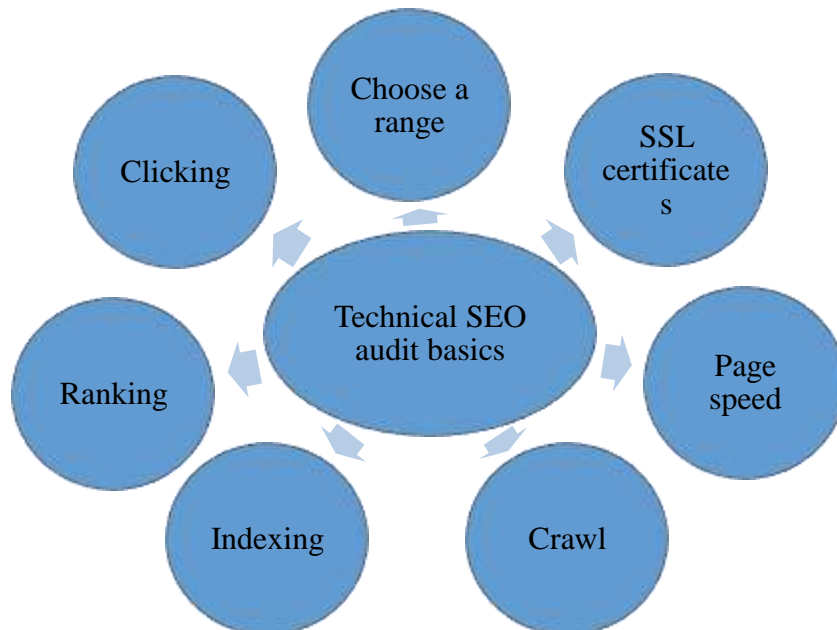


Figure 22. Technical SEO audit basics

Source: Compiled by the author on the basis of data [4-5].

1. Choosing a domain/domain: It is the address that individuals type in to access a website, such as ababneh.net. The website's domain affects the ability of individuals to find you through search and provides a consistent way to locate the website. When you select a preferred domain, you tell search engines what you prefer to display the with-www or non-www version of your website in search results, for example, you can select www.ababneh.net instead of ababneh.net, which

tells search engines to prioritize the www version of your site and redirect all users to Otherwise, search engines will treat these two versions as two separate sites, resulting in dispersed SEO value.

2. SSL Certificates: Website security is a critical aspect of technical SEO, as it directly affects user trust and search engine rankings. Secure Socket Layer (SSL) creates a layer of protection between the web server and browser, making the website Secure, when a user submits information to the website, such as payment or contact information, this information is less likely to be compromised because you have a secure socket layer (SSL) to protect it. Implementing HTTPS encryption and regularly updating software and plugins can implement security measures. Powerful in protecting a website from malware, hacking attempts, and data breaches, a secure website instills trust in users and search engines, which contributes to improved rankings and reputation.

3. Page Speed: Page speed is a critical factor in technical SEO, as it directly affects user experience and search engine rankings. A website loading slowly can lead to high bounce rates, low conversions, and lower rankings. Improving the speed of a website can Your web by minimizing CSS and JavaScript files, enabling browser caching, and using a content delivery network can dramatically improve page load times and enhance user engagement [6].

4. Crawlability: It is the foundation of technical SEO. It allows search engines to discover and index website content efficiently. A well-organized website with a clear hierarchy and optimized navigation ensures search engine crawlers can easily traverse pages, identifying and understanding their relevance to specific search queries, while Here are some elements related to crawlability in technical SEO:

- **Creating an XML sitemap:** It is a carefully designed file that indexes the pages of the website, which ensures that search engines can easily discover and index them, in addition to facilitating the discovery and examination of pages more efficiently, as search engines provide a coherent blueprint for the structure of the website. It is important that Google Every important page on a website is indexed. However, it is not uncommon for certain pages to become isolated due to a lack of internal links. This is where the strategic benefit of a sitemap becomes clear, as it speeds up the content discovery process, ensuring that no page lingers. Value goes unnoticed.

- **Maximizing crawl budget:** It is the number of pages that search engines will crawl. There are billions of websites in the world, and search engines have limited resources, and they cannot check every website individually every day. So, it has to prioritize what to scan and when. So the crawl budget is the limit set by search engines on the number of pages they will scan on a website. For example, a website with 10,000 pages and frequent content updates may be scanned daily, but It is still limited by the spider's time and resources. Let's say Google crawls 500 of your pages per day, it will take 20 days to scan the entire website. However, if Google's crawl budget for this website is 1000 pages per day, it will take half the time Poor quality content or broken links can slow down the crawling process, which may require assistance.

- **Website structure:** Website structure plays a crucial role in crawlability, as it is the extent to which the pages on a website are organized and interconnected. A well-organized website is not only crucial to the user experience, but also to search engine optimization, as it includes all aspects of structure. Website hierarchy, including how related content is grouped, and how different pages relate to each other. Having a clear, cohesive, and intuitive website structure is essential to ensuring that the website can be used by individuals and easily accessible by search engines. Search engines also help People can easily find what they are looking for on the website. [6].

- **Optimize website address structure:** Website address structure refers to how the user's website addresses are structured, which can be determined by the website structure. To illustrate, addresses can contain subdirectories, such as `blog.hubspot.com`, or subfolders, such as `hubspot.com/blog`, which indicates where the website address leads, whether you use subdomains or subdirectories in the website address. What's important is that these rules follow a uniform structure, which means you shouldn't switch between `blog.yourwebsite.com` and `yourwebsite.com/blogs` On different pages, create a roadmap, apply it to the title naming structure and stick to it. Some additional tips on how to write website titles:

- Use lowercase letters.
- Use dashes to separate words.
- Keep titles short and descriptive.
- Avoid using unnecessary letters or words (including prepositions).
- Include targeted keywords.

Once you have your website title structure ready, you will send a list of titles for your important pages to search engines in the form of an XML sitemap. Doing this gives the bots additional context about the website so they don't have to discover it while crawling.

- **robots.txt file:** It is a file that is created on the main folder of the website, which in turn directs robots and search spiders to the important pages on the website or the pages that will be archived. This file tells the search spiders that these pages are the most important on the website and are the ones that will be archived. It also keeps them away from unimportant pages that search spiders should not archive and display on their search engines.

- **Adding navigation menu paths:** It is a part of the website that provides the visitor with easy navigation between the sections of the site, and contains a group of organized, important and useful links that the visitor is likely to be interested in seeing the content they lead to, and is usually listed at the top of the site pages before the main content of the page on A bar format that includes buttons, each of which takes the visitor to a specific important page when clicked. They are not only used by site visitors, but are also used by search robots.

- **Using pagination:** It is a code that tells search engines when pages with distinct titles are linked to each other. Pagination improves the quality of site usability, and makes it easier for users to understand information if it contains a large number of products and categories. It also improves loading speed and measurement. Internet speed, also used to make it easier for search robots to discover and crawl these pages.

- **Checking SEO log files:** Log file analysis involves reviewing data stored by a website's servers in the form of log files, which record every request made to the site. This process is an essential part of technical SEO. It involves the process of examining server log files to gain insights into how search engine robots interact with a website. When a search engine scans a website, it records activity in server log files, which can provide valuable information about how the site is

scanned, and analyze the duration of its visits. Monitoring the scanning budget allocated to the site, in addition, can help identify scanning errors, such as broken links or pages returning a 404 error, and ensure that search engine robots are able to access and scan all important pages on the site, through the use of file analysis. History To optimize a website for search engines, SEO professionals can help ensure a site is easily discoverable by search engines and improve its visibility and ranking in search results [7].

4. Indexability: Once a website becomes crawlable, it must be indexed by search engines to appear in search results. Indexing refers to the process by which search engines store and organize website content in their databases, making it available to users through queries. Search. Proper indexing is crucial to ensuring that your website appears when users search for relevant keywords and phrases. Key factors that affect indexing include:

- **Unblock search bots from accessing pages:** Bots are small software applications that appear on websites and follow the links on them to collect information about the website. This information is then added to search engine databases. If you are wondering why search engines use such Robots, it is how websites are identified, which can provide information related to the keywords that users are searching for. You must ensure that robots are sent to the favorite pages and that they can access them freely. Google's robots.txt test will give a list of disallowed pages. You can use the scanning tool in Google Search Console to determine the reason for blocked pages.

- **Removing duplicate content:** The main goal of content marketing is to make it unique, improved, and valuable. Duplicate content is the text found in several titles. Duplicate content is often the result of unconscious actions resulting from a lack of sufficient knowledge of the subject. There are two types of duplicate content within a website. Single or across multiple domains, duplicate content confuses search robots and negatively impacts user indexability.

- **Review user redirects:** Properly managing redirects and rankings is essential to avoid duplicate content issues, which can negatively impact a website's ranking. Redirects allow users and search engines to be redirected from one website address to another, while Taxonomies help search engines determine the preferred version of a page when multiple versions exist. By implementing redirects and taxonomies correctly, you can ensure that search engines are indexing and ranking the correct version of your content, preventing duplicate content penalties.

- **Check the site's mobile responsiveness:** With the increasing prevalence of mobile devices, having a mobile-friendly website is no longer an option but a necessity. Search engines prioritize websites that provide a seamless user experience on mobile devices, ensuring that content is easy to access and read on phones. Smartphones and tablets. Implementing responsive design or creating a mobile-specific site can significantly improve the usability of a website on mobile devices. Mobile-friendly websites not only provide a better user experience, but they also receive a ranking boost from search engines. search.

- **Repairing Hypertext Protocol (HTTP) errors:** These are three-digit numbers that indicate the status of a request made by a client to a server. These codes are used to communicate problems or errors encountered while processing requests and responses between web servers and clients, such as browsers or APIs. Understanding these codes is important for website owners because they can help diagnose issues with websites, API endpoints, or cloud services. HTTP errors can hinder

the work of search bots by blocking them from important content on a user's site. Therefore, it is important to address these errors quickly and accurately.

Table 12

Brief explanation of HTTP errors

301	Permanent redirection is used to permanently send visitor traffic from one address to another.	302	Temporary redirection is used to temporarily send visitor traffic from one address to another.
403	This error occurs when you reach a page that you are not authorized to access.	404	Error pages tell users that the page they requested does not exist, either because it was removed or they typed the wrong address.
405	This error occurs when you access a page incorrectly, for example if the page requests content with a GET command, while the site originally expects it to request it with a POST command.	500	This error occurs when an unexpected problem occurs that prevents it from executing the request
502	This error occurs when the server, acting as a gateway or proxy, receives an invalid response from the main server.	503	This error occurs when the server response is not available and this indicates that the server is not ready to handle the request.
504	This error occurs when the server cannot receive the timely response from the main server that it needs to complete the request.		

Source: Compiled by the author on the basis of data [8-9].

5. Ranking/Ranking Checklist: Ranking your pages includes some of the on-page and off-page elements that we mentioned earlier but from a technical perspective.

- **Internal and external linking:** Links help search robots understand where a page is in the overall outline of a query and provide context for how that page should be ranked. Links direct search robots and users to relevant content and convey the importance of a page. Links improve crawling, indexing, and ranking ability.

- **Quality of backlinks:** These are links from other sites that return to your site, as they give you a vote of confidence for the website. They tell the search robots that the external site A, that its page is of high quality and worth crawling, and as these votes accumulate, the search robots notice the website and deal with it. To be more credible, the quality of backlinks matters a lot, and while links from low-quality sites hurt rankings, there are many ways to get high-quality backlinks to a website, such as connecting with relevant publications and providing useful content that other sites will want to link to.

- **Content Collections:** A collection of pages and posts that focus on a particular topic. They link to related content so that search robots can easily find, crawl and

index all the pages you have on a particular topic. They serve as a self-promotion tool to show search engines how much you know. With a topic, so the website is more likely to rank as a reference for any related search query.

6. Clickability Checklist: Although click-through rate has to do with searcher behavior, there are things that can be done to improve the clickability of search results, although meta descriptions and page titles that contain keywords affect CTR, we will focus on the technical elements, as ranking and CTR go hand in hand, searchers want immediate answers, the more visible the results are on the search results page, the more likely they are to get a click through.

Structured data: Structured data, known as schema markup, is an effective tool to enhance a website's visibility and provide users with rich segments in search results. By implementing structured data, search engines can be provided with detailed information about a website's content, such as product information, event details, or Reviews, which may lead to more useful and interactive search results and increased click-through rates.

- **Content quality:** While technical search engine optimization focuses on the technical aspects of a website, content quality remains of paramount importance. Search engines prioritize websites that provide high-quality, informative, and relevant content that satisfies users' search intent. Creating compelling, engaging content is important. Resonating with your target audience is essential to improving a website's ranking and attracting organic traffic.

- **Ongoing monitoring and maintenance:** Technically, SEO is an ongoing process that requires constant monitoring and maintenance to ensure that the website remains optimized and in line with evolving search engine algorithms. Regularly reviewing website performance, addressing technical issues promptly, and staying up to date with the latest industry trends and best practices is important. Essential for maintaining a healthy SEO foundation from a technical standpoint [10].

In the scientific literature on website optimization, there is no single way to present how optimization is organized for each website individually. There is a general concept based on goals. In order to achieve these goals, different sets of tools are used depending on the type of activity and characteristics of the organization, and based on critical analysis. For scientific research and work in the field of website rankings, the author has developed a classification of the main elements that negatively affect the technical SEO of an organization's website. This can negatively affect the ranking of the company's website, as shown in the figure 23.

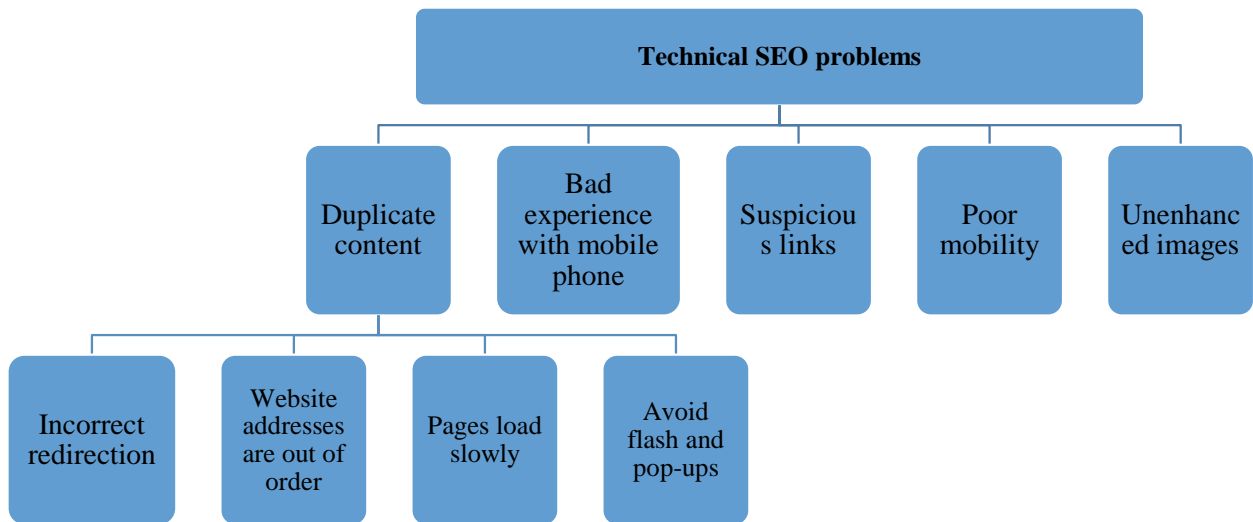


Figure 23. Technical SEO problems

Source: Compiled by the author on the basis of data [11-12].

1. Duplicate content: It is content that appears in more than one place on the Internet, that is, on different websites. If you publish private content in more than one place, it is considered duplicate content, if you copy someone else's content on your site, or if they publish Your content on their site, this is also considered duplicate content. Search engines can have difficulty determining which content is more relevant to the search query when the content is similar. The goal of search engines is to provide the best results to users when searching for a specific term.

2. Poor mobile experience: If a website offers a poor user experience on smartphones and tablets and is slow to load on mobile devices, it is likely to alienate visitors, which increases the bounce rate of the website. It is important to ensure that the website is light and loads quickly, as this is important on mobile devices. Responsive design is when a website displays automatically and appropriately for both mobile devices and desktops provides a device-specific experience, but the content is the same for all users.

3. Suspicious links: These are links that raise suspicion or pose a risk to digital security. These links may contain malicious content such as malware, or be used for phishing, with the aim of stealing personal or financial information. Some suspicious links include misleading in the title or Directing users to fake pages that imitate popular sites with the aim of defrauding them, using links in illegal ways to manipulate the numbers and ranking of results on the search page, creating web pages that contain little or almost no content or contain inauthentic content (copied from other sites), forging content (so that Web indexing robots are shown content different from that shown to users), hidden text and links. Search engines do their best to discourage this practice.

4. Poor navigation: If visitors come to the website, and they cannot navigate easily because the navigation is poorly set up, they will not interact with the website. If the website is neither relevant nor useful to visitors, it will not rank in search engines, because search engines Displays the most relevant resources to its users.

5. Unoptimized images: Images are an important element of website design, but they can also slow down page loading and affect search engine rankings. To optimize images for technical search engines, you need to compress images to reduce file size. Use descriptive file names and alt text. Use responsive images to ensure images display correctly on all devices [12].

6. Incorrect redirection: Sometimes it requires moving the web page or the entire website to a different address and according to Google, redirection is the best way to ensure that users and search engines are directed to the correct page, if you rebuild the website without hiring an optimization company with reputable search engines, there is a high possibility that the links and addresses of the old website are not set up properly to connect to the new website. The website administrator should set up 301 redirects from the old pages to the new pages, to help users find the website pages. Old and ensuring that these pages pass links back to the current website. Google's Webmaster Tools make it easier to find 404 errors, so they can be redirected to more relevant pages on larger sites. This is a tedious but useful task.

7. Untidy website titles: Sometimes, content management systems and blogging platforms create strange titles for new content. Such untidy titles may harm trust and credibility with search engines and users, leading to lower click-through rates. Clean up these untidy titles. Rank to include a keyword that explains the content of the page. Make sure you set up proper 301 redirects for old URLs. Search engine friendly titles contain keywords and are easy to read and understand for both search engines and users.

8. Pages load slowly: Page speed is important not only for improving user experience but also for achieving a good ranking in search engine results. If a website contains many elements, such as images and videos, make sure to optimize it as much as possible in terms of speed, with Chances are your web hosting service is part of the speed issue you're experiencing.

9. Avoid Flash and Pop-ups: Flash content is not supported on most mobile devices and can significantly detract from the user experience by causing viewing issues. Likewise, intrusive pop-ups can be a problem on mobile devices, often leading to inappropriate clicks. Intentional and high bounce rates, which can negatively impact your SEO, there are technologies such as HTML 5, CSS 3 and JavaScript that can be used instead, and if you need animation consider using a video [13-14].

Skills and qualities that a technical search engine optimizer need

- Web technical expertise: Proficiency in knowing and improving website code, structure, and architecture.
- Proficiency in audit techniques: If the idea of spending several days on individual audits leads to boredom, then technical SEO is not for you.
- Public awareness of compliance with HTTPS- HTTP for high-level website security.

Familiarity with structured data.

- General understanding of user experience and its relationship to search engine optimization.
- Analytical thinking: the ability to analyze data and identify technical problems.
- Problem-solving skills: Ability to diagnose and solve complex technical challenges.
- Strong Communication: Skill in communicating technical issues and recommendations to non-technical team members.
- General data analysis: Proficiency in analyzing data and using spreadsheets to extract insights.

