



# International Journal of Multidisciplinary Research in Science, Engineering and Technology

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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# Role of SEO in Building Brand Awareness

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**ABSTRACT:** Building a solid online presence is essential in the fiercely competitive digital industry since 93% of all web traffic is generated through search engine optimization (SEO) where Google controls the maximum market share. This research investigates the ways in which business exposure, credibility, visibility, and general brand awareness may all be greatly improved by using SEO strategies. This study examines how important search engine optimization (SEO) is for brand recognition in a cutting-edge business market.

The study focuses on critical SEO strategies such as local SEO, backlink building, keyword optimization, and producing excellent content. It demonstrates how these methods raise search engine ranks, increase natural traffic, and boost user interaction. In this paper, the direct influence of SEO on brand exposure is demonstrated by analyzing the SEO strategies of current businesses through primary and secondary data and measuring them against industry norms.

**KEYWORDS:** Search Engine Optimization, Credibility, Visibility, Brand Awareness, Brand Recognition, Backlink Building, Keyword Optimization, Search Engine Ranks.

## I. INTRODUCTION

### 1.1 Background

Search Engine Optimization (SEO) is the process of optimizing the working of websites to improve their ranking in the Search Engine Results Page (SERP). The content of the website is used to generate relevant keywords for the users by discovering their search needs. Search Engine Optimization is directly related to the brand's website and hence affects the brand's visibility in the Search Engine Result Page (SERP) and organically generates more traffic to the website. Search Engine Optimization, a leading digital marketing strategy has gained presence with the development of Search engines like Google and Yahoo in the early 2000's. Search Engine Optimisation (SEO) has become a key tactic in today's digital marketing environment for increasing brand awareness and recognition. The importance of having a strong online presence in the current digital world cannot be emphasized. Search Engine Optimisation (SEO) has become an essential tactic for raising exposure and building brand authority as companies compete for the attention of a more internet-savvy consumer base.

### 1.2 Significance of the study

This research is important for a number of reasons. First of all, it provides a thorough grasp of how various businesses may benefit from SEO. Second, many businesses will be able to improve their digital marketing tactics and increase brand awareness by implementing the practical advice that the research will offer. Finally, our study adds to the growing body of knowledge in the field of digital marketing and brand management by providing insightful information to other educational technology companies looking to improve their online visibility.

A key component of digital marketing, search engine optimization (SEO) raises brand exposure and visibility. It entails improving your website's positioning in search engine results pages (SERPs) to boost natural traffic. The following are some ways that SEO helps to raise brand awareness:

#### 1. Enhanced Internet Awareness

- a. Improved SERP Rankings: You may rank better on search engines like Google by optimizing your website for relevant keywords. Your brand is discovered by more prospective customers because of this improved visibility.
- b. Local SEO: Local SEO techniques, including improving Google My Business listings, guarantee that your brand shows up in local searches, and boost local awareness for companies aiming to sell to customers in that area.



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### 2. Content Promotion

- a. High-quality material is essential for drawing in and keeping visitors. It should be educational, entertaining, and helpful. Content such as blog entries, articles, videos, and infographics that answer frequently asked questions or identify problems for your target market may position your company as an authority in the field.
- b. Shareable Content: Content of a high caliber has a greater chance of being shared on social networking sites, increasing the exposure and reach of your business.

### 3. A Better User Experience

- a. Website optimization: To improve user experience, SEO entails streamlining a website's navigation, structure, and load time. A satisfying user experience entices users to investigate your offers and stay on your website longer.
- b. Mobile Optimization: Making sure your website is mobile-friendly is essential for preserving and growing exposure since a considerable portion of consumers access websites using mobile devices.

4. Making Strategic Decisions: The results will support the strategic goals, tactical modifications, and resource allocation decisions made by the company's marketing team to maximize SEO efforts.

5. Literature Contribution: The study contributes to the body of knowledge already available on SEO and brand recognition, especially as it relates to educational technology firms. It also provides insightful information for other businesses in the industry who are having comparable difficulties.

Through examining the relationship between SEO and brand recognition, this study not only bolsters the goal of giving cutting-edge competition in the market but also emphasizes how important digital marketing is to the success of modern businesses.

## II. LITERATURE REVIEW

### *2.1 Definition*

Brand Awareness is fundamental to every marketing campaign as it makes sure that the customer recalls their brand while making any potential purchase. Improving a website's search engine ranking is known as search engine optimization (SEO) (SERPs). An important factor in building brand recognition is visibility, which is correlated with higher rankings. Research indicates that businesses that use robust SEO strategies typically see increased web traffic and improved brand awareness. One essential digital marketing tactic is search engine optimization (SEO), which aims to raise brand recognition by making a website more visible in search engine results.

