

# Analysis of Opportunities and Challenges of Marketing Processed Food Products Based on Seaweed with Search Engine Optimizer Method

Dedy KHAERUDIN\*, Basuki RakhimSetyaPERMANA

(Bina Bangsa University, Serang, Indonesia)

**ABSTRACT** :The purpose of this research is to provide a description of the concept of digital marketing that is based on SEO (search engine optimization) in marketing strategies. Specifically, this study will focus on marketing tactics. This research method employs both descriptive qualitative research and data gathering strategies that make use of literature study as one of its sources of information. The use of search engine optimization strategies is one of the more recent methods that can be implemented to grow one's customer base. This is made possible by digital marketing, which is a relatively new marketing medium. SEO There are two aspects of optimization that need to be taken into consideration when using SEO to optimize a website. These are the on page optimization and the off page optimization. The use of SEO is done to improve the position of the website so that it can have an influence on the amount of traffic that is received by the website as well as the amount of sales that are produced by the website.

**KEYWORDS** digital marketing, SEO, marketing strategies.

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## I. INTRODUCTION

The collaboration of digital technology and marketing in the digital marketing concept has changed the perception of many companies that Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies[1]. The use of digital marketing inevitably has to be a must-have marketing strategy. As [2]stated that in order for businesses to be successful, they must combine online methods with conventional methods to better meet customer needs. The introduction of new technologies has created new business opportunities for marketers to manage their websites and achieve their business goals. Digital marketing is a powerful marketing tool to build brands and increase traffic for companies to achieve success[3], on the one hand the use of digital marketing has an impact in terms of generating and measuring the use of the budget spent on advertising, especially digital marketing can reduce costs. and measure ROI on advertising[4]. Broadly speaking, digital marketing strategies direct customers to visit stalls or shops created by a business in the form of a website.

The use of the website as a marketing tool certainly cannot be separated from the customer's need for a product online because the customer's experience of looking for a website affects the mental processes of consumers and improves their purchasing decisions online[5]. Therefore, it is necessary to have the right digital marketing strategy in doing marketing, and one of these strategies is to do search engine optimization or what is known as SEO (search engine optimization). SEO is a way of developing a website page to have a high level of visibility and ranking in search results[6]. SEO is an effort to optimize website pages with related keywords or phrases that are indexed by search engines as a result of searches made by someone through that search engine.

## II. RESEARCH METHOD

The research method uses qualitative research with data collection techniques using library research, this data collection technique is carried out by using books, literature or library materials either online or offline, then citing them as a theoretical basis in writing scientific articles.

### III. RESULT AND DISCUSSION

#### Digital Marketing

While digital marketing used to refer only to the marketing of products and services via digital channels, it has evolved into an umbrella term for the use of digital technology to acquire and retain customers, promote brands, build customer preferences, retain customers and increase sales. Digital marketing can be viewed as the activities and institutions that use digital technology to create and communicate value for customers and other stakeholders[7]. This is the method by which digital technology is used to create value for customers and the people who interact with them. Adaptive digital touch points for marketing activities, institutions, processes, and customers are enabled by digital marketing. A significant increase in the number of new customers is being driven by an increase in the proportion of customers who have shifted to using digital technology and the influx of younger customers with digital orientations [8].

The term "digital marketing" can also be used to describe an internet-based strategy[9]. The internet has become an integral part of modern life, changing the course of human events. The following are some internet characteristics[2]:

1. When technology allows for direct communication between people on different sides of the world, we say we have interactivity.
2. Participants will be able to communicate more accurately, effectively, and satisfactorily thanks to this form of communication, which is highly interactive.
3. It is possible to communicate with large groups of people in various locations at the same time using the demassification technique. Asynchronous means that messages can be sent and received at any time.

The advantages of using digital marketing in a company's marketing strategy are numerous as well. [10], including:

1. With a small investment, it is possible to find new customers and conduct international business.
2. Internet marketing can be more cost-effective than traditional marketing methods if done correctly.
3. An online metric tool such as web analytics can help determine how well your marketing strategy is working and provide a wealth of information about how customers are using the website you've built.
4. Customers who frequently purchase products can be identified through the collection of data from visitors to the website. To better serve their customers, they keep track of how much they've purchased over time.
5. We can build customer loyalty and a reputation as a company that is easy to work with if you use social media effectively.
6. The use of content in digital marketing campaigns can result in highly effective campaigns. You can earn social currency by sharing this content (images, videos, and articles) with your friends.
7. The customer is only a few clicks away from making a purchase if the business has a website. Because it doesn't necessitate people getting out of bed and dialing a number or going to a store, digital marketing is more convenient.