Technical SEO plays a vital role in ensuring that your website is optimized for search engines, providing a solid foundation for your overall SEO strategy. By addressing technical issues, improving website performance and improving user experience, you can improve your chances of ranking higher in search engine results. And attract organic traffic, regular monitoring and resolving technical SEO issues will help keep the website healthy and stay ahead of the competition [14-15].

EXTERNAL WEBSITE OPTIMIZATION

All organizations strive to take advantage of Internet resources and tools to develop and expand the scope of their activities. However, organization resources, especially websites, require regular support, maintenance and development across multiple channels to ensure the effectiveness of marketing operations. From the perspective of SEO elements and tools, every business needs to A website in order to attract more viewers, the website must be visible at the front of the search results page. Ranking higher on the search engine results page brings many benefits in terms of increased web traffic and increased revenue.

On-page in-house SEO deals with by optimizing a website's on-page content, structure, and meta tags, while implementing off-page SEO is more difficult because it aims to build a website's reputation and authority through various off-page techniques, as it requires building relationships with other websites by creating engaging content or communicating. With individuals who run websites, this process of building relationships is called link building, which has a significant impact on rankings on a search engine results page [1].

The concept of external search engine optimization includes all efforts that deal with improving a website's ranking on search engines and go beyond the scope of the website itself. This includes activities that occur outside the scope of the website and contribute to enhancing fame and presence on the Internet, as it contributes to building search engines' confidence in the website's pages. , and increases the balance of digital reputation. When you obtain links from reliable and referenced sites, it is considered a positive signal indicating the quality and reliability of the content. Investing in external search engine optimization helps to reach a wider audience and increase visits to the website, which enhances the chances of converting visitors to Clients or Subscribers, The Basics in External SEO is the beginning of building a strong web presence and positively influencing a website's ranking in search results. In an increasingly competitive online landscape, a comprehensive SEO strategy that includes both internal and external optimization is essential to achieving success.

External search engine optimization: refers to a set of practices and activities used outside the website in order to improve the website and obtain a good ranking on the first pages of various search engines, and thus raise its level of fame. The most important of these practices is creating external links, and sharing website pages on... Social media sites to get people to visit the website and share content [2].

The importance of external search engine optimization: Off-page search engine optimization is a useful way to promote a website. The value is that you build

a great reputation among other sites, and with this reputation you can obtain a better ranking. Google also views this matter from the aspect that the site The content you provide is trustworthy and credible, based on others sharing the content and the many links pointing to the website. The goal is to:

1. It is an indicator of website quality: Search engines view websites with strong backlinks as high-quality sites, and thus give them a higher ranking in search results.

2. It helps increase traffic to the website: Backlinks direct visitors from other websites to your website across the web, which contributes to increasing traffic to it.

3. Enhances website credibility: Backlinks from other relevant websites are evidence that the website is accepted by the online community [3].

Key factors for external optimization of an organization's website

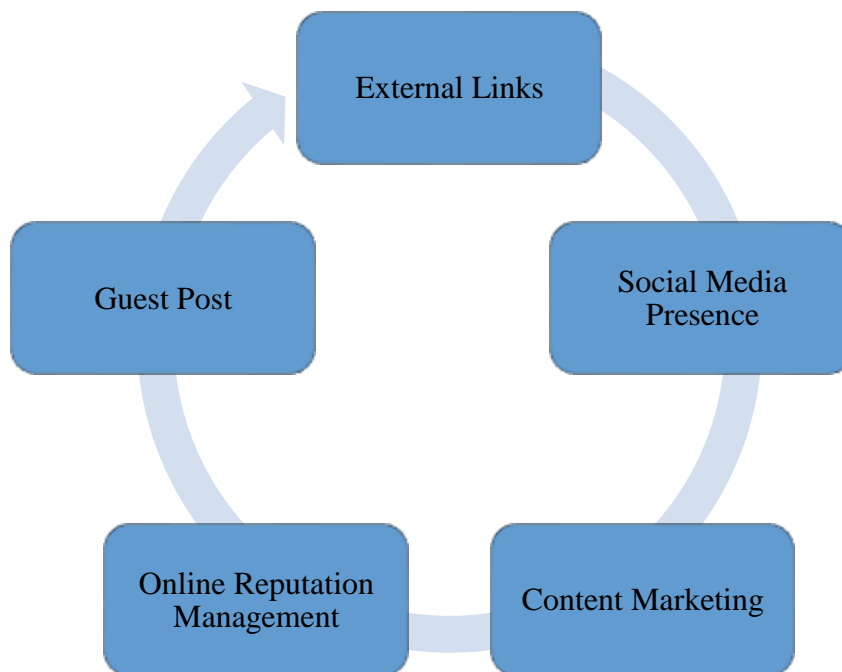


Figure 23. Key factors for external optimization of an organization's website

Source: Compiled by the author on the basis of data [4-5].

1. External links: External links are considered one of the most important factors in improving a website's ranking on search engines. They are links that come from other sites to your site, especially if the sites that refer to you are sites of high standing, but not all links are equal in value. High-quality links related to the field of activity are considered more valuable. It is necessary to build high-quality external links from reliable and prestigious sites to enhance the website's ranking. You can obtain external links by cooperating with bloggers and journalists in your field, and participating in relevant forums and communities. And write articles on other blogs, submit articles to directories, or even reach out to other sites and request a connection.

The effect of Do-Follow - No-Follow links on website ranking.

- **DoFollow:** refers to links that allow transfer of link strength and improve the ranking of the linked web page in search engines.

- **NoFollow:** They are links that do not allow the transfer of link power and do not affect the ranking of the linked web page in search engines. NoFollow links are usually placed when they are linked to marketing or advertising content, or when they are placed intentionally by the page owner because he does not want to transfer power. for the linked page.

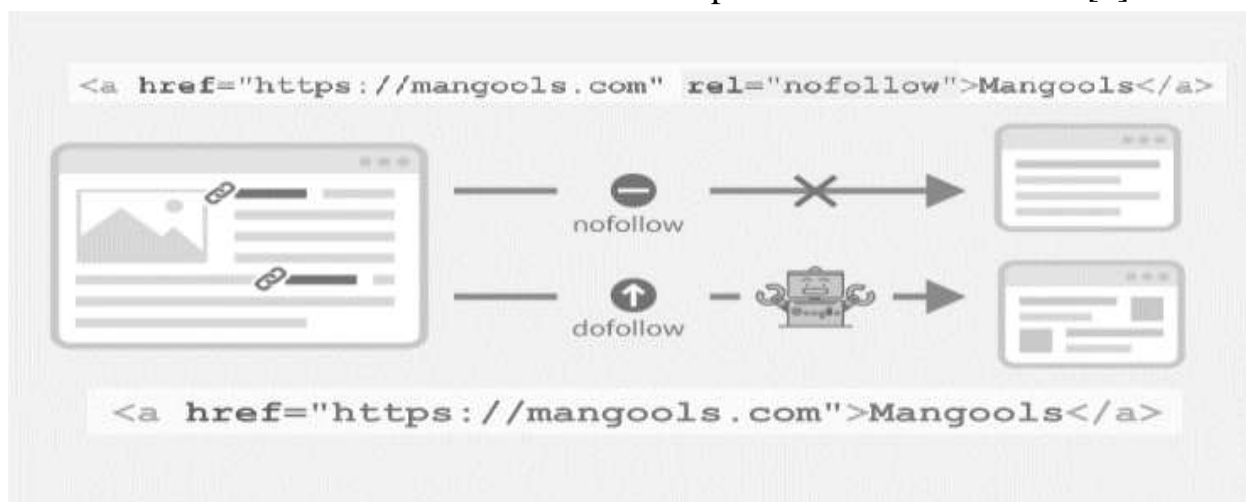
When a DoFollow link is created, it allows the authority of its web page to be transferred to the page it is linking to. This means that search engines will follow this link and consider the page it is linking to as part of the website's authority. This means that the DoFollow link tells search engine crawlers that It must follow this link, and that I (as a website 0 placing this link) refer to this site directly, give it weight from a technical standpoint, and link it to my site.

Do-Follow link
<code>Anchor Text Goes Here</code>

When a NoFollow link is created, it works in the same way as it links two pages, but it does not allow authority to be transferred from the source page to the linking page. This means that search engines will not consider the page it is linking to as part of the authority of the original site.

No-Follow link
<code>Anchor Text</code>

A Nofollow link tells search engines that I have no connection to this site and I cannot give it any weight just because it is mentioned on my site, so technically I do not give it any value, so search engines do not track it and consider it an external link. DoFollow links are more valuable for building site authority and improving search engine rankings because they allow the site's authority to be transferred to the pages they link to, while NoFollow links do not help improve search engine rankings but can be used to drive traffic to the site and improve social interactions [7].



Benefits of Nofollow links for search engines:

It is important to add nofollow links on web pages. Although Nofollow links do not improve a website's page ranking on search engines, they provide other important benefits.

- It is used to reduce the circulation of spam and low-quality links on web pages.
- Used to point to reliable sources of information on web pages, Dofollow links are placed only for links that are considered important to the page content.
- Use a link as an advertisement, or a link as user-generated content (such as comments),\
- All these links are not tracked by search engine crawlers.
- It does not affect the PageRank algorithm, which calculates many external factors affecting your site in external search engine optimization.
- Organic traffic: While many large sites do not track all outbound links on their sites, they are able to send huge amounts of traffic.
- Brand exposure: Being mentioned on high-quality websites relevant to your audience is great for increasing brand awareness.
- Build trust: Links on quality sites can build trust in the target audience. Another bonus, the more consumers see the brand name, the more trust they will have.
- Trust can lead to following links to a website I follow is nofollow a link to your site, but readers may value your information and link back to you with a follow link.
- Build backlinks organically: If you are link building, you can't have too many follow links at once because it looks unnatural. You have to have both nofollow and follow to appear organic.
- Avoid outbound link penalty: If you don't follow links, you don't have to worry about Google putting a manual action on your site to get links.
- High-quality traffic: Traffic is good, but what everyone wants is traffic that leads to sales, so if a nofollow link leads you to leads and sales, it is a very valuable link.

Benefits of Dofollow links for search engines:

- It is difficult, but it has greater weight in ranking the website on search engines.
- It helps reduce the number of outgoing links from web pages, making the content clearer and making the page easier to read and browse [8].

Find out the link: Nofollow or Dofollow:

1. View page source: You can right-click on the link and choose Inspect or View page source. The HTML page will be displayed and you can search for the link you want to examine using Ctrl + F and search for the word nofollow or search for the link in the text that appears. If links contain a rel="" nofollow tag, they are a No-follow link, and if they do not include this tag, they are a Do-follow link.

2. Use link checking tools: You can use free link checking tools available online such as semrush - MOZ. These tools allow you to examine outgoing links from a particular site and determine whether the links are No-follow or Do-follow.

3. Use browser extensions: You can use browser extensions such as Automatic Backlink Checker, which displays No-follow and Do-follow marks in links on the page.

Knowing that there are some sites that use many methods to hide No-follow links, which makes manual scanning and reliance on tools sometimes not 100% certain.

Where to find Nofollow links:

1. On the home pages of news sites, blogs, and other websites.
2. In guest articles and comments on forums.
3. In web page content that is shared via social media.
4. In electronic advertisements and e-mail.
5. In links that come from sites that are not directly related to your field of work or content.

Types of links:

1. Natural links: These are links that are obtained naturally through the creation of high-quality content, where other websites want to link to and refer to them.

2. Manual links: These are links obtained through communication, partnerships, or publishing articles and content on other websites. They are known as guest articles or guest posts.

3. Self-generated links: These are links created by the website owner, such as forum links or blog comments. These links are often low quality and may not provide any value.

Link building factors:

- **Topical authority:** It is a measure of the trustworthiness of your website as a source of information about a particular topic. The more high-quality and information-rich the content on your website is, the more likely the website is to be considered a reliable source of information. It is associated with the number of backlinks. If you want links from websites with high authority, that means getting a higher ranking, and to find a website's authority score, you can use a backlink analysis tool.

- **Domain Authority:** It is a tool that describes the suitability of a website for a specific field or industry. This compatibility has a direct impact on the ranking of the website by search engines. In an attempt to evaluate the domain through automated analysis algorithms, Domain Authority is used to compare a website. Another, or knowing the strength of a site, MOZ calculates this measure through several factors, including links that come from another website to main pages or text links that point to a site on another site. [7-8].

This site is free to know the domain authority. You just have to enter the domain name and see the results

<https://moz.com/domain-analysis>

How to increase domain authority

- Choose a good domain name.
- Optimize the content on the page.
- Create relatable content.
- Improving the internal link structure of the website.
- Remove bad links.
- Make sure the website is mobile friendly.

- Be an authority within your specialty.

Google considers the number of backlinks to a website as an indicator of its quality

Google analyzes backlinks through the PageRank algorithm, which searches for backlinks to your site and classifies them according to their quality, and accordingly ranks your site relative to other sites. Google's algorithm does not just count the number of backlinks, but takes Taking into account its importance as well [9].

PageRank: It is an algorithm that arranges the appearance of pages in a search engine. This algorithm analyzes links to obtain the ranking of results in search engines, and measures the importance of links. The value of PageRank is between 0 and 10, meaning that a site with a PageRank of 9 is better than a site with a PageRank of 7 and 7 is better. Out of 6...Also, every higher PageRank value is more difficult than a lower one, so as the PageRank improves for a website, it becomes more difficult for it to improve further.

Google engineers Larry Page and Sergey Brin developed this algorithm in 1998 and it was a breakthrough in search performance, because for the first time the search engine evaluated the reliability of pages. The engineers themselves explained that the PageRank system is designed to rank web spaces because the strength is constant across pages. Algorithm Taking into account a conditionally random Internet user who moves from one page to another by clicking on links (PageRank), the probability that an Internet user will navigate is the PageRank algorithm, which is calculated in the range from 0 to 10: whenever gthe higher the reliability of the page, as shown in the figure 24.



Figure 24. Algorithm for determining the ranking (PageRank) of a website

Source: Developed by the author on the basis of data [9].

It is worth noting that PageRank is an attempt to objectively rate pages according to the subjective behavior of users: it is natural that the more often a page is linked, the more useful it is for people looking for information. The algorithm also takes into account the authority of referring sources: the higher the PageRank score of a particular page, the more weight it will transfer to the other page it links to. On the basis of the presented, it is worth substantiating the economic and mathematical approach to calculating and determining PageRank, which is supposed to be calculated on the basis of the formula, which is presented below:

$$PR(a) = \frac{(1-d) + d \cdot (PR(T1) / (C(T1) + \dots + PR(Tn)))}{(Tn)} \quad (1)$$

a =	The page being analyzed.
T1... Tn =	Pages linked to the parsed page.
C =	The number of links on the analyzed page of the site.
d =	The damping factor indicating the probability that a user will leave the page (usually 0.85).

Based on this formula, pages "give out" their PageRank score to other pages they link to. For example, website A with a score of 5 cites websites B and C. Ignoring other links that websites B and C may have, these pages receive 85% of website A's score (score multiplied by dumping -factor), that is, 4.25 together and 2.125 each. If website B also cites website D, website D will score 85% of 2.125, and so on. Schematic representation of the theory of determination of the PageRank score is shown in fig. 25.

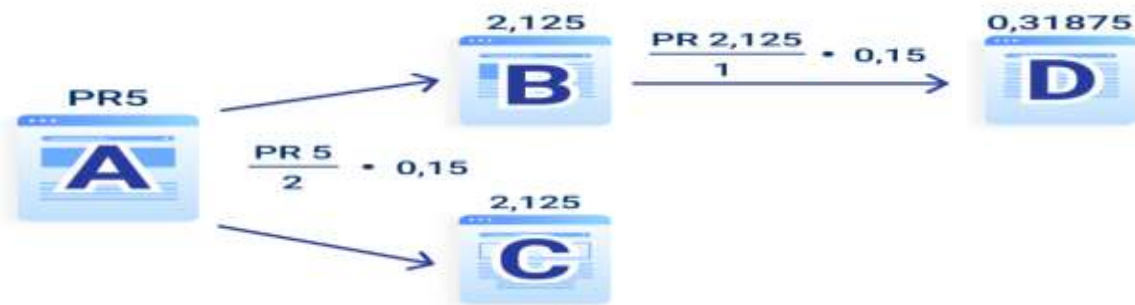


Figure 25. Schematic representation of the theory of determining the PageRank score
 Source: Developed by the author on the basis of data [9-10].

The definition of the scheme proposed by the author is a very simplified scheme that analyzes 5 pages separately from all other pages, but it explains theoretically how the PageRank score is distributed and how important the authority of the page linked to the site is to pass the link weight, i.e. it is a hierarchical system, where the link is from a source with a score of 8 More attractive than a link from a source with a score of 2. At the same time this quantity is important, the more

outbound links on a page their weight increases, with the possibility of a website page getting a higher pagerank than a less authoritative page if it has few links at all. In 2000, Google added a PageRank panel to browsers to rate a website, which led to public access to the score and artificial manipulation and modeling of the PageRank system. Websites tried to get more links from highly ranked pages and the demand for buying links increased to the point of creating groups. Of links, and understanding the PageRank algorithm did not have a far-sighted approach to SEO, because in order to get backlinks it is important not only their quantity and quality but the context and natural relevance. Google tried to detect and stop the manipulation of the PageRank system and close the panel in 2016 and until now there are services that calculate PageRank score and websites offer to install a label with this score but this is no longer relevant, the algorithm is still involved in ranking pages but it is impossible to know the real score of the external page of the website [11].

1. PageRank: It is the first reliability metric that changed the SEO approach in several ways, as other SEO metrics designed to measure reliability similarly rely on the quantity and quality of backlinks.

With the emergence of a large number of websites, increased competition and the real need to improve websites, the role of links has become fundamental to the ranking mechanism in Google and other search engines. Despite the fact that the PageRank algorithm has changed and seems to have lost its importance, links have always been and will remain one of the ranking factors. Main, in 2016 Google analysts pointed out that the determining factors are content and links and in 2020 John Mueller confirmed that PageRank is still used in distributing positions, and therefore working on link profiles and competent internal linking remains an SEO priority for many. Organizations around the world seeking to optimize their website and bring it to the top of search engines, which entails the above regularly reviewing the structure of the organization's websites, which is related to the ability to easily navigate between web pages and build links with an emphasis on the objectives of websites for organizations related to reliability [12].

2. Social media presence: social media is an important factor for the external improvement of a website, by creating pages and accounts for the brand on social media platforms, such as Facebook, Twitter, and Instagram. By sharing valuable and interesting content across these platforms, although social links are not directly used in search engine ranking algorithms, they can indirectly impact a website's ranking by increasing its visibility and increasing traffic to the website. For organizations to attract followers, increase engagement and build brand awareness, when users

interact with and share content, search engines may see the website as more trustworthy, thus improving its ranking.

3. Content Marketing: Focuses on creating and writing content that is valuable and relevant, attracts the target audience, encourages engagement, and attracts backlinks from reliable sources, rather than directly promoting products. Content marketing can include a variety of forms of content writing, including articles, blogs, videos, podcasts, and research. Content is published across various channels such as websites, social media, email, and others to achieve maximum reach and impact. Good content is considered the basis for search engine optimization, as writing high-quality content related to specific keywords helps improve the site's ranking in search results., which brings more organic traffic to the website, provides value to users and enhances the authority of the website [13].

Types of content for external SEO:

- **Blog posts:** Blog articles are a popular form of content marketing that can help stores attract traffic, establish authority and trust, and promote products. By creating high-quality blog posts that are relevant to your target audience, you can attract links from other websites and improve your rankings. Your store in search results.

