

Review

The exploration of internet marketing strategy by search engine optimization: A critical review and comparison

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With the rise of internet, internet marketing has become an important issue, for increasing internet business competitiveness. Recently, SEO (search engine optimization) techniques have become one important technique for improving website ranking. Meanwhile, social networking sites are getting more and more popular. Using keywords effectively can secure a higher ranking website, and increase site traffic and popularity. In this paper, knowing how to implement the web site SEO actions effectively and use the power of internet community to enhance the site's visibility and exposure can help the internet business marketing. Using the SEO, supported by social networking sites, can contribute to the overall site traffic and improve interaction with customers.

Key words: Internet marketing, search engine optimization, social networking sites, search engine, searching keywords.

INTRODUCTION

There has been increasing interest in computer-aided techniques and their applications in recent years (Ambe, 2010; Ding, 2010; Amini and Vahdani, 2008; Chang et al., 2008; Omurlu et al., 2008; Trabia et al., 2008; Tu et al., 2008; Yildirim et al., 2009; Zhao et al., 2009; Hsiao et al., 2005a, 2005b, 2005c, 2005d, 2005e; Chen et al., 2005a, 2005b; Hsieh et al., 2006; Chen et al., 2006a, 2006b, 2006c; Chen, 2006; Chen et al., 2007a, 2007b, 2007c, 2007d, 2007e, 2007f; Tsai et al., 2008; Yang et al., 2008a, 2008b; Chen et al., 2008a, 2008b, 2008c, 2008d, 2008e; Yeh et al., 2008; Chen, 2009a, 2009b; Chen et al., 2009a, 2009b, 2009c, 2009d, 2009e, 2009f; Lin et al., 2009a, 2009b, 2010c; Lin and Shih, 2010; Lin and Chen, 2010; Chen and Chen, 2010a, 2010b; Chen, 2010a, 2010b; Chen et al., 2010a, 2010b, 2010c, 2010d, 2010e, 2010f, 2010g, 2010h; Lee et al., 2010a, 2010b; Chiang et

al., 2010; Shih et al., 2010a, 2010b, 2010c, 2010d; Chen et al., 2011a, 2011b; Shih et al., 2011; Chen and Huang, 2011; Chen, 2011a, 2011b). Here, some introductions will be made about the advantages and disadvantages of search engine optimization and social networking sites. Also, the situation of current internet marketing and the applications of search engine marketing will be described.

INTERNET MARKETING

Internet marketing refers to the network that is used to carry out site or brand marketing actions. It can make use of the following ways: search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, e-mail marketing and Web 2.0 strategies. Also, it is commonly used to study consumer behavior analysis, brand positioning, etc. Through good marketing, it can increase not only sales and traffic, but also consumer

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interaction, in order to get good communication with consumers (John et al., 2007).

With the development in the network, internet marketing has become increasingly important, and as an alternative to traditional marketing, but there are few articles with strategic topic to analyze and guide the companies or web site on how to conduct marketing with the internet (Song and Zahedi, 2006). This can be seen in the comparison with the two types of traditional and internet marketing channels. Through this article, we did not only rely on research, but also on internet marketing, and it is noted that traditional marketing can get a balance between the two channels. Ren et al. (2010) obtain a series of conditions in which small sites can obtain competitive advantages by using the market segmentation strategy, (C) 2010, published by Elsevier. They present a model to describe the competitive dynamics of web sites, the WWW marker, and analyze the stability of the model (Ren et al., 2010).

Revere et al. (2010) publish an exploratory study that investigates how hospitals use the internet as a tool to market the quality of their services, because the increasingly competitive environment is having a strong bearing on the strategic marketing practices of hospitals. The internet is a fairly new marketing tool, and it has the potential to dramatically influence healthcare consumers (Revere and Robinson, 2010). In summary, internet marketing has been widely applied to various fields on how to use the internet to conduct marketing, but the meaning of traditional marketing is still an important topic.

SEO (SEARCH ENGINE OPTIMIZATION)

It is a kind of method that uses data observation and marketing research to identify the most suitable "keyword" for the site, which is also called "keyword advertisement" (Malaga, 2007), but which implies a lot of knowledge, such as how to choose keywords, how to use keywords to make our website to be quickly found by search engines such as Google and Yahoo, and enhance the website's ranking in search engines. Through this way, the study's website variable was not made to be highly visible only, but also have the opportunity to improve sales of its products. So how to find out the best keywords, through the survey and summaries results, and get good ranking of those keywords are both important subjects.

In SEO (search engine optimization), there are many skills that we need to pay attention to, because they are used by the search engine manager as an offense and defense mechanism. If everybody should know how to increase access to high-ranking, the probability that users who really want to find what they wanted would be reduced, would imply a lot of spam. Therefore, search engine manager will be timing in updating their technology, and many of the rules would be set out to punish those

who intentionally deceive the search engines. After all, making sure that users could find the most useful information is their highest law (Lee, 2010; Lee, Chen and Wu, 2010; Lee and Lin, 2010).. Therefore, how to stand out in the search engine "honestly" would be inevitable (Kent, 2008). Kisiel (2010) brought up an article which focused on the significance of search engine optimization (SEO). It is stated in the article that to increase the volume of traffic to individual company sites from search engines, dealerships should use this process (Kisiel, 2010).

