Search Engine Optimization as a Passive Technique to Promote Business

International Journal of Computer Applications
Foundation of Computer Science (FCS), NY, USA

Volume 147
Number 11

Year of Publication: 2016

Authors:
Shashi Prakash Agarwal, Upendra Verma

10.5120/ijca2016911080

Abstract

A key major expenditure for any business in existence is advertisement and presence in widespread media. This paper describes possibilities of empowering business with help of algorithms that can benefit it with a higher search engine response position. Internet has a much wider reach than all of traditional medium of communication combined. This reach can be harnessed to improve growth rate of a company.

References


ACKNOWLEDGMENTS

Index Terms

Computer Science
Information Sciences

Keywords

Search engine optimization, search engine response position, business growth hack, internet marketing techniques