- **Infographics:** They are a form of content marketing that can help stores attract links, as infographics are visually attractive and easy to share, making them an easy and best choice for social media and other online platforms.

- **Videos:** Videos are an engaging form of content marketing that can help sites increase engagement, engagement, and promote products. By creating high-quality videos appropriate for your target audience, you can gain customer trust and attract links from other reputable websites.

4. Online reputation management: A positive online reputation affects maintaining search engine rankings, as a company's reputation is a crucial element in its strategy because it helps establish and maintain consumers' trust in it. Online reputation is no less important than physical reputation, as the Internet works. As a basis for marketing. Businesses face many reputation issues, including negative reviews, illegal activity on conservative sites, unfavorable media coverage, and incorrect information, so they must take all necessary precautions to prevent online reviews and comments from damaging their reputation.

Tasks for maintaining the organization's online reputation:

- Preparing high-quality text resources through reliable digital platforms.
- Use different methods to promote website content.
- Actively work with comments and prepare a positive evaluation.
- Continuously analyze search engine results for key relevant queries, study the results, and take appropriate measures to develop and strengthen positions.

Off-site improvements include not only technical solutions, but also human elements such as monitoring and responding to customer reviews, interacting with users on

social media, opinions, Q&As, suggestions, and addressing negative comments in improving a website's reputation, each of which contributes to the growth of brand loyalty and recognition. With it [12-13].

5. Guest Post: It is writing high-quality articles on sites that are strong in terms of domain authority. It is one of the ways to measure domain strength and starts from zero to 100. The higher the authority of the website, the better it is to increase the number of visitors. These articles contain a link that points to your website or store. This method is used as one of the methods of powerful external links that help strengthen the website and improve its ranking on various search engines, especially Google. The domain authority of the website increases whenever you get links from strong sites, in addition to improving your site's ranking in many of the words you target. The effect certainly varies from one site to another depending on the strength of the competition, and it is possible to obtain a Guest Post for all different types of websites and also electronic stores.

How Guest Post improves website ranking:

Guest Post is one of the effective strategies that helps improve a website's ranking in search engine results, as it contributes to increasing page strength and increasing the number of visits. In addition, Guest Post can also give the user a more personalized search experience, as he can obtain articles. High quality content on different topics, and the created content can be published on social media, which in turn helps in increasing the number of shares for the website. Therefore, Guest Post is one of the necessary tools in your SEO strategy.

Guest Post Basics:

If you are a blog owner and want to write an article online to promote your business, you should know that there are some basics you need to do:

- Find a blog or website that accepts free Guest Post contributions.
- It is important to read any blog's guidelines regarding guest post offers.
- Choose a topic that suits the blog or website you are publishing on.
- The post you are going to write about must be well written and follow all guidelines.
- Searching for blogs related to your industry or niche is a good place to start publishing an article
- It is essential that the external link you place in the article is useful and relevant to the article.

What are the steps needed to write Guest Post articles?

1. Choose a topic that suits the target audience, answers their questions or provides them with new information
2. An interesting and attractive writing style must be adopted to attract readers and keep them interested until the end.
3. You must ensure that the content is useful and relevant to the topic of the website on which it will be published.

4. Make sure the content is well arranged and organized and use photos and illustrations if available.

5. It helps to rank in search engines. It is necessary for the host blogger to include a backlink with the article. These backlinks will increase the value of the blog in the ranking of search engines, but make sure you get a Do Follow link and it must be from a strong domain authority.

6. The benefit of continuing external search engine optimization: The benefit of external search engine optimization comes from the fact that it constitutes a means of informing search engines of the importance of the site in relation to other sites on the web, as every link that the site receives from other sites represents an endorsement from those sites, and a confirmation of the type and quality of the content, and the sources External searches break the tie between websites that have the same quality of internal search engine optimization so that search engines can determine which is the best and give it a better ranking in search results. [14].

Methods for external website optimization:

1. Create high-quality content: With the GuinRank tool, you can write compelling content that competes on the first pages of Google.

2. Use keywords: Create a keyword plan for your website, and analyze the keyword in detail through the keyword analyzer, to know the search volume, the strength of competition for the word, and what competitors have written.

3. Competitor analysis: An important method is to monitor and analyze competitors to determine their weaknesses and strengths and exploit them. You can also use the “comparing page” tool to compare the pages of five competitors and analyze their sites in detail.

4. Sharing content on social media: It is an important activity to enhance the visibility of the website and attract visitors from social media.

5. Using Google Search Console: Monitor the speed and performance of the site, know its speed, and solve problems quickly.

6. Writing promotional articles: By writing articles for other websites and including the name of the website in them.

Common mistakes in the external improvement process:

1. Increasing the number of external links and not focusing on the quality of the content: Low-quality backlinks, even if they are many, will cause the website to collapse in search engine results, which is known as “Black Tactics.” Here are some tips that will help you in the link building process.

- Make sure to build links manually and not through programs
- Make sure to build links with websites related to the same field as yours, or with the same interests.
- To build links with highly credible and reliable sites
- Guest post may help you get high-quality backlinks.
- Monitor backlinks regularly, and delete low-quality links.
- The link must be Dofollow.
- The website must be in the same language.
- The SPAM score must be less than 7
- Take a maximum of two links from the same site.
- A maximum of 5 links should be built daily.

- The suffix should preferably be gov—edu
- The anchor text should be different in a number of links for fear that Google will consider you annoying and remove you from the search engine.

2. Ignoring the role of social media: social media has a role in increasing brand awareness. Some tips to achieve this:

- Make sure to communicate with the audience in their language, in addition to responding quickly and interacting with their comments.
- Activate the option to share your content, to ensure its popularity among the largest number of people.
- Make sure you have a brand profile.
- Publish content regularly and without interruption for long periods.
- Topics that are popular among individuals can be exploited and linked to the content.

3. Publishing duplicate content: Some people sometimes resort to the easier way, by publishing the same content that was previously published. Some of them may even resort to stealing content from another site and copying it verbatim without rephrasing it, which is what the search engine easily reveals, which results in a great opportunity. To lose page ranking in search engine results.

4. Buying links: Some people resort to buying links through programs that enable them to buy hundreds of links in hours, and Google immediately considers this practice as spam and it is easy to detect.

5. Blog off-site: If you write good content, why not do it on your own website? It is better for you not to create your blog on other sites such as WordPress, Blogger, and other well-known blogging sites, as managing one site is sufficient burden for you. Do not bear the burden of managing a separate site and blog.

6. Lack of diversification in backlinks: Among the mistakes of the external optimization strategy is relying on one type of backlinks that may lead you to a decline in results and not the opposite, as search engines may consider this as spam, so it is important to focus on obtaining different types of links. High quality, this will gain you more trust with search engines.

7. Targeting wrong website addresses: You must use the website address that matches the content or service you provide. We often see people using website addresses to create anchor texts, but you must use specific keywords related to the content, and do not put all the burden on it. On your home page to introduce you. [15].

External website optimization plays an important role in rankings, as search algorithms improve every year. They take into account a large number of factors that affect a website in search results, and external optimization is one of the main factors. Therefore, external optimization is not possible without internal optimization. For the website [16].

WEBSITE ARCHIVING IN SEARCH ENGINE

It is a tool from Google that website owners can use to understand how their websites are performing on the search engine, and to see what actions they can take to improve the appearance of their content in search engines, in order to attract more relevant traffic to their websites.

For anyone who owns a website and wants to get organic traffic from Google search, Google Search Console is a must-have tool. It not only provides performance information, but also gives specific recommendations on how to improve the website.

This is reflected in a variety of analytics reports, including mobile usability, core web performance indicators, link reports, and more. It allows you to submit a newer page on your site for indexing (so that it appears faster in Google search results) as well as a sitemap so that Google continues to read the newer pages on your site on a regular basis. [1]. Website ranking improvement tools shown in the figure 27.

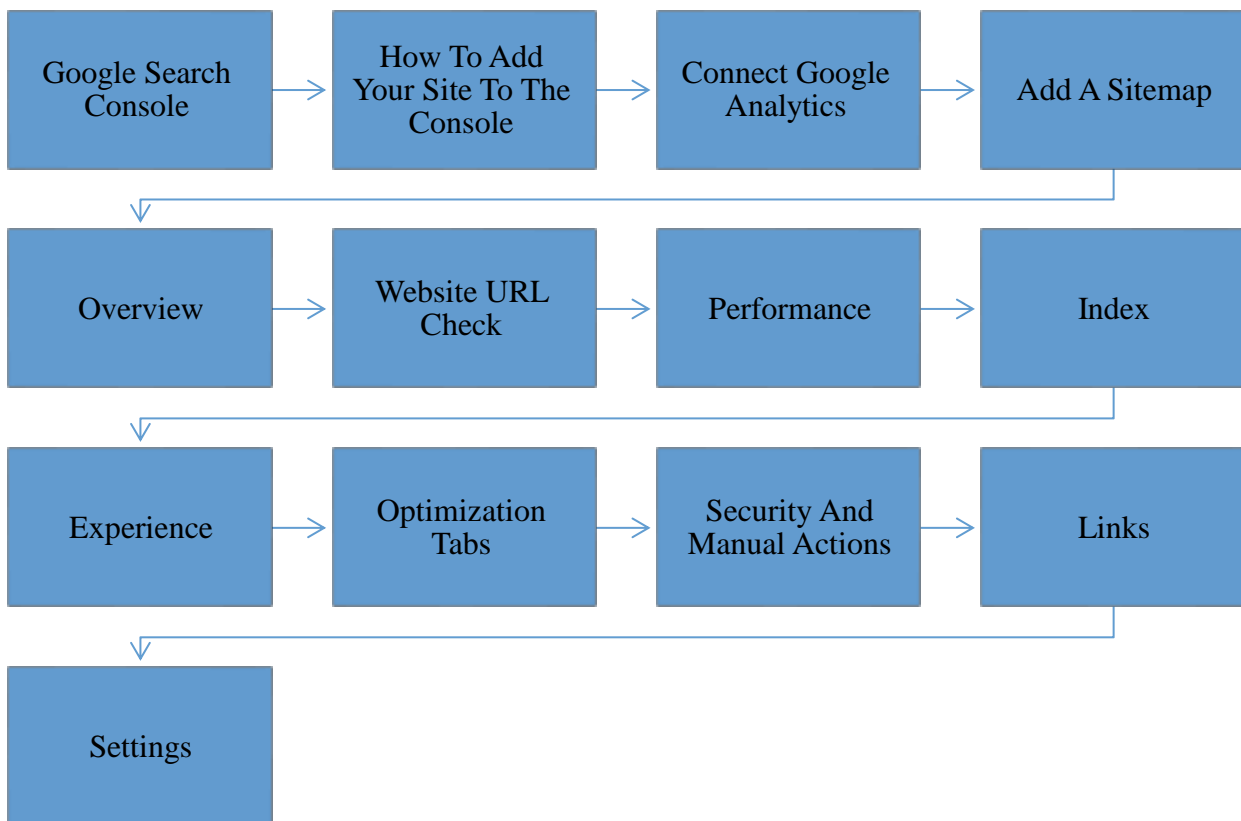
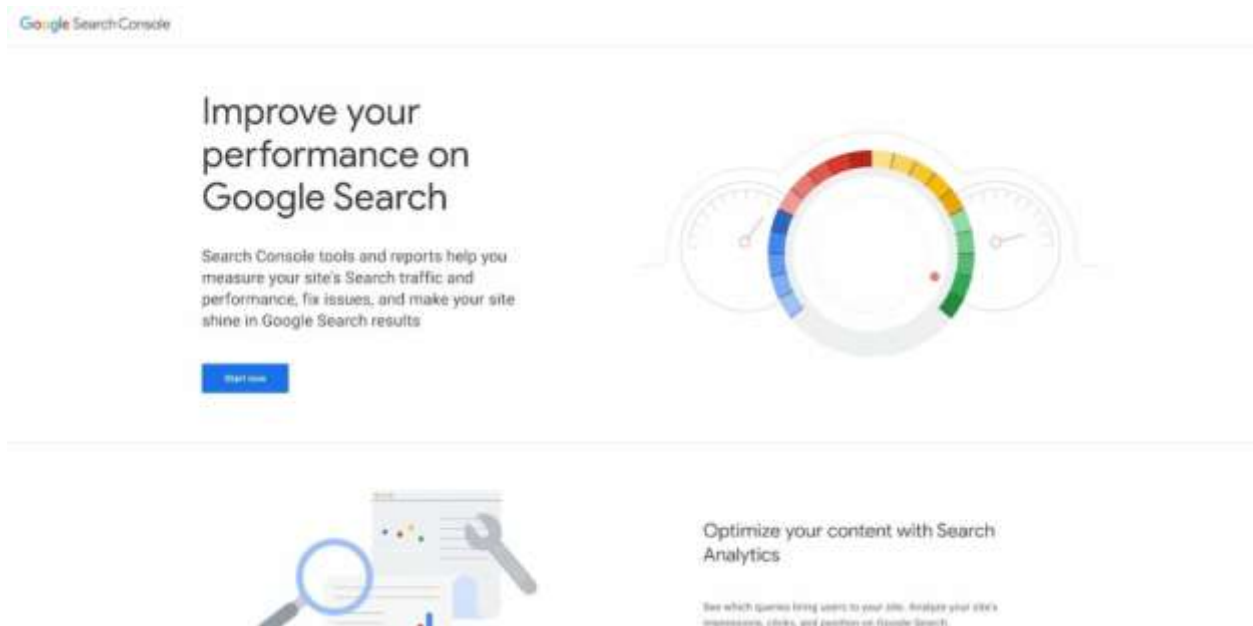


Figure 27. Website Ranking Optimization Tools
Source: Compiled by the author on the basis of data [2-3].

1. Google Search Console: Sign in or click “Get Started Now”

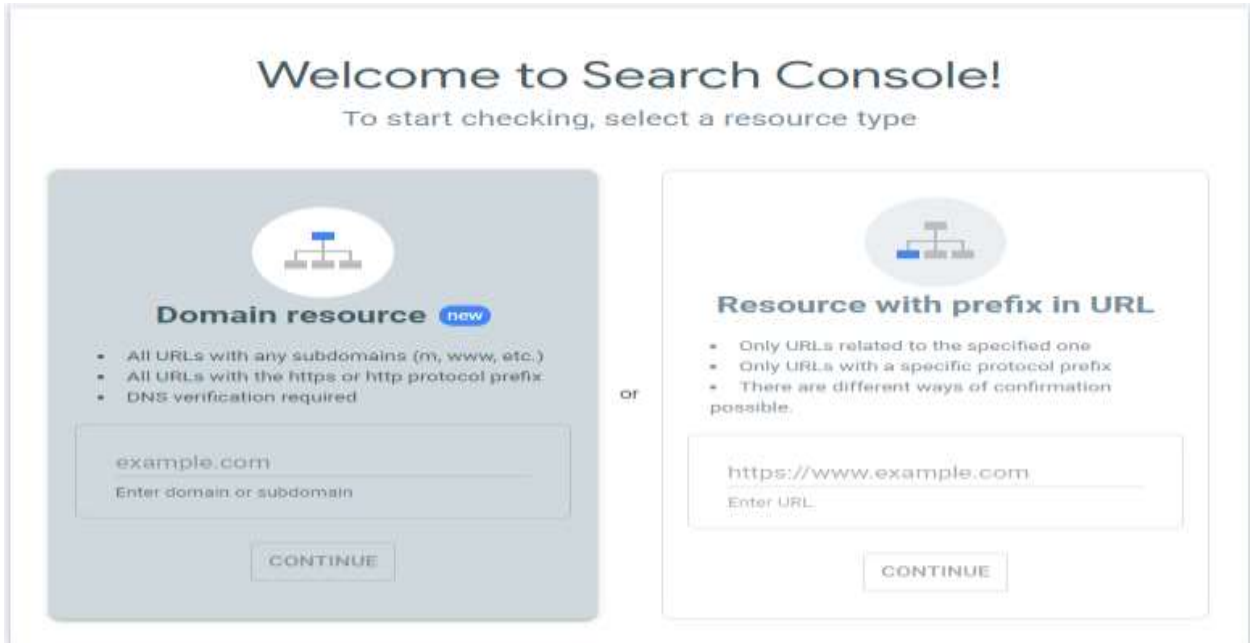


Google Search Console: It is one of Google’s tools that allows website owners to monitor their site’s presence in search results. It is also a free service from Google that helps businesses with search engine optimization. Google Search Console provides a wealth of information, including the keywords your site ranks for, where you rank for those keywords, how often visitors click on your result after entering specific queries, and what other sites have linked to your material.

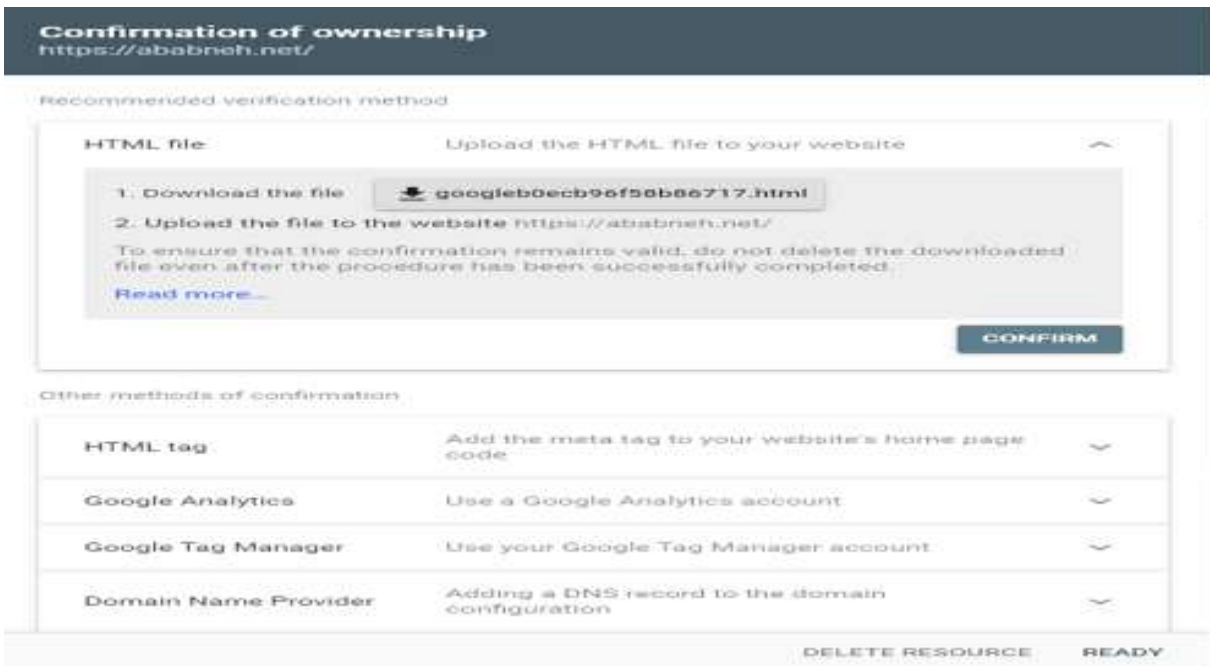
Who can benefit from Google Search Console

- Website administrators: To easily monitor and fix a variety of issues such as site loading issues, server errors, security issues, malware, hacking, and more.
- Business owners: You will learn the basics of optimizing your website for Google and other search engines, regardless of whether you use Google Search Console yourself or have it managed for you by someone else.
- Web developers: Search Console can help you create the code and coding for your website. It allows you to track and fix some of the most common issues that developers face with regard to coding such as errors in structured data.
- SEO Professionals/Marketers: For anyone focused on online marketing, Google Search Console will help you monitor your website traffic and improve your rankings. This will allow you to make informed decisions about how to improve your website’s appearance in Google search results.
- Bloggers: If your website has a blog, Google Search Console can be a great tool to see the rankings of different pages, find ways to improve them, and ultimately discover new ways to monetize your blog [4].

