e-journal of
Social and Legal Studies

Supportive Techniques for Internet Advertising

Ahmad Al-Zaatreh*

Abstract

When someone enters the Google search engine and searches for anything, Google goes directly to its archive, which includes hundreds of millions of sites and pages on the Internet and chooses from them what provides content that meets your search. Then Google ranks those sites that provide content that meets the search process that you have made, as it shows you only 10 results on each page, this is where some e-marketing techniques such as PPC and SEO come in. Where we note that the sites are always competing to be on the first page of the results of the search process in which the surfers do. Recently, many website owners have become interested in SEO, due to the fact that this technology represents a good way to show the page better. This is due to the fact that websites are reaping profits in a variety of ways. The most important and easiest to profit from ads.

Keywords: Search Engine Optimization, Pay per click, On-page SEO, Off-page SEO.

Received: September 25, 2019 ***Accepted:*** October 7, 2019

* Ahmad zaatreh, M.Sc. Student at Kocaeli University, Social Sciences Institute. Ahmadzaatreh91@gmail.com , +90-538 603 20 40.

Supportive Techniques For Internet Advertising

Introduction

Many web surfers are trying to search for something specific people who use the internet either looking for communication, information, entertainment or a product service like buying and selling by using search engines such as Google, Yahoo and Bing ... etc. Studies have shown that many web surfers search the first five results pages and neglect the remaining pages. For this reason, many webmasters see it as important to move their pages to the top of the search engine lists so that they can be viewed more. In this regard, we will talk about the most important strategy used in this process**.**

The huge profits that the first three websites achieve through advertisements or by selling their paid products and services have made many website owners interested in search engine strategies such as SEO and PPC.

1. Pay Per Click (PPC)

PPC was created as an auxiliary technology to generate financial returns for some companies interested in the Internet as an economic market. Internet users were not organizations and individuals accustomed to paying for similar services, as they were using some free strategies and technologies, which was not an obstacle to the PPC at the beginning of its emergence.[1]

PPC ads are a type of advertising and advertising on the Internet in which the advertiser places an advertisement on a website. But the value of this announcement is paid only when it is pressed, as the number of clicks that have been made to this ad is calculated and a certain amount is paid for each click. One of the most successful advertising methods is paying per click, as you will pay for the advertising platform that you use after each click that occurs on your ad, and therefore you only pay for traffic.[2]

[1] Kritzinger, W. T., and Melius Weideman. "Search engine optimization and pay-per-click marketing strategies." Journal of Organizational Computing and Electronic Commerce 23, no. 3 (2013): 273-286.

[2] Chen, Chen-Yuan, Bih-Yaw Shih, Zih-Siang Chen, and Tsung-Hao Chen. "The exploration of internet marketing strategy by search engine optimization: A critical review and comparison." African Journal of Business Management 5, no. 12 (2011): 4644-4649.

Every time one of these ads is clicked, the visitor is sent to the advertiser's site, but this advertiser must pay the search engine a small fee. When PPC is working properly, these fees are trivial, because the visit is more valuable than the money that the site owner pays. In other words, the site owner can pay $ 3 per click, but the visit may bring him sales of $ 300, and here the page owner has made a huge profit.

To build a strong PPC strategy, you must search and choose the correct keywords, then arrange these words in well-arranged advertising campaigns as well as in ad groups, then create PPC pages designed for financial transfers. Search engines reward advertisers who create powerful, targeted, and smartly targeted PPC campaigns by lowering their CPCs. In other words, if ads and pages are practical and satisfying to users, Google will reduce the fee for each click, which leads to greater profit in projects. Getting started with PPC needs to know how to use it well.[3]

1.1 Google Adwords

Google Adwords is the world's most popular PPC marketing system. Adwords platform enables entrepreneurs to create ads that appear on Google search engine.

Adwords uses PPC marketing, which is that advertisers can bid on a specific keyword and pay per click on their ads. Each time a search is performed, Google searches in the Adwords advertiser field and selects the winners whose ads will appear in the search results. These “winners” are chosen based on a combination of factors, including the quality and relevance of the subject matter of their keywords and their advertising campaigns, as well as the size of their bid on a particular word.

