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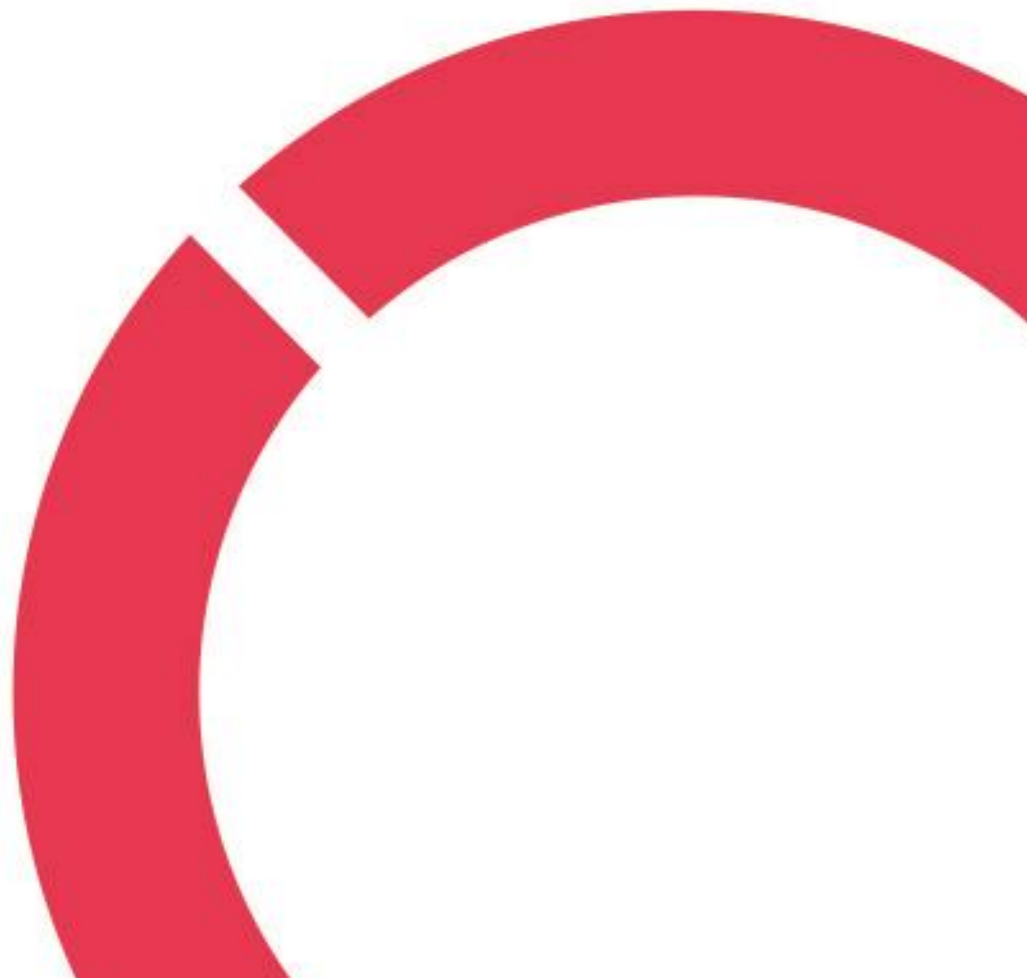
**THE IMPACT OF SEARCH ENGINE OPTIMISATION ON THE
PROFITABILITY OF DARAZ**

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CENTRIA UNIVERSITY OF APPLIED SCIENCES

Bachelor of Business Administration, International Business

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ABSTRACT

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<p>In this thesis, it has been discussed that Daraz can improve its profitability through search engine optimisation and this research showed that Daraz can achieve more profit with insights and more efficiency in digital marketing. The research also described various marketing channels and potential marketing scopes for Daraz, and it also explained which marketing channel can be the most effective for Daraz to enhance its profitability. The research also emphasized the SEO impact on Daraz and the overall business performance of the company. This research described some strategies that can ensure the maximized profit of this company and these strategies need to be tested through the overall experience of the customers.</p> <p>Quantitative data is valuable in many situations and is correct from a statistical point of view and suited for this thesis. For this reason, quantitative method was used in this research.</p> <p>The whole research showed how search engine optimisation impacts the profitability of Daraz and increases visibility by attracting potential customers and encouraging regular customers to buy more products. The research also described how Daraz sellers can surely maximize their profit and presence in the competitive market by putting more effort into search engine optimisation. This research explained that Daraz can increase sustainable growth in the online marketplace by improving or continuing its search engine optimisation programs.</p>		

ABSTRACT

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1 INTRODUCTION

Search engine optimisation (SEO) is a big part of Bangladeshi online markets like Daraz. With targeted ads, social media, and email, Daraz has grown its digital marketing base and made more money. When websites use SEO, they get more visitors, leads, and sales, and their SERP (search engine results page) score dramatically increases. This thesis gives Daraz suggestions on how to improve its SEO strategy so that it can make more money. It talks about how search engine optimisation can help companies stay ahead in the online world. This thesis aims to look into how SEO affects Daraz's business and suggest ways for the company to improve its SEO strategy.