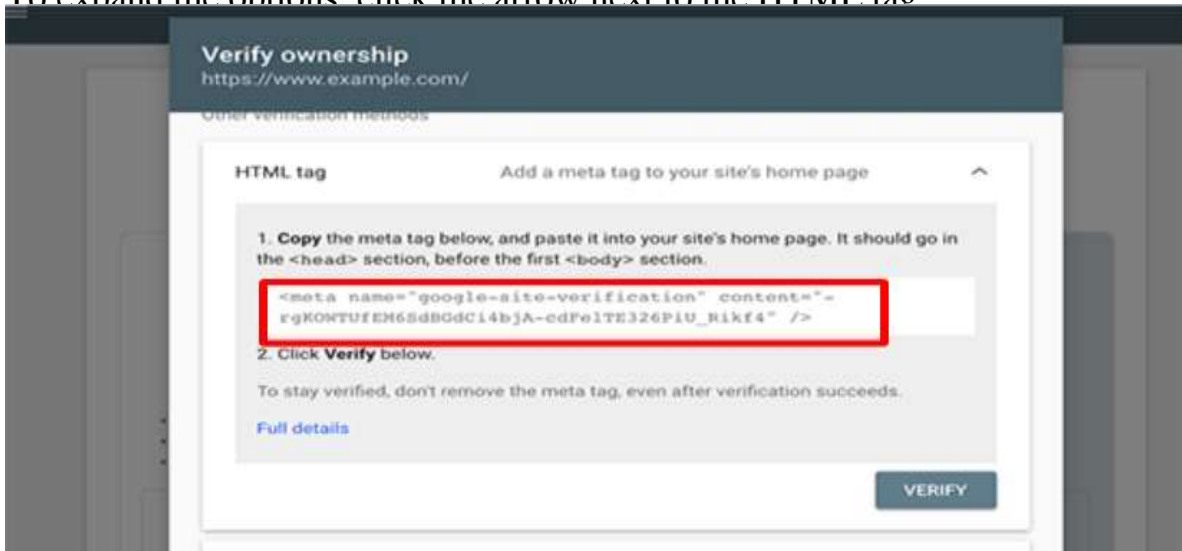
2. How to add your website to Google Search Console: Select the property type, enter your website address, and click Continue. It is up to the individual to decide which option to choose, but the most flexible option than the domain option is to use the website address option. Make sure to enter the full website address. For example, if your website is <https://ababneh.net/> it should be the exact website address. You will need to add properties if your website uses HTTP or WWW. Google offers multiple ways to verify a website. They even recommend adding multiple methods of security, talk to your hosting provider if you're not sure about **your site's content**.



After that, this page will appear asking you for confirmation information, choose the method that is easiest for you and follow the prompts. Once verified, you will have access to the console.



To expand the options, click the arrow next to the HTML tag



Copy the meta tag: Click on the tag to copy it, to add your site to Google Search Console, we just need a long string of characters in the content section.

3. How to connect Google Analytics with Google Search Console: It is useful to connect your Google Analytics and Google Search Console accounts. For example, you can retrieve your keyword data using this connection.

How to do this:

- Go to Google Analytics and log in then at the bottom of the left menu, click on the Admin button
- Select Property Settings from the drop-down menu
- Find the "Search Console Settings" button by scrolling down.
- Now you need to click on the Add button.

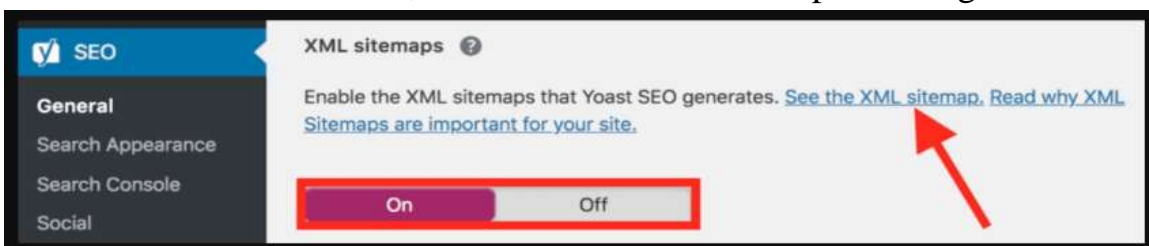
Scroll down to your website, check the box, and click Save, Google Search Console and Analytics are now integrated.

4. How to add a sitemap: You do not need to submit a sitemap to Google if you have a small website, a sitemap is necessary for larger sites (such as e-commerce sites with thousands of pages).

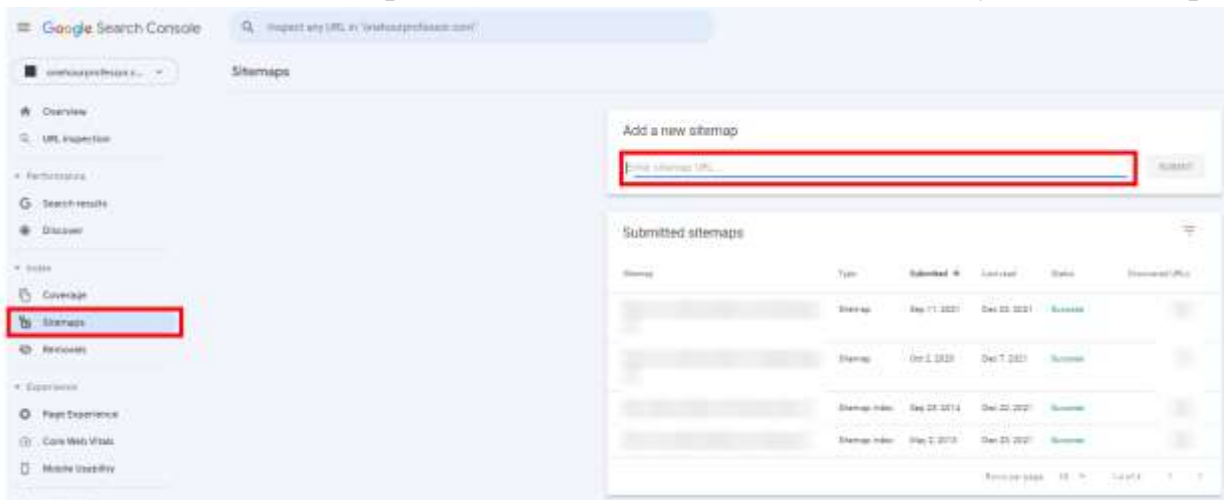
How to do it:

- You need to create a sitemap. You should already have one if you're using WordPress and the Yoast plugin.

Go to Yoast to create a sitemap if you don't already have one. Then, under "General/Features", set the XML sitemaps setting to "On":



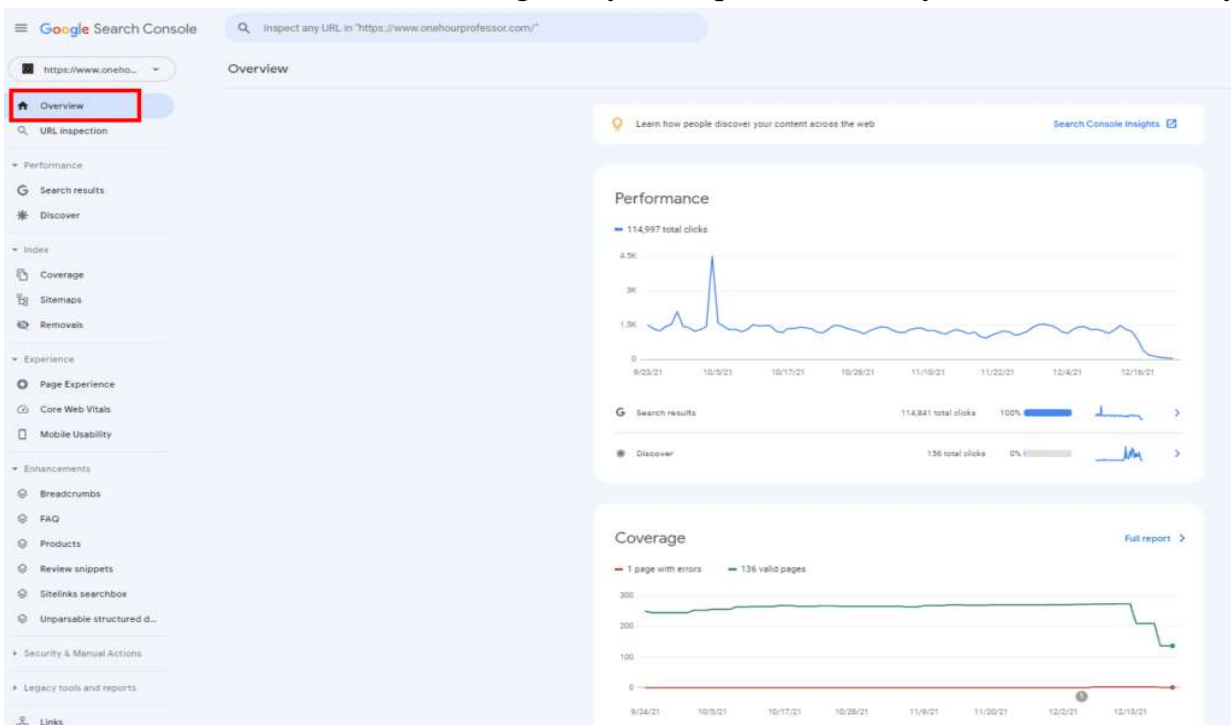
- Click the See the XML Sitemap link to access your sitemap. Once your sitemap is published on your website, you can then go to Google Search Console, click on the Sitemaps section and select “Add your sitemap.”



Google Search Console Features

Google Search Console is a powerful tool that has a wide range of features to help you accurately track different aspects of your website, and some of the things you should focus on once you set up your account are these features that basically allow you to perform an environmental audit of your website [5].

5. Overview: The Overview tab gives you a quick look at your website activity.



When you visit your site in Google Search Console, the first thing you’ll see is the Overview tab. This gives you an overview of the important data within Google Search Console.

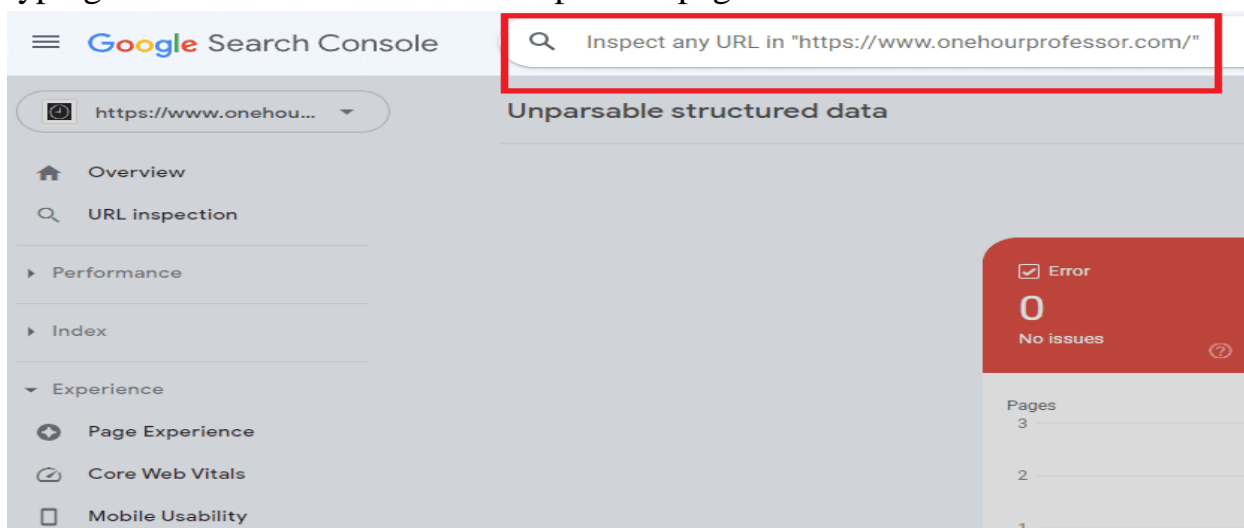
- Search Performance: How well your content is performing.

- Coverage: How many URLs are in Google's index.
- Experience: Page experience, core web metrics, and mobile usability.
- Enhancements: Breadcrumbs, FAQs, products, review snippets, sitelinks search box, and non-parsable structured data.

All you have to do is click the appropriate links for each of the features you want to see. You can also jump to these areas using the menu in the left sidebar.

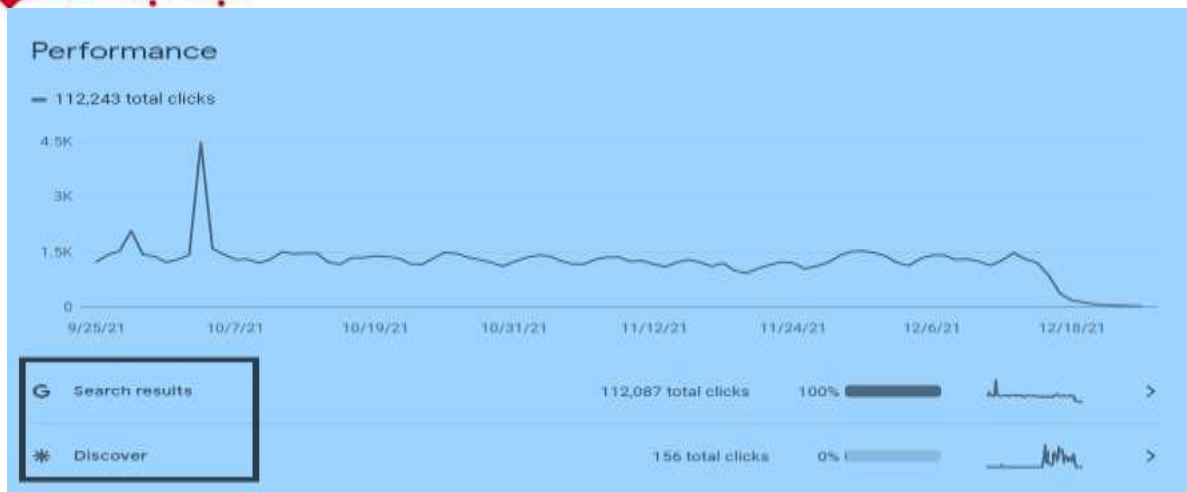
Important note: If you've logged into Google Search Console and it looks a little different than some of the images below, don't panic. Google regularly makes changes to the interface, which means the options will still be there, but sometimes they move menu items around and make the dashboard look a little different. For some reason, Google likes to switch things up all the time.

6. Check Website URL: Google recommends using the Website URL Check tool sparingly because incorrect website URL parameters can negatively impact the way the search engine crawls your website. You can check any URL on your website by typing it into the search box at the top of the page.



When using website address parameters, this tool will help you monitor overall performance to make sure it doesn't send bots in the wrong direction.

7. Performance: The Performance tab gives you a deeper look at your performance in Google search rankings. Here you can choose between View Search Results or Discover to get a better understanding of how your content is performing.



Some key things to look at on the Performance tab:

- Clicks: This is the number of clicks each page on your website received.
- Impressions: This shows you how many times the page title and blurb below it were shown to potential visitors.
- Average Click-Through Rate: The click-through rate (CTR) shows you how many times your website was clicked compared to others on the results page.
- Average Ad Position: You'll also be able to see the average ad position. For the most part, higher page positions in the rankings equate to more clicks.



As you scroll down, you'll see a section where you can see the most popular traffic sources that are generating visits to your website, including:

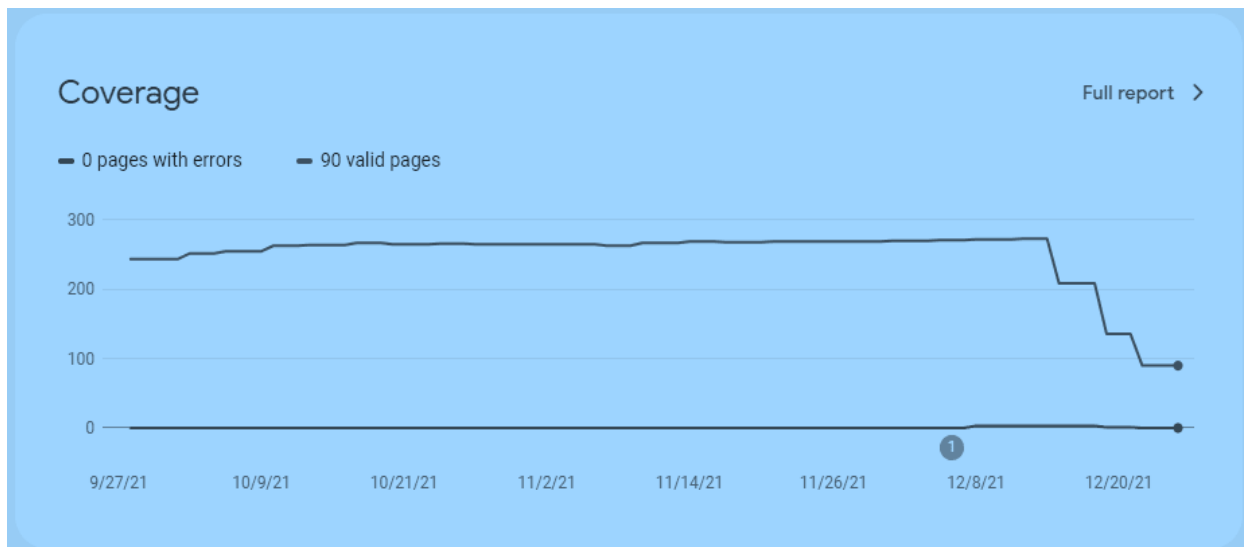
- Top Queries
- Pages
- Countries
- Devices.

Viewing your website's most popular pages, visitor countries, devices, etc. can be incredibly useful for identifying landing pages that are successfully driving conversions. The tools in this tab make it easy for you to monitor your website's

performance so you know how much traffic you're getting, where it's coming from, and how you can leverage your best performing pages to get better results from your marketing efforts [6-7].

8. Index: This tab allows you to view your coverage, sitemaps, and removals.

- **Coverage:** A report will appear that shows how Google is processing your website. This includes any errors on the page that could potentially prevent you from achieving a higher search engine ranking.

