

Hieu Nguyen

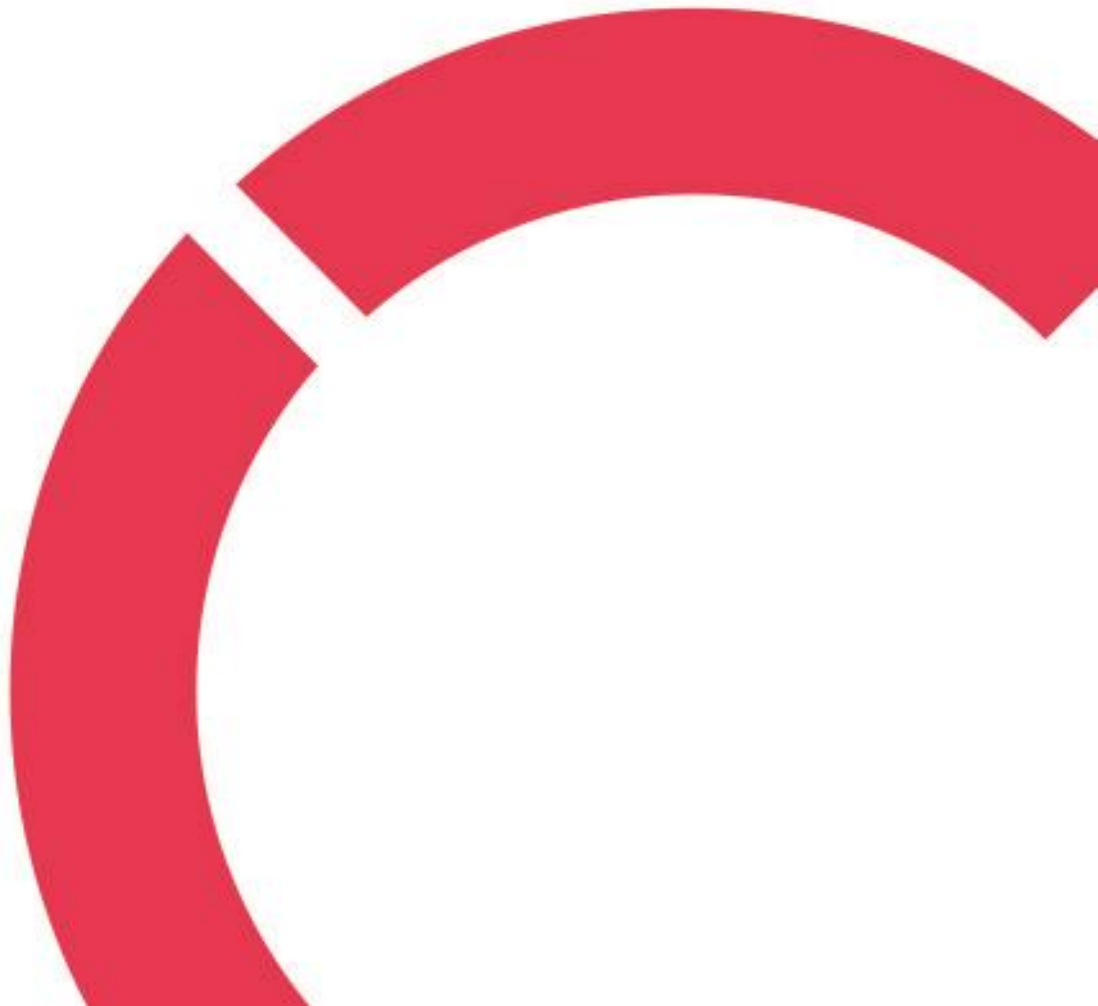
SEO AND SOCIAL MEDIA IMPACT ON LOCAL BUSINESS

Thesis

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ABSTRACT

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<p>With the rapid development of the internet, e-marketing is experienced by many people daily, and search engine optimization is one of the powerful tools for optimizing their websites. I am working mostly with the content of the website and finding keywords, which helps the website set up a high rank in Google search.</p> <p>Besides SEO to improve the reputation of the website, social media is one of the powerful tools that are used the most nowadays. Indeed, people spend an average of 6 hours per day surfing the internet, especially on social media platforms such as Facebook, Twitter, Instagram, etc., so the impact of social media on business growth is inevitable.</p> <p>The thesis went through all of the definitions of SEO and social media from each element inside to give a reader a general view of how SEO and social media affect a business. I have conducted an interview with the CEO of the seafood company in Vietnam. She wants her company to go from a traditional trademark to a digital and modern one.</p>		
Key words Search engine optimization, SEO, social media		

CONCEPT DEFINITIONS

SEO

Search Engine Optimization

SERPs

Search Engine Result Page

CEO

Chief Executive Officer

GSC

Google Search Console

CMS

Content management system

ABSTRACT
CONCEPT DEFINITIONS
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1 INTRODUCTION

SEO and social media are two tools that many business owners have implemented to help their businesses be more profitable in sales and marketing. SEO is a traditional affiliate, which most business models understand is important. When asked why SEO is helpful for business, the response is that it not only draws new consumers, but it also helps you to strengthen your firm's connection with those clients over time due to the trust you have built with them.

Social media and SEO have a strong relationship together. SEO helps your business attract more visitor from people who are actively looking for your products and services. On the contrary, people can learn and experience new brands or business that they or their friend might like. Using both may increase your chances of getting clicks from more sources (Bodnar 2017). Using both may help you obtain traffic from a number of sources. Many business owners understand that if they want to grow their business fast, SEO and social media are the two main tools that they need to implement.

The case study is focusing on a local seafood company named Ha Nhu. The process involves making a website that already has the source code to be built in WordPress. After remaking the topic of the website, it will be applied to the Google Publisher Center so that the website will have more authority and indexing. The next step is to create multi-content and social media packages such as YouTube, Facebook, or Twitter. When the website becomes more popular, I will make a free eBook and have the customers email me from that for marketing purposes.

The objective of this thesis is to create a strategy to improve the company's website traffic and reputation on social media platforms, which are currently new and lack visitors. The thesis will show how data is analyzed for analytics purposes and the website's improvement.

Given the prevalence of search engines, the thesis has concentrated on the market leader Google for examining SEO approaches for organic ranking in search engine result pages (SERPs). Nonetheless, the efficiency of the given methodology is not restricted to Google. When designing trendy SEO strategies, the constantly changing search engine algorithm was carefully considered. Their use and effectiveness were also shown in a couple of case studies, which shows that companies need SEO right now.

In contrast, social media helps business owners widen their reputation to get more people to know about their product and fame. Social media is a phenomenon that has changed the way people connect and communicate all around the world. Social media, on the other hand, is not a new notion; it has been evolving since the birth of human connection. Social media has recently influenced many facets of human communication, consequently influencing business. Social networking has become a part of some users' everyday lives.

Businesses can easily benefit from social media, draw their attention and build their awareness. Social media increases your visibility among prospective clients, allowing you to reach a broad audience with little time and effort, and you have nothing to lose by creating a company profile. Furthermore, it is sometimes just a simple post, but that post helps the business increase customer engagement with the brand by receiving likes or comments from other customers. Social media platforms may help you interact with your customers, raise brand recognition, and improve leads and sales. But to start, you need to be always on and have a strong content marketing plan. (Reno 2021.)

But in the thesis, we will get to know what is different between SEO and social media for the purpose of getting more traffic, and which is more efficient in the development of technology, where everything has changed day by day.

The case company objective in the thesis is Ha Nhu Seafood Company, a retail company from Vietnam that has been open since 2016. The company's focus is on traditional sales with one flagship store near the market. With the growth of the company and its competitors, they want to focus more on online marketing, especially SEO and social media, which are the company's weaknesses but also where their competitors are stronger. The thesis also shows how the research helped them to make good SEO and social media marketing decisions.

1.1 Research Methodology and Scope

Inductive research can be much more protracted. Ideas based on much longer periods of data collection and analysis must frequently emerge gradually. On the contrary, a subject with a plethora of literature on which to develop a theoretical framework and a hypothesis lends itself more easily to deduction. The author uses the research approach inductive to support their research about social media and SEO effects on the business side. Using deductive research gives the writer an extended view of the

hypothesis. Besides, deductive research is a highly structured approach with the application of data validity control. That leads to the researcher's independence from what is being researched. (Saunders, Lewis & Thornhill 2022.)

Table 4.2 Major differences between deductive and inductive approaches to research

Deduction emphasises	Induction emphasises
<ul style="list-style-type: none"> • scientific principles • moving from theory to data • the need to explain causal relationships between variables • the collection of quantitative data • the application of controls to ensure validity of data • the operationalisation of concepts to ensure clarity of definition • a highly structured approach • researcher independence of what is being researched • the necessity to select samples of sufficient size in order to generalise conclusions 	<ul style="list-style-type: none"> • gaining an understanding of the meanings humans attach to events • a close understanding of the research context • the collection of qualitative data • a more flexible structure to permit changes of research emphasis as the research progresses • a realisation that the researcher is part of the research process • less concern with the need to generalise

PICTURE 1. The major difference between deductive and inductive approaches to research (Saunders, Lewis & Thornhill 2022)



FIGURE 1. Thesis research method

In this thesis, I used qualitative and mixed research methods, which add versatility and generalization to the research. Given that mixed methods research is continually expanding, it is critical to maintain the debate over the definition of mixed methods open. Traditionally, a division has been seen between qualitative and quantitative research, with both belonging to separate paradigms. There is a gulf between qualitative and quantitative, even though both are research methods for gathering data. Quantitative research is based on numerical or quantifiable data. Qualitative research, on the other hand, focuses on personal stories or documentation that describe how individuals think or react within society (McLeod 2019). Non-numerical data collection and interpretation are part of qualitative

research approaches. The following are some qualitative data sources: Interviews, documents from focus groups, personal documents or accounts, cultural relics, and observation. The researcher may conduct interviews or focus groups during a qualitative study to obtain data that is not accessible in current documentation or records. Interviews and focus groups may be unstructured or semi-structured to allow for various or unexpected responses. On this thesis, using qualitative research as the primary method, I conduct an interview with the owner of the company to collect data about company's situation and, from that, make a plan to develop a solution.