This thesis aims to discover how search engine optimisation affected Daraz's bottom line and suggest ways for the company to improve SEO. The study's primary goal is to determine how much money Daraz's SEO efforts cost the company. The thesis will also discuss SEO and how it changes customers' thoughts and behaviours about Daraz. This thesis will use quantitative data to look into this effect. Another purpose of this thesis is to show the connection between these two ideas so that Daraz can find better digital marketing strategies that make more money.

The theoretical part of the thesis looks at how SEO affects Daraz, a Bangladeshi e-commerce site, and its ability to make money. This thesis is mostly about how search engine optimisation has helped Daraz become more visible, get more visitors, and make more money. It then looks at how digital marketers can use personalized marketing, social media, and email to get new customers and keep existing ones.

Quantitative study methods are used in this thesis. It is the thesis's goal to discover why Daraz has money problems. After that, the thesis will give them SEO tips to improve their site. This study will look at Daraz's finances both before and after search engine improvement. It will look at details such as sales and income. After reading this study, you might better understand how search engine marketing affects making money. Quantitative research methods will be used to learn more about how SEO has changed how customers feel about and connect with Daraz. Surveys will be used to find out how happy clients are with the company's SEO work. The thesis's results will be used to suggest ways that Daraz's SEO strategy could be improved. The company's digital marketing plan will bring in more money by using suggestions based on facts. This thesis uses a detailed study plan

to look at the effects of SEO and suggest ways to fix them. It does this by looking at Daraz's profits, customer comments, and level of participation.

Since it was started in 2012, Daraz.com has had customers from Bangladesh, Pakistan, Nepal, Sri Lanka, and Myanmar, among other South Asian countries. The website is easy to use and sells clothes, makeup, and things for the home. Several different payment methods are available. Deals, sales, and discounts are ways that Daraz tries to get people to buy more. All products are shipped on time because the site works with efficient shipping companies. People who work in sales give help and attention to their goods. Daraz cares greatly about its customers' happiness.

2 COMMISSIONER

With its online market, Daraz.com is going after South Asian countries like Pakistan, Bangladesh, Nepal, Sri Lanka, and Myanmar. Rocket Internet started in 2012. Customers can buy clothes, beauty products, and home goods. The website is safe and easy for people to use. There are many ways to pay and ship items through Daraz, which makes it easy to place an order (Kabir, Jakowan, Bosu & Mohsin 2020). The platform's user reviews, high-quality pictures, and detailed product descriptions help people make intelligent choices. Offering discounts, deals, and other types of special pricing is another way they lower prices and bring in more people. Daraz wants its customers to be happy, offering several safe ways to pay (Islam, Ahmed & Khan 2022). When customers get on the site, they can pay in many ways, including with mobile apps, bank transfers, credit or debit cards, and more (Kabir et al. 2020). It also works with shipping companies to make sure orders get to users on time. On Daraz.com, more people can see what sellers have to offer. A seller can promote their goods on the site, which is excellent for new and established sellers. The site's selling support services help you list the products, track orders, and talk to customers (Kabir et al. 2020). The Daraz.com mobile app lets customers use all the site's features even when not logged in to the computer. The app's easy-to-use interface makes it simple to look through goods, buy things, keep track of orders, and find deals and discounts (Kabir et al. 2020). Customer service at this company is quick and friendly because making customers happy is their primary goal.

In 2018, Alibaba Group bought Daraz. People in Pakistan, Nepal, Sri Lanka, and Myanmar use Daraz, an online market, to buy clothes, technology, and things for the home. Daraz is an excellent choice because it has over 10,000 partners and a money-back promise for 15 days. This ensures that customers' items are always sent out quickly. (Darazpc 2022.) There are 5 million users on Daraz, who power its extensive network of retail media ads.

3 IMPACTS OF SEO ON BUSINESS PERFORMANCE

Search engine optimisation changes how visible and direct a website is, changing how much money a company makes. Off-page SEO tries to make a website more visible in ways that have nothing to do with the website itself. On-page SEO works to improve individual web pages. Technical SEO is all about making sure that a website works and meets the needs of search engines. Search engine optimisation, content marketing, and UX (user experience) all go hand in hand. A business can find out how well search engine marketing works by tracking organic traffic, conversion rate, mobile friendliness, load speed, stay time, mobile friendliness, bounce rate, and return on investment. (Poturak, Keco & Tutnic 2022.) Making good content, optimising it technically and on-page, building links, making it better locally, researching it, keeping an eye on it, and optimising it for user experience are all great SEO tactics. These strategies can help a business improve its general performance and get free traffic to its website.