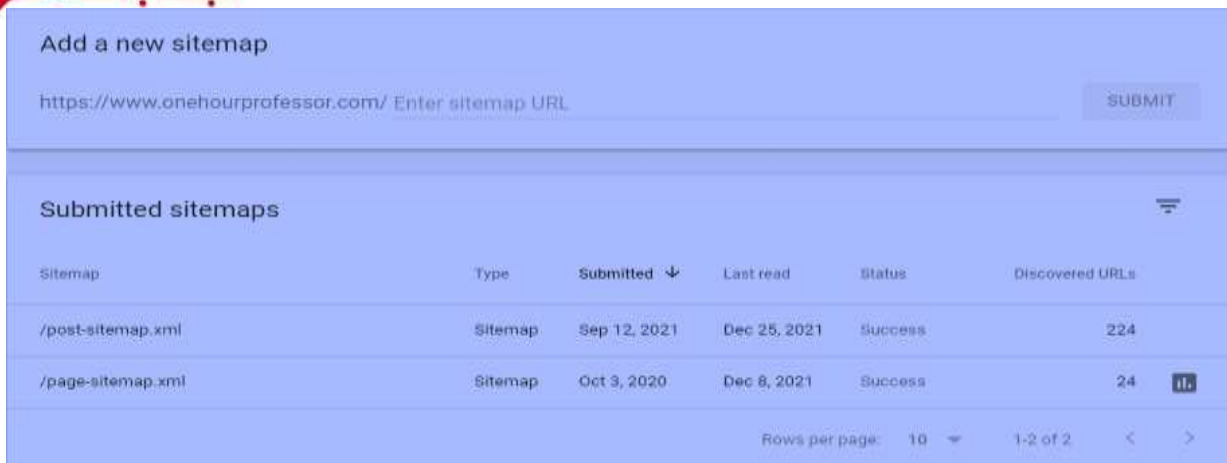


On this page you will be able to see:

- Valid pages of the site.
- Pages with warnings.
- Pages excluded from Google's index



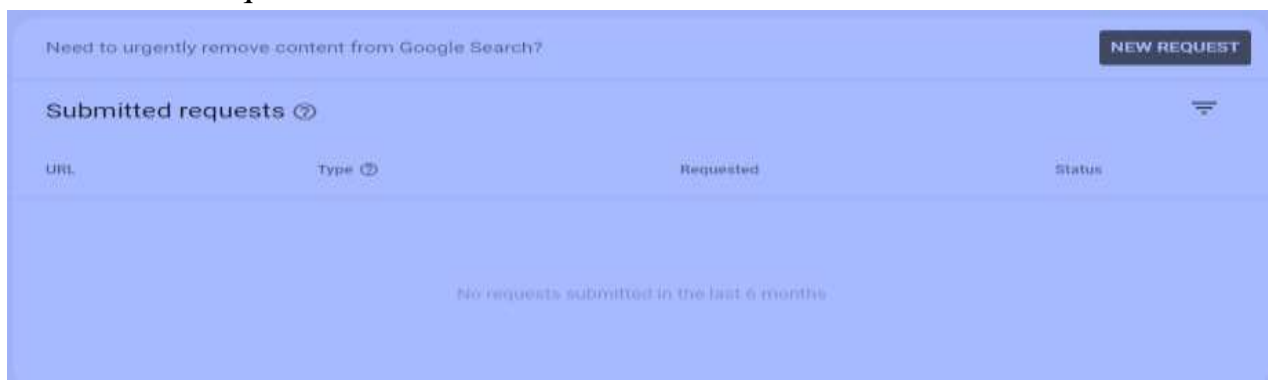
- **Sitemaps:** Under this tab, you will be able to see the Sitemaps that Google has found on your website, and submit new ones. You can manage your Sitemaps using the Sitemaps report. This will tell the search engine about any new sitemaps on your property. You can view your sitemap submission history by opening the Sitemaps report, here, you will also be able to view any errors that Google encountered when analyzing your submitted Sitemaps.



Submitting your sitemap through Google Search Console speeds up the discovery process of your website, which means you'll be able to rank your content faster on Google. By submitting your content through the tool, you'll not only have the ability to track information about your content, but you'll also be notified whenever there are issues that need attention through the Sitemap report.

- **Removals:** Here, you have the option to view: Temporary removals, Outdated content, or SafeSearch filtering

If you need any content removed from Google Search urgently, this is where you can submit a request to do so.



9. Experience: This tab gives you access to the following:

- Page Experience
- Core Web Metrics
- Mobile Usability
- Page Experience: This is where you go to see if your website pages are providing a good, safe and secure experience for your users. At a glance, you will see what percentage of good website URLs are on your website as well as the total

impressions of those good website URLs.



- **Core Web Vitals:** Among the many page experience signals is the Core Web Vitals report that lets you see how your website is performing, based on real-world usage data. You'll be able to view your stats for both mobile and desktop, and you'll see which website titles need improvement when you open the report.



- **Mobile Usability:** This tab lets you know which of your website pages may have usability issues when viewed on a mobile device. The Mobile Usability report identifies the different pages on your website that are not mobile friendly and also highlights the valid pages. You will be able to quickly fix all the issues highlighted in the report to ensure that all of your website pages are mobile friendly.



Use the tool to review the mobile usability errors that Google has found on your website so that you know all the issues that might be affecting the user experience while browsing your website on a mobile device. In short, you can use this report to get insights into whether all your pages are in line with Google’s best practices or not.

You will be able to check issues such as:

- Font size
- Viewport settings
- Proximity to clickable elements

These are a wide range of issues that can negatively impact your website’s mobile rankings, and ultimately push your content down on the search engine results pages. That’s why it’s important to find and fix these errors so that you can improve your user experience and results [7-8].

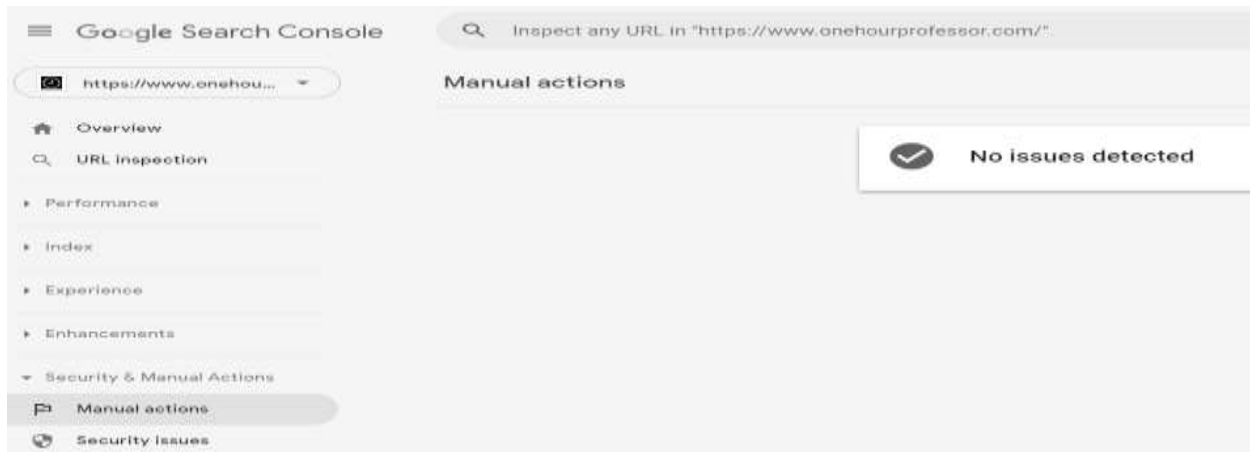
10. Optimization Tabs: The Optimizations section has multiple tabs that you need to track. These include:

- Breadcrumbs: See what rich results Google has found on your site.
- Products: View the rich results that have been placed on your site and whether Google can read them or not.
- Review snippets: Get a clear picture of the rich results on your site, and how Google reads them.
- Unparsable structured data: These are structured data items that have basic syntax errors, meaning Google couldn’t parse or understand them.

If you need more information about these and other tabs, just click the “Learn more” link at the bottom of each page, and you’ll find plenty of helpful resources from Google on how to get the most out of this tool.

11. Security and manual actions: This is where you can view security issues and manual actions.

•Manual actions: In Google Console, the Manual actions tab is the tab where you don't want to see anything displayed.



If your website has been penalized by Google, here is the information about the issue. You will also receive an email notification when a manual action is taken against one of your sites.

Some scenarios that lead to penalties:

- Your site has been hacked: You will receive a message from Google stating that your website has been hacked by a third party. If your site has been hacked, it will likely lower your search engine rankings.
- Unnatural or purchased links: All links to your website should be valuable and not just for SEO purposes. The content should be related to the topics of your website, making the links valuable to your readers. If this is not the case, you will receive a manual action notification from Google.
- Cloaking of content: “Cloaking” means that you intentionally show different content to your website users than you show to Google. If you hide something from Google using deceptive redirects, such as hiding affiliate website addresses, this violates Google’s Webmaster Guidelines.

Other manual actions include spam and unwanted structured markup, where you use rich snippets for various irrelevant elements on your web pages.

Security Issues: This tab will help you identify various security vulnerabilities that your websites may have that hackers could potentially exploit. The Security Issues report also highlights malware, unwanted software, or anything else of the sort that has been detected on your website that could potentially harm a user’s device.

The issues are:

- Malware
- Deceptive Pages
- Malicious Downloads
- Code Injection

- Content Injection
- Website URL Injection

Page Speed: This feature provides you with FID and FCP metrics related to the speed of your pages across devices so you can identify slow-loading pages and improve them.

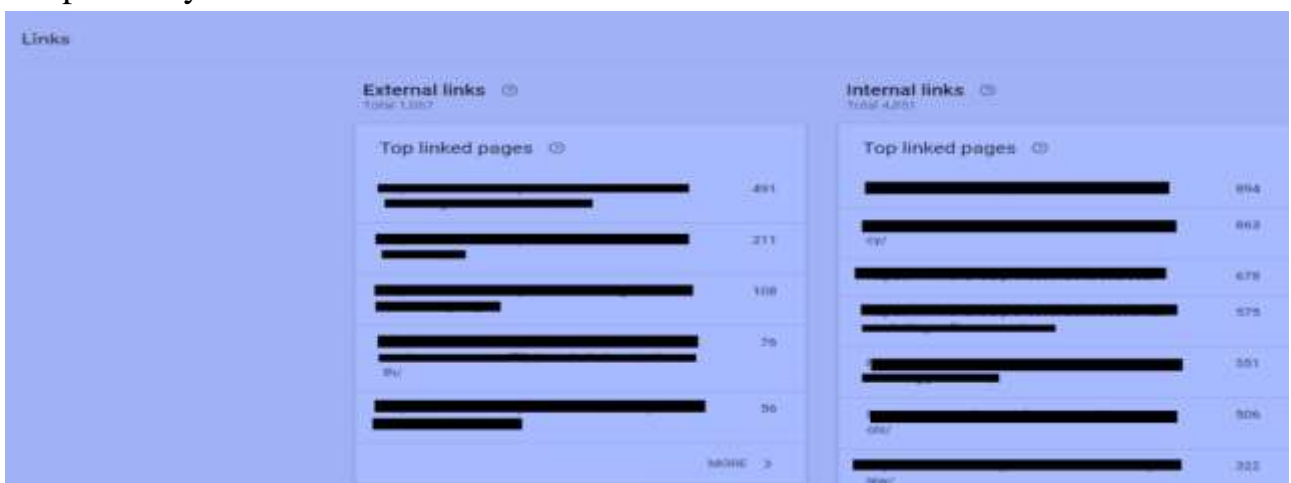
AMP (Accelerated Mobile Pages): The AMP Test tool is one of the lesser-used tools in Google Search Console, you can use it to check if the AMP pages you've created are properly configured to appear in search results.

Improve Rich Results: If you've added any structured data markup to any of your pages, before hitting publish, first check how the page displays in Google Search using this tool [9-10].

12. Links: Here, you can see which websites link to your site, and what anchor text they're using. You can also see your internal links, including things like:

- How many
- Top linked pages
- Top linking sites
- Top linking text

If you're interested in your website's backlinks, this tool can help you gain valuable insights. Search Console will show you all the domains that link to your content the most. You'll also be able to see which pages of your website have the most links. By scrolling to the "Links" tab on the left side of the page, you can generate a full report that includes all the data related to your website's internal and external links. Since links are among the most important ranking factors in Google, this is the tab you should pay close attention to when using Google Search Console to optimize your website.



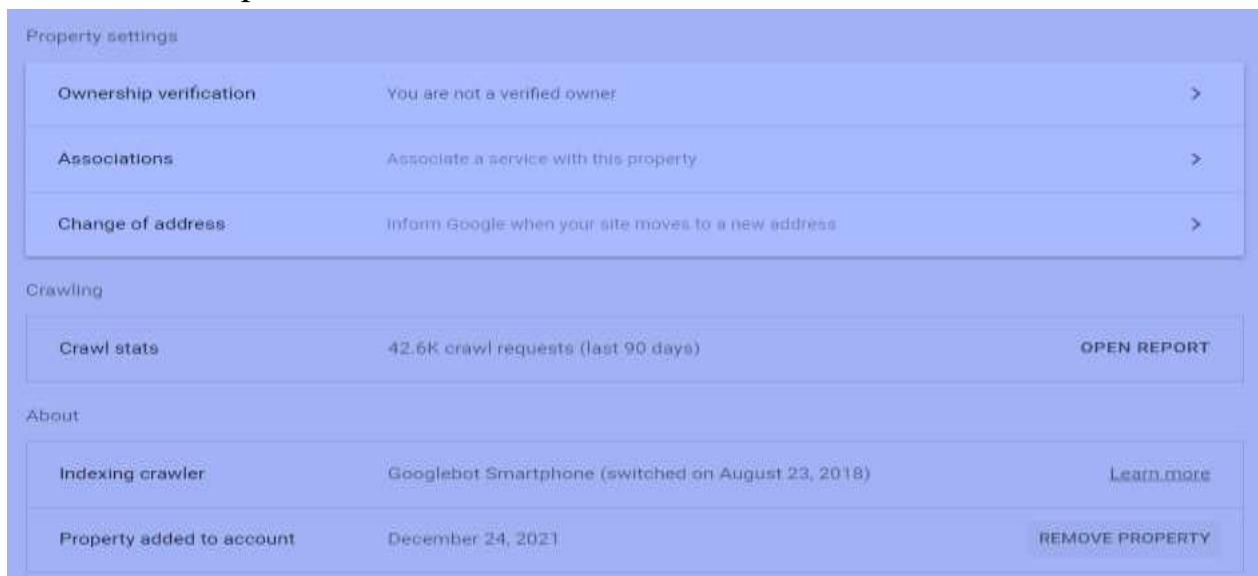
The Links report will also provide you with your most important external website links, as well as top anchor text to give you deeper insights into improvements you

can make. Overall, this is probably one of the most comprehensive lists of your website's backlinks (as well as internal links) that you'll find for free.

13. Settings: This tab lets you easily manage your site's user list, as well as verification methods and more.

Some of the things you can do here:

- **Verify Ownership:** Manage your site's verification methods here.
- **Users & Permissions:** Manage your user list from here.
- **Remove Property:** This is where you can remove properties from your list.
- **Change Title:** Use this to move pages to a new website or domain.
- **Set Press Release:** Manage your site's status as a press release.
- **International Targeting Report:** Prioritize countries for your search results.
- **Indexing Crawler:** Choose the primary crawler used for this website, mobile, or desktop.



Google Search Console is a powerful tool that gives you insight into where your content is being used online, and which pages perform best in Google's eyes. There's no reason not to use Google Search Console. It's a free tool that will help you determine how to improve your website's performance and get better rankings [11-12].

The world is witnessing continuous stages of technological and technical development, which requires business owners to develop strategies and plans to accomplish the tasks required to achieve the goals of the entire organization, which prompted some parties to deal with electronic projects that are characterized by their ability to succeed without an official headquarters on the ground. As they are based on managing the necessary activities in the work from creating websites dedicated to directing these businesses, web traffic has now become an essential part of business operations in most industries, many professionals bear the responsibility of creating and promoting websites to increase the visibility of their companies and customer interactions, which will ensure an attractive design or an interesting product for a large number of customers, however, in addition to the attractive design and demand for products, simplicity and navigation in the pages of the website are important for users [1].

Website promotion is a necessary requirement to control a certain position in the market in order for the organization to become a force and a future direction in business. Digital technologies have entered various areas of human activity, and their use in marketing work is an integral part, which requires the introduction of innovation, digital technologies and the transition to online work. It is difficult to imagine the digitization of organizations' business and consolidation of their position in the market without an organization's website. The main goal of the website is to create a comprehensive and multifaceted support mechanism for the organization's activities, interact with its target audience and attract new customers. The organization's website forms the main aspects of the organization's perception, brand, goods and services provided by the organization.

The importance of promoting the website: The website is the basis of the organization's presence and direct representation online, as creating a website is the main tool for influencing information on consumers, as the design of the website depends on the success of marketing work through digital channels and the Internet, to ensure that the organization achieves the specified strategic business goals, it is necessary to develop and promote the website, the website is an indispensable marketing tool for any brand at the present time, high-quality visuals and direct content can distinguish the brand from competitors and attract more customers, it ensures digital presence and is one of the most important digital marketing platforms that helps increase traffic and sales.

1. Brand Awareness: Website promotion increases the organization's online visibility and brand awareness among potential customers. Attractive website promotion also improves the organization's image among customers.

2. Increased customer engagement: Website promotion increases customer engagement, providing more opportunities to engage with marketing campaigns and make purchases.

3. Higher revenues: Increasing brand awareness through website promotion helps expand the customer base, leading to more purchases and increased revenue for the organization.

4. Professional networking: Website promotion provides more opportunities to connect with other professionals in the same field, allowing the organization to pursue cross-promotion, partnerships, sponsorships, or influencer marketing.

5. Improved customer retention: Increasing website visibility helps current and former customers stay aware of the products, which helps in retaining customers more effectively in the long run.

6. Cost-effective promotion: Compared to traditional advertising methods, maintaining a website is cost-effective in the long run, as it allows reaching a wider audience with less financial investment, making it an effective way to promote a business [1-2].

How to promote a website There are many digital marketing methods that business owners and digital marketers can use to promote their brands and products through websites. Some of these channels are paid advertising and promotional channels, which ensure that you get targeted results in the shortest period of time. However, there are free online marketing tools that individuals can use to promote and attract visits to websites.

1. Social media promotion: social media is a powerful tool for stimulating customer engagement and brand awareness, as it allows you to promote directly to potential customers who have similar interests. You can start by including links to your website in all social media posts and on your profile. You can buy social media ads, which allow customers to click through to your website.

- Develop a strong strategy that aligns with your business goals, including identifying your target audience and the social media platforms they use.
- Create content tailored to their preferences and needs.
- Monitor competitors and incorporate successful tactics into your plan.
- Set measurable goals for each platform to evaluate performance and adjust strategy as needed.
- Creating compelling, shareable content is key to successful social media marketing.

- Develop high-quality posts, images, videos, or podcasts that resonate with your audience.
- Address their pain points, answer their questions, and inspire them with new ideas.
- Keep your content formats diverse and ensure they add value to their lives.
- Maintaining a consistent posting schedule is essential to engaging and retaining your audience.
- Try posting at different times of the day and week to determine when your engagement is highest to maximize the impact of your efforts.
- Participate in conversations and discussions relevant to your industry as a way to showcase your expertise. This helps build trust and foster long-term relationships with potential and existing customers.

2. Content Promotion: Publish engaging, informative, shareable content that appeals to your target audience. This can include blog posts, articles, videos, and infographics.

- Before you create content, you need to develop a cohesive content strategy.
- Identify your target audience, their needs, and the type of content they are likely to consume.
- Research your competitors to understand their approach and identify opportunities where you can differentiate your brand.
- Define your content goals, whether it's driving traffic, generating leads, or establishing your brand as a thought leader.
- Create content that resonates with your target audience and adds value to their lives.
- Focus on meeting their needs, answering questions, and offering practical advice.
- Create content in different formats, such as blog posts, articles, infographics, videos, podcasts, and e-books, to cater to different learning styles and consumption preferences.

3. Search Engine Optimization: It is the process of optimizing a website to increase traffic so that the website appears higher in search engine results. This process takes some time to achieve results, but it is one of the best ways to increase the visibility of a website. You can start optimizing a website by making sure that it is updated and new content is published regularly. This also helps in dealing with changing search engine algorithms. You can consider using internal links and looking for high-performing competitors to produce better content. It is worth noting that in the scientific literature, there is a lot of research on the main areas of search engine optimization. However, there is no single way to identify the main elements

and tools, which require more detailed study. Based on this and on the basis of organized views and scientific methods, the author highlights the characteristics of promoting search engine optimization for a website as shown in the figure 27.