In more detail, the advertisement arrangement is relied upon, and it depends on two things: the PPC tender (the most monetary amount the advertiser wants to pay) and the quality evaluation (relevance and landing page). This system enables profitable

[3] Chen, Chen-Yuan, Bih-Yaw Shih, Zih-Siang Chen, and Tsung-Hao Chen. "The exploration of internet marketing strategy by search engine optimization: A critical review and comparison." African Journal of Business Management 5, no. 12 (2011): 4644-4649.

advertisers to reach a specific audience, but at costs that suit their capabilities.[4]

1.2. What are Google AdWords marketing methods?

- **Google Search Network:** It allows ads to be displayed to users who are actively searching for the keywords they have chosen. Indeed, these text ads can create great opportunities to attract more people who are searching for what they want to get from the Internet. Text ads are added as a small tag that says "Ad" before the site link.[5]

- **Google's Display network:** This method works differently. Instead of displaying ads to people who are currently searching directly for a product or service on the Internet, it is displayed on the sites that people interested in a specific product will visit. Page surfers may not be interested in the ads shown, but this method is for potential customers. This method works well when used to conduct reconnect campaigns as it shows ads to people who have previously visited the site in the hope that they will visit it again, this process is called Retargeting.[6]

1.3. Google AdWords Advantages in E-commerce Sales

- Ads appear at the top of the search results: You probably noticed this while you were searching on Google, as many ads appear at the top of the search list. The good news is that you don't pay until someone clicks on your ad.

- Variety: You can design the video ad on YouTube or as an In-App Ad for mobile users or appear in the Gmail inbox.

- Stay within your budget: You can control the amount of money you spend, plus there are no cancellation fees since you can

[4] Tan, Ashley. "Google AdWords: trademark infringer or trade liberalizer." Mich. Telecomm. & Tech. L. Rev. 16 (2009): 473.

[5] Guerini, Marco, Carlo Strapparava, and Oliviero Stock. "Evaluation Metrics for Persuasive NLP with Google AdWords." In LREC. 2010.

[6] Subhadra, Vekariya, Kapadiya Urvashi, Fruitwala Pranav, and Vyas Tarjni. "Google AdWords: A Window into the Google Display Network." In Information and Communication Technology for Sustainable Development, pp. 345-355. Springer, Singapore, 2018.

cancel your account at any time if you find Google AdWords not right for you.[7]

2. Search Engine Optimization (SEO)

SEO is meant to improve the site pages according to the requirements of the search engines to appear within the first results in the search results by following a set of methodologies and tactics to get a high ranking in the search results pages, this depends on factors that must be available in your site to achieve good results in engines search. The more the site appears in the firstly results, the more likely it is to visit.[8]

Web page owners can move their pages to the top of the search results lists by search engine optimization. Because optimizing your search engine depends mainly on the keywords in the website. In order to optimize the website according to the search engine it must fit some technical conditions.[9] For example, Google and other search engines periodically and continuously modify search criteria and algorithms responsible for searches, which is why web page owners and web surfers must develop themselves into the latest theories and behavior of search engines.[10]

2.1. Why Search Engine Optimization?

When we develop a dynamic or static website. There is a need to look for a way to increase site access by search engines. The ranking of the website on the list of search engine results depends on the number of visits by the surfers of the Internet, and that negatively or positively affects the sales. But to increase traffic and achieve good

[7] Tricahyadinata, Irsan, and Saida Zainurossalamia Za. "An Analysis on the Use of Google AdWords to Increase E-Commerce Sales." SZ Za and I. Tricahyadinata (2017) Int. J. Soc. Sc. Manage 4 (2017): 60-67.

[8] Pawar, Amruta Vijay. "Study of the effectiveness of online Marketing on integrated Marketing Communication." School of Management, DY Patil University, Navi Mumbai (2014).

[9] Yalçın, Nursel, and Utku Köse. "What is search engine optimization: SEO?." Procedia-Social and Behavioral Sciences 9 (2010): 487-493.

[10] Sohail, Abrar. "Search Engine Optimization Methods & Search Engine Indexing for CMS Applications." (2012).

results, web pages must be visible in preliminary results.[11] Nielsen/NetRatings conducted a study in 2005 where it confirmed that 79% of Internet surfers use search engines primarily as a starting point for purchasing decisions.[12]

SEO is one of the most important techniques used over the Internet, and if properly prepared and processed, it will continue to increase profits. If you create strong content that classifies words correctly and is attractively designed, it helps your site provide good search engine information so that your content can be indexed to be viewed faster in search results.[13]

2.2. Main parts Search Engine Optimization

Technically we can divided SEO into two main sections: on-page SEO and off-page.[14] But if we want to categorize the SEO sections more broadly and comprehensively, we must combine SEO in Three parts.[15]

2.2.1. On-Page SEO

On-Page SEO is the process of trying to improve the site internally from the domain to hosting the content to internal links and other things, where we will talk about ways you can improve the site internally. On-Page are things the web page owner can control and modify, including the source code. It contains for example, title tags, site maps, headings, internal links, URLs, content, metatags and Meta descriptions, semantics, and ease of navigation.[16]

---

[11] Kanwal, Wasfa. "Exploring Search Engine Optimization (SEO) Techniques for Dynamic Websites." (2011).