Search engine optimisation is essential to help people to find a business online. Search engine optimisation is crucial if companies want people to find a business through pure search results. 73% of all search engine traffic goes to automatically ranked websites. The most important part of search engine marketing is backlinks. They show that a website is trustworthy and authoritative (Forrester 2023). If a site has good, helpful content, it can help the search results increase the search engine rankings and bring the company more visitors. Search engine optimisation makes a website more visible in search engine results pages by adding keywords to written material on purpose (Forrester 2023). Search engine marketing can help buzzwords do better.

3.1 Theories of SEO and its Impact on Business Performance

When deciding how to rank a website, search engines look at many things, such as how easy it is to use, how mobile-friendly it is, and how fast the pages load. A better user experience can help businesses get more people and money. Local search engine optimisation should be the primary goal of any business that wants to get new customers in the area (Constantin 2022). As part of setting up a Google My Business page, a company must ensure it is optimised for local search terms and ask happy customers for feedback. Technical SEO is a big part of SERPs. It includes changes to site design, meta tags, schema markup, and page load times. A great way to improve SEO is to

implement the strategies a company's rivals use. SEO makes a website more visible in SERPs (Search engine results pages). Google's natural search results will show a website more often if it uses SEO. The goal is to make more money for the business. On-page optimisation tries to make web pages more visible in search results and get people the stuff they are looking for, it is necessary to ensure that language, meta tags, headlines, pictures, and URLs are all SEO-friendly. (Poturak, Keco & Tutnic 2022.) Off-page SEO techniques improve a website's image and make it easier for people to find. These tactics include social media marketing, contacting influencers, building links, and managing the company's reputation. There is less work for search engines to do on websites that use technical SEO. Structure, speed, mobile friendliness, organised data code, and XML sitemaps of a website all help improve performance.

A technically sound website that follows search engine rules can help a business improve its online visibility and the experience of its visitors. (Lahey 2023.) Material marketing and SEO work together because search engines need good content to attract readers. Giving people the information they want when they search for it can help a business show up higher in search engine results and bring in more customers (Constantin 2022). Improving the user experience improves the whole user journey, making it more likely that a person will stay on the site and buy something (Constantin 2022). A fast website that works well on mobile devices, easy-to-use navigation, clear calls to action, and engaging video can provide a great user experience. SEO is a powerful tool that can help a business in many ways, such as increasing organic traffic, brand recognition, conversion rates, marketing return on investment, and its ability to compete (Forrester 2023).

3.2 Key Metrics for Assessing SEO and its Impact on Business Performance

Search engine optimisation, or SEO, is vital to digital marketing because it changes how visible and high up a website is in search engine results. Businesses can use key metrics to determine how well their SEO strategies work. This includes search engine results, organic traffic, page load speed, ROI, bounce rate, clickthrough rate, and how well the site works on mobile devices. People who find a website through organic search engine results are called organic traffic. If the CTR (Clickthrough Rate) is high, the content is exciting and helpful to readers, which can help SEO. The bounce rate is the number of people who visit a website, look at one page, and click exit. The content or user experience could use some work if the bounce rate is high. (Poturak, Keco & Tutnic 2022.) Conversion rate is the number of website users who actually do what *the business* wants

them to do, like buy something or fill out a form. Backlink profiles are a great way to find out how many and how good the backlinks are, which is essential for SEO. How fast it loads makes a website rank higher in search engines and makes people happy. (Constantin 2022.) Both website traffic and search engine results go down when pages take a long time to load. This is why success here is critical (Poturak, Keco & Tutnic, 2022). A site's mobile friendliness affects how people use it and how it ranks in search engines (Forrester 2023). People who stay on a website longer find sufficient information, which is good for SEO (Tomasi & Li 2015). Finally, by examining these critical data, companies can see how their SEO methods affect their bottom line. After learning this, they can use it to improve their online profile (Constantin 2022).