1.2 Company background

Founded in 2016, Ha Nhu Seafood is a Vietnamese company selling mainly frozen seafood, which is cached in Vietnam's central area. The company first focused on tradition and sold like a vendor on the market, but with the growth of the company, they had to build their own website to expand the market and also help customers easily find their needs. The website was built in 2017 with the purpose of making the company exist on the internet but without too many functions and images added. Although the company has some traffic, it still needs more work to make it more functional.

1.3 Thesis structure

The Bachelor's thesis contains six main parts, and each part of the thesis provides the reader with an acknowledgement from definition to business application. Introductions provide the thesis background, methodology and scope, company case, and thesis structure, from which the reader can have an overview of how the thesis was executed. The next part is search engines, SEO, and social media for business. These are the three main parts to research and develop for proving the proposition. The final part goes with the company case, with analysis and developing methods from the current state of the company.

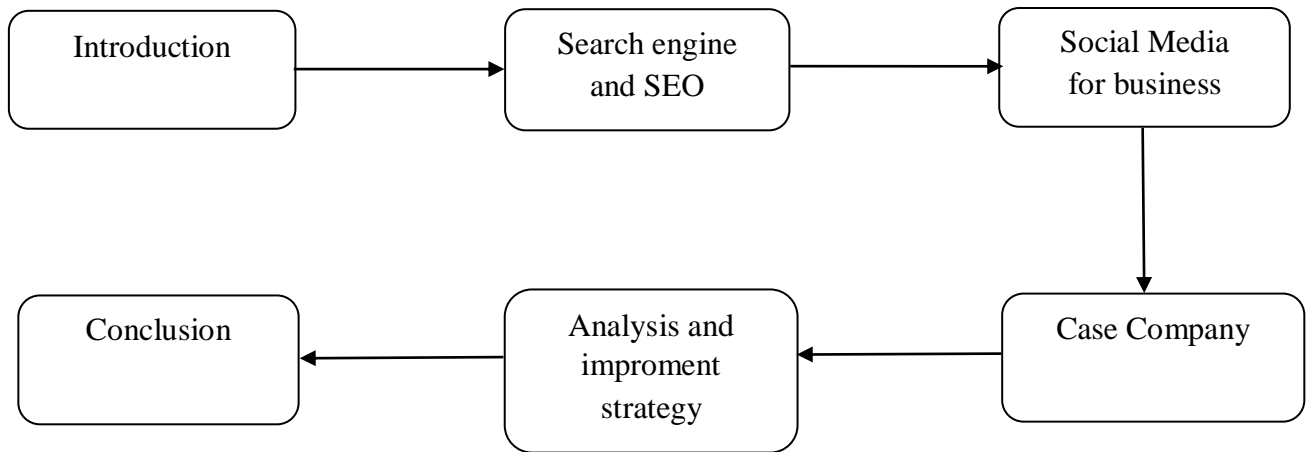


FIGURE 2. Thesis structure

2 SEARCH ENGINE

A search engine is a service that allows users to input keywords or phrases on the World Wide Web, and the search engine will do its work to bring the most relevant answer to the user. According to Google Search Central (2022), there are 3 stages involved in search activity: crawling, indexing, and displaying page results.

The fundamental goal of searching is to acquire information relevant to a set of keywords in the search field, also known as the query box. A researcher may know what they are looking for, but the great majority of users are just inputting word combinations, leaving the task of detecting "intent" to the search engines. One of the most significant aspects of designing an SEO strategy for a website is knowing the psychology of your target audience and how they utilize words and concepts to learn about the services and/or goods you offer. You may more successfully attract and retain people if you understand how the average searcher uses query-based search engines (Enge, Spencer & Stricchiola 2015, 9).

A search action combines 3 stages of work behind it, which are crawling, indexing, and ranking. Crawling, indexing, and ranking are the three main stages that must occur in the correct order. Most search engines, such as Google and Bing, have developed their own software to perform these three stages automatically.

2.1 Crawling

According to Google Search Central (2022), to find out what pages are currently existing on the web, the search tool uses their crawling software to find out. Because there is no centralized registry for all pages, Google must continually search for new and updated sites and add them to its list of known pages. This is referred to as URL discovery. Google will capture websites they have already visited, and that makes some sites popular to them. When Google crawls the web, it finds new content by following links from pages it already knows about, such as when a blog post's category page links to the post itself. When you provide a list of pages, other pages can be found.

Having a thousand pages a search engine like Google uses a set of computers to crawl billions of pages on the web. They are called Google bots; they are built with an algorithm to determine which sites to crawl and how often to crawl.

2.2 Indexing

After crawling all the websites, Google tries to understand what the website's substance is. This stage is called indexing. If Google finds your website, it starts processing the contents, tags, and attributes like <title> elements and alt attributes such as images, videos, and more. During indexing, a lot of duplicates show up and the canonical page, which is the page, can be displayed in the page results. According to Google Search Central (2022), to find the canonical Google grouping, all the pages that have similar content are grouped and the one that is representative of the group is selected. Other pages may be delivered in various content for further use if a user is searching on a mobile device or looking for a particular page from that cluster. (Google Search Central 2022.)

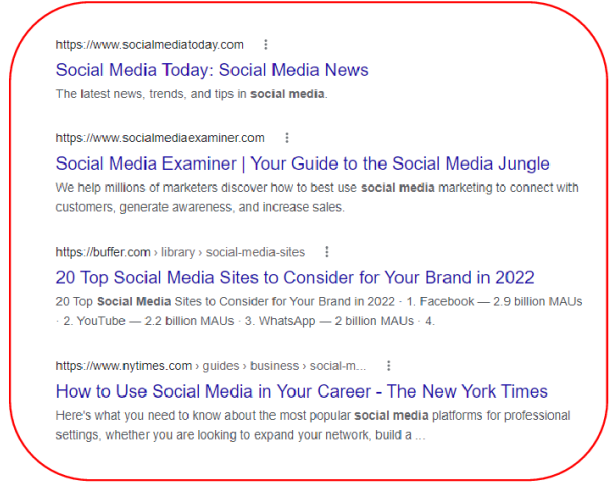
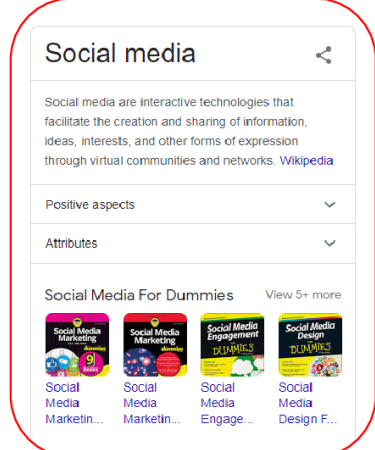
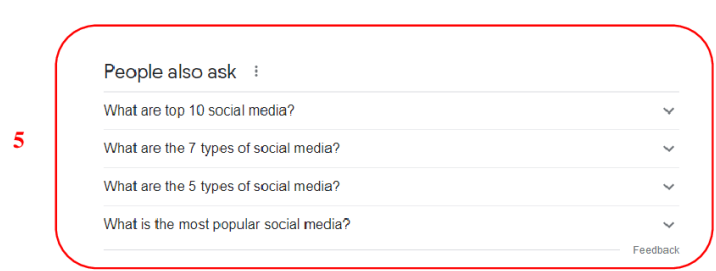
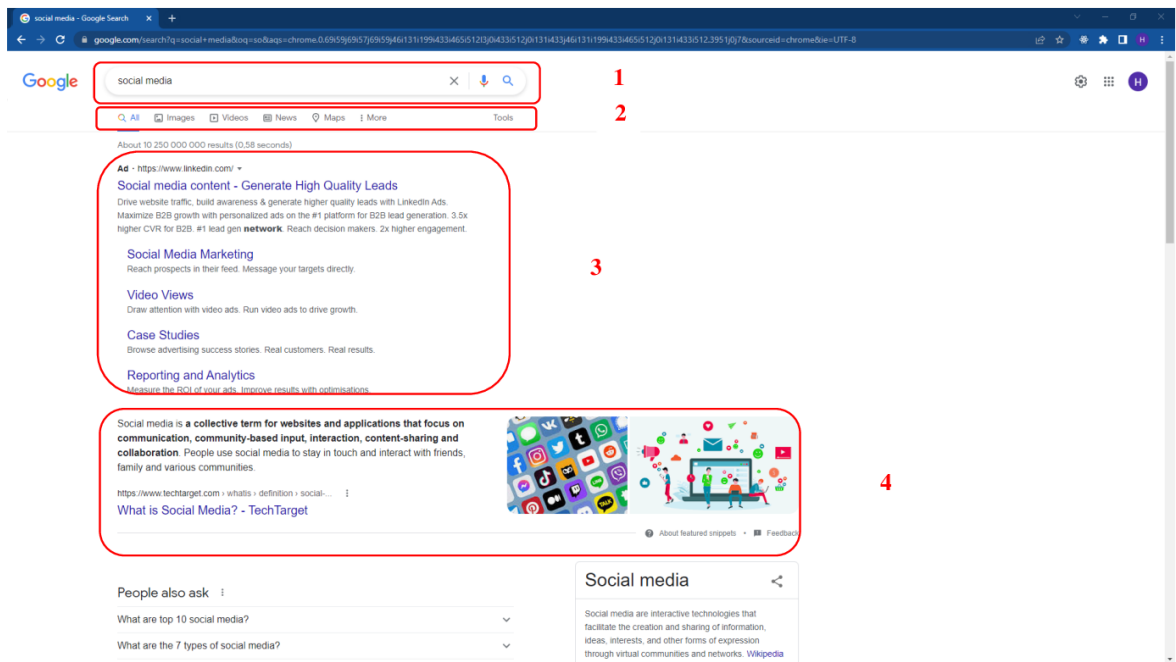
The canonical page and its contents signals is captured by Google , which may be utilized in the subsequent stage when the page is served in search results. Some indicators include the page's language, the country where the material is localized, the page's usability, and so on.