Summarily, SEO skill is a developed method that can be used in search engines. So, if one wants his/her website to get a good ranking, he/she should pay attention to SEO. On the other hand, it also means that one should always pay attention to search engines, because if one loses some updates from the search engines, their ranking might drop down.

WHAT IS SEO AND PPC (PAY-PER-CLICK)?

Aspects of search engine marketing in general are known as SEM (search engine marketing) (Beer, 2008), which generally includes both SEO and PPC. PPC, also known as a non-natural website ranking, is what we paid a common type of keyword advertisement to, and the locations of their occurrence are right, above and left at the site. Quite to the contrary, SEO is known as a natural website ranking. PPC, as the name suggests, is a marketing approach that one have to pay advertising costs to after the consumer clicks.

According to different keywords, there will be different spreads, and the more popular keyword cost per click would be higher. Both of them are compared as shown in Table 1. After comparing SEO and PPC, we decided to use SEO as our main skill, because the use of SEO can cut down the cost, even though it might take a long time to get a good rank. However, after a good rank is obtained on the search engine, it would be affected and could work for longer times. So, in this paper, we chose SEO as the suitable skill.

SEO APPLICATIONS

SEO (search engine optimization) can be used in many different ways. One of those ways is how a business, offering technical communication services, used search engine optimization techniques to attract prospective clients to their business web sites. It is through the survey, by 240 principals of these businesses, that their websites were analyzed in order to find out the prospective clients and, in a way, increase traffic (Killoran, 2010).

The other is used for brand positioning (Dou et al., 2010), with a good "page ranking" or good ranking in Google or Yahoo, which might create a good impression

Table 1. A comparison of SEO and PPC.

	SEO	PPC
Cost	SEO, on the other hand could be regarded as a free search engine marketing, so the cost will be lower.	PPC, have to pay per click cost of the keyword, the cost will be higher.
Stay of rankings	Use SEO rankings, in general use of formal behavior and without of foul under, the resulting ranking is more permanent, and will not easily change.	In advance, using the PPC's website the exposure is relatively high, but after not using the attached fee still return to the nature sort.
Risk of invalid clicks	Do not have to bear the risk of invalid clicks.	Have to bear the risk of invalid clicks.
Time	Longer	Shorter
Uncertainty of ranking	Because of the popularity of each keyword and the first few pages of the website PR value is different, so to ensure that each keyword appear in the high rankings, will be more uncertainty factors.	Although each keyword's cost are different, but after paying, can be seen in the keyword search, belong to the unnatural order and the relatively high certainty.
Be diversionary	Because search engine algorithms are not static, so it is easier to contain by the search engine algorithms.	Paid to obtain the ranking is not easy to contain by the search engine algorithms

about the website or brand on consumers. Also, SEO provides opportunities for accounting firms (Eric, 2008), in that they can use search engine to find out a lot of related information that can be used for their cases. Jöran et al. (2010) propose an article that introduces and discusses the concept of academic search engine optimization (ASEO). It provided ways on how to optimize scholarly literature for academic search engines in general and for Google Scholar in particular. In addition, it briefly discusses the risk of researchers illegitimately "over-optimizing" their articles (Jöran et al., 2010).

Also, some articles that propose the SEO methods which stay within the guidelines laid out by the major search engines are generally termed "white hat", while those that violate the guidelines are called "black hat". However, black hat may be punished by search engine, and thus, will increase competition in the white hat (Malaga, 2010).

SOCIAL NETWORKING SITES (FACEBOOK)

According to the Institute for Information Industry and e-Marketer, "facebook" jumped to the first place in the top ten ranking of the most search sites, while the others remained stagnant, nor was the ninth place promoted to the third. Moreover, in the years 2006 and 2007, the number of users have had an astonishing 118% growth, so that "Facebook" has become rather more than the

current use of a community website (Dumon, 2008), and many of the enterprises (for example: Nike, Acer and Amazon) have all set up their fan page to communicate and interact with their consumers. Thus, achieving the promotion and marketing of the company's product, on how to establish and implement products or the brand's fan page, is also a very important issue (Boyd and Ellison, 2007).

The rise of micro-blog is also one of the current marketing channels that should not be underestimated. According to the Association of National Advertisers' statistics in August 2009, there are 66% of U.S. companies that use micro-blogging (Facebook, Twitter, YouTube and LinkedIn) as a marketing tool; and the survey in 2009 by the Institute for information industry indicated that around 22% use text blog, 20.3% use audio and video blogs and 12% use micro-blogging sites. It is estimated that 174 million people use micro-blogging, and about 490 million people use it when the blogs increase. Hence, companies use micro-blog so that consumers could understand their products, and thus set a good brand image to promote their brand or product reliability (Boyd and Ellison, 2007).

CONCLUSIONS

In the course of the experiment, the marketing strategy in this experiment is very desirable, and it also complements

the real online shopping stores that are said to be the results of learning and production in combination. However, there is a promotion of not only marketing, but also marketing cost. So, how to suit the current issues and news is the direction that will be researched in the future. Above the enterprise management, the emphasis is on the concept of sustainability. Nonetheless, how to make the best of the goods that can be obtained by the study's website is what we need to work on harder.

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