Figure 27. Website Promotion Features for SEO.
Source: Compiled by the author on the basis of data [3].

- **Increased confidence in products or in the organization's brand:** in modern conditions, many users do not pay attention to advertising, so there is annoyance with this, unlike search engine optimization, with the help of its tools it is possible to be in the same language with the audience to see, analyze and adapt products according to preferences.
- **Ensuring a long-term result of search engine optimization:** This direction does not require constant payment of money, since the results of promotion provide a long-term result for several months after good preparation and implementation, which is not possible with other methods and tools of promotion.
- **Increased coverage of the target audience:** in practice, the user pays attention to 15 websites that appear in the first search query results, and if the website is ranked as high as possible, it is of course better to attract new potential customers and increase targeted actions (purchases) from existing customers.
- **Optimal cost of search engine optimization services:** unlike other channels, financial investment in search engine optimization promotion is much cheaper for website owners, for example, if we compare the investment of financial resources in context and in search engine optimization, the latter will be a significant gain.
- **Increase targeted actions and traffic to the organization's website:** Search engine optimization is not just about bringing users to the website, it provides an

opportunity to activate that user to take the necessary actions to increase the rate of targeted actions (purchase).

4. Blogging: Creating a company blog is often a good way to add new content to the website on an ongoing basis. You can use blog posts to introduce customers to your products, introduce them to your employees and processes, and provide useful tips related to your industry. Consistent blogging helps improve search engines and retain customers with new content.

- Blogging through the website is a powerful tool to promote the website and increase online presence.
- Create high-quality content that inspires and enriches the audience to achieve many benefits.
 - Articles and blogs help attract the attention of readers and direct them to the website.
 - Allows for sharing expertise in the field and enhances the reputation as a reliable source.
 - If visitors are directed correctly through blogging content, this will increase the conversion rate and increase the number of potential customers who respond to the products.
- Blogging is not just a means of disseminating information, but a powerful tool to communicate with the audience and build an interactive relationship based on values and trust. [4].

5. Paid advertising: It is a tool to attract visitors and convert them into potential or permanent customers, due to its great impact in achieving the goals of individuals and companies, whether in increasing sales or enhancing brand awareness and other marketing goals, which includes paying search engines or popular websites to host text or image ads, and these ads then appear at the top of search results or on the margins of web pages, when purchasing billboard ads, you can often choose the pay-per-impression model or the pay-per-click model.

- Pay-per-click: The ad involves paying each time a visitor clicks on the ad, the pay-per-click advertising process is usually an automated bidding process in real time, where the highest bidder gets the highest position on the publisher's web page (site or channel owner).
- Pay-per-impression: Pay-per-impression advertising involves paying a fixed fee every time the ad is displayed a thousand times, compared to pay-per-click, when launching this type of campaign you can know what you will pay for every thousand impressions. The downside is that the ad cannot be guaranteed to be displayed to individuals who are actively searching for information related to what you offer.
 - Display advertising: Display ads are visual elements placed on third-party websites, usually in the form of an image, text, or banner and displayed at the top, sides, or bottom of an advertiser's web page.

6. Organize email or SMS campaigns: An effective way to drive traffic to a website, by collecting email addresses and phone numbers from potential customers on social media or through landing pages and then adding their information to a mailing list, you can then create automated messages that encourage recipients to

visit the website and make purchases, this allows you to reach customers directly with targeted messages that suit their interests [5].

- Build a high-quality email list.
- Avoid purchasing email lists as they often result in low-quality leads and can damage the sender's reputation.
 - Segment your email list into segments such as demographics, behavior, and interests, sending targeted and relevant content to each recipient.
 - Design engaging email campaigns with your target audience in mind.
 - Make sure your emails are visually appealing and easy to read on all devices.
 - Include attention-grabbing headlines and clear calls to action.
 - Send email campaigns at optimal times for email marketing success.
 - Send campaigns at different times of the day and week to determine when your subscribers are most engaged.

7. Guest bloggers: If you already have a business blog, it may be worth considering guest writers. Try to find well-known professionals in the business or prominent influencers to write for you. These professionals can attract large audiences to the website. They may promote their business through their social media channels. This can help increase brand visibility and website traffic, which contributes to SEO strategies. **8. Submit your site to online directories and listings:** There are a number of listing sites that direct customers to local businesses and allow them to leave reviews. Add your company to these sites to provide links to your website. This can help raise the profile of the company, especially among customers near you. There are sites that focus on providing directories for specific products. Look for online directories that cater to your business and consider submitting your information to them. **9. Draft a press release:** Local media outlets may be able to help promote your company and website. When your company launches a new website, launches a new product, or holds an event, consider drafting a press release and submitting it to local media outlets. Make sure all press releases include website information so potential customers can learn more about the products.

10. Monitor and analyze website traffic: Track website traffic, identify popular content, and understand audience behavior. Use this information to further improve your website and promotional efforts.

- Analyze the total number of unique visitors, users, and page views to determine overall engagement levels and campaign effectiveness.
 - Identify the channels that drive the most traffic, such as organic search, paid search, social media, direct, or referral.
 - Bounce rate, the percentage of visitors who leave your website after viewing just one page.
 - Measure the percentage of visitors who complete a desired action, such as signing up for a newsletter, downloading an e-book, or making a purchase.
 - Track specific goals achieved through your marketing efforts, such as form submissions, newsletter signups, and e-commerce transactions.

- Calculate the ROI of online marketing campaigns to ensure the strategy is cost-effective and delivering the desired results.

Analytics Tools:

1. **Google Analytics:** A free, comprehensive tool that provides detailed insights into web traffic, user behavior, and campaign performance, offering tracking, reporting, and visualization options.

2. **Moz - SEMrush:** Paid tools that help monitor and analyze a website's SEO performance, providing valuable insights into organic search rankings, backlinks, and competitors.

3. **Hotjar:** A user behavior analysis tool that uses heatmaps, session recordings, and surveys to understand how visitors interact with a website and identify areas for improvement.

Benefits of Website Promotion

1. Increase website traffic
2. Improve website position in search engine results.
3. Attract a targeted audience and increase the number of potential customers.
4. Enhance brand awareness and increase engagement.
5. Increase sales and revenue.
6. Enhance customer trust and credibility.
7. Ability to communicate with the audience and collect feedback and opinions.
8. Enhance social relationships and social networks on the Internet.
9. Provide valuable and enriching content to the audience.
10. Increasing opportunities for expansion and growth of work and business on the Internet

It is worth noting that the promotion of websites in order to ensure the effectiveness of marketing activities of organizations, and occupying the necessary positions in the market is relevant and necessary in modern business conditions.

However, it must be said that the website and its promotion without the use of modern innovative technologies and the Internet is simply impossible, since the Internet in modern society is a multifaceted world of interaction between many individuals with different interests and needs, the organization's website performs its tasks of positioning, increasing the share of loyal customers, identifying and analyzing the target audience via the Internet.

In order to ensure the effectiveness of the organization's activities in the market, when developing an organization and positioning it using a website, it is necessary to take into account the basic elements of promotion, based on a critical analysis of the scientific approach in this area, the author built the main elements that must be taken into account when promoting the organization's website via the Internet, shown in the table 13.

Elements to be considered when promoting the organization's website.

<i>Nº</i>	<i>Website Promotion Element</i>	<i>Features of the website promotion element</i>
1.	Organization Vision	Define the future image of the organization, determine what it will be like in the future, and develop plans, steps and strategies to enable the organization to determine where we want to go.
2.	Organization Mission	The main mission of the organization: Why do we need the organization and its products? Characteristics of its activities and its value to customers.
3.	Market Segment	Identify target market segments and develop a competitive position for the organization within them.
4.	Customer Pain Points	The main objectives of the products and what are their objectives and value to the customer, what products does the organization offer to customers? What is its main strategy?
5.	Organization Uniqueness	A unique presentation of the features of the products, what distinguishes them from each other, and what is the value that satisfies the end user.
6.	Organization Brand	Create the organization's distinctiveness and marketing brand and position the organization according to its strengths (strength, quality, simplicity, etc.).
7.	Organization Positioning	The value of the organization's products to the target audience.

Source: Compiled by the author on the basis of data [7-8].

The basic elements of the organization that must be taken into account when promoting websites made it possible to highlight the main trends that should be reflected in the website promotion strategy of any organization. It should be noted that, unfortunately, not all marketers and promotion specialists take into account the elements listed in Table 10 when developing the organization's website. The website in most cases is a simple source of information for the organization, and in order to increase its effectiveness it is necessary to use various tools in the field of design, positioning, search engine optimization and much more. When forming a website promotion strategy, it is necessary to take into account all the main elements that allow ensuring efficiency in the field of search engine optimization and promotion.

Website Content Promotion Methods:

- **Offline promotion:** It is used to provide the website address to current and potential users and customers in a traditional business environment that is not connected to the Internet. This is achieved by writing the name and address of the website in traditional writing, advertising messages and written tools of the organization, in addition to other marketing communication means. The address

must be visible on the screen for as long as possible to attract attention and be accessible. According to this method, the website address is advertised through the product or packaging, with the possibility of using this simple method to encourage customers to repurchase or revisit the organization's website to obtain more information about the product and how to use it. It also helps in promoting the organization's website online, which is a method often used with digital products as it can be used to download other ready-made programs, update programs, or display other uses for the product.

- **Online promotion:** It is used to help customers find the organization's website online. Several methods can be used to promote the website online as shown in the figure 28.

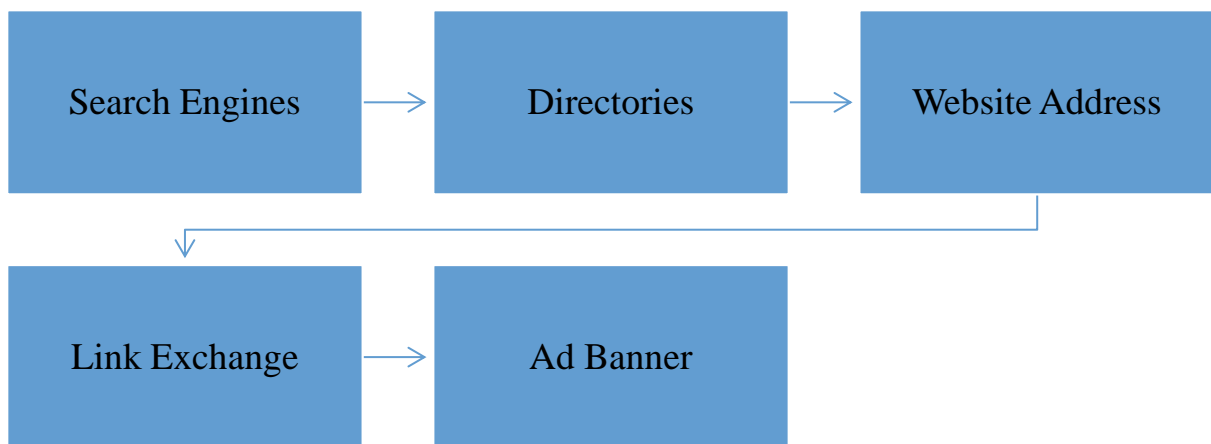


Figure 28. Ways to promote your online website.

Source: Compiled by the author on the basis of data [9-10].

1. Search engines: It is a computer program that allows customers to search for products or information by using the usual search engines on the Internet. These engines lead the researcher to his research goals by giving him a large number of available alternatives, from which he chooses what suits him and suits him the most. Most search engines offer two types of search: regular search and advanced search. In order for the organization's address to appear in the search results, the organization's website must be registered on the search engines [9].

Search engine ranking principles:

- Ranking the website's position according to the content: where words that describe the nature of the site are used in a language consistent with the nature of this site.
- Ranking the website's position based on the number of sites linked to it: the more these sites, the higher the site's position.
- Ranking the website's position based on the financial payment process: Some search engines charge financial fees for listing sites in them, and the higher the

position, the higher the fees, but at the same time, the search results for sites that have not paid fees appear in a lower position than the sites that pay fees.

- **Ranking the website based on its popularity:** Many search engines use this basis because search engines measure the popularity of any website, based on the number of visits to the website based on a specific search topic.
- **Ranking the website according to the search language:** Some search engines sort the website in the search results list according to the search language, because websites that contain a search language are placed at the top position [10].

2. Directories: It is a website that displays an indexed and classified list of websites, collected, arranged and classified by a group of individuals, the arrangement is often according to topics and sometimes according to geographical presence, the arrangement is tree-like, so that the first page of the directory is the main root from which the topics branch out.

3. Website address: It is an address that refers to a source on the Internet Web by specifying its location on the network and the means of retrieving it, and this address is in the following form: www symbols in reference to the World Wide Web followed by a dot (.) then the domain name followed by a dot (.) and finally the extension that specifies the top-level domain name, i.e. the location of the file desired to be paged.

4. Link Exchange: Link exchange is an agreed-upon process between two websites to mutually link to each other's website in order to boost their website's search engine ranking. Link Exchange is sometimes called reciprocal linking or backlink swapping.

5. Banner: It is a form of digital advertising used on the Internet to promote brands or products. The banner usually consists of an image, graphics, text, or a combination of both. It is displayed on websites, blogs, and electronic applications to attract the attention of visitors and encourage them to interact with it. It transfers the user to the organization's website once they click on it in order to obtain more details about the advertised products.

Free places to promote websites: Everyone is looking to promote their website in several different ways, but it is not possible to increase visitors to the website without having a blog that contains valuable information that everyone is looking for. Promoting a blog is more difficult than creating it. There are many free ways to market your blog and increase traffic to your site. Let's get to know them and how we can benefit from them, as shown in the figure 29.

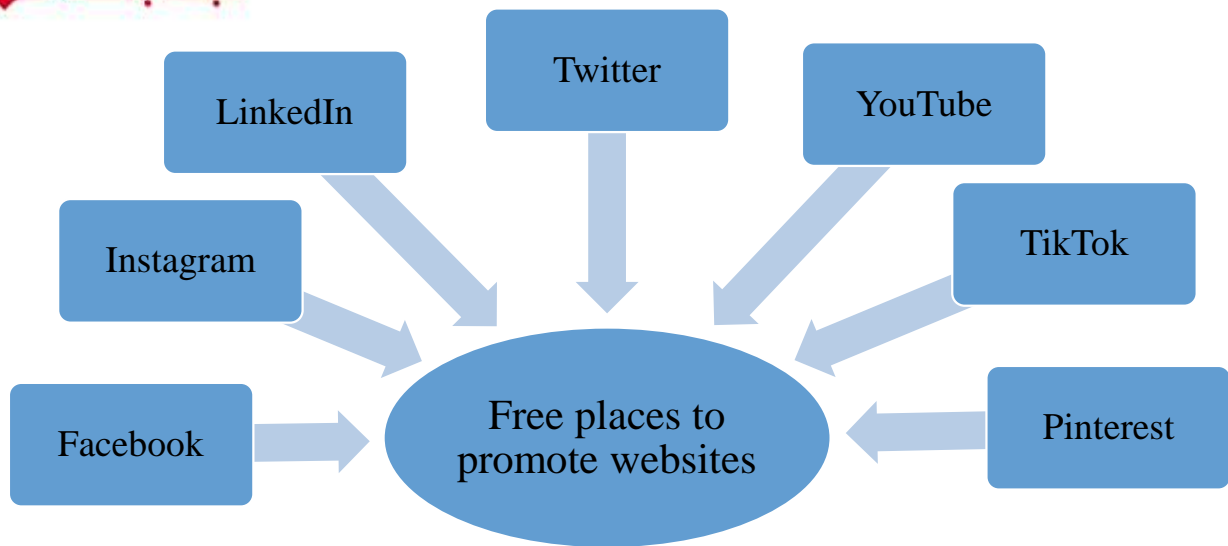


Figure 29. Ways to promote your online website
 Source: Compiled by the author on the basis of data [11-12].

1. Facebook: It is one of the most widely used social media applications, and it is one of the easiest ways to reach people interested in content related to your field of expertise by creating a page and filling in all your details and keeping followers informed about new products or events by creating a post every now and then, this way you can gain many visits to the website in a free way, try to answer the questions of people in the community and direct them to your website for more detailed information.

2. Instagram: A social networking site that has a large group of users, and it is a platform dedicated largely to images, so try to include your goal within the images you share, you can only put the link to your website in the account's bio, so you have to direct people to it in direct and indirect ways.

3. LinkedIn: One of the most popular business sites, it is an ideal platform for finding new job opportunities and advertising your own opportunities alike. Create a page on LinkedIn and take advantage of the community on it as a social networking site. You can use it to collaborate with clients and share trustworthy articles. However, LinkedIn also offers a range of features to promote your website, the services you provide, and your business profiles, with the possibility of getting traffic if the content is excellent.

4. Twitter: It helps in sharing the latest news or events that you want your followers to know about. To gain more readers, try to publish continuously on Twitter instead of sharing once a month, and also try to provide useful tips to the audience. You can also promote products to the target audience.

5. YouTube: It is a good promotional site and the ideal place to upload video ads. It is one of the most powerful digital marketing methods that helps increase traffic

to the website. The more unique the videos are, the more interesting they are. You can also turn your YouTube channel into a business, define the brand and present it to the audience, and promote it through media opportunities

6. TikTok: Promotion is an advertising tool that you can use in the TikTok app to help attract more people to discover videos, direct more people to the website, and improve your chances of gaining followers, which means that the video you created will be displayed as an ad at the time you promote it.

7. Pinterest: The most popular social network, through which visual content is explored and shared by users, where the user adds content in organized boards that are shared with everyone, as long as you post high-quality images with good descriptions, marketing via Pinterest is easy, as you can shop better and increase sales conversion performance and raise brand value.

There are a number of services and tools that allow you to control website performance monitoring. In recent years, various services have been actively used that provide website performance monitoring, depending on their subject, direction, and business characteristics. Accordingly, the author has built the main tools and services that allow website performance monitoring, taking into account the modern requirements of the global market as shown in the table 14.

Table 14

Modern services and tools for monitoring website safety.

Service name and monitoring tool	Key Features of Website Monitoring Service and Tool
Pingdom	Website monitoring service that shows its performance in real time, and checks performance by simulating the behavior of real visitors or users, suitable for marketers, hosting providers and web developers.
Host-tracker	Service that quickly checks the availability of a website on the Internet and connects within a minute and allows monitoring the availability of a website on the Internet from different locations in the world.
Siteuptime	Monitoring service for developers and administrators In case of a website down, website owners will know before customers, the service automatically checks the website every two minutes from all over the world.
Webopulsar	Website performance monitoring service that checks availability over HTTP and HTTPS protocols using HEAD, GET and POST methods.
Okmeter	The monitoring service is automatically installed on the website, so you do not need to enter a line of code, because the program itself installs the necessary plugins.
Uptimedoctor	A monitoring service that is automatically installed on one website and can automatically control 5 websites at the same time.
Monitorus	A service for monitoring websites, servers and databases suitable for scanning viruses on the website and controlling files: deletions, downloads and changes.

Monitor-site	A comprehensive website scanning service that works in both manual and automated modes, with automatic scanning performed every minute.
Pingup	A service that monitors the operation of a website and helps to eliminate malfunctions, it is similar in functionality and design to Uptimedoctor.
Uptimerobot.com	A tool that helps monitor the performance of a website in real time, there is a dedicated status page for the website that can be viewed by users.
Site24x7	A tool to help evaluate website performance, functionality and accessibility, the service can also monitor hosting servers and cloud operation Diagnostic tool to quickly run applications, in addition, monitor router operation and traffic consumption.