3.3 The Benefits Maximising of SEO for Companies

Search engine optimisation is vital to get free visits to a targeted website. Advertisements that consider what people want and how search engines work better for businesses. Content creation and publication, technical SEO, link building, local SEO, data tracking and analysis, and improving the user experience are the most critical factors here. This kind of material should be helpful to the visitors, well-organised, and keyword optimised. Search engines think that websites that are updated often are more critical and are being used. On-page SEO can help search engines put a page higher and bring the people a business wants to it. Keywords in headlines, meta tags, images, and URLs are examples. Search engine results pages are what technical SEO is all about. Technical SEO can make the site faster, fix broken links, and ensure that search engines properly index it. Some ways to improve search engine optimisation are to write guest posts, create original material, and network with influential people. Setting up a Google My Business page, making it work better for local keywords, getting local links, and getting more good reviews from satisfied customers will be effective. (Giannakouloupoulos, Varlamis, Pergantis, Koutsompolis &, Konstantinou 2019.) A business needs to monitor and analyse key performance indicators daily to enable search engine optimisation. For search engine marketing, improving the user experience is just as essential (Dean 2024). This involves making sure the website is safe, loads fast, is easy to use, and has clear instructions on what to do next. (Constantin 2022.) By following these rules and keeping up to date on algorithm changes and industry trends, a business can get the most out of SEO, such as more organic traffic and online press.

It is possible to find out what search terms the target group uses by doing a phrase analysis. The Keyword Magic Tool from Semrush can help customers find keywords that are frequently looked for and easy to rank for. The main keyword should be in the material's title tags, meta descriptions, headers, and body text. (Dean 2024). Using more interesting title tags and meta descriptions is suitable for SERP links if companies want more people to click on them. Both search engine optimisation and user experience can benefit from making the site easier to use by speeding up page loads, making it mobile-friendly, and improving browsing. Google Search Console is a great way to keep an eye on how a website is doing and find ways to improve it. (Dean 2024). Companies should post pictures that are good for SEO, carefully place keywords all over the site, get high-quality backlinks from trustworthy websites, and attract users with engaging, helpful content.

4 SEO STRATEGY IMPLEMENTATION METHODS

Search engine marketing, or SEO, is a way to get more people to see a website in search engine results. To use this method, a website needs to use keywords, organise URLs, make internal links, improve meta tags, make the site faster and mobile-friendly, and provide good content. When a site does on-page SEO, they use focused keywords, check that your URLs work, and add links to other pages on the site. Examples of off-page SEO tactics include social media marketing, content marketing, reaching out to influencers, local SEO, brand mentions, and guest posting. Off-page SEO is critical if a webpage wants to increase in search engine results pages. User experience design aims to make data, services, and goods easier to get to, more fun to use, and more accessible. Recommendations for the user experience that are well thought out can help with SEO, bring in more pure traffic, and keep users interested. Because more than half of all website traffic comes from phones, mobile marketing needs to be a part of search engine optimisation. Personalisation, social proof, and clear calls to action will bring more people to a site (Giannakouloupoulos, Konstantinou, Pergantis & Varlamis 2019.)

A complete SEO plan can help a website get more free traffic, more exposure, and a better ranking in search engines. Companies need to do study and optimise the keywords to find the best terms for the audience. Companies can find high-volume, low-competition keywords with the help of Semrush or Google Keyword Planner (Siu 2024). They can use them in text, headers, and meta tags. On-page SEO changes things like meta tags, titles, and text to make a website more visible to search engines. Getting more high-quality backlinks from reliable websites can be done by guest posting, interacting with influencers, and creating content that people want to share. Creating and improving content is essential for getting organic viewers and keeping them interested. Adding important keywords, inbound links, and multimedia to a site will help both site visitors and search engines (Tickner 2022). The goal of technical search engine optimisation is to make a website better for people to use and more accessible for search engine bots to read, all while making the site faster for people to use.

4.1 On-Page Optimisation Theory

In on-page SEO, finding keywords, writing high-quality content, optimising meta tags, arranging URLs, adding internal links, making the page mobile-friendly, speeding it up, and doing many other things is possible. (Bartuskova & Krejcar 2015.) A website should do a keyword study to determine which search terms are used the most. The site will move up in the search engine rankings as a result. By intelligently adding keywords to page text, meta tags, headers, and URLs, website owners can make their sites more visible for specific terms. Website owners need to use good content to improve on-page SEO. (Wood 2023). Websites with good information get rewarded by search engines.

Website owners shouldn't use too many keywords in their content; they should use keyword targeting in well-organised, easy-to-read content. Meta tags, like titles and descriptions, let people and search engines know what a page is about. They are significant for on-page SEO. Well-structured URLs that clarify what the page is about are suitable for people and search engines. (Simmons and Flannery 2023.) Search engine marketing works better when links to other pages on the same website exist. The name for this method is internal connecting (Tickner 2022; Bartuskova & Krejcar 2015.) Mobile-friendly websites get more attention and weight from search engines like Google. Last, on-page optimisation is vital to search engine optimisation strategies that aim to make specific web pages more visible and relevant in SERPs.