Digital marketing has a number of drawbacks and difficulties that you should be aware of.[11]:

1. Digital marketing success can only be achieved if you have the right skills and knowledge. Tools, platforms, and trends in digital marketing are rapidly evolving, necessitating constant access to the most current information.
2. It can take a long time to optimize online advertising campaigns and create marketing content. Because this is a way to ensure a return on investment.
3. Confronting global competition is one way to reach global customers. In and of itself, attracting customers' attention is a challenge.
4. In order to harm a company's reputation, a customer's negative feedback or criticism of a business's brand is an indication of whether or not they will purchase the product.
5. Legal problems concerning the collection and use of customer data for digital marketing purposes have necessitated the need for legal guarantees.

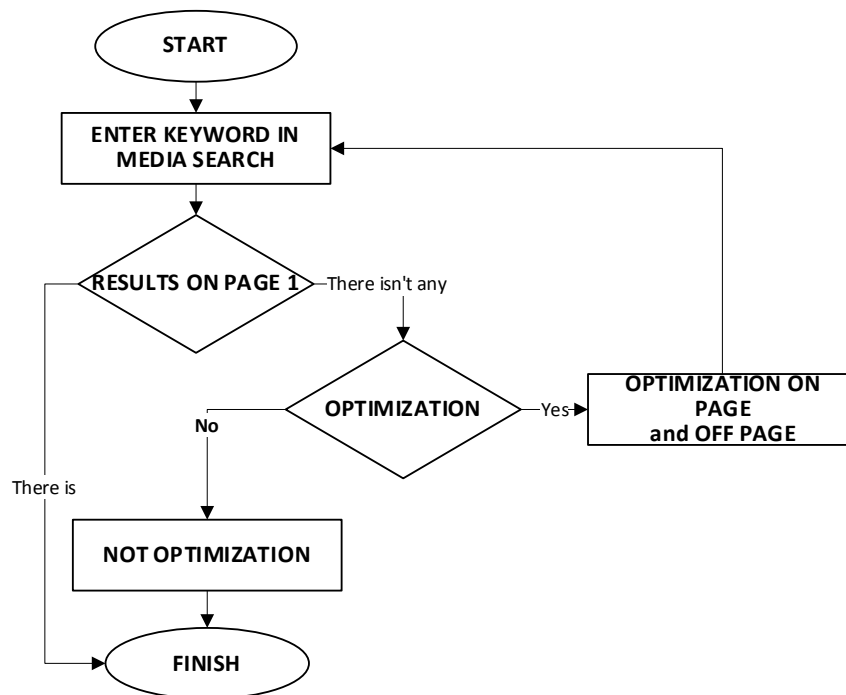
**Table 1.** Differences between Traditional Marketing and Digital Marketing[1]

Traditional Marketing	Digital Marketing
Traditional Marketing is very expensive compare to digital.	Digital Marketing Is cost effective than traditional
You have no choice to target relevant set of customers, it is a mass communication	Easy to find the target customers with analytics and other source of tools
You will end up pumping the budget to mass crowd, no choice to select the customers	Based on the relevant customers the budget can be planned and optimally utilized
Promoting products or service through TV, Radio, Print media, PR activity, door to door marketing, telemarketing	Promoting a product over the internet with Social Media, Smart phones, Google ads
You can't track the results	You can track the results and improve the campaigns based on results

**SEO (Search Engine Optimization)**

SEO (Search Engine Optimization) is a search technique that uses keywords or phrases that contain indicators contained in web pages, the information that will be indexed by the engine [12]–[14]. In simple terms that SEO is a way of developing a website page to have a high level of visibility and ranking in search results [6], [10].

In general, there are two parts to SEO optimization [6], namely On page and Off page optimization.



**Fig 2.** SEO Optimization Flowchart

**Application of SEO Techniques**

1. On-Page Optimization

On Page Optimization is an optimization process carried out on the website regarding website engineering

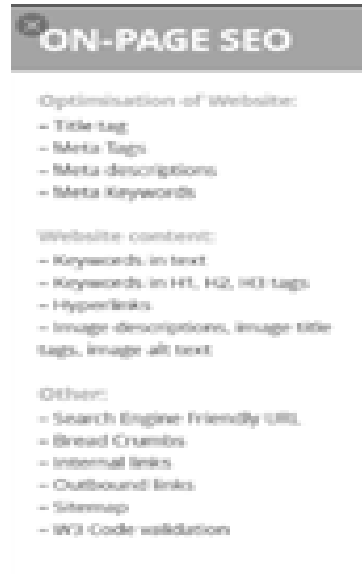


Fig. 3. Parts of On-Page Optimization

Basically on page optimization has many factors but if we look deeper, actually on page optimization is related to the placement of keywords on the structure of the website page which consists of title, description and tags[15]. For example, when we type "seaweed products" in the google search box, we will find many websites that offer seaweed products.