Source: Compiled by the author on the basis of data [13-15].

From a marketing point of view, the continuous operation of the website is an important condition for the success of the project, as well as an important condition for the regular ranking of search engines and increasing the conversion of online marketing business, if when monitoring the performance of the website it turns out that the indicators are far from ideal, it makes sense to think about changing service providers.

To ensure the effectiveness of website promotion, it is necessary to pay great attention to the design of the website, its usability and relevance to the target audience, as well as its security on the Internet, one of the important elements at the current stage of the work of organizations is the creation of a strategy aimed at creating a positive image of the organization to retain existing customers and attract new ones, while ensuring the achievement of the goals of website promotion, it is important to audit the performance of the website and response time.

REFERENCE

REFERENCE TO CHAPTER 1

1. Devianto, Y., & Dwiasnati, S. (2020). Electronic Business Concept In Marketing Of Village Leading Products. *IJISCS (International Journal of Information System and Computer Science)*, 4(3), 172-181.
2. Beard, J., Walker, A., & George, J. (2020). The principles of beautiful web design. SitePoint Pty Ltd.
3. Kaya, B., Behraves, E., Abubakar, A. M., Kaya, O. S., & Orús, C. (2019). The moderating role of website familiarity in the relationships between e-service quality, e-satisfaction and e-loyalty. *Journal of Internet Commerce*, 18(4), 369-394.
4. Vlachogianni, P., & Tselios, N. (2022). Perceived usability evaluation of educational technology using the System Usability Scale (SUS): A systematic review. *Journal of Research on Technology in Education*, 54(3), 392-409.
5. Parlakkiliç, A. (2022). Evaluating the effects of responsive design on the usability of academic websites in the pandemic. *Education and Information Technologies*, 27(1), 1307-1322.
6. Vu, K. P. L., Proctor, R. W., & Hung, Y. H. (2021). Website design and evaluation. *Handbook of human factors and ergonomics*, 1016-1036.
7. Cohen, D., Naim, O., Toch, E., & Ben-Gal, I. (2021). Website categorization via design attribute learning. *computers & security*, 107, 102312.
8. Xilogianni, C., Doukas, F. R., Drivas, I. C., & Kouis, D. (2022). Speed Matters: What to Prioritize in Optimization for Faster Websites. *Analytics*, 1(2), 175-192.
9. Chauhan, S., Akhtar, A., & Gupta, A. (2022). Customer experience in digital banking: A review and future research directions. *International Journal of Quality and Service Sciences*.
9. Raudvere, U., Kolberg, L., Kuzmin, I., Arak, T., Adler, P., Peterson, H., & Vilo, J. (2019). g: Profiler: a web server for functional enrichment analysis and conversions of gene lists (2019 update). *Nucleic acids research*, 47(W1), W191-W198.
10. Beard, J., Walker, A., & George, J. (2020). The principles of beautiful web design. Sitepoint.
11. Hoffswell, J., Li, W., & Liu, Z. (2020, April). Techniques for flexible responsive visualization design. In *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems* (pp. 1-13).
12. Kompen, R. T., Edirisingha, P., Canaleta, X., Alsina, M., & Monguet, J. M. (2019). Personal learning Environments based on Web 2.0 services in higher education. *Telematics and informatics*, 38, 194-206.
13. Xing, Y., Shell, J., Fahy, C., Wen, C., Da, Z., & Kwan, H. Y. (2022, March). Web XR user interface study in designing 3D layout framework in static websites. In *2022 IEEE Conference on Virtual Reality and 3D User Interfaces Abstracts and Workshops (VRW)* (pp. 243-246). IEEE.
14. Solutions, W. P. (2023). Professional ERP and UI Website Designing & Development Company.
15. Satapathy, A., Sahoo, S. S., Raj, H., Gupta, Y., & Maity, S. (2021). Website on Smart Project Management System by Application of Scrum Technology. In *Intelligent and Cloud Computing* (pp. 675-683). Springer, Singapore.
16. Lilleaas, A. (2023). Building Traditional Web Apps with HTML and CSS. In *Pro Kotlin Web Apps from Scratch: Building Production-Ready Web Apps Without a Framework* (pp. 161-195). Berkeley, CA: Apress.
17. Zhang, S., & Balog, K. (2020). Web table extraction, retrieval, and augmentation: A survey. *ACM Transactions on Intelligent Systems and Technology (TIST)*, 11(2), 1-35.
18. Roldán, J. C., Jiménez, P., & Corchuelo, R. (2020). On extracting data from tables that are encoded using HTML. *Knowledge-Based Systems*, 190, 105157.

19. Shyam, A., & Mukesh, N. (2020). A django based educational resource sharing website: shreic. *Journal of scientific research*, 64(1), 138-152.
20. Rebah, H. B., Boukthir, H., & Chedebois, A. (2022). *Website Design and Development with HTML5 and CSS3*. John Wiley & Sons.
21. Aljofey, A., Jiang, Q., Rasool, A., Chen, H., Liu, W., Qu, Q., & Wang, Y. (2022). An effective detection approach for phishing websites using URL and HTML features. *Scientific Reports*, 12(1), 8842.
22. Wang, Q., Fang, Y., Ravula, A., Feng, F., Quan, X., & Liu, D. (2022, April). Webformer: The web-page transformer for structure information extraction. In *Proceedings of the ACM Web Conference 2022* (pp. 3124-3133).
23. Asiri, S., Xiao, Y., Alzahrani, S., Li, S., & Li, T. (2023). A Survey of Intelligent Detection Designs of HTML URL Phishing Attacks. *IEEE Access*.
24. Tan, S. M. G. Y. W., & Ramakrishnan, I. V. (2003). Automatic discovery of semantic structures in html documents. In *Proceedings (Vol. 2, p. 245)*. *IEEE Computer Society*.
25. Swathi, B., Kumar, A., Kumar, I., & Venkat, V. (2020). Implementation of Improved Billing System. *International Journal of Scientific Research in Computer Science, Engineering and Information Technology*© 2020 IJSRCSEIT, 6(3), 2456-3307.
26. Rohmadi, A., & Yasin, V. (2020). Desain dan penerapan website tata kelola percetakan pada CV Apicdesign Kreasindo Jakarta dengan metode prototyping. *Journal of Information System, Informatics and Computing*, 4(1), 70-85.

REFERENCE TO CHAPTER 2

1. Syaputra, D. Y. (2021). The concept of marketplace marketing strategy as application of marketing 4.0. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(3), 6100-6110.
2. Al-Ababneh, H. A. (2022). Researching global digital E-marketing trends. *Eastern-European Journal of Enterprise Technologies*, 1(13), 115.
3. Cheng, M., & Anderson, C. K. (2021). Search engine consumer journeys: exploring and segmenting click-through behaviors. *Cornell Hospitality Quarterly*, 62(2), 198-214.
4. Oulasvirta, A. B. (2009). When more is less: the paradox of choice in search engine use. In *Proceedings of the 32nd international ACM SIGIR conference on Research and development in information retrieval*, 523.
5. White, R. W. (2010). Modeling long-term search engine usage. In *International Conference on User Modeling Adaptation and Personalization*, 39.
6. Parker, R. U. (2020). The choice of search engine affects sequencing depth and HLA class I allele-specific peptide repertoires. *Molecular & Cellular Proteomics*, 20.
7. Mansouri, F. R. (2018). Modulators of choice overload in Google search engine. *Iranian Journal of Information processing and Management*, 884.
8. Hofacker, C., Golgeci, I., Pillai, K. G., & Gligor, D. M. (2020). Digital marketing and business-to-business relationships: a close look at the interface and a roadmap for the future. *European Journal of Marketing*, 54(6), 1161-1179.
9. Cui, L. R. (2021). Integration of intelligent animation in the promotion and dissemination of Xi'an food culture based on the distributed site model. In *2021 6th International Conference on Communication and Electronics Systems (ICCES)*, 1523.
10. Arashpour, M. H. (2021). Scene understanding in construction and buildings using image processing methods: A comprehensive review and a case study. *Journal of Building Engineering*, 101672.
11. De Sarro, C. M. (2021). Vaccination coverage among health-care workers: pre-post intervention study to assess impact of an on-site vaccination-dedicated clinic. *Expert Review of Vaccines*, 759.

12. Kiourti, A. D. (2021). Indexing of Cloud Stored Electronic Health Records for Consented Third Party Accessing. In 2021 28th Conference of Open Innovations Association (FRUCT),166.
13. Kalaiganam, K., Tuli, K. R., Kushwaha, T., Lee, L., & Gal, D. (2021). Marketing agility: The concept, antecedents, and a research agenda. *Journal of Marketing*, 85(1), 35-58.
14. Angeloni, S. C. (2021). Online search engines and online travel agencies: A Comparative Approach. *Journal of Hospitality & Tourism Research*, 749.
15. Soliman, M. P. (2021). Exploring web search engines to find architectural knowledge. In 2021 IEEE 18th International Conference on Software Architecture, 172.
16. Zhang, Y. P. (2022). On the Legal Liability of Search Engine Data Mining Behavior Under Robots Protocol. In 2021 International Conference on Big Data Analytics for Cyber-Physical System in Smart City, 1196.
17. Qiu, Y. H. (2021). Research on Application of Genetic Algorithms in Corporal Portal Search Engines. In 2021 IEEE 5th Advanced Information Technology Electronic and Automation Control Conference (IAEAC), 1314.
18. Lipani, A. E. (2021). Towards More Accountable Search Engines: Online Evaluation of Representation Bias. arXiv preprint arXiv, 08835.
19. Soliman, M. P. (2021). Exploring web search engines to find architectural knowledge. In 2021 IEEE 18th International Conference on Software Architecture (ICSA), 17.
20. Cho, I. H., Kim, D. H., & Park, S. (2020). Electrochemical biosensors: Perspective on functional nanomaterials for on-site analysis. *Biomaterials research*, 24(1), 6.
21. Kong, L., Zhong, M., Shuang, W., Xu, Y., & Bu, X. H. (2020). Electrochemically active sites inside crystalline porous materials for energy storage and conversion. *Chemical Society Reviews*, 49(8), 2378-2407.
22. Effendi, M., Yuliani, D. D., Setyawan, D. T., & Effendi, U. (2020, June). The design of website-based sugarcane forecasting information system. In *IOP Conference Series: Earth and Environmental Science* (Vol. 524, No. 1, p. 012024). IOP Publishing.
23. Andonov, A. D. (2020, September). The application of Search Engine Optimization in internet marketing. In *2020 55th International Scientific Conference on Information, Communication and Energy Systems and Technologies (ICEST)* (pp. 37-41). IEEE.

REFERENCE TO CHAPTER 3

1. Gharehchopogh, F. S., Namazi, M., Ebrahimi, L., & Abdollahzadeh, B. (2023). Advances in sparrow search algorithm: a comprehensive survey. *Archives of Computational Methods in Engineering*, 30(1), 427-455.
2. Yue, Y., Cao, L., Lu, D., Hu, Z., Xu, M., Wang, S., ... & Ding, H. (2023). Review and empirical analysis of sparrow search algorithm. *Artificial Intelligence Review*, 56(10), 10867-10919.
3. El-Kenawy, E. S. M., Abdelhamid, A. A., Ibrahim, A., Mirjalili, S., Khodadad, N., Alduailij, M. A., ... & Khafaga, D. S. (2023). Al-Biruni Earth Radius (BER) Metaheuristic Search Optimization Algorithm. *Comput. Syst. Sci. Eng.*, 45(2), 1917-1934.
4. Zhu, B., Sun, Y., Zhao, J., Han, J., Zhang, P., & Fan, T. (2023). A critical scenario search method for intelligent vehicle testing based on the social cognitive optimization algorithm. *IEEE Transactions on Intelligent Transportation Systems*, 24(8), 7974-7986.
5. Bo, Q., Cheng, W., & Khishe, M. (2023). Evolving chimp optimization algorithm by weighted opposition-based technique and greedy search for multimodal engineering problems. *Applied Soft Computing*, 132, 109869.
6. Noroozi, M., Mohammadi, H., Efatinasab, E., Lashgari, A., Eslami, M., & Khan, B. (2022). Golden search optimization algorithm. *IEEE Access*, 10, 37515-37532.
7. Webster, B., & Bernhard, P. J. (2003). A local search optimization algorithm based on natural principles of gravitation.
8. Tabari, A., & Ahmad, A. (2017). A new optimization method: Electro-Search algorithm. *Computers & Chemical Engineering*, 103, 1-11.

9. El-Fergany, A. (2015). Optimal allocation of multi-type distributed generators using backtracking search optimization algorithm. *International Journal of Electrical Power & Energy Systems*, 64, 1197-1205.
10. Palanisamy, R., & Liu, Y. (2020). Users' search satisfaction in search engine optimization. In *Proceeding of the International Conference on Computer Networks, Big Data and IoT (ICCCBI-2018)* (pp. 1035-1045). Springer International Publishing.
11. Homte, J. K., Batchakui, B., & Nkambou, R. (2022). Search Engines in Learning Contexts: A Literature Review. *International Journal of Emerging Technologies in Learning (iJET)*, 17(2), 254-272.
- ibawa, I. P. A., Astawa, I. P., Sukmawati, N. M. R., Arjana, I. W. B., & Sutarma, I. G. P. (2022). Digital Marketing and Sustainable Tourism for Tourist Villages in Bangli Regency. *International Journal of Glocal Tourism*, 3(2), 88-99.
12. Prakash, S. (2020). Search engine optimization techniques for attracting organic traffic to websites. *International Journal of Recent Trends in Engineering & Research*, 6(5), 1-6.
13. Chopra, S., Tandon, S., & Dhar, R. K. (2022). Search Engine Optimization: A Tool for Innovation in Business Communication. *Journal of Positive School Psychology*, 6(3), 7365-7376.
14. Shah, M., Shah, H., & More, A. (2021). Search engine optimization: Google & other platforms. *International Research Journal of Innovations in Engineering and Technology*, 5(12), 50.
15. Van Looy, A. (2022). Search engine optimization. In *Social Media Management: Using Social Media as a Business Instrument* (pp. 125-146). Cham: Springer International Publishing.
16. Shaffi, S. S., & Muthulakshmi, I. (2022, November). Search engine optimization by using machine learning for Web page classification. In *2022 International Conference on Augmented Intelligence and Sustainable Systems (ICAISS)* (pp. 342-349). IEEE.
17. Wibawa, I. P. A., Astawa, I. P., Sukmawati, N. M. R., Arjana, I. W. B., & Sutarma, I. G. P. (2022). Digital Marketing and Sustainable Tourism for Tourist Villages in Bangli Regency. *International Journal of Glocal Tourism*, 3(2), 88-99.
18. Murgolo-Poore, M. A. (2011). Intranet effectiveness: a public relations paper – and pencil checklist, *Public Relations Review*, 2 (1), 323.
19. Al-Ababneh, H.A. (2020). Supply Chain Risk Management Methods in the Process of Formation of Advertising Campaign. *Int. J Sup. Chain. Mgt*, 9 (2), 779.
20. Wang, G., Tan, G. W. H., Yuan, Y., Ooi, K. B., & Dwivedi, Y. K. (2022). Revisiting TAM2 in behavioral targeting advertising: a deep learning-based dual-stage SEM-ANN analysis. *Technological Forecasting and Social Change*, 175, 121345.
21. Chopra, S., Tandon, S., & Dhar, R. K. (2022). Search Engine Optimization: A Tool for Innovation in Business Communication. *Journal of Positive School Psychology*, 6(3), 7365-7376.
22. Alqahtani, N. H., & Alqahtani, T. H. (2022). Search Engine Strategy Report Case Study University of Dundee. *International Journal of Business and Management*, 17(1).

REFERENCE TO CHAPTER 4

1. Heinze, A., & Cano, M. (2024). SEO strategy for a digital presence. In *Digital and Social Media Marketing* (pp. 229-249). Routledge.
2. Barrett, J., & Herten, M. (2021). From keywords to contextual frameworks: New take on B2B SEO enabling next level content. In *B2B Marketing: A Guidebook for the Classroom to the Boardroom* (pp. 393-418). Cham: Springer International Publishing.
3. Amara, M., Zaghdoud, R., Rhaïem, O. B., & Althubiti, E. (2024). Enhancing Image SEO using Deep Learning Algorithms: A Research Approach. *Engineering, Technology & Applied Science Research*, 14(4), 15194-15200.
4. Simec, A., & Križanić, M. (2022). Comparison of tools for analyzing the degree of optimization of website search engines.

5. Syed, S., Chen, W. F., Hagen, M., Stein, B., Wachsmuth, H., & Potthast, M. (2020, December). Task proposal: Abstractive snippet generation for web pages. In *Proceedings of the 13th International Conference on Natural Language Generation* (pp. 237-241).
6. Gusenbauer, M., & Haddaway, N. R. (2020). Which academic search systems are suitable for systematic reviews or meta-analyses? Evaluating retrieval qualities of Google Scholar, PubMed, and 26 other resources. *Research synthesis methods*, 11(2), 181-217.
7. Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human behavior and emerging technologies*, 2(4), 314-324.
8. Sörhannus, A. (2023). Enhancing the Digital Presence: A Study on Best Practices in Search Engine Optimization for Vaasa University of Applied Sciences.
9. Vállez, M., & Lopezosa, C. (2024). Estrategias de SEO para bibliotecarios [SEO strategies for librarians]. *Infonomy*, 2(2).
10. Sainy, R., Sinha, P., & Jha, S. (2022). Ranking E-retailers through SEO Tools using PROMETHEE Approach. *SCMS Journal of Indian Management*, 19(1).
11. Daruka, M., & Damle, M. (2023, March). Boosting D2C (direct-to-consumer) websites with search engine optimisation (SEO). In *2023 Somaiya International Conference on Technology and Information Management (SICTIM)* (pp. 84-89). IEEE.
12. Sörhannus, A. (2023). Enhancing the Digital Presence: A Study on Best Practices in Search Engine Optimization for Vaasa University of Applied Sciences.

REFERENCE TO CHAPTER 5

1. Mladenović, D., Rajapakse, A., Kožuljević, N., & Shukla, Y. (2023). Search engine optimization (SEO) for digital marketers: exploring determinants of online search visibility for blood bank service. *Online information review*, 47(4), 661-679.
2. Daoud, M. K., Al-Qeed, M., Al-Gasawneh, J. A., & Ahmad, A. Y. B. (2023). The role of competitive advantage between search engine optimization and shaping the mental image of private Jordanian University students using google.
3. Alhafizh, M. A., & Ahmad, I. (2024). Implementation of Search Engine Optimization on Lampung Tourism Websites Using The On-Page Method. *Jurasik (Jurnal Riset Sistem Informasi dan Teknik Informatika)*, 9(2), 684-696.
4. Cutler, K. (2023). ChatGPT and search engine optimisation: the future is here. *Applied Marketing Analytics*, 9(1), 8-22.
5. Zanubiya, J., Meria, L., & Juliansah, M. A. D. (2023). Increasing Consumers with Satisfaction Application based Digital Marketing Strategies. *Startupreneur Business Digital (SABDA Journal)*, 2(1), 12-21.
6. Bhandari, R. S., & Bansal, A. (2018). Impact of search engine optimization as a marketing tool. *Jindal Journal of Business Research*, 7(1), 23-36.
7. Panchal, A., Shah, A., & Kansara, K. (2021). Digital marketing-search engine optimization (SEO) and search engine marketing (SEM). *International Research Journal of Innovations in Engineering and Technology*, 5(12), 17.
8. Das, S. (2021). *Search engine optimization and marketing: A recipe for success in digital marketing*. Chapman and Hall/CRC.
9. Lewandowski, D., & Schultheiß, S. (2023). Public awareness and attitudes towards search engine optimization. *Behaviour & information technology*, 42(8), 1025-1044.
10. Makrydakis, N. (2024). SEO mix 6 O's model and categorization of search engine marketing factors for websites ranking on search engine result pages. *International Journal of Research in Marketing Management and Sales*, 6(1), 18-32.
11. Huhtala, M. (2024). The Effects of Website Interface on Search Engine Optimization and User Experience.
12. Morrison, R. (2024). Making the invisible visible: Critical discourse analysis as a tool for search engine research. *Journal of the Association for Information Science and Technology*, 75(5), 600-612.