[12] Anthamatten, M. “Search Engine Optimization, Advertising Methods & Income Sources.” (2012).

[13] Johnson, Tucker. "Search Engine Optimization: Best Practices for Google." (2012).

[14] Ochoa, Edgar Damian. "Analysis of the application of selected search engine optimization (SEO) techniques and their effectiveness on Google's search ranking algorithm." PhD diss., California State University, Northridge, 2012.

[15] Kivistö, Miika. "Case Study: SEO Strategy and Implementation for Industrial Pump Company." (2016).

[16] Norrgård, Isadora. "Search Engine Optimization (SEO) as a Digital Marketing technique for internationalization in higher education: The case of Oulu University of Applied Sciences." (2018).

On-Page means that internal optimization of SEO sites or blogs is one of the most widely used methods of internal marketing and search engine optimization. To work on improving the internal SEO of your site or blog there are some principles must be done in the form recommended by the search engines.[17]

When tackling non-technical on-page SEO, this is the important factors that will be the focus:

- Keyword research
- Content
- Keyword placement
- Title tag
- Correct use of the “rel=no follow” attribute
- Robots.txt
- Optimized URLs
- Sitemap
- Layout

2.2.2. Technical SEO

Refers to optimizing websites to allow search engines to crawl websites more easily. We must make sure that the content of the site is well indexed in the search engines. In the search engines, recognizing images is not easy, so it is important to put an image title describing the properties and content of the image and this title is placed in a file of the image. In addition to that we should build the internal link structure to give the opportunity to spiders and SEO bots to crawl easily. Internal links should refer to each page in the site.[18]

[17] Kanwal, Wasfa. "Exploring Search Engine Optimization (SEO) Techniques for Dynamic Websites." (2011).

[18] Matošević, Goran. "Measuring the utilization of on-page search engine optimization in selected domain." Journal of Information and Organizational Sciences 39, no. 2 (2015): 199-207.

Search engines are given preference in dealing with search results for sites that offer better technical characteristics. Such as a responsive design, a secure connection, or a fast loading time. It is called “technical”, because it is not associated with the actual content of the web page nor with its advertising promotion. But the main goal is to improve and develop the web page infrastructure.[19]

The main focus of the work on technical characteristics of search engine optimization is the following:

- Link Structure
- Website Structure
- Meta Tags
- Index ability
- Code
- Usability & Friendliness
- Image Optimization
- Site Speed
- Duplicate content
- XML sitemap

2.2.3. Off-Page SEO

In the opposite direction of On-page SEO techniques, Off-page SEO is a strategy that has nothing to do with the contents of the internal web page. In addition, their strategies are off-site and have no on-site appearance. Essentially, the Off-page SEO is applied after activating the On-page SEO techniques on the web page in order to improving website ranking.[20]

[19] Kivistö, Miika. "Case Study: SEO Strategy and Implementation for Industrial Pump Company." (2016).

[20] Kurniawan, Ferdinand Budi, and Ridwan Sanjaya. "Search Engine Optimization (SEO) Implementation for Educational Purposes." Special Issue of the International Journal of the Computer, the Internet and Management 19, no. 1 (2011): 181-184.

In section below, we will show some of Off-page SEO techniques which we must focus on when crawling effectively and indexing dynamic sites.

- **Anchor Text:** It is located in web pages, can be directly linked to another site or to another page within the same site. Generally, it is appear as underlined text and mostly in blue color.[21]

- **PageRank (PR):** Once the most important part of Google's ranking system, websites owners can create an environment that has back links or a suitable link proportion. The basic purpose of PageRank is to classify web pages from the most important to the least important, reflecting on a search engine results page when a keyword search occurs.[22]

- **Robot.txt:** Is a file that gives recommendations and directives to robots in general, which they can access and what they cannot access.[23]

- **RSS:** It can be defined as an easy way for Internet surfers to get the latest news as soon as they receive their favorite websites. Instead of opening pages and searching for new topics, RSS alerts them to new things like: headlines, blogs, videos, weather updates, etc. on those sites as soon as they are published.[24]

When web page owners focus on these things in advance, they will feel the difference and get the benefits of building links. You can increase your domain and your page's power, increase traffic to your website, you can also grow your brand, and increase the credibility of your advertisers.