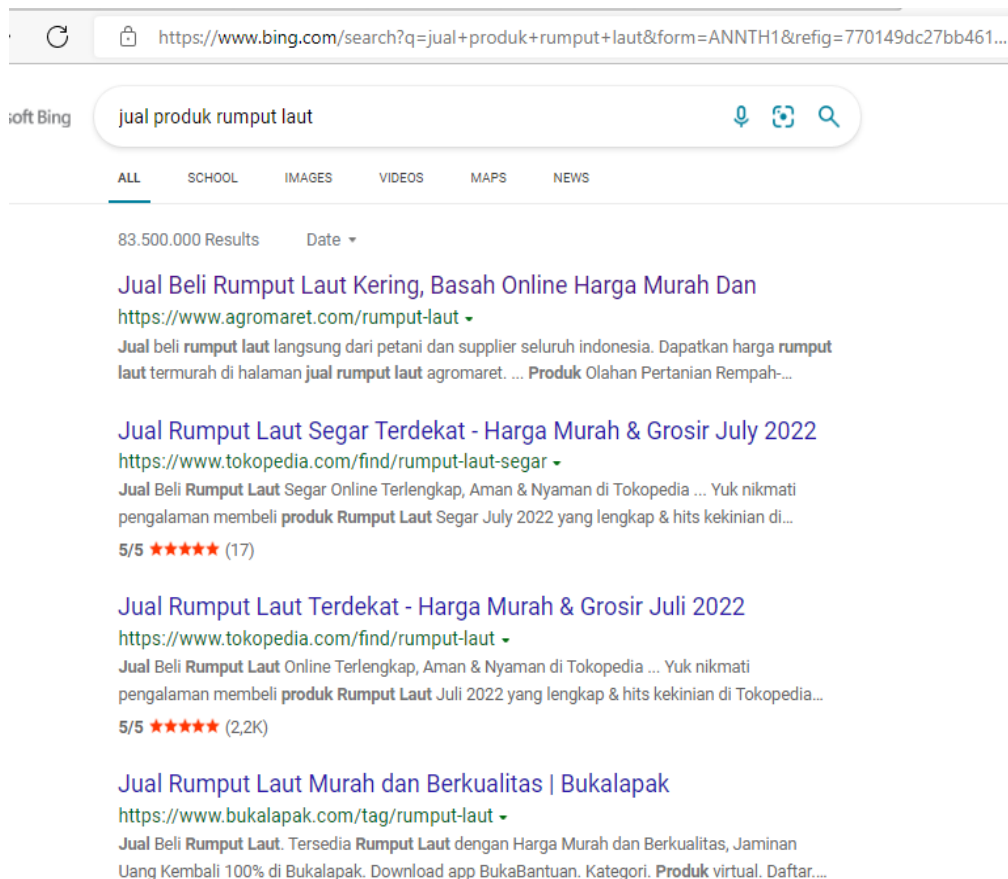


Fig 4. Search using the keyword “selling seaweed products”

Based on Fig. 4, let's look at the writing in blue, green and black. On average, the article contains the keywords "product" and "seaweed" or similar keywords related to the keywords we type in the google search box. The blue color is the title/page title, the green color is the domain link/url link of a website page and the black color is the description.

In Fig. 5 the information is obtained using one of the SEO analysis tools at <http://checkmetatags.com/>. If we click on the [www.indotrading.com](http://www.indotrading.com) website, information will appear as shown below