4.2 Off-page optimisation theory

Off-page optimisation is a part of SEO that can help a site increase in SERPs and get more visitors if done correctly. This method involves trying to improve things that can't be seen or touched but significantly affect a website's search engine results. Social media marketing, content marketing, reaching out to influencers, local SEO, brand mentions, and guest writing are examples of off-page SEO. Link building is getting other websites to link to the targeted website. This will make the targeted site look better and stronger. (Niranjika & Samarasighe 2019.) Search engines see it as a suggestion when trustworthy sites link to them, and they may raise the targeted site's ranking. Social media marketers interact with customers and share their content to make their businesses more well-known, bring more people to their websites, and make them more visible in search engines.

Articles, infographics, movies, and white papers are practical, high-quality media content marketers use to get organic links.

Influencer outreach is a great way to get goods and services in front of important people in an industry. (O'Neill & Curran 2011.) Local SEO techniques like improving the regional profile, getting links from nearby websites, and asking customers for feedback can help a targeted website appear higher in local search results. When people talk about a brand online, search engines see the site as more trustworthy and authoritative. (Niranjika & Samarasighe 2019.) The point of guest blogging is to give people good material. A website writes it, and other sites post it in trade for backlinks. Some things that can be used to judge how well off-page optimisation is working are brand mentions, social signs, referral traffic, changes in rankings, and the number and quality of backlinks. (Shan, Tahir, Alfred & Obit 2017.) Off-page SEO is crucial for making a site more visible and essential in SERPs.

4.3 User Experience Theory

User experience or UX design aims to make services, products, and things fun, easy to use, and open to everyone. Before a company can create user experiences that help people reach their goals and achieve their dreams, they must know how they usually use technology (Siu 2024). It's more likely for sites to do well in search results if they are easy to use (Tsuei, Tsai, Pan & Tzeng 2018). The idea of user experience is fundamental to SEO because of this. User experience concepts can be used in website design and development to improve search engine optimisation, increase organic traffic, and keep users interested. Mobile marketing is now an important part of any SEO plan because over half of all website traffic comes from phones. (Tsuei et al. 2018.) User experience theory can help a website become more mobile-friendly, such as making it more flexible, easier to use on touch screens, and ensuring it dashes. Because of this, the search engine results will increase, and user engagement will stay high. How people move around a website is essential for UX design and SEO. The bounce rate of a website shows how often people leave after spending some time on it but not being able to find what they were looking for. Sites that are easy to navigate, have well-organised content with clear labels, and allow users to search are suitable for users and search engines (Ferdous, Sarker & Turzo 2020). For SEO and UX design, having accurate info is very important. Search engines will rank a website with exciting and helpful information. (Dobbins et al. 2014). Visitors will also want to come back. Users experience features like tailoring, social proof,

and clear calls to action can help businesses get more people to visit their sites and improve their SEO (Prasad & Chandrika 2022). SEO uses user experience to increase organic traffic, increase search engine rankings, and get people to interact with the targeted site more.

A big goal of user experience design is to improve the end user experience by making it more fun and valuable. The practical implementation of this method would make the process smoother and make the experience better for users (Gangadharan 2021). Companies need to figure out how people use technology before they can plan events that help them reach their goals (Stevens 2024). By watching how people use a product, designers can get good ideas for improving user interfaces.

Most search engines base their search engines on a use case study. When judging search results, search engines like websites that are easy for people to use. Search engines, like Google, like websites that give users good, helpful information. Search engine optimisation for a website can improve if companies pay attention to user experience (Stevens 2024). Google says that mobile marketing should be a part of all SEO plans because more than half of all website traffic now comes from phones (Gangadharan 2021). If companies design websites with user experience theory in mind, they will work better on mobile devices and move up in search engine ranks. The ability to find, sort, and look for content is essential for search engine optimisation and user experience design (Gangadharan 2021). This makes reading the text accessible and finding one's way around. These changes will help people quickly discover what they need.

5 RESEARCH METHODOLOGY

The research will use quantitative methodology. Surveys on Daraz's customers are conducted to better understand how profitable the business is. I will look at the company's financial records and do market research to know how well it is doing and how profitable it is. I will use statistical methods to examine the data and determine what factors add to Daraz's financial success. With this knowledge, I can make a well-informed recommendation. However, 30 customers of Daraz will be chosen randomly to fill out the survey questionnaires of 15 questions. In order to select 30 customers by using convenience sampling method, I will select participants from Daraz's Website and App. After the selection, I will send consent form to participants. If all participants give consent, I will send survey questions via Google Form to commissioner. Then I will collect responses from each participant. Later data will be sorted and analysed. It should be noted here that, M.S. Word will be used to write the thesis, and Microsoft Excel to examine and sort the data. I will use Excel to examine how SEO has affected Daraz's profit-making. I will also find outliers and strange patterns in the data by using descriptive statistics. The research philosophy will be based on pragmatism.