2.3 Displaying search results

The latest step is displaying the search results. Google has their own programming for ranking, so people cannot pay to rank their website. Depending on the relevant factors, when the user enters the query, it will return the results differently. For example, when you are searching for a coffee shop in Vietnam, it would return different results than when you are searching in Paris. However, Google guarantees that all of the results have been indexed carefully and return the highest quality and relevance to the user. (Google Search Central 2022.)

2.4 Search engine result page layout

Most search engine results pages look the same on a desktop and a laptop. The query search box at the top of the page is where you enter or amend your search words. The results information, which indicates the number of results, is located at the bottom of the page. The organic search results are shown in the middle of the page. The sponsored search results and advertisements are located in the upper-right corner of the page. Vertical search navigation results concentrate on a single subject or filter results depending on the kind of search. Horizontal search navigation narrows down search results depending on variables like time.

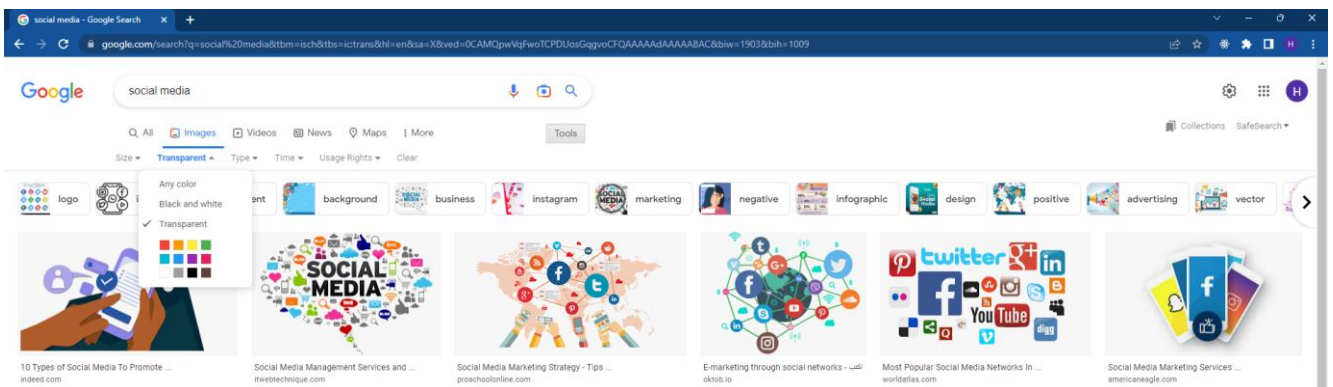


7

PICTURE 4. Example of website interface (Google Search Central 2022)

As you can see from the picture a Search Engine Result Page (SERP) contains 7 basic elements. The search bar where you can input the keyword that you need information about (1). Below the search bar are the horizontal search tools to dig deeper into what you are searching for, like images, videos, news, and more (2). The paid advertisement is the website that has paid to go on top of the page result (3). The structure of a standard search result is flipped in featured snippets, with the descriptive snippet appearing first (4). People also ask a related question your keyword (5). Knowledge card/panel(6), and next is the list of the organic webpages, which is the most crucial thing where you find the answer there.

In addition to the vertical search, the search engine results page gives other tools and alternatives for narrowing the results, such as the horizontal search (2). The horizontal search allows you to filter your search results depending on their attributes.



PICTURE 5. Tool search bar with transparent option in Google search (Google Search Central 2022)

You may, for example, filter your picture search results by publication date, size, and colour. You may also narrow down video results by length, publication date, and quality. You may use these options to improve the quality of the results by displaying just those that match your search criteria. In the picture above, you can clearly see when I want to look for a transparent image, it is easy for me to use the transparent option in the tool bar rather than scrolling through the image results.

3 SEARCH ENGINE OPTIMIZATION (SEO)

However, SEO is the foundation of online marketing, according to Lieb (2009, 8,9). SEO is not only the foundation for marketing because we are living in a world dominated by Google and they have taught people to love to search. Basically, the human goal of searching is to acquire relevant information about the question they are dealing with.

Search engine optimization is the process applied to a website to help its rank and appearance in the top list of organic SERPs. This is different from paid search, where the webmaster pays the search engine a fee to appear at the top of the organic page. The SEO target is free search, where users use any of the existing search engines, such as Google, Yahoo, and Bing, to look for products, services, or information. (Elmansy 2013, 1.)

Search engines support SEO efforts that benefit both the user's search experience and the page's ranking by offering information that fulfils user search needs. Titles, meta descriptions, and headers (H1) containing relevant keywords, URLs including keywords rather than random strings of numbers, and schema markup for defining the meaning of the page's content are all part of this. (Hathaway 2018.)

The case firm is exclusively concentrating on the Google search engine because it is the market leader in the search engine sector. So, this thesis is done entirely on Google, and only the algorithms and rules of the Google search engine are looked at and used in the sections that follow.

3.1 On-page SEO

The use of On-page SEO methods on the website itself makes it search engine friendly. On-page SEO simply refers to the tactics used to optimize the website or blog pages that will display in search engine results when a user enters specified search phrases. When building a website, these strategies are the initial stage in the optimization process. Designing your website begins with deciding on a name and identity for your company or website.

On-page SEO methods include choosing a suitable domain name for the website, which is what users will type into their browsers to reach your website. It also includes creating meta tags, which are attached to HTML code and include information about the website, such as the title, description, and relevant keywords.

Although On-page SEO approaches do not bring direct traffic to your website in the same way as off-page SEO strategies do, they do make the site content more accessible to search engine crawlers. It makes it simpler and quicker to classify and index the site pages than websites that do not use these approaches.

Google's algorithm is regularly modified, increasing its ability to understand both user intent and overall user experience when a user arrives on a page. That is why it is vital to understand SEO and remain up to date on best practices (Lahey 2022). A well-optimized website also assists Google in comprehending the material, helping it to arrange and rank your page. In essence, you are assisting Google in performing a better job.

3.1.1 Page title optimization

One of the most significant SEO aspects is the title of your website's pages (also known as title tags).

```
<title>The Ultimate Guide to Startups</title>
```

PICTURE 6. Example of title tag of a website page in a code version (Decker 2022)

Titles inform both users and search engines about what is available on the relevant pages. Make sure to include the target keyword for each page in the title to guarantee your site pages rank for the correct purpose. Make your keyword as natural as possible (Decker 2022).

You may utilize spaces, commas, and other characters to help you pack in as many relevant keywords as possible to describe your site by using commas, spaces, or other characters. For example, "Buy seafood – Prawn – Crab – Fish" or " Buy seafood | Prawn | Crab | Fish. When possible, avoid using short words. It, as, of, in, by, my, I, for, your, and so on are examples. These are just words. It takes up space that could be used by a popular term. (Blankson 2008, 19.)

3.1.2 Header's optimization

Headers, also known as body tags, are HTML elements such as <h1>, <h2>, <h3>, and so on. Those tags assist readers arrange your material and search engines determine which parts of your content are most significant and relevant based on search intent. (Decker 2022.)

`<h2>What is a startup?</h2>`

PICTURE 7. Example of Header tag of a website page in a code version (Decker 2022)

Include relevant keywords in your headers, but not the same ones as in your page title. In your <h1> and <h2> headers, include your most relevant keywords. In certain circumstances, the title tag of a page containing the crucial keywords might be used as the <h1> element. If you have a lengthy title tag, you may wish to utilize a more focused, shorter heading tag that incorporates the title tag's most important phrases (Enge, Spencer, Stricchiola & Fishkin 2012, 219). When a searcher clicks a result in the SERPs, the prominent headline reinforces the search phrase he just entered in, indicating that he has arrived on the proper page with the exact material he sought.

3.1.3 Meta description optimization

The meta tag description is used to describe a Web page. Some search engines index and show this meta element in their SERPs. It is critical that your description include all the primary keywords associated with your Web page. Similarly, since the description will be published in the SERPs and read by web visitors, it should be legible, intriguing, and instructive rather than just a list of keywords.

<https://www.bbcgoodfood.com> › Recipes › Collection

Seafood recipes | BBC Good Food

Items 1 - 24 of 78 — From **seafood** pastas and paellas to creamy chowders and curries, our **seafood** recipes celebrate fruits of the ocean including prawns, crab, ...



PICTURE 8. Example of meta description in Google search for seafood (Google Search Central 2022)

When a page or content is copied to be shared over social media or any kind of platform, it will be shown in meta description form. so that click traffic can be encouraged from there, too. To have the best meta description, remember to include keywords and use a complete sentence.

3.1.4 Image alt-text optimization

Image alt-text functions similarly to SEO for pictures. It informs Google and other search engines about the content of your photographs, which is essential since Google now provides almost as many image-based results as text-based ones. This implies that customers may find your site via your photographs. However, you must include alt-text in your photographs for them to do so.



(Source)

Bad alt text: A business meeting

Good alt text: Three architects going over construction plans in their office

PICTURE 9. An example of good and bad alt text (Pageonepower 2022)

Alternative text, in addition to assisting people with disabilities and search engines in understanding the image, specifies what the image is about. In terms of SEO, Google uses the keywords from the alt attribute in their ranking algorithm. Furthermore, "the alt text for that picture will be processed identically to the anchor text of a text link" if it is used as a link. So, while optimizing your photos,

remember to add your keywords. They should be included in the picture alt description text. (Hussien 2014, 4.)

3.1.5 URL optimization

URL optimization is referred to as "URL rewriting" in the SEO world. The objective is to rewrite a site's URLs such that they are simpler to read, include keywords, and are easy to remember (Duong 2020). URLs are often offered in the following format on e-commerce sites with URL settings relating to faceted navigation, filter selection, and category selection:

<https://blog.hubspot.com/blog/tabid/6307/bid/33655/>

a-step-by-step-guide-to-flawless-on-page-seo-free-template.aspx

This sort of URL is not SEO friendly and might lead to duplicate content issues. The primary URLs are those without any parameters. All of those that include them are often variants of the primary URL. And to make them into a more understandable and shorter URL, such as:

<https://blog.hubspot.com/blog/tabid/6307/bid/33655/a-step-by-step-guide-to-flawless-on-page-seo-free-template.aspx>

The goal is to establish URLs that Internet users and search engines can understand. Cleaner URLs are also indexed faster by search engines. However, there are certain technical considerations to take before rewriting URLs. For example, if a site is hosted on a shared server, it is not assured that the host has enabled URL rewriting capabilities, mostly for security reasons. Similarly, URL rewriting is unlikely to be achievable if a site is hosted for free (such as wordpress.com). We encourage investing in premium hosting (with a domain name) since it provides additional benefits for excellent SEO (Duong 2020).

3.1.6 Content optimization

More than 1,200 words of content gives a favorable signal to Google, while approximately 2,000 words of content sends a very high-quality signal to Google. The goal is also to provide high-quality

material that educates and entertains Internet users. For Asian languages, particularly Chinese on Baidu, articles of 1,000 Chinese characters are required, with around 15 or 20 keywords in the text; these equals approximately 2% of keyword density, since Baidu still considers density. When optimizing content for all search engines, it is best to include keywords near the beginning of articles, such as the first paragraph, so that web crawlers notice them right away when they come and explore the pages (Duong 2020).

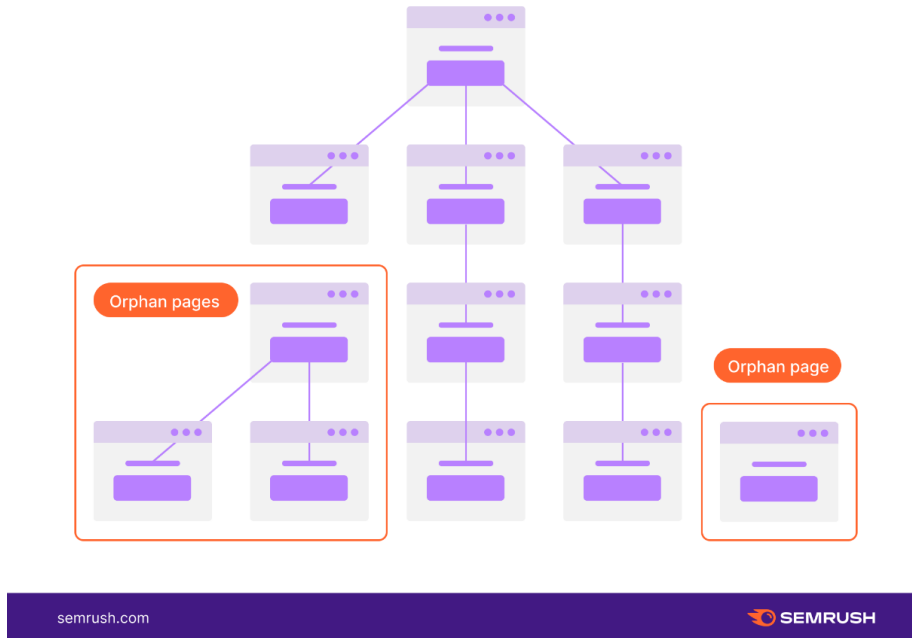
3.1.7 Internal links optimization

Internal links are URLs that take you to other or more pages on your website. A URL informs the viewer that there are further pages on this website that provide more in-depth information on the issue (Milia 2021). Many people misunderstand that internal links are the purpose of getting more traffic by driving to other high-authority websites. But the art here is how you direct the link to a neutral website to serve your purpose, not to the competitor website.

We already talked about the crawling process. To crawl a page, a search engine needs to crawl a massive number of keywords and contents. To discover all the pages on a website, they must also have access to a crawlable link structure framework that allows spiders to navigate the routes of a website. Hundreds of millions of websites make the fundamental mistake of hiding or burying their major link navigation in places that search engines cannot reach. This limits their capacity to have pages listed in search engine indexes (Muller & the Moz Staff 2022). As a result, ensure that every page on your website is linked from at least one other website. Otherwise, it will be declared orphaned, and your website will have a low ranking as the search engine will have a hard time going through your website.



Orphan Pages



PICTURE 10. Orphan pages example (Lahey 2022)

3.1.8 Mobile responsive and site speed

User experience is one of the factors that Google very concern about when ranking a website. Mobile consumers are always on the go and do not have time to wait. Make sure your webpage down-loads quickly. Google advises that this time be less than one second (Arora 2014). Hence, users are rapidly migrating from desktop to mobile devices. If your digital strategy and SEO efforts are still concentrated on the desktop, you are falling behind. Mobile search is fast expanding. It is critical to have a mobile-first attitude. Smart phone become a “life tool” for many people because of its compatible and easy to use, so that many of website are optimized for phone user.

3.2 Off page SEO

Off-page means everything outside of the page, like third party website or social networking website to promote the main website. Off-page SEO includes link building, which is the practice of boosting the

number of links pointing to the website's content. Moreover, Off-page SEO also involves submitting your website to search engines and directories, as well as pushing it through press releases, articles, and other means. After you use On-page SEO and add content to your website, you handle Off-page tactics. When optimizing your website, you should pay attention to both on-page and Off-page SEO approaches. For example, you may leverage a website's Facebook social network page to attract traffic to a website while also ensuring that the website loads fast or the arriving user would leave without reading the material. (Elmansy 2013.)

3.2.1 Building backlink

According to Britney Muller and the Moz Staff (2022), backlinks are the heart of off-page SEO. The mission of building a good backlink is to ensure the search engine indicates the website through a backlink has positive traffic. This information is integrated into the PageRank algorithm by Google. The greater the "authority" of the linked page, the more authority it confers on the sites it links to. To put it another way, a link from a high-authority website is more valuable than one from a low authority one (Hardwick 2020).

So, the question is how to get a backlink from a high-authority site. According to (Mailchimp 2020), writing great content is the best strategy to obtain backlinks from high authority sites. Because high-authority websites often credit their sources, if you can provide unique and interesting material in the form of blogs, infographics, and videos, publications will be more inclined to link back to you. To improve exposure, you may also include links to these sites in your own material.

3.2.2 Mobile-friendly

Not only focus on web optimization, but it is important to focus on your mobile responsiveness. With the increased use of mobile search engines, optimizing for mobile SEO allows for fast and simple reading of essential information about your brand through mobile devices. You must optimize your website for mobile friendliness. A responsive website that works in the same way on all browsers, operating systems, and devices. According to the Google Search Console (2022), there are the top 3 things to follow to build a good website for mobile devices. First, make it easy for the customer by setting a simple and easy-to-complete task. Second, measure the most common and crucial task for

users: the success of your website is how customers complete their goals. There are several techniques to make your site's design more user-friendly. Concentrate on interface consistency and creating a uniform experience across platforms. Last, check the consistency along the streamline. Responsive web design entails using the same URL and code whether the user is on a desktop computer, tablet, or mobile phone only the display changes or adapts to the screen size. Google prefers responsive web design over other design styles. One advantage of responsive web design is that you only need to maintain one version of your site rather than two.

4 SOCIAL MEDIA

Social media is internet-based and allows users to share material such as personal information, documents, films, and images in real time. Users interact with social media using web-based applications or apps on a computer, tablet, or smartphone (Dollarhide 2021). Social media began as a way for friends and family to engage, but it was eventually popularized by corporations looking to take advantage of a hot current communication channel to reach out to consumers. The opportunity to connect and exchange information with anybody on the planet, or with many people at once, is the power of social media.

On the other hand, many authors define social media as a technological system. As a result, social media are networked database systems that mix public and private communication. Each essential term in this description refers to a distinct element of these complex occurrences, and each emphasizes wider transformations in ordinary communication practices and media expectations (Granham 2016, 5). From Economic Times definition, social media is a kind of computer technology that allows individuals to exchange ideas, views, and information through online networks and communities. To access social media, people utilize web-based software or applications on a computer, tablet, or phone. Technologies do not dictate how we arrange ourselves and each other; rather, they reflect our ideas about how we should arrange ourselves and each other. The concepts come first. But how these technologies are used and changed while they are being used could open new opportunities.

The study of early usage of the internet is not the only thing that is a generation away from the study of social media, which is much more immersed in the social lives of regular people. As a result of this, it presents a novel opportunity to integrate studies of the media and communication with other subfields of the social sciences, such as anthropology. (Miller, Costa & Haynes 2016, 11.)

4.1 How social media affect business

In 2022, it is hard to find a company without any social media accounts. With the increase of social media users in recent years, most entrepreneurs are trying to exploit it as much as possible. Social media postings and advertisements are effective techniques to generate visitors to your website.

Sharing amazing material from your blog or website with your social networks is a terrific way to gain viewers as soon as a new piece is published (McLachlan & Newberry 2021).

69% of marketers (from a examine of 5,700 marketers in 2017) said they are successfully using social media to build a loyal customer base for their businesses. Similarly, 66% of 18 to 24 year-old users are more loyal to the firms they follow on social media, while Facebook, Twitter, and Instagram are preferred by 60% of users aged 25–34 year-olds. According to We Are Social's Digital in 2018 Global Overview, 17% of the world's population conducts online purchases and pays their bills online. Strong economies such as the United Kingdom (78%), South Korea (74%), Germany (74%), Sweden (70%), and the United States (69%) have the greatest e-commerce penetration, or the proportion of the population that has bought online. (Shaw 2018.)

4.2 Type of social media

When you think about developing a social media strategy for your business, you might come up with many popular social media platforms nowadays, like Facebook, Instagram, Twitter, and YouTube. But to understand which sectors it belongs to and how they express it is crucial. So, rather than offering a high-level definition of Facebook, Twitter, and LinkedIn (which you can read everywhere), it is better to organize a wide range of platforms into nine broad categories that concentrate on particular use cases and what organizations can achieve by using them. Given the growing number of social media networks, it may be difficult to know if each one is worth your time. So, you don't waste time learning how each new platform works, let your social media marketing strategy guide your choices and only join networks that help you reach your goals. (Wong 2021.)

4.2.1 Social networking sites

Social networking sites are sites where people can connect whenever you know them online or offline. The use of social networking sites is becoming more popular among marketers since these sites provide a variety of channels via which clients may be engaged, such as through the use of plug-in programs, fan pages, and groups. Every social media platform comes with its own set of opportunities and difficulties. Users of various websites have varying expectations of how businesses should conduct themselves. (Zarella 2009, 53.)

The origins of online social networking may be traced back to bulletin board systems in the 1980s (BBSs). Users may log in over extremely sluggish connections to exchange software and data, as well as send private messages and post to public message boards. Most of them were local communities due to the high cost of long-distance calls necessary to reach BBSs in other regions of the globe. (Zarella 2009, 53.)

According to Bump (2021), there are 3 famous social networking sites in the world, which are Facebook, Twitter, and LinkedIn. Most of them are user-friendly and have been used by billions of people every day. Facebook is a well-known site for people to connect and make friends. Asking for a Facebook account is very common when you need someone's information because it is identical, and people have uploaded a lot of information about themselves on their account. For normal purposes, a person can use Facebook to read the news of pages they follow or groups they have joined, and see what posts other members of the group have posted, or connect with their friends via chat or phone call. For professional use, a small business can use Facebook as a channel to market their product. By setting up a Facebook page profile and posting their product, you are ready to sell on Facebook.

There are 3 ways to promote your Facebook pages (Zarella & Zarella 2010, 61):

Paid advertising:

This is the simplest way; you have to purchase a Facebook ad. This option is for business owners who have a limited budget and want to grow fast in a short time and gain members quickly. However, you should not rely solely on the advertisement; you should also create good content for your page.

Organic promotion:

You should, of course, have your own website. Put your Facebook page on your website to show them you have a social networking site. Otherwise, when you are sending a marketing email, insert your Facebook page in the header or footer of the email or inform them of a new event coming soon on your Facebook page.

Incentive offers:

We all like to receive free gifts. Offer users of your Facebook page unique information, promotions, or discounts. Include this reward in your launch email or blog post to offer people even more reason to like it. You don't have to go wild with giveaways, but you should be prepared to provide them. While Facebook is used for common networking purposes and small businesses, LinkedIn is more for

professional networking. Most people think when talking about LinkedIn that it's just for jobseekers and recruiters. But not many understand that LinkedIn has offered a lot of opportunities for B2B and B2C companies. Because of this special demographic, LinkedIn remains the best social networking site to market your business-to-business (B2B) products and services. For business-to-consumer (B2C) companies, LinkedIn is also important because not only are wealthy consumers members of LinkedIn (the average LinkedIn user has an annual income of over \$100,000, a statement no other social networking site has claimed to date), but also B2C companies have B2B marketing initiatives that involve distributors, partners, and strategic alliances (Schaffer 2011).

Indeed, LinkedIn and Facebook provide users with the platform to create their business profiles. On Facebook, they are known as "fan pages", and on LinkedIn, they are known as "company pages". People may connect with Facebook Fan Pages via wall posts, but LinkedIn Company Pages enable professionals to suggest company goods and services and add comments to their recommendations. LinkedIn followers may see who in their network recommended which companies, much as Facebook users can see which pages their friends like. On a closer look, like how you may build a Facebook ad encouraging customers to "like" your page, LinkedIn advertising encourages professionals to "recommend" items and services. Aside from suggesting a firm, LinkedIn's option to follow a company lets you "like" it just by following it. Consequently, these follower counts have risen over time with the quality of followers who are concerned about your company's business. (Schaffer 2011.)

4.2.2 Blogging

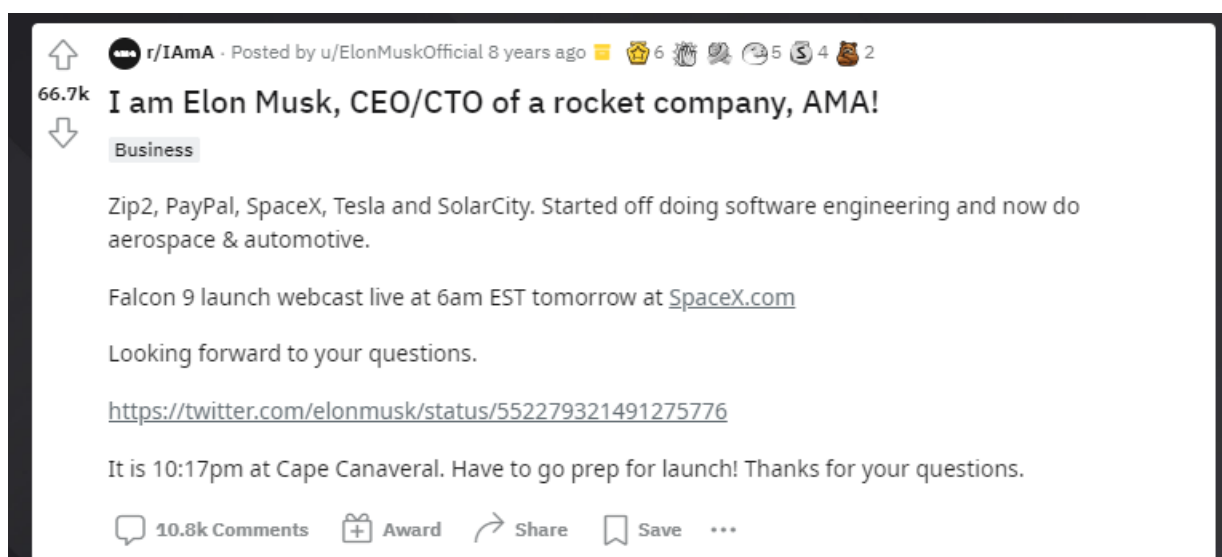
As we already know, social networking sites are for people to connect and interact. On the other hand, blogging is the place where you can share thoughts, stories, or posts about your company's industry. A blog is a sort of content management system (CMS) that allows anybody to easily write short articles known as posts. Blog software has several social features, such as comments, blogrolls, trackbacks, and subscriptions, making it ideal for marketing. Blogs are great centre pieces for your other social media marketing activities because they can be linked to almost every other tool and platform.

Every firm with a website should have a blog that addresses its existing and future clients as personalities. Blogs should not be used for corporate speak news releases; instead, they should be casual in tone. Write a brief post on anything new or interesting that your firm does. Blog about your

thoughts on current events in your field. If you see anything fascinating or inaccurate on a connected site, link to it and share your opinions. (Zarella 2009, 53.)

There are two famous blog posts in the world, which are Quora and Reddit. The use of them is so easy and similar to each other. Blogs are composed of posts. A post may be any length, from 100 or 200 words to several pages, but it should always focus on a single subject to be most successful. Based on the post's content, the audience can have the conversation to express their point of view in the comment option below the post. The others can disagree or agree with your post by upvoting with the arrow up symbol if you like the idea, or downvoting with the arrow down symbol. Furthermore, Reddit has the option to award the author by giving them a gift, which you can buy with credit money. The comment section is also working in the same way with posts with the Reddit algorithm for the most interacting posts in a short time. Submissions are ranked by the number of upvotes and down-votes they receive. The first 10 upvotes count as high as the next 100; newer stories will rank higher than older ones. Controversial stories with the same downvote and upvote will get a low ranking compared to stories that mainly get upvotes. (Salihefendic 2015.)

The initial way to create an organic marketing campaign on Reddit is by creating and sharing valuable content. People will share and interact with your material if it is excellent, but always be aware of conflicting replies. The next way is to host an AMA (Ask Me Anything). This enables you to communicate about your brand without being sneaky; customers understand what they're signing up for.



PICTURE 11. Elon Musk hosting an AMA on Reddit (Reddit 2022)

However, Reddit has also the feature for paid ads. Similarity with other social media promoted post, Reddit has a “Promoted” label appear alongside regular posts. Companies have the option of enabling or disabling the comment section. Leaving the comments on allows for discussion, which may be helpful and is Reddit's main purpose, but you should still monitor them, which is different from other social media platforms in that the platform allows you to target your audience based on their location, interests, or devices. (Antosz 2022.)

4.2.3 Media sharing

Users may produce and upload multimedia content to media-sharing websites, which is also known as user-generated content (UGC). Media-sharing websites have grown in popularity as a result of the accessibility of simple digital cameras and camcorders, as well as high-speed Internet connections. Marketers with no experience may produce videos and submit them on YouTube to reach millions of people. Although these sites provide social elements for members, the majority of media sharing site visitors are not members and are just browsing the sites' material. Zarella (2009) says that when you write something for your blog, you should post it on a sharing site so that other people can use it as well.

Media sharing contains two elements: photos and videos. There are 2 names very famous for media sharing in the digital world, which are YouTube for video sharing and Instagram for photo sharing. YouTube is part of the Google ecosystem, and Google places a high value on video content on its video streaming platform. So, making good-value content on YouTube and inserting it on your site will help you to have a good position at the top of Google search results. (Kings 2021.)

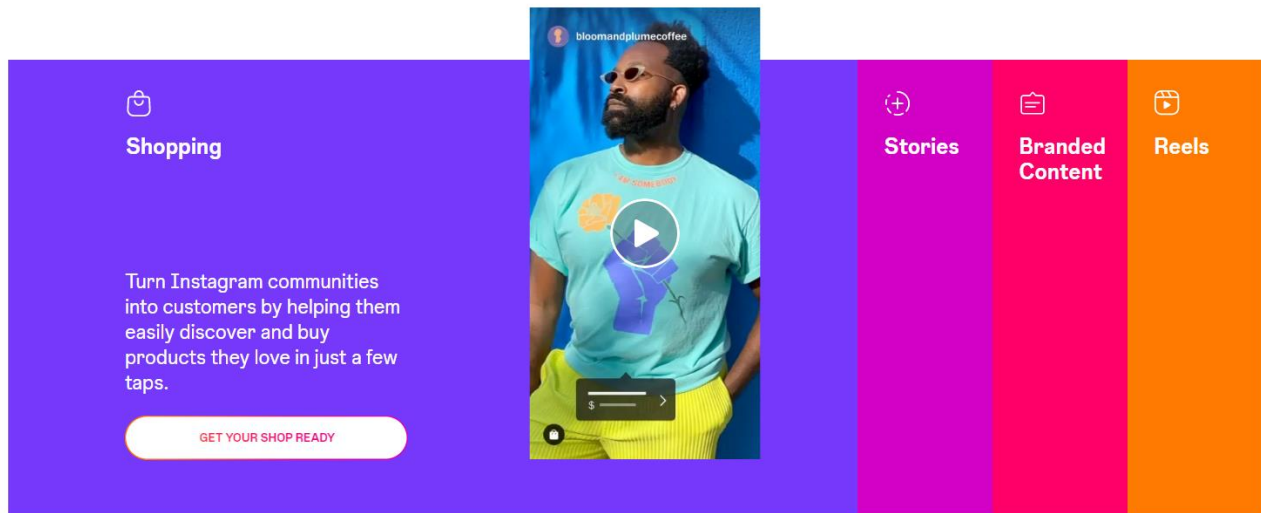
Many people are using YouTube as an authority source for searching and learning now, especially from COVID self-learning, which has become a hot topic. YouTube is a generally favourable site with a wealth of content. Many people's lives have been changed as a result of the opportunities it has provided for young adults to go outside of their comfort zone and experience opening up and sharing their lives with millions of others across the globe.

A business can utilize the video platform to advertise their product in an effective way. There are 2 ways to market your business on YouTube, which is to create your own channel. You must build a new channel and make videos about your product in a way that attracts an audience. The second way is

to book an influencer who already has a reputation and creates good value for the audience by asking them to use your product and promote it on their channel.

Instagram is a social media sharing platform that is a mix between YouTube and Facebook where you can connect with other people, build a relationship, and contact them via direct message. The salient sharing of short videos and pictures (3 seconds for a picture and 60 seconds for a video) and what makes it special is that it will be the last in 24 hours. The Instagram community is very active, as shown by the fact that over 60 million photographs are uploaded every day. These are clearly outstanding numbers. When the demographics of Instagram users are considered, it is not surprising that such data clutches firmly to the breast of Instagram. Instagram Stories are extremely effective because they humanize your business and encourage engagement. Your followers most likely already enjoy your company; presenting authentic, funny, or fascinating experiences via a series of Instagram Stories will motivate them to return to your account and connect with your content (which eventually leads to conversions). When Instagram Stories are used, campaigns on social media get a 20% boost in reach on average. Use Instagram Stories to generate interactions with your followers and take advantage of the Instagram algorithm. Small modifications, such as frequency of posting, use of in-app features, and publishing at certain times of day, can improve your algorithmic rating (McLachlan & Mikolajczyk 2022).

An average Instagram user spends more than 10.6 minutes every day on the platform. Instagram is clearly appealing to the young population, with over 77% of underage users actively using the site. Mainly on Instagram, people share a story about their life, which is a short video or a picture, and it shows up on the top of the application with the list of people who have shared their story (Robertson 2018). Because of its focus on visuals, so that a business can market themselves by showing a good picture or story about their business-on-business account.



PICTURE 12. The new features of Instagram business (Instagram business 2022)

In recent years, Instagram has developed a new feature, which is Instagram for Business, by adding the following functions for business accounts: shopping, believing, brand content, and reels. It's time for your company to get involved and try something new. Use reels to introduce a company, question stickers in stories to start interactions with consumers, and tag goods in content so people can purchase them as soon as they find them. You can then create the story you want to tell about your brand. With the shopping function and the ability to pay on chat, a business now has a great ability to market their products on Instagram.

4.2.4 Interactive social media

Interactive social media is a new way to approach the younger generation because it allows users to share videos and photos with their extremely experimental features. AR/VR filters, melodic over-lays, and interactive games are all available in these applications. Their target audience is mostly Gen-Z. It would be a big omission if we did not mention TikTok and Snapchat when talking about interactive social media marketing for businesses.

Byte Dance, a Beijing, China based business, created the Douyin app in under 200 days. They first introduced the app to the Chinese market, and then in 2017, the business launched TikTok (which is the same) for the worldwide market. The Byte Dance corporation bought musical.ly, a popular software developed by a Shanghai-based start-up with a headquarters in Santa Monica, California.

This aided Byte Dance in growing a wider video community. TikTok is all about creating short videos. Users post videos of around 15 seconds in length. Users of the former app, Musical.ly, often upload recordings of themselves lip-syncing to famous music videos. The most skilled of these individuals who posted videos were the platform's top influencers. (Wayne 2020.)

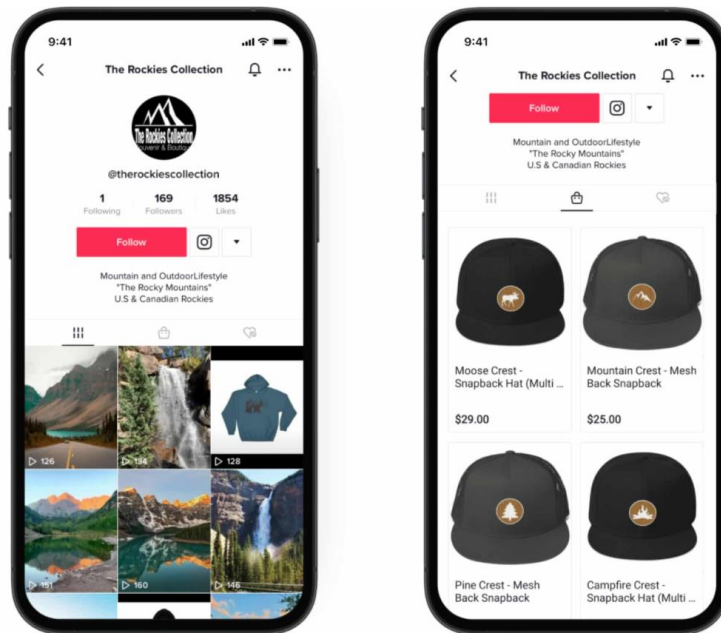
Because of TikTok's focus on making short and attractive videos, it has many features to help users do that. You can simply input some of the short videos that you have filmed randomly, and the system will automatically generate a video match with the sound. Everything from the sound to the effects can be customized to your liking. That is the reason TikTok has surpassed 1 billion installations as of March 2019. In 2018, there were 660 million downloads, including 188 million in the first quarter of 2019. TikTok has over 500 million active users, 26.5 million of whom are from the United States. (Wayne 2020.)

Although it is well-known for its dancing challenges and lip-syncing, the quick video format is much more than that. TikTok creators use the medium to debate complicated issues, advocate for change, and educate their viewers on topics ranging from healthcare to accounting. And during the COVID-19 epidemic, TikTok has been seen as the fastest-growing short-form video platform since their strategy is to create an environment for making short and attractive videos. The user can make a quick and easy video by themselves with the add on function and interact with other creators as well. With 315 million downloads in the first quarter of 2020, TikTok is the most popular social app in a single quarter. (Battisby 2021.)

According to TikTok, on their TikTok for Business platform, 92% of users globally take action after watching a TikTok video. TikTok is the leading short-form video platform where reality is celebrated, and trends are born. A place where brands of all sizes and industries can be seen, grow their following, foster global connections, and achieve big results.

There are three ways to market your business on the platform. To drive organic traffic, you can create your own brand account and start experimenting with many types of content. Follow current hashtags and get engaged with the hottest memes, then apply them to your business. To create and share real material, use the app's built-in filters, effects, soundbites, and editing tools. TikTok has a massive organic reach, but meaningful interaction can only be obtained if your content connects with your audience and follows the platform's standards. A great way to use TikTok is to use influencer networks; the statistics on influencers show how effective they can be. TikTok influencers have built

highly engaged followings by delivering high-quality, relevant material. They understand TikTok and how to make use of its tools, features, and trends. Brands may approach and cooperate on initiatives that use the talents and expertise of these influencers. TikTok offers its own Creator Marketplace that connects companies and artists. (Battisby 2021.) The majority of TikTok influencers have their own link to the product that they have been using in their videos. Audience members who are curious about the product can access their main page account and experience it through the link.



PICTURE 13. Tiktok shopping from page account (Hughes 2022)

Last but not least, a hashtag challenge. Creating a challenge for users is a great way to begin a trend. When users start using your hashtag and follow the trend that you created, it will have a huge effect on your business. Top-performing challenges entice millions of people to make campaign videos. The E.l.f cosmetics # eyeslipsface campaign, which received over 4 billion views and 5 million video submissions and was named AdWeek's most successful TikTok marketing campaign, is a great example. (Battisby 2021.)

5 CASE COMPANY

As mentioned above, Ha Nhu is a company distributing seafood from the central region of Vietnam to the capital, Ha Noi. Ha Nhu is focusing on offshore fishing and frozen intermediately methods to keep the fish as fresh as possible. The company buys a large amount and delivers it to Ha Noi, where it is kept frozen at the store and distributed to other supermarkets. Known as a traditional business, Ha Nhu wants to develop the company to become a more modern company by focusing on the digital trend. The answer to the revenue question is that in 2015, when the company determined that direct sales accounted for the majority of sales, 100% of the website was built so that new customers could refer to the products and prices before coming to buy at the store.

5.1 Company's website SEO

SWOT analysis is one of the greatest methods to get an overview of the situation. Internal elements that an organization can influence include its strengths and weaknesses. External elements that are outside an organization's control are referred to as opportunities and threats. Using the SWOT analysis, you can figure out what your website's strengths, weaknesses, opportunities, and threats are.

(Javatpoint 2022.)

TABLE 1. SWOT analysis for Ha Nhu website

Strengths	Weaknesses
<p>The UI responsive is easy to use and providing an excellent reading experience.</p> <p>Has a blog page providing seafood information and recipe.</p> <p>Good domain name.</p> <p>Quick look function in every product.</p>	<p>Not high-quality images.</p> <p>Website layout is not professional.</p> <p>No English option.</p> <p>Not optimized for phone user.</p>

TABLE 1. SWOT analysis for Ha Nhu website (continues)

TABLE 1. SWOT analysis for Ha Nhu website (continues)

Opportunities	Threats
Reach customer easier with domain name. Middle-aged customer accessibility. Not many websites have a recipe for each product. Has a good base to build up	Customer may be unable to imagine of the product that they want to buy. Confuse between domain name and brand name. Not friendly with young customer due to the old concept of the website.

The CEO wants to improve the website's performance and expand the website. The first effective use of SEO for a small business that operates offline is to understand customer needs. Understanding website clicks and customer behaviour is essential for this. The bounce rate on Ha Nhu's website is 90%, which is not good for a website. According to Google, a bounce is a single page visit to your website. A bounce is defined in Analytics as a session that generates just one request to the Analytics server, such as when a visitor visits a single page on your site and then leaves without generating any more calls to the Analytics server during that session. The bounce rate is the proportion of all sessions on your site in which people saw just a single page and prompted only a single request to the Analytics server divided by all sessions. A bounce rate of 26 to 40% is considered excellent. The range is approximately 41 to 55 percent. 56 to 70% is greater than typical, but depending on the website, this may not be reason for concern. Anything more than 70% is unsatisfactory for things other than blogs, news, and events. (Payton 2020.)

To reduce the high bounce rate, the website needs to build a landing page that can interact with customers. In this case, I would suggest the CEO build a rating section for each product. After purchasing the product, the customer can give it a one-star rating out of five. Another idea for a landing page is promoting a new campaign when the customer has to fill in a form to get a discount on a product. For example, the Demand Metric Report says that materials with elements that make interaction possible convert leads about 70% of the time, while passive content only converts 36% (Hilson 2020).

The website is ranked number 2 in the Google search, which is a good SEO ranking at the moment. However, there is no rank for the search "cua hang hai san," which means seafood shop. The reason is that the company's competitor has a good SEO strategy for their website and applies good methodology for the search keyword. But Ha Nhu has a different strategy. They understand the highly

competitive nature of the keywords and do not yet have a big budget for online business, so they choose the relevant keyword but also provide a high opportunity. Vietnamese people are very interested in safe products, so the keyword search for that is "hai san an toan", which means "good quality product" and is also the company's domain name.

Results for "hai san an toan" 1 / 5 requests CSV Download

#-/-
http://haisanantoan.vn/

Search engine	google.de
Search results hits	99
Domain	http://haisanantoan.vn/

100 ▾ Search...

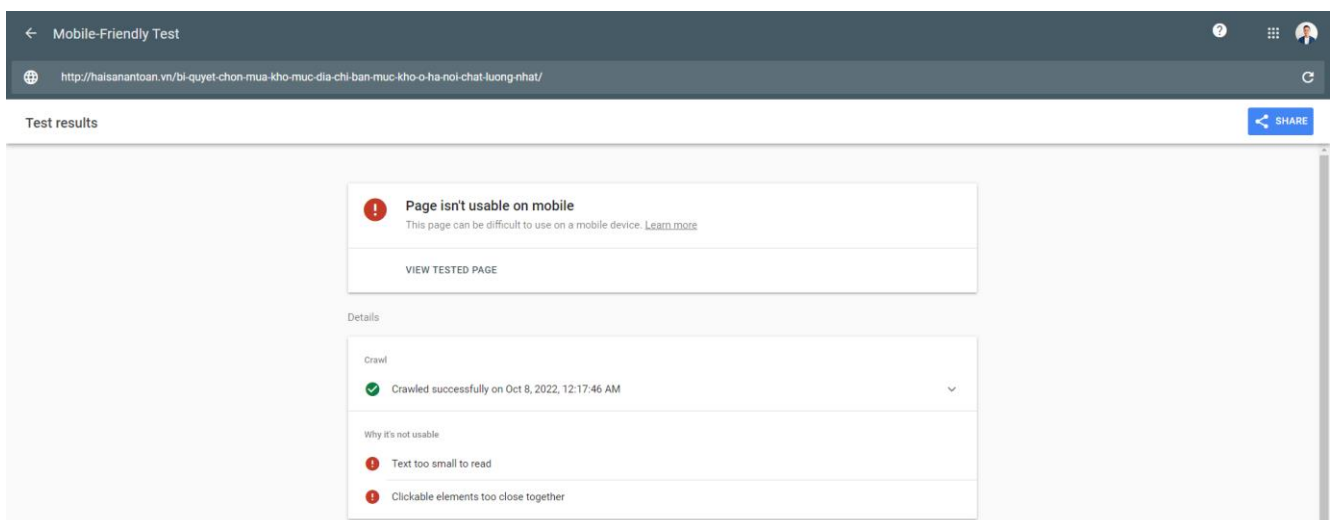
Rank Results

- Công ty TNHH Xây dựng và Hải sản An Toàn - Vasep**
<https://vasep.com.vn/hoi-vien/thong-tin/cong-ty-tnhh-xay-dung-va-hai-san-an-toan-310.html>
 Tên doanh nghiệp, Công ty TNHH Xây dựng và Hải sản An Toàn. Tên thương mại, SAFE SEAFOOD CO.,LTD. Địa chỉ, Số 11 Nguyễn Sỹ Sách, phường 15, Quận Tân Bình, ...
- haisanantoan.vn: Trang Chủ**
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- CÔNG TY TNHH XÂY DỰNG VÀ HẢI SẢN AN TOÀN**
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PICTURE 14. Test result for Google ranking by Keywordtools.org (Keywordtools.org 2022)

Enhance the website's visual appeal. People are visual beings, so attracting them with interesting images is an adequate way. Ha Nhu is still using poor quality images for their website, so that led to the breakage of some images. To reduce the bad quality of the image, choose more images from quality sources like Pinterest and adjust the fit of the image to be appropriate with the website layout. A moving motion is more attractive than a still image, which leads to a solution for building a video on a website. There are two solutions for a website video; either create an original video relevant to the website or embed a video from an external source that is also related to the website content. The plans are to film a short video of a fisherman fishing and keeping the fish at its highest quality before importing it to the store, as well as a video of the store where the fish is kept frozen and of high quality. Both videos' purpose is to build trust with the customer that leads to buy action.

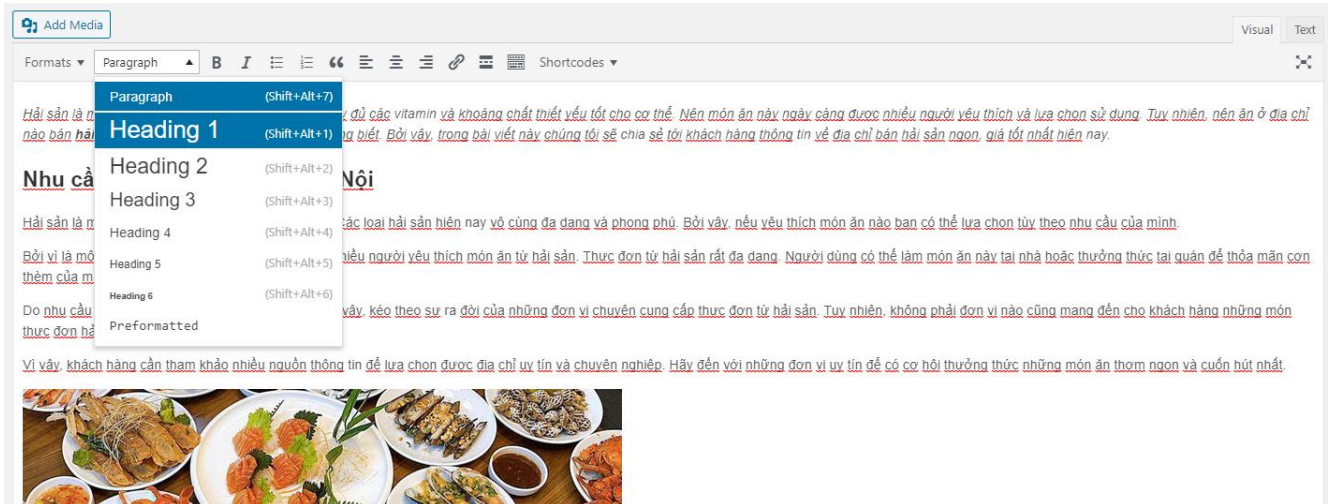
Use mobile performance to improve mobile responsiveness. After asking five people to review the website on their mobile phones, they said it was really bad and not user-friendly. From the CEO's side, she wants to focus on mobile users. Almost 84% of the world's population possesses a smartphone and, in many cases, numerous kinds of mobile devices. This is significantly larger than the number of individuals who have access to PCs and laptop computers. In fact, many individuals use their cell phones as their only computers, making them the only method they use to communicate with the internet. It is often the only computer available to them. In any case, most people bring their cell phones with them everywhere they go. Unsurprisingly, mobile traffic has skyrocketed in recent years. It has eclipsed desktop use, with mobile devices accounting for more than 54% of total online traffic. This compares to roughly 43% for desktop PCs. In practice, this means that if your website isn't optimized for mobile devices, you might be losing a large number of people. With so much material available, your prospective audience (and consumers) are unlikely to tolerate a bad user experience. They'll have to search elsewhere for what they're looking for. (Glassman 2022.)



PICTURE 15. Test result for mobile friendly test by Google Search Console (Google Search Console 2022)

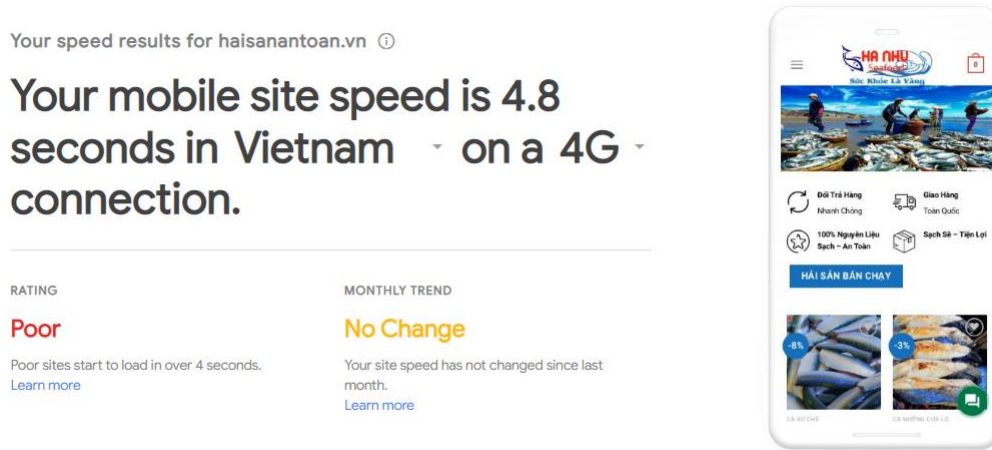
After having a test for mobile usability in the Google Search Console, it appears that the website has 2 issues: the text is too small to read, and the clickable elements are too close together. To fix that, the mobile web version needs to be renovated to ease the user experience. The clickable elements are too close together, which means that two clickable button objects are too close together when the user attempts to touch on such a button or link, the nearby button is also touched. This causes discomfort to the user. The size of the touch target should be approximately 48px. More padding needs to be added to make the touch target size 48px (Bhattacharya 2021). To fix this, the elements that cause the

problem should added 8px padding around them to make room for the element. The issue that causes the warning text. The reason that it is too small to read is that the font size is small and the user has to pinch to zoom to view the content completely. The problem can be fixed by changing the font size of the article in WordPress.



PICTURE 16. An example of changing font-size in Ha Nhu’s WordPress

Increasing the mobile site speed is one of the plans to refine the company website user experience. After a test at Google Page Speed Insights, the tools allow users to measure and check the speed of pages from both desktop and mobile devices. Ha Nhu website has a poor rating while the mobile speed is 4.8 seconds in Vietnam on a 4G connection. To resolve this issue, I suggested changing the website hosting to a high-performance tin để hosting service. Cheap hosting is often associated with bad performance. It may imply pooling resources across numerous websites on an overburdened server, which may strain your page loading speeds. On the other hand, there are a few performance-focused hosting options available that provide a robust platform optimized for speed. These companies often do not provide shared hosting, so you will never have to worry about other websites emptying your pool of potential resources (Duò 2022).



PICTURE 17. Ha Nhu website mobile speed result from PageSpeed Insights (PageSpeed Insights 2022)

5.2 Company’s social media

The company only has Facebook as its main social media. Due to Vietnamese consumer behaviour, Facebook is the ideal social media channel to promote products. For the reason that Vietnamese people use Facebook a lot, Facebook is currently one of the top online marketing channels in Vietnam. In 2022, Vietnam will have 65.03 million Facebook users, a large number of potential leads that every business needs.

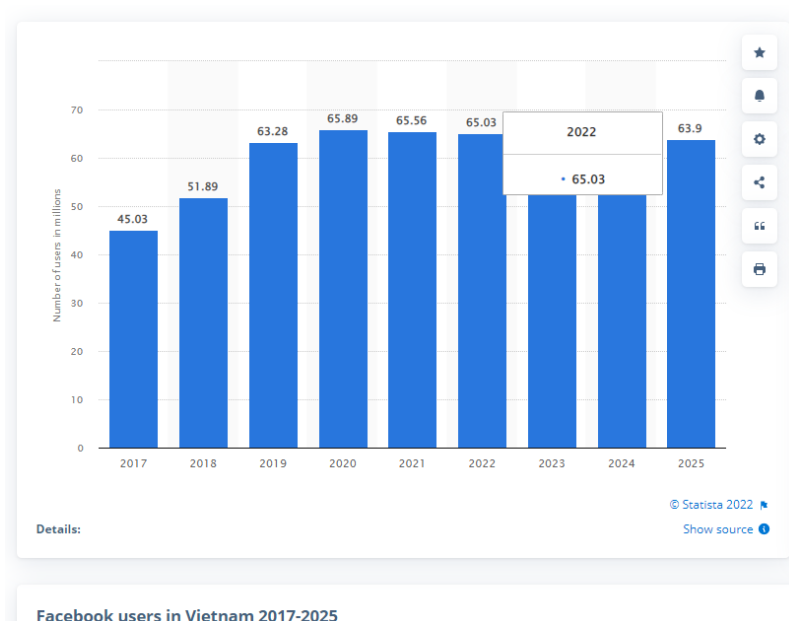


FIGURE 3. Facebook users in Vietnam 2017-2025 (Statista 2022)

In the meantime, the company has no sales on their Facebook page, and it is mainly used to gain organic traffic for the website. The Facebook page, which was created 2 years ago, still does not have much interaction from the audience. There are no main people who are responsible for answering the customer's questions, which leads to the customer's lack of intention. In the inbox message, the automatic message is sent to the customer to check the company's website but does not provide any solution to the customer's question. So, for that situation, the company should invest more in their Facebook page by running ads and hiring a person to take responsibility for the page.

To increase the recognition of the brand, the company can join groups on Facebook where people are interested in seafood and buy seafood there. After a quick search for the key word "seafood" in Vietnamese, I found that Ha Nhu has a big opportunity to market their products there because most of the Facebook groups have more than 60.000 followers and posts in the group have high interaction.

The answer the question "Are there any social media platforms other than Facebook that the company wants to focus on?" is that the CEO is preparing to open accounts on TikTok and TikTok shop. In recent years, the behavior of consumers has changed significantly after the pandemic. When they are spending hours of their free time scrolling through short videos on TikTok, if they find something interesting, they want to buy it directly from the video creator. It's understood that the content creator makes a link snippet to their bio so that the audience can go to the content creator's bio to buy it directly from their. The company's plan follows the same path. The company's TikTok account publishes the video in-store about their product in a trendy way, and in the bio it attaches the link to the company website.

The second way to promote a company's brand is by cooperating with an influencer. TikTok is the platform that has influencers from every aspect, from food to cosmetics. However, not all influencers are worth their reputation; instead, find an influencer who is a good fit for your company's niche. On TikTok, One of the smart ways to shine your business is to collaborate with influencers. Influencers can be considered partners because they are willing to use and promote your products. What you can get from influencers is that they have their own audiences, so you do not need to worry about defeatist comments or gaining audiences by a product's category. The only thing you need to do is sharing your business plan with them. (Geysler 2022). For the influencer plan, I would recommend booking a cooking influencer whose reputation for their cooking method and the ingredients they use is well known. It is possible that they will use Ha Nhu products to cook in their video and demonstrate the high-quality product to the audience.

6 CONCLUSION

An interesting, meaningful, and open-minded road has been going through this thesis from the beginning. From properly doing research for the topic of the thesis to understanding the process of the thesis. SEO and social media are developing rapidly and changing every day. Very different ways have been applied that have created a new trend to follow. With so much competition in the industry, each platform has to come up with new ways to stand out and attract new users. However, unless you understand the core, algorithms, running ads, and tricks of the four major social media platforms: Facebook, Tiktok, Instagram, and LinkedIn, you will be unable to effectively promote your company on these platforms.

SEO is one of the old strategies that we have been talking about for many years, but it is still worthwhile until there is no one using search engines. An understanding of search engines and how they work is crucial and mandatory for every business when doing online business. Hence, knowing deeply about the functionalities of search engines helps businesses easily optimize them. There are many ways, many things to optimize a website's SEO, but the most important thing is to understand the website's position, the problem, and the user experience. You cannot just use the same purpose of another website which has a high rank for your website just because it is good. But first you need to know your website and change the method to fit it.

It is an honor to work with Ha Nhu, a seafood distributor. Working for a traditional company that wants to go further with modern marketing is every enthusiast's dream. The CEO's vision is really needed for the business because they have already built a good commerce market with good products distributed to most of the big supermarkets. But where they are lagging their competitors is in e-commerce. I understand the big picture of building an online business by understanding the company's business and building the strategy with the company from scratch. Making a good strategy requires not only understanding the company but also understanding the company's competitors. The SWOT analysis, according to the CEO, shows that the company's online business is currently facing challenges, but it also has the potential to grow in the online market.

After answering all of the questions, the right path for the company has shown up. Fixing the current company website's low quality images, the old text font, and bad layout to enhance user experience. Furthermore, the website usability has to be renovated because of its worst functionality. Company

social media needs to put more investment into it, especially in Vietnam, where people use social media a lot. Hiring a person to take care of the webpage and answer the customer's questions is very crucial if you do not want to lose an opportunity lead. Creating more social media accounts on more platforms is the next focus, and the next focus is TikTok, which is currently very hot for business. Many companies, big to small, see it as a very good channel to sell and promote, especially for small businesses when the market is still new. Last but not least, it is a plan based on the current situation of the company, but it is still dependent on the budget of the company to make it realistic.

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INTERVIEW

Interviewer: Hieu Nguyen

Interviewee: Nguyen Van Anh - CEO (chief executive officer) - accountable for the company's growth, profitability, and share price appreciation.

Interview questions:

1. Who is your target customer?
2. What is the strength of your company?
3. What is the Revenue of each channel?
4. Have you been running ads when you are promoting your business online?
5. What is your page rank on Google?
6. Are there any social media you need to focus on now?
7. What do you think about customer behaviors in seafood market in Vietnam?
8. Do you want to focus more on online channels in the future? Why?
9. What do you think the key factor for good sales online?
10. Who is your potential competitor?