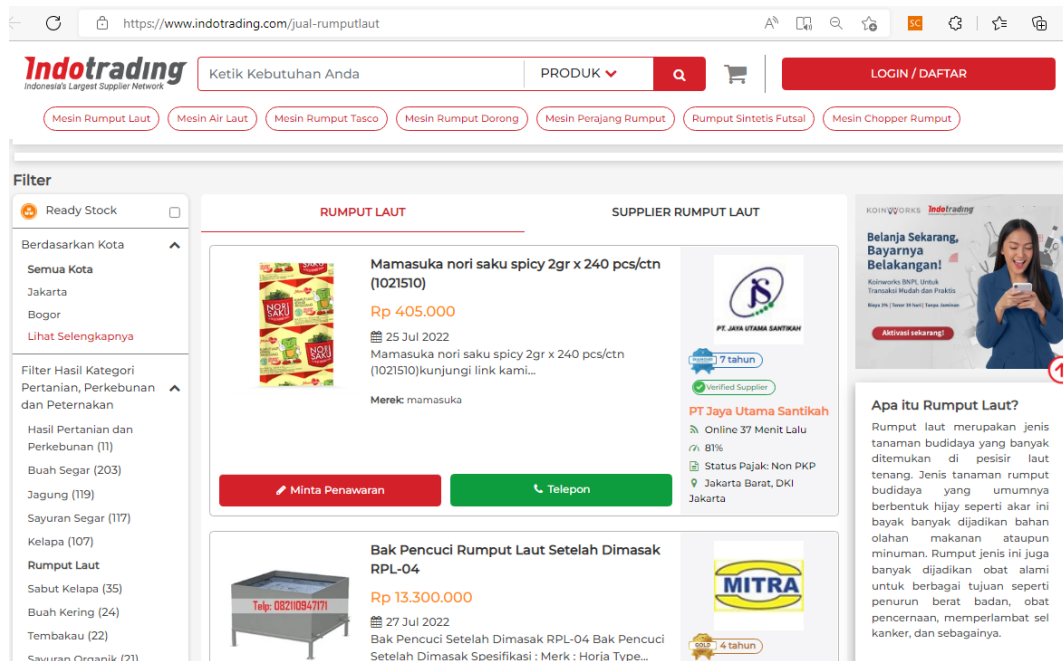


Fig 5. Information on title, url and description on one of the websites [www.indotrading.com](http://www.indotrading.com)

In Fig 6 it is clear that keyword optimization is placed on the website page to perform on page optimization, we can compare it with Figure 4 when we do a search in the Google search box.

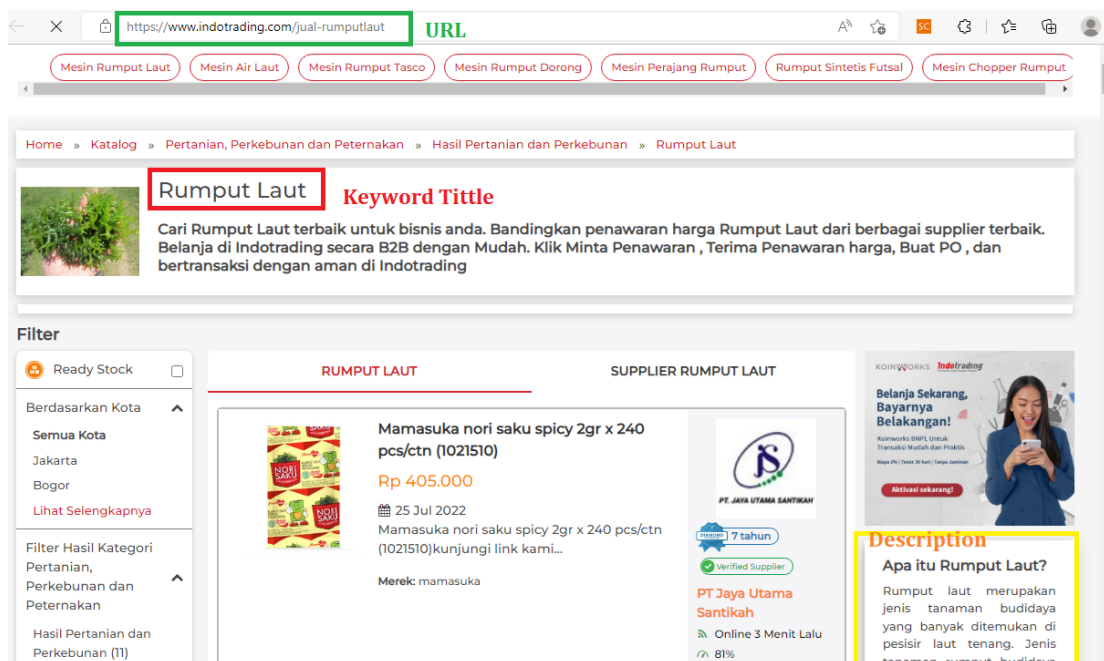


Fig 6. Placement of title, url and description keywords on the website page

2. Off-Page Optimization

It is an SEO optimization step for a website that is carried out outside the (external) page of the website. Off page optimization methods are closely related to back links. Backlink is a link from another website to the website in question. A backlink can be likened to a recommendation, the more people who recommend a website, the greater the website will get the attention of search engines. The following image explains off page optimization, all of which are backlinks.