13. Erdmann, A., Arilla, R., & Ponzoa, J. M. (2022). Search engine optimization: The long-term strategy of keyword choice. *Journal of Business Research*, 144, 650-662.
14. Lo, Y. S. (2020). Transforming a Magazine into a Video Involving a Target Audience. *Educational Technology & Society*, 23 (3), 39.
15. Zavodov, A.B. (2020). Algorithmic Approaches to Analysis of Internet Contents Effect on Its Target Audience, 25.
16. An, S. J. (2021). A heuristic approach on metadata recommendation for search engine optimization. *Concurrency and Computation: Practice and Experience*, 33(3), 407.
17. Shah, M. A. (2021). Search Engine Optimization: Google & Other Platforms. *International Research Journal of Innovations in Engineering and Technology*, 5(12), 50.

REFERENCE TO CHAPTER 6

1. Huhtala, M. (2024). The Effects of Website Interface on Search Engine Optimization and User Experience.
2. Morrison, R. (2024). Making the invisible visible: Critical discourse analysis as a tool for search engine research. *Journal of the Association for Information Science and Technology*, 75(5), 600-612.
3. Das, S. (2021). *Search engine optimization and marketing: A recipe for success in digital marketing*. Chapman and Hall/CRC.
4. Shah, M. A. (2021). Search Engine Optimization: Google & Other Platforms. *International Research Journal of Innovations in Engineering and Technology*, 5(12), 50.
5. Thielsch, M. G. (2019). Facets of website content. *Human-Computer Interaction*, 34 (4), 327.
6. Rahimnia, F. J. (2013). The impact of website content dimension and e-trust on e-marketing effectiveness: The case of Iranian commercial saffron corporations. *Information & Management*, 50(5), 247.
7. Stefko, R. R. (2016). Website content quality in terms of perceived image of higher education institution. *Polish journal of management studies*, 13.
8. Alfiana, F., Khofifah, N., Ramadhan, T., Septiani, N., Wahyuningsih, W., Azizah, N. N., & Ramadhona, N. (2023). Apply the search engine optimization (SEO) method to determine website ranking on search engines. *International Journal of Cyber and IT Service Management*, 3(1), 65-73.
9. Mladenović, D., Rajapakse, A., Kožuljević, N., & Shukla, Y. (2023). Search engine optimization (SEO) for digital marketers: exploring determinants of online search visibility for blood bank service. *Online information review*, 47(4), 661-679.
10. Panchal, A., Shah, A., & Kansara, K. (2021). Digital marketing-search engine optimization (SEO) and search engine marketing (SEM). *International Research Journal of Innovations in Engineering and Technology*, 5(12), 17.
11. Stefko, R. R. (2016). Website content quality in terms of perceived image of higher education institution. *Polish journal of management studies*, 13.
12. Steenkamp, J.A. (2019). Global versus local consumer culture: Theory measurement and future research directions. *Journal of International Marketing*, 27. (1), 19.
13. Lu, F. F. (2021). Evaluation of pediatric radiology fellowship website content in USA and Canada. *Current Problems in Diagnostic Radiology*, 50(2), 155.
14. Firdaus, M. H. (2019). An openness of government website content using text analysis method, 15(1), 65.
15. Ruddell, J. A. (2019). Analysis of Abdominal Radiology fellowship website content and comprehensiveness. *Abdominal Radiology*, 44(4), 1605.
16. Gibney, B. F. (2020). A comparative evaluation of cardiothoracic radiology fellowship website content. *Journal of Thoracic Imaging*, 35(3), 86.

17. Nasir, M. F. (2021). Advertise Right by Addressing the Concerns: An Evaluation of Women's/Breast Imaging Radiology Fellowship Website Content for Prospective Fellows. *Current Problems in Diagnostic Radiology*, 50(4), 484.
18. Gallagher, R. L. (2020). Target audience and preferences related to an Australian coronary heart disease specific mobile app: a mixed methods study. *Heart Lung and Circulation*, 29(5), 702.
19. Kokol, P. B. (2020). Did Sleeping Papers in nursing research miss their target audience?. *Scientometrics*, 122(2), 1248.
20. Bilohrats, K. B. (2021). Media Manipulations of Trust of the Target Audience. *State and Regions. Series: Social Communications*, 3 (47), 72.
21. Shurak, A. D. (2021). Optimizing the content of the educational organization's community in order to expand the target audience. *St. Petersburg State Polytechnical University Journal. Humanities and Social Sciences*, 12(2), 54.
22. Li, S.A. (2019). Consumer confidence and consumers' preferences for infant formulas in China. *Journal of Integrative Agriculture*, 18(8), 1793.
23. Schultheiß, S., Häußler, H., & Lewandowski, D. (2022, March). Does Search Engine Optimization come along with high-quality content? A comparison between optimized and non-optimized health-related web pages. In *Proceedings of the 2022 Conference on Human Information Interaction and Retrieval* (pp. 123-134).
24. Zilincan, J. (2015). Search engine optimization. In *CBU International Conference Proceedings...* (Vol. 3, p. 506). Central Bohemia University.
25. Mustafa, R. U., Nawaz, M. S., & Lali, M. I. (2015). Search engine optimization techniques to get high score in SERP's using recommended guidelines. *Science International*, 26(6), 5079-5086.
26. Dramilio, A., Faustine, C., Sanjaya, S., & Soewito, B. (2020, August). The effect and technique in search engine optimization. In *2020 International Conference on Information Management and Technology (ICIMTech)* (pp. 348-353). IEEE.
27. Sharma, D., Shukla, R., Giri, A. K., & Kumar, S. (2019, January). A brief review on search engine optimization. In *2019 9th international conference on cloud computing, data science & engineering (confluence)* (pp. 687-692). IEEE.

REFERENCE TO CHAPTER 7

1. Lewandowski, D., Sünkler, S., & Yagci, N. (2021, June). The influence of search engine optimization on Google's results: A multi-dimensional approach for detecting SEO. In *Proceedings of the 13th ACM Web Science Conference 2021* (pp. 12-20).
2. Das, S. (2021). *Search engine optimization and marketing: A recipe for success in digital marketing*. Chapman and Hall/CRC.
3. Matošević, G., Dobša, J., & Mladenčić, D. (2021). Using machine learning for web page classification in search engine optimization. *Future Internet*, 13(1), 9.
4. Erdmann, A., Arilla, R., & Ponzoa, J. M. (2022). Search engine optimization: The long-term strategy of keyword choice. *Journal of Business Research*, 144, 650-662.
5. Sheffield, J. P. (2020). Search engine optimization and business communication instruction: interviews with experts. *Business and professional communication quarterly*, 83(2), 153-183.
6. Gao, Z., Xia, X., Lo, D., & Grundy, J. (2020). Technical Q&A site answer recommendation via question boosting. *ACM Transactions on Software Engineering and Methodology (TOSEM)*, 30(1), 1-34.
7. Rieder, B. (2020). *Engines of order: A mechanology of algorithmic techniques* (p. 353). Amsterdam University Press.
8. Li, G., Lin, Q., & Gao, W. (2020). Multifactorial optimization via explicit multipopulation evolutionary framework. *Information Sciences*, 512, 1555-1570.

9. Xue, X., Zhang, K., Tan, K. C., Feng, L., Wang, J., Chen, G., ... & Yao, J. (2020). Affine transformation-enhanced multifactorial optimization for heterogeneous problems. *IEEE Transactions on Cybernetics*, 52(7), 6217-6231.
10. Birch, K., & Cochrane, D. T. (2022). Big tech: Four emerging forms of digital rentiership. *Science as Culture*, 31(1), 44-58.
11. Olson, E. M., Olson, K. M., Czaplewski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. *Business horizons*, 64(2), 285-293.
12. Rajwar, K., Deep, K., & Das, S. (2023). An exhaustive review of the metaheuristic algorithms for search and optimization: taxonomy, applications, and open challenges. *Artificial Intelligence Review*, 56(11), 13187-13257.
13. Halim, A. H., Ismail, I., & Das, S. (2021). Performance assessment of the metaheuristic optimization algorithms: an exhaustive review. *Artificial Intelligence Review*, 54(3), 2323-2409.
14. Wright, J., Nikolaidou, E., & Hopfe, C. (2016). Exhaustive search; does it have a role in explorative design?.
15. Bischl, B., Binder, M., Lang, M., Pielok, T., Richter, J., Coors, S., ... & Lindauer, M. (2023). Hyperparameter optimization: Foundations, algorithms, best practices, and open challenges. *Wiley Interdisciplinary Reviews: Data Mining and Knowledge Discovery*, 13(2), e1484.

REFERENCE TO CHAPTER 8

1. Dramilio, A., Faustine, C., Sanjaya, S., & Soewito, B. (2020, August). The effect and technique in search engine optimization. In *2020 International Conference on Information Management and Technology (ICIMTech)* (pp. 348-353). IEEE.
2. Dahake, S., & Thakre, V. M. (2014). Search Engine Optimization Techniques-The Analysis. *International Journal of Advanced Research in Computer Science*, 5(4).
3. Baye, M. R., De los Santos, B., & Wildenbeest, M. R. (2016). Search engine optimization: what drives organic traffic to retail sites?. *Journal of Economics & Management Strategy*, 25(1), 6-31.
4. Iqbal, M., Khalid, M. N., Manzoor, A., Abid, M. M., & Shaikh, N. A. (2022). Search Engine Optimization (SEO): A Study of important key factors in achieving a better Search Engine Result Page (SERP) Position. *Sukkur IBA Journal of Computing and Mathematical Sciences*, 6(1), 1-15.
5. Van Looy, A. (2022). Search engine optimization. In *Social Media Management: Using social media as a Business Instrument* (pp. 125-146). Cham: Springer International Publishing.
6. Gupta, S., Agrawal, N., & Gupta, S. (2016). A review on search engine optimization: Basics. *International Journal of Hybrid Information Technology*, 9(5), 381-390.
7. Lewandowski, D., Sünkler, S., & Yagci, N. (2021, June). The influence of search engine optimization on Google's results: A multi-dimensional approach for detecting SEO. In *Proceedings of the 13th ACM Web Science Conference 2021* (pp. 12-20).
8. Matta, H., Gupta, R., & Agarwal, S. (2020, June). Search Engine optimization in digital marketing: present scenario and future scope. In *2020 International Conference on Intelligent Engineering and Management (ICIEM)* (pp. 530-534). IEEE.
9. Ke, Q. L. (2021). Toward a conceptual framework of health crisis information needs: an analysis of COVID-19 questions in a Chinese social Q&A website. *Journal of Documentation*, 94.
10. Kumar, A. S. (2021). The System Quality and Customer Satisfaction with Website Quality as Mediator in Online Purchasing: A Developing Country Perspectives. *Journal of Operations and Strategic Planning*, 260.
11. Cushman, M. (2018). Search engine optimization: What is it and why should we care? *Research and practice in thrombosis and haemostasis*, 2(2), 180-181.
12. Chen, C. Y., Shih, B. Y., Chen, Z. S., & Chen, T. H. (2011). The exploration of internet marketing strategy by search engine optimization: A critical review and comparison. *African Journal of Business Management*, 5(12), 4644-4649.

13. Krrabaj, S., Baxhaku, F., & Sadrijaj, D. (2017, June). Investigating search engine optimization techniques for effective ranking: A case study of an educational site. In *2017 6th Mediterranean conference on embedded computing (MECO)* (pp. 1-4). IEEE.
14. Onaifo, D., & Rasmussen, D. (2013). Increasing libraries' content findability on the web with search engine optimization. *Library Hi Tech*, *31*(1), 87-108.
15. Ghulam, A., Depar, M. H., Ali, S., & Rahu, S. (2017). On-Page Search Engine Optimization (SEO) Techniques Model: A Use Case Scenario of a Business Entity Website. *International Journal for Research in Applied Science & Engineering Technology (IJRASET)*, *5*(XI), 3076-3083.
16. Tsuei, H. J., Tsai, W. H., Pan, F. T., & Tzeng, G. H. (2020). Improving search engine optimization (SEO) by using hybrid modified MCDM models. *Artificial Intelligence Review*, *53*, 1-16.

REFERENCE TO CHAPTER 9

1. Cushman, M. (2018). Search engine optimization: What is it and why should we care? *Research and practice in thrombosis and haemostasis*, *2*(2), 180-181.
2. Halim, A. H., Ismail, I., & Das, S. (2021). Performance assessment of the metaheuristic optimization algorithms: an exhaustive review. *Artificial Intelligence Review*, *54*(3), 2323-2409.
3. Wright, J., Nikolaidou, E., & Hopfe, C. (2016). Exhaustive search; does it have a role in explorative design?
4. Bischl, B., Binder, M., Lang, M., Pielok, T., Richter, J., Coors, S., ... & Lindauer, M. (2023). Hyperparameter optimization: Foundations, algorithms, best practices, and open challenges. *Wiley Interdisciplinary Reviews: Data Mining and Knowledge Discovery*, *13*(2), e148
5. Sharma, D., Shukla, R., Giri, A. K., & Kumar, S. (2019, January). A brief review on search engine optimization. In *2019 9th international conference on cloud computing, data science & engineering (confluence)* (pp. 687-692). IEEE.
6. Arief, I. (2023). Deciphering the Visibility of Higher Education Institutions: A Statistical Analysis of Google Search Console Data. *International Journal of Advanced Science Computing and Engineering*, *5*(1), 75-85.
7. Shahzad, A., Jacob, D. W., Nawari, N. M., Mahdin, H., & Saputri, M. E. (2020). The new trend for search engine optimization, tools and techniques. *Indonesian Journal of Electrical Engineering and Computer Science*, *18*(3), 1568-1583.
8. Wijaya, D., Daniawan, B., & Gunawan, Y. (2021). Search Engine Optimization (SEO) As A Promotional Media on Google Search. *bit-Tech*, *4*(1), 31-39.
9. Ali, O. S. A. N. SEARCH ENGINE OPTIMIZATION (SEO) and SEARCH ENGINE MARKETING (SEM).
10. Strzelecki, A. (2019). Google Web and image search visibility data for online store. *Data*, *4*(3), 125.
11. Pohjanen, R. (2019). The benefits of search engine optimization in Google for businesses.
12. Das, S. (2021). *Search engine optimization and marketing: A recipe for success in digital marketing*. Chapman and Hall/CRC.

REFERENCE TO CHAPTER 10

1. Kaur, H. (2019). Search Engine Optimization and Its Latest Trends: A Review. *Think India Journal*, *22*(17), 2052-2062.
2. Shurak, A. D. (2021). Optimizing the content of the educational organization's community in order to expand the target audience. *St. Petersburg State Polytechnical University Journal. Humanities and Social Sciences*, *12*(2), 54.
3. Shah, M. A. (2021). Search Engine Optimization: Google & Other Platforms. *International Research Journal of Innovations in Engineering and Technology*, *5*(12), 50.
4. Sulistianingsih, I., Akbar, A., Sari, N. M., & Rahma, A. M. (2023). Implementation of Digital Marketing with SEO on Gogalas Website for Business Directory Listing. *JURNAL TEKNOLOGI DAN ILMU KOMPUTER PRIMA (JUTIKOMP)*, *6*(1), 1-5.

5. Chen, C. Y., Shih, B. Y., Chen, Z. S., & Chen, T. H. (2011). The exploration of internet marketing strategy by search engine optimization: A critical review and comparison. *African Journal of Business Management*, 5(12), 4644-4649.
6. Arief, I. (2023). Deciphering the Visibility of Higher Education Institutions: A Statistical Analysis of Google Search Console Data. *International Journal of Advanced Science Computing and Engineering*, 5(1), 75-85.
7. Shahzad, A., Jacob, D. W., Nawi, N. M., Mahdin, H., & Saputri, M. E. (2020). The new trend for search engine optimization, tools and techniques. *Indonesian Journal of Electrical Engineering and Computer Science*, 18(3), 1568-1583.
8. Halim, A. H., Ismail, I., & Das, S. (2021). Performance assessment of the metaheuristic optimization algorithms: an exhaustive review. *Artificial Intelligence Review*, 54(3), 2323-2409.
9. Wright, J., Nikolaidou, E., & Hopfe, C. (2016). Exhaustive search; does it have a role in explorative design?
10. Bischl, B., Binder, M., Lang, M., Pielok, T., Richter, J., Coors, S., ... & Lindauer, M. (2023). Hyperparameter optimization: Foundations, algorithms, best practices, and open challenges. *Wiley Interdisciplinary Reviews: Data Mining and Knowledge Discovery*, 13(2), e1484.
11. Chen, J. C. (2023). State-of-the-art in the search engine optimisation world. *EuroMed Journal of Management*, 5(2), 151-167.
12. Issá, R. M. R., & Marques dos Santos, J. P. (2022). Structuring Best Practices of Search Engine Optimization for Webpages. In *Marketing and Smart Technologies: Proceedings of ICMarTech 2021, Volume 1* (pp. 191-209). Singapore: Springer Nature Singapore.
13. Thimm, H. H. (2022). Website Communication Capabilities and Content Related to Environmental Management-An Empirical Study of European Production Companies. In *Role of Circular Economy in Resource Sustainability*, 8(1), 29.
14. Saeidnia, H. S. (2022). Indirect Website Evaluation: Currently Available Tools. In *2022 8th International Conference on Web Research (ICWR)*, 4, 146.
15. Heiens, R. A. (2021). The Impact of Digital Social legitimization on Website Visits and Web Sales. *International Journal of Electronic Commerce Studies*, 12(1), 42.

Epilogue,

In the Name of Allah—the Most Compassionate, Most Merciful.

“Say, “Work. Allah will see your work, and so will His Messenger, and the believers. Then you will be returned to the Knower of secrets and declarations, and He will inform you of what you used to do.” Surat At-Tawaba verse 105.

Praise be to God Almighty, who has enabled us to introduce this book. We have presented in this book Search Engine Marketing, and we have made every effort to bring this book out in this form. We hope that we made contributions to knowledge and we wish it will be beneficial for every reader and learner. We have made our best efforts to review the most important ideas for this topic as much as we can and we do not claim perfection because perfection belongs to God Almighty only. If we succeed, then it is from God Almighty. If we fail, it is from ourselves, and the honor of trying is sufficient for us. Finally, we hope to that you will like this book.

may the blessings and peace of Allah be upon him our teacher, beloved and master Muhammad.

Peace, God's mercy and blessings be upon you



Author wrote

1.	E-Marketing
2.	E-Marketing Principles
3.	Online Consumer Behavior
4.	E-Banking Marketing
5.	E-Advertising Technology
6.	Search Engine Marketing
7.	E-Marketing Communications
8.	E-Marketing Strategy
9.	Website Design
10.	Social Media Marketing



Dr.Eng.Hassan Ali Al-Ababneh

PhD in computer systems and components

PhD in e-marketing

www.ababneh.net

Dr.Eng.

Hassan Ali Al-Ababneh

Professor of E-Marketing