[21] Lopezosa, Carlos, Lluís Codina, and Carlos Gonzalo-Penela. "Off-page SEO and link building: General strategies and authority transfer in the digital news media." El profesional de la información (EPI) 28, no. 1 (2019).
[22] Chotikitpat, Kittisak, Prachyanun Nilsook, and Sunantha Sodsee. "Techniques for improving website rankings with Search Engine Optimization (SEO)." Advanced Science Letters 21, no. 10 (2015): 3219-3224.
[23] Yang, Chyan, and Hsien-Jyh Liao. "Using the Robots. txt and Robots Meta tags to implement online copyright and a related amendment." Library hi tech (2010).
[24] Sohail, Abrar. "Search Engine Optimization Methods & Search Engine Indexing for CMS Applications." (2012).

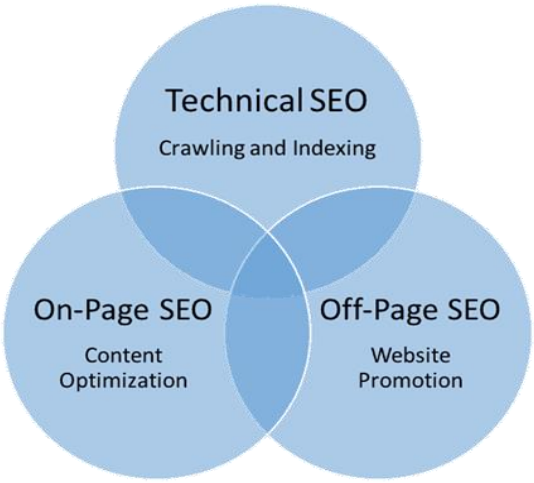


Figure 1: Three parts of SEO.[25]

2.3 SEO strategies for businesses

The SEO process is a process that requires a long time in order to obtain satisfactory results, because of the changes that and techniques that stare at search engines continuously. It always aims to deliver the right content to the right people. SEO works to help institutions find businesses via the Internet, and it also helps in guiding the stages of the buying cycle and building awareness through the results that appear when researching, and we can say that SEO helps in the research that companies build before making decisions. Finally, it helps people confirm their final choice and motivates them to buy. The business owner must build credibility with clients and work to persuade them to buy from him.[26]

The people who interested in commerce, e-marketing, or even programming and web pages, they might have questions related to SEO.

- On-Page SEO:

[25] CHRIS, A "What are the different types of SEO? https://www.reliablesoft.net/types-of-seo/ "(2019).

[26] Ištvanić, Marin, Dominika Crnjac Milić, and Zdravko Krpić. "Digital Marketing in the Business Environment." International journal of electrical and computer engineering systems 8, no. 2. (2017): 67-75.

a) "Does my website design attract visitors?"

b) "Am I targeting the right keywords?"

c) "Is the content of a web page suitable and targeted to visitors?"

- Technical SEO:

a) "Is structuring the website easy to navigate and does it make sense?"

b) "Are my titles and meta descriptions optimized to get a high click-through-rate?"

c) "Does the website have any errors that are holding it back?"

- Off-Page SEO:

a) "If they already do local SEO whey does a business need to do link building?"

b) "How can they get links from the infographics?"

c) "What is the techniques they should to be use?"

2.4. Benefits of SEO

Bringing more visitors is the is main purpose when doing SEO in the websites, but of course there is other purposes and benefits that come along when doing proper SEO. We can summarize some major benefits and advantages of SEO as follows:

- **Increased traffic**

With analytics and tools counting the number of customers per page, you'll see a marked increase in traffic. This is the obvious way to maximize your business efforts. It will give you results but not immediately

- **User-friendly site**

One of the advantages of SEO is that it helps owners of small businesses to create a site that is smooth and easy to use. Although many people still cling to the old definition of SEO that they use only

to optimize websites, improved search engines are known to be used to create an easy-to-use experience as well.[27]

ROI:

Measurable, every aspect of SEO efforts can easily be tracked and monitored, and traffic monitoring and conversion verification is critical to any business. For example, if a website is used to sell physical products, the phrase or keyword used to make the sale can be tracked. The E-consultancy conducted opinion polls in February 2015 which showed that 76% of US agencies and 73% of internal marketers said that SEO provides a good return on investment.[28]

- **Cost effectiveness**

SEO is a very effective tool in e-marketing, it enables you to attract customers' attention to your business without having to pursue them. The SEO strategy is more cost-effective than 61% of strategies that are not used

- **Brand awareness**

One of the advantages of having your site rank high in search results is building brand awareness. When your website shows the first pages of major search engines like Google, Bing, and Yahoo, your customers are likely to trust your brand compared to other sites that do not have a strong presence Online.[29]

3. A Comparison of SEO and PPC

	SEO	**PPC**

[27] Virtanen, Valtteri. "How to Increase Search Engine Visibility by Using Basic SEM and SEO Tecniques: Case: Voglia Oy." (2014).

[28] Khraim, Hamza Salim. "The Impact of Search Engine Optimization on Online Advertisement: The Case of Companies using E-Marketing in Jordan." American Journal of Business and Management 4, no. 2 (2015): 76-84.

[29] Sohail, Abrar. "Search Engine Optimization Methods & Search Engine Indexing for CMS Applications." (2012).

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 Ranking	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	Paid to obtain the ranking is not easy to contain by the search engine algorithms

	algorithms.	

Table 1: SEO AND PPC.[30]

[30] Chen, Chen-Yuan, Bih-Yaw Shih, Zih-Siang Chen, and Tsung-Hao Chen. "The exploration of internet marketing strategy by search engine optimization: A critical review and comparison." African Journal of Business Management 5, no. 12 (2011): 4644-4649.

References

Kritzinger, W. T., & Weideman, M. (2013). Search engine optimization and pay-per-click marketing strategies. Journal of Organizational Computing and Electronic Commerce, 23(3), 273-286.

Chen, C. Y., Shih, B. Y., Chen, Z. S., & Chen, T. H. (2011). The exploration of internet marketing strategy by search engine optimization: A critical review and comparison. African Journal of Business Management, 5(12), 4644-4649.

Pawar, A. V. (2014). Study of the effectiveness of online Marketing on integrated Marketing Communication. School of Management, DY Patil University, Navi Mumbai.

Yalçın, N., & Köse, U. (2010). What is search engine optimization: SEO? Procedia-Social and Behavioral Sciences, 9, 487-493.

Sohail, A. (2012). Search Engine Optimization Methods & Search Engine Indexing for CMS Applications.

Kanwal, W. (2011). Exploring Search Engine Optimization (SEO) Techniques for Dynamic Websites.

Anthamatten, M. (2012). Search Engine Optimization, Advertising Methods & Income Sources.

Johnson, T. (2012). Search Engine Optimization: Best Practices for Google.

Ochoa, E. D. (2012). Analysis of the application of selected search engine optimization (SEO) techniques and their effectiveness on Google's search ranking algorithm (Doctoral dissertation, California State University, Northridge).

Kivistö, M. (2016). Case Study: SEO Strategy and Implementation for Industrial Pump Company.

Norrgård, I. (2018). Search Engine Optimization (SEO) as a Digital Marketing technique for internationalization in higher education: The case of Oulu University of Applied Sciences.

Kanwal, W. (2011). Exploring Search Engine Optimization (SEO) Techniques for Dynamic Websites.

Matošević, G. (2015). Measuring the utilization of on-page search engine optimization in selected domain. Journal of Information and Organizational Sciences, 39(2), 199-207.

Kivistö, M. (2016). Case Study: SEO Strategy and Implementation for Industrial Pump Company.

Kurniawan, F. B., & Sanjaya, R. (2011). Search Engine Optimization (SEO) Implementation for Educational Purposes. Special Issue of the International Journal of the Computer, the Internet and Management, 19(1), 181-184.

Lopezosa, C., Codina, L., & Gonzalo-Penela, C. (2019). Off-page SEO and link building: General strategies and authority transfer in the digital news media. El profesional de la información (EPI), 28(1).

Chotikitpat, K., Nilsook, P., & Sodsee, S. (2015). Techniques for improving website rankings with Search Engine Optimization (SEO). Advanced Science Letters, 21(10), 3219-3224.

Yang, C., & Liao, H. J. (2010). Using the Robots. txt and Robots Meta tags to implement online copyright and a related amendment. Library hi tech.

Sohail, A. (2012). Search Engine Optimization Methods & Search Engine Indexing for CMS Applications.

CHRIS, A (2019) What are the different types of SEO? https://www.reliablesoft.net/types-of-seo/

Virtanen, V. (2014). How to Increase Search Engine Visibility by Using Basic SEM and SEO Tecniques: Case: Voglia Oy.

Khraim, H. S. (2015). The Impact of Search Engine Optimization on Online Advertisement: The Case of Companies using E-Marketing in Jordan. American Journal of Business and Management, 4(2), 76-84.