Abstract

All the aspects of Digital Marketing, ranging from Search Engine Optimization (SEO), Social Media Marketing (SMM) to Pay-per Click (PPC) and even Search Engine Marketing (SEM) have served, and are still contributing towards the betterment of multiple businesses online. Present paper focuses on exploring various tools and techniques of SEO as well as various factors behind its successful implementation in Indian SMEs. It first explores the SEO in detail, its various tools and techniques, its benefits to Indian SMEs as well as various metrics for measuring the progress of SEO implementation and the level or extent of the success. Thereafter, it further study the interrelationship amongst the metrics using the application of Interpretive Structural Modeling (ISM) and MICMAC approach.

References


Index Terms

Computer Science  Information Sciences

Keywords

Interpretive Structural Modeling (ISM), Search Engine Optimization , Digital marketing , Social media marketing