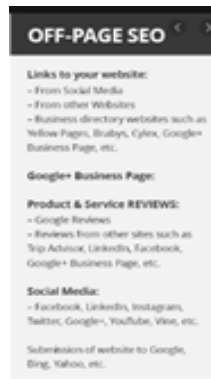


Fig 7. Parts of Off-Page Optimization

Backlinks for websites are very important, this is to increase the ranking of the website's position in searches on Google, the more and quality of backlinks it will determine the position or location of the website, look at Figure 4 regarding the position of the website www.indotrading.com first than www.agrimaret.com if we analyze the number of backlinks using a backlinks analysis tool such as <https://www.semrush.com/features/backlinks> on the two websites, we will get the following picture

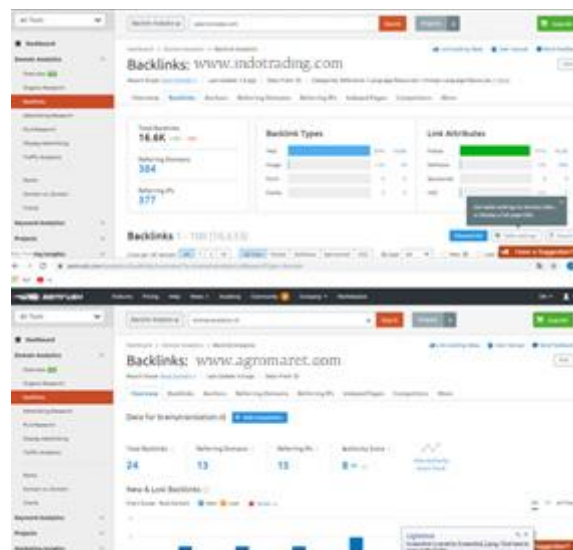


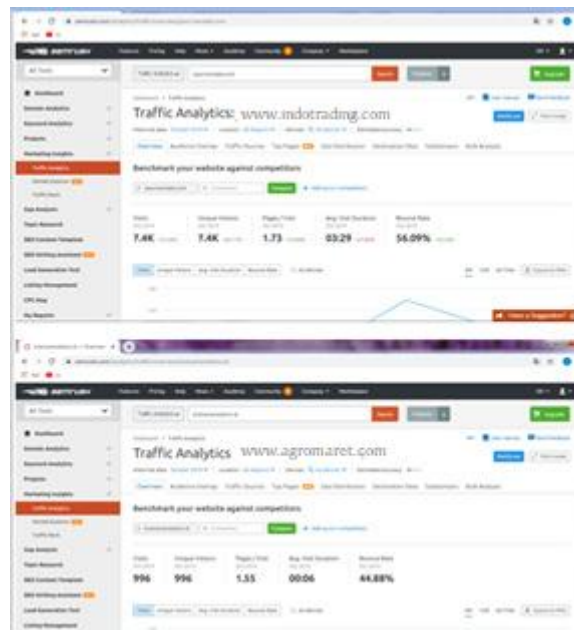
Fig 8. Comparison of the number of backlinks on two seaweed marketing websites

From Fig. 8, we can see that the website www.indotrading.com has more backlinks, which is 16,600 links compared to www.agrimaret.com which only has 24 links.

Results of using SEO techniques

The use of SEO can improve the position of the website in search engines such as Google, so it will also affect traffic or visits of people who need products, which means that the more traffic that comes, the greater the percentage of closing or sales of products offered on the website.





**Fig. 9. Comparison of the amount of traffic of two seaweed marketing websites during the month of May 2022**

From Fig. 9 above, we can see that the traffic in May 2022 on the website [www.indotrading.com](http://www.indotrading.com) was 7,400 visits and [www.agromaret.com](http://www.agromaret.com) was 996 visits.

From the traffic data, it is not surprising that the two websites have many clients and even some large companies use seaweed product search services from the two websites, this can be seen in the portfolio of each website. This proves that SEO techniques have an important influence on increasing product sales. As [16] stated that there was a significant increase in the number of purchases based on the number of website visitors using SEO techniques.

#### IV. CONCLUSION

SEO is a digital marketing technique to improve the digital marketing strategies that affect competitive advantage sequentially starting from the most dominant, namely: ease of product search, availability of special offers, ability to identify and attract new customers, availability of product information or articles that support and provide product guidance for consumers, ability to create visibility and brand awareness, the ability to strengthen the brand image received by consumers, the availability of testimonial displays, the availability of the latest information, the availability of service assistance to consumers, the availability of online communication with entrepreneurs, the availability of online opinion support, the availability of supporting images needed such as photos or product illustrations, availability of video displays capable of visualizing products or supporting presentations, availability of transaction tools and variations of payment media, availability of information and availability of visitor records.

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