5.1 Research Method

Qualitative research looks at events through the eyes of people who saw them to determine what happened and why it was necessary. Content analysis, focus groups, interviews, and open-ended questions are some ways that qualitative research is used. Sometimes, researcher needs to use thematic analysis to find themes, connections, and trends in qualitative data. On the other hand, quantitative research gathers facts or numbers that can be statistically analysed to give a topic a number worth. The main goal of this kind of study is to test hypotheses and show that the results can be used in other situations. (Sharma et al. 2023.) Experiments, surveys, and statistical analyses are other quick ways to get information besides closed-ended questions. Quantitative data is valuable in many situations and is correct from a statistical point of view. Qualitative data, on the other hand, can show how complicated and historical a problem is. The researcher can learn more about complex systems and develop hypotheses through qualitative study. On the other hand, quantitative research can test these ideas on a bigger scale and back them up with numbers. That's why this research will use the quantitative method.

5.4 Data collection and analysis

Before researcher can test theories or answer research questions, they must gather relevant data, put it into categories that make sense, and then grade it. A lot of academic work depends on collecting and analysing data. This is because it helps scholars learn about specific topics and come to opinions based on facts. Experiments, surveys, interviews, and primary and secondary sources are ways to gather data. When choosing the best research method, it's essential to consider the study's goals, its subjects, and available tools (Niraula 2019). The quality of the data used in the research significantly impacts how reliable and accurate the results are. Researchers need to ensure that their data is correct, helpful, and connected to the topic before coming to conclusions. To reach this goal, data collection must be done without bias, strict rules must be followed, and the accuracy of the data must be checked often. Strategies for data analysis can help researcher get a better sense of the data they've gathered (Johnson, Weller & Brewer 2002). Statistical analysis is used in quantitative and qualitative research to find patterns, correlations, and trends in data. In qualitative research, it is used to find secret meanings and interpretations. Data collection must follow strict ethical rules to protect the safety of study participants and their personal information. Government bodies and institutional review boards regulate how a researcher should act. Also, after telling participants about it, researcher need to get their permission and, if necessary, keep their secrets safe. Descriptive statistics and surveys are often used in data analysis because they help organise and standardise many respondents' data. (Johnson, Weller & Brewer 2002.) Researcher can quickly get information from many people using survey forms, which protect respondents' privacy, make question-wording consistent, handle massive data sets, and make quantitative analysis easier. (Niraula 2019.) When looking at survey data, descriptive statistics are essential for summarising the data, finding trends, creating visual images, comparing groups, and setting the stage for more in-depth statistical study.

Quantitative study methods are used in the thesis. A survey was used to figure out Daraz's income. Financial records and market studies were used to judge the company's performance. By applying statistical methods to the data, the thesis figured out which parts of Daraz's business plan affected the company's bottom line. The 30 clients were chosen using a process called convenience sampling. Microsoft Excel was used to sort and analyse the data. The method for collecting and analysing data were these goals: get reliable and helpful information, follow moral standards, and use statistical analysis to find patterns and trends. Questionnaires and summary statistics were used to put the data into groups and rank them.

Quantitative research, such as market research, surveys, and the study of financial data, was used in this thesis. The thesis can get accurate results using this method to collect data for statistical hypothesis testing. Many people trust quantitative study because it's easy to get the same results repeatedly. Random surveys were given to Daraz employees to get information for the thesis. The thesis used statistical tools like descriptive statistics and Excel to find patterns and trends. This method works well for quantitative studies because it gives accurate and fair data.

6 DATA ANALYSIS

Data analysis provides a clear description of the research outcome, and this research has been done with a random selection of 30 customers of Daraz. Though thirty people were randomly selected for the research after taking answers to the questionnaire the researcher came to know that they all had used the Daraz app for a while. The researcher completed the survey by asking questions about the following facts that have given the researcher a clear idea about the customers' thought processes. The questions were made based on the necessity of the customers and the consumers deliberately gave the answers for the questionnaire. The collection has been done without bias and secret meaning as it is important to gather the study goal and subject. Data collection for the survey followed strict ethical rules to protect the safety of the valuable participants and their personal information. Also, the participants were well-informed about the whole survey. Moreover, the participant's permission was asked before going any further. The survey data are descriptive and statistically correct and the researcher has done the whole survey maintaining necessary ethical issues so that no participants get any emotional harm. The survey was conducted on 9th May 2024 and to complete the survey and random people were selected.

6.1 Quantitative Data Analysis

To complete the whole research quantitative research method was used and this survey was completed with 30 regular customers, semi-regular customers, and potential customers. A well-made questionnaire was made for the survey and 30 people contributed efficiently to complete the survey. The impact of search engine optimisation on the profitability of Daraz has been well-described throughout the whole data analysis.