### *2.2 Components of SEO*

To increase a website's visibility in search engine results pages (SERPs), search engine optimization (SEO) is a complex process that incorporates a number of tactics and methods. On-page, off-page, technical, and local SEO are the four basic categories into which SEO components can be generally divided. To improve a website's overall exposure and search engine rating, each of these elements is essential.

1. On Page SEO: The optimisation of individual web pages to improve their search engine ranking and attract more relevant visitors is known as "on-page SEO." Important components of on-page SEO consist of:

- a. Keyword Research and Optimization
- b. Content Quality and Relevance
- c. Title Tags
- d. Meta Descriptions
- e. Header Tags (H1, H2, H3, etc.)
- f. URL Structure
- g. Internal Linking
- h. Image Optimization



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**2. Off-Page SEO:** The term "off-page SEO" describes methods and techniques used outside the website to raise its exposure and search engine ranking. Some essential components of off-page SEO are:

- a. Backlink Building
- b. Social Media Engagement
- c. Brand Mentions
- d. Influencer Outreach

**3. Technical SEO:** Technical SEO is improving a website's technical elements so that search engines can read, crawl, and comprehend its content. Technical SEO's essential components include:

- a. Website Speed and Performance
- b. Mobile-Friendliness
- c. Crawlability and Indexability
- d. Secure Website (HTTPS)

**4. Local SEO:** The goal of local SEO is to enhance a website's presence in local search results and draw in more local visitors. A few essential components of local SEO are:

- a. Google My Business (GMB)
- b. Local Citations
- c. Local Keywords
- d. Customer Reviews

### 2.3 SEO and Brand Awareness

The extent to which people are aware of the characteristics or reputation of a specific brand is referred to as brand awareness. Due to its ability to make a brand more visible on search engine results pages, SEO is essential for building brand awareness (SERPs). Brand memory and trust are increased when consumers see a name in search results more frequently, making it more identifiable.

High-ranking websites in search engine results pages are seen as more reliable and trustworthy, according to studies. As a result, establishing a strong online presence is crucial for brand development initiatives. Creating high-quality content, optimizing keywords, and creating links are all important SEO strategies that help brands rank higher and increase the chance that consumers will find them while searching.

### 2.4 Keyword Optimization

Finding and using relevant keywords that prospective clients are probably going to use while looking for goods or services is known as keyword optimization. According to research by Jansen and Spink (2006), a brand's exposure in search engines may be considerably increased by using successful keyword tactics. Businesses may enhance brand visibility and draw in the intended audience by focusing on keywords associated with their business tools.

### 2.5 Content Marketing

The foundation of SEO is content marketing, which is producing and disseminating excellent material to draw in and keep readers. Superior content boosts search engine results and positions the company as an industry leader (Pulizzi, 2012). Creating educational films, whitepapers, and blog entries about current educational technology will help Robotic IO establish its credibility and brand. Content that speaks to the target audience's wants and interests may build a devoted following and increase organic traffic.

### 2.6 Link Building

The practice of getting links to one's own website from other websites is known as link building. Higher ranks are the result of backlinks from reputable websites telling search engines that the information is reliable and useful (Moz, 2021). High-quality backlinks can also be produced by press releases, joint ventures, and guest blogging, which can improve the company's internet visibility and brand recognition.



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### 2.7 User Experience (UX) and Technical SEO

Technical SEO and user experience are important factors that affect user engagement and search engine rankings. User happiness and retention may be greatly increased by having a well-optimized website that runs quickly, is responsive on mobile devices, and has simple navigation (Nielsen, 2000). According to research conducted by Google in 2018, websites that prioritize a great user experience (UX) are more likely to rank higher in search results. A high-performing website that draws and keeps visitors may be maintained with regular technical audits, usability testing, and ongoing upgrades based on user input.

### 2.8 Competitor Analysis

Examining the SEO tactics used by other businesses might reveal important information about what makes the sector tick. According to research by Craven (2014), knowing how competitors approach their SEO might assist find chances and holes in one's own campaigns. Businesses can increase brand recognition by benchmarking against rivals in a similar technology space to identify content themes, backlink sources, and keyword tactics that work. The body of research emphasizes how important SEO is for increasing brand recognition. Businesses may become more visible and position themselves as a leader in the contemporary digital industry by strategically focusing on keyword optimization, creating high-quality content, generating links, and providing an exceptional user experience.

## III. RESEARCH METHODOLOGY

### 3.1 Research Objective

The primary objective of this study is to investigate how SEO strategies affect brand traffic, visibility, and recognition. This study intends to offer insights into how these tactics might be optimized to increase the company's exposure and interaction with its target audience by analyzing various SEO approaches and their efficacy. Some of the specific objectives are:

1. To investigate leading SEO procedures
2. To assess how well these procedures work for increasing brand awareness
3. To determine where the company's SEO approach needs to be improved

The knowledge acquired will not only aid in refining the SEO approach to increase brand recognition but also provide the key tactics area and a base for businesses to focus on for a strong SEO strategy that intends to increase online visibility. This will advance the field's comprehension of efficient SEO techniques for the business industry.

### 3.2 Research Problem

The primary research problem is: How successful are SEO strategies in increasing brand recognition, and what might be done to improve these initiatives? One of the most important digital marketing tactics, SEO may have a big influence on a business's exposure, website traffic, and general brand awareness. Optimizing SEO strategies is crucial for a business that competes in the industry, to reach a larger audience and build a strong brand presence.

### 3.3 Research Design

Using a survey method research strategy, this study combines quantitative data to offer a comprehensive understanding of SEO's contribution to increased brand recognition. The utilization of the survey method technique enables an in-depth analysis of SEO strategies and their results.

### 3.4 Data Requirement

The whole research study is based on both primary and secondary data. The information published on websites and various case studies serves as the secondary data, while the primary information is based on the formulated questionnaire.

### 3.5 Sample Size

The sample size of the population was 100. All the responses are taken into consideration.



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### 3.6 Data Collection Methods

#### Secondary Data:

1. **SEO Performance Reports:** Gather and examine current information on SEO performance from resources including Ahrefs, SEMrush, Google Analytics, and Google Search Console. Metrics including organic traffic, bounce rates, click-through rates (CTR), and keyword rankings are included in this data.
2. **Industry Analysis and Comparisons:** Examine whitepapers, industry studies, and SEO benchmarks to assess how a business performs in relation to best practices and industry standards.

#### Primary Data Collection:

1. **Surveys:** To find out the consumer preferences of brands based on brand awareness through search engine ranking—which includes people between the age group of 18-40 i.e., parents, teachers, and students. Inquiries concerning their interaction with the website and how they found the brand will be included in the survey.

## IV. ANALYSIS

The poll aimed to evaluate how well SEO strategies work to increase brand awareness among important stakeholders. The results include opinions on the impact of SEO, information about the tactics and techniques employed, and recommendations for enhancement. The analysis of the survey results is shown in this part, with a focus on important patterns, areas of strength, and suggestions for improvement.

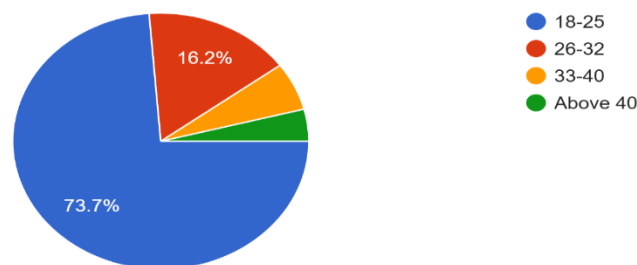
<https://forms.gle/i6Qk2t6QcjdX9hsb8>

All the responses that have been collected through the questionnaire are presented in the form of graphs and charts for better understanding.

### Age of the Responders

18-25	73.7%
26-32	16.2%
33-40	6.1%
Above 40	4%

2. Age  
99 responses



Graph 1



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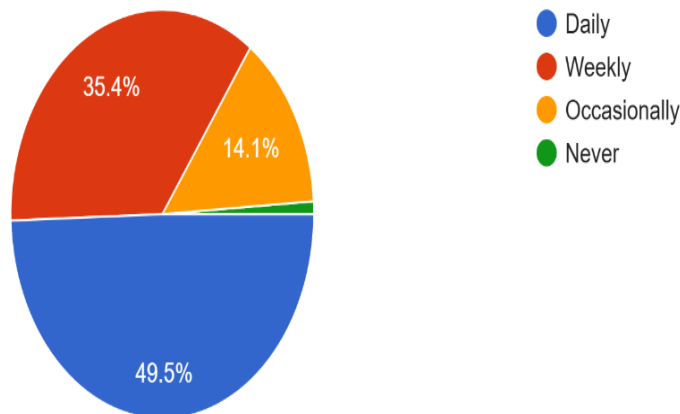
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### Frequency of search engines to find products/services

Daily	49.5%
Weekly	35.4%
Occasionally	14.1%
Never	1%

### 3. How often do you use search engines to find products/services?

99 responses



Graph 2

### The most used Search engine

Google	95%
Yahoo	2%
Bing	2%
Other	1%

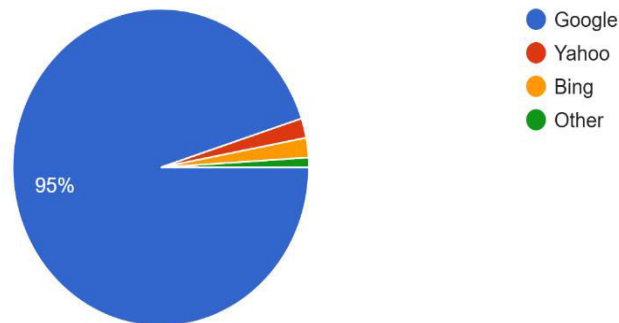


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4. Which search engine do you use most frequently?

100 responses



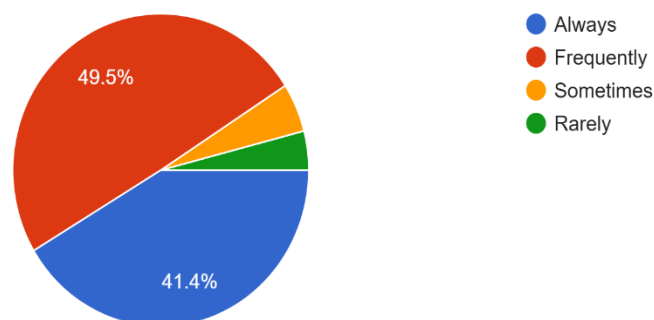
Graph 3

### Frequency of clicking on the first link

Always	41.4%
Frequently	49.5%
Sometimes	5.1%
Rarely	4%

5. How often do you click on the first link compared to scrolling down?

99 responses



Graph 4





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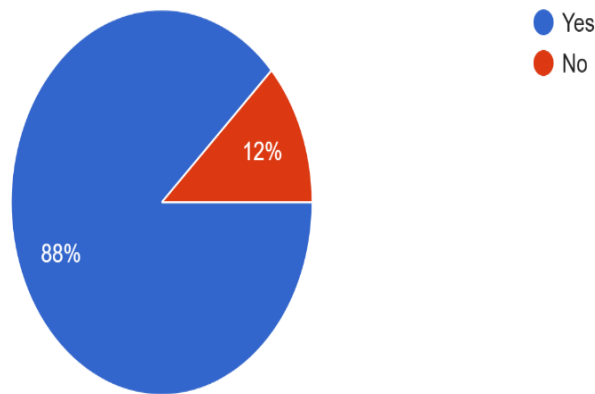
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### Product/Service chosen because of high ranking on search engine

Yes	88%
No	12%

6. Have you ever chosen a product/service primarily because of its high ranking on a search engine?

100 responses



Graph 5

### Brand trustworthiness as per the top 3 search results? (Rating Scale of 1-5)

1	4%
2	12%
3	31%
4	37%
5	16%

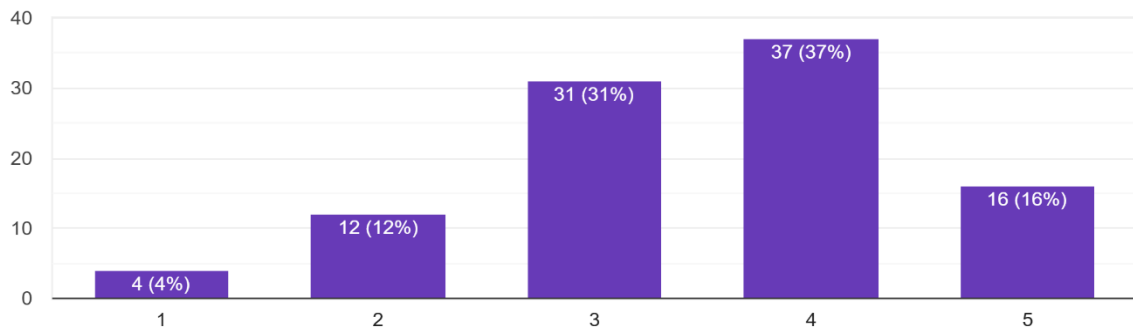


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7. How likely are you to trust a brand that appears in the top 3 search results?

100 responses



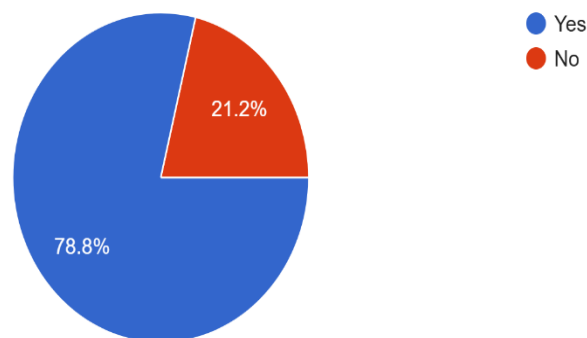
Graph 6

Do brands appearing higher in search results feel more trustworthy?

Yes	78.8%
No	21.2%

8. Do brands appearing higher in search results feel more trustworthy to you?

99 responses



Graph 7



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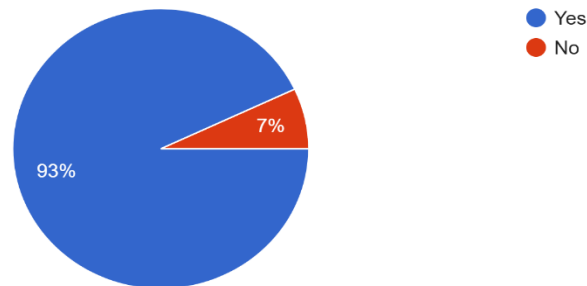
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Is there any difference b/w paid ads and organic results?

Yes	93%
No	7%

9. Do you notice the difference between paid ads and organic results?

100 responses



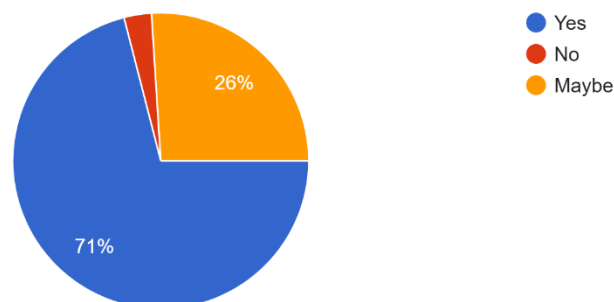
Graph 8

Would you revisit a brand you discovered through a search engine?

Yes	71%
No	3%
Maybe	26%

10. Would you revisit a brand you discovered through a search engine?

100 responses



Graph 9



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### INTERPRETATION:

The survey shows that almost 80% of the website's traffic is generated through SEO and brands do gain recognition and trust of people by ranking higher in the search engine result page. SEO is acknowledged to have a considerable impact on brand exposure, with the main success measures being organic visitor increase and keyword ranks. Maintaining and enhancing SEO efficiency is thought to depend on the ongoing alignment of SEO with more general marketing goals and data-driven modifications.

### V. RESULTS AND DISCUSSIONS

The results include opinions on how SEO helps in building brand awareness, information about the important areas and techniques employed, and recommendations for enhancement. The analysis of the survey results is shown in this part, with a focus on important patterns, areas of strength, and suggestions for improvement.

- Every business uses a variety of SEO technologies where Google is the most used search engine, with an emphasis on website ranking and consumers' trust in SEO. The technique for researching keywords is typically considered productive, and material is updated often, primarily every week to month.
- Organic traffic growth, keyword ranks, and user engagement are the main success measures for SEO, which has a large or modest impact on brand recognition. Certain SEO strategies, such as social media integration and content marketing, have been put into place to raise brand recognition.
- The main obstacles include funding and resource constraints, staying current with algorithm modifications, and problems with content development and optimization. Increased SEO resources, consistent training, better content quality, and enhanced technical SEO are the main areas of suggested improvement.
- Utilizing multimedia material, investigating fresh keywords and areas, increasing the number of high-quality backlinks, and strengthening local SEO initiatives are some of the unexplored possibilities.

The significance of matching SEO methods with overarching marketing objectives and of regularly evaluating and modifying techniques in light of performance data was underscored by the respondents. It is believed that sustaining and enhancing SEO success requires ongoing alignment of SEO with more general marketing goals and data-driven modifications.

Although businesses have a strong foundation in SEO methods, the survey results show that still there is a lot of room for customer trust through ranking methods. Optimizing SEO's effect on brand recognition requires raising resources, improving content, and keeping up with SEO developments.

### VI. CONCLUSION

The purpose of this study was to investigate how businesses use SEO to increase brand recognition. A thorough survey of consumers yielded a number of insights on the efficacy of the present SEO techniques and areas in need of development. According to the study's findings, in digital marketing, SEO techniques for brand recognition have a strong basis, but there is still room for significant advancement. When everything is considered, the research's findings give a thorough grasp of how SEO helps increase brand recognition and provide practical suggestions for further optimization.



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Here are some references that include a few journals and websites that I have gone through for my research on “Role of SEO in Building Brand Awareness”:

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