6.1.1 Regularity at Daraz

The first question was about the regularity of using the app. 10 people said they shop at Daraz.com daily, 15 people said they shop at Daraz.com weekly, and 5 people said they shop at Daraz.com on a monthly basis. No one selected the Rarely and Never option for this question. The regularity of the customers is one of the crucial concerns for completing the research. According to the survey, 83% of Daraz shoppers shop daily and weekly.

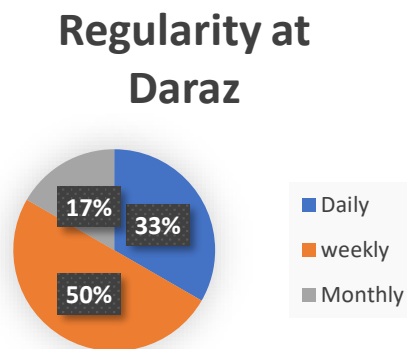


FIGURE 1 . Regularity at Daraz

6.1.2 Personal experience

The second question was about their experience with Daraz's search functionality where 10 people selected very Satisfied, 17 people selected satisfied, 2 people selected Neutral, 1 person selected Dissatisfied, and no people selected the very dissatisfied option. After taking the answer to this question, the researcher came to know that most consumers are quite satisfied with Daraz's search functionality and the system gives them a decent experience throughout their shopping time.

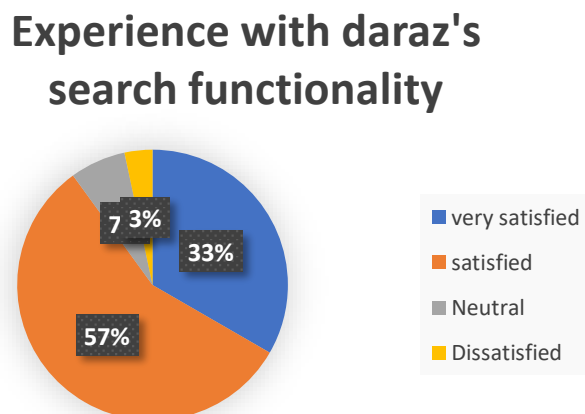


FIGURE 2. Personal experience

6.1.3 Desired product availability

The third question for the survey was how often the customers find what they are looking for when they use Daraz's search tool. For this question 15 people among the 30 people selected Always for the option, 13 people selected Most of the time for the question, and 2 people selected Sometimes for the question. On the other hand, no one selected Rarely or Never for the question. So, no one among the participants faces any issue with the availability of products on Daraz.

Desired product availability

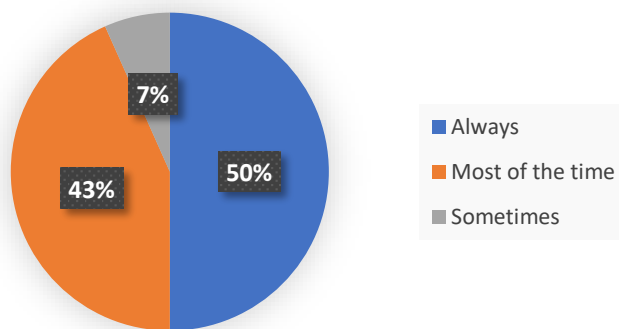


FIGURE 3. Desired product availability using Daraz's search tool

6.1.4 Search result relevancy

The fourth question for the survey was if the search results were relevant to their queries on Daraz. For this question, 13 people agreed Strongly agree, 14 people agreed or agreed, and 3 people selected Neutral for the option. On the other hand, no one selected Disagree or Strongly Disagree for the question. Relevancy in search results gives the customers more interest in buying things from Daraz as they are getting exactly what they need.

Search result relevancy

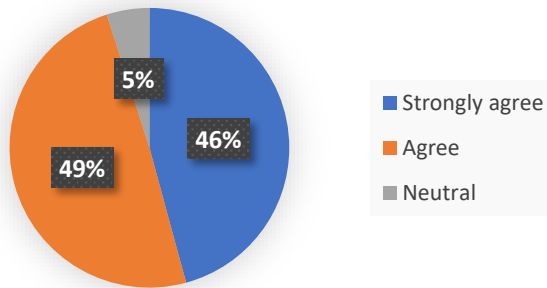


FIGURE 4 . Search result relevancy to customer's queries on Daraz

6.1.5 Clicked on sponsored products

The fifth question for the survey was if the customers ever clicked on sponsored products in Daraz's search results and for this question 17 people said frequently, 10 people said occasionally, and 3 people were neutral about the fact. No one selected never an option for the question. So, 70% of the participants click on sponsored products of Daraz.

Clicked on sponsored products

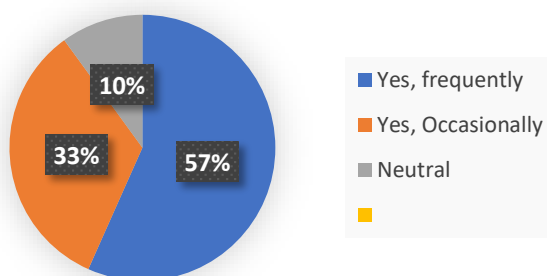


FIGURE 5. If the customers ever clicked on sponsored products in Daraz's search results

6.1.6 Frequency of look pasting the first page of results

The sixth question for the survey was about how often they look past the first page of results on Daraz. Among 30 people 12 people selected Very likely for this question, 13 people said Likely, and 5 people stayed neutral for the question. On the other hand, no one selected the Unlikely option for the question. So, 89% of the participants frequently look past the first page of results.

Frequency of look pasting the first page of results

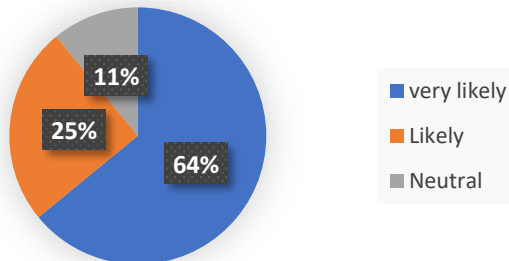


FIGURE 6. If the customer looks past the first page of results on Daraz

6.1.7 Effectiveness of product categorization

The seventh question for the survey was whether Daraz's product categorization is helpful and simple to understand. Among 30 people 14 people strongly agreed on this matter, 13 people agreed on this matter, and 3 people stayed neutral regarding this matter. On the other hand, no one disagreed or strongly disagreed on this matter. So, 90% of the participants either strongly agree or agree with the statement.

Effectiveness product categorization

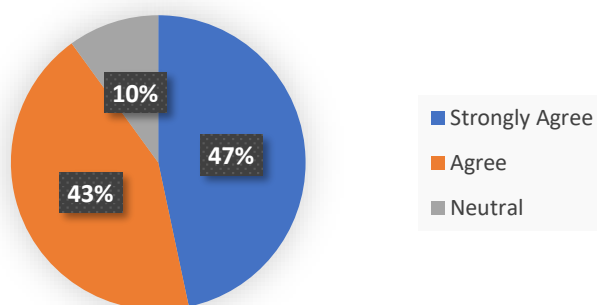


FIGURE 7. If the customers think Daraz's product categorization is helpful

6.1.8 Effectiveness of customer reviews

The eighth question for the survey was how critical customer reviews are when they shop on Daraz. Among 30 people 15 people said these are extremely important, 13 people said these are important, and 2 people stayed neutral regarding this matter. 50% of participants think these are extremely important and 43% of the participants think customer reviews are important.

Effectiveness of customer reviews

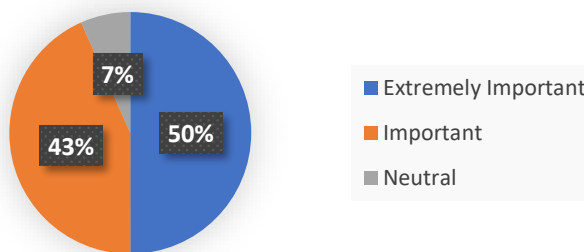


FIGURE 8. If the customer reviews on Daraz are critical

6.1.9 Speed and value of search engine

The ninth question for the survey was how fast and valuable they think Daraz's search engine is. For this question 22 said Good, 7 people said average, and 1 person stayed neutral for this matter. No one said Poor or Very Poor to this question and this question shows how fast and valuable Daraz's search engine is to the potential customers. 73% of the people find this option good.

Speed and value of search engine

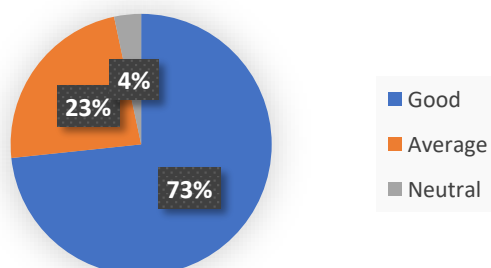


FIGURE 9. If Daraz's search engine is fast and valuable

6.1.10 Sufficiency of filtering options

The tenth question for the survey was if they think Daraz provides enough filtering options to refine search results effectively. 12 people among 30 strongly agreed on this statement, 15 people agreed on this statement, and 3 people stayed neutral for the statement. On the other hand, no one disagreed or strongly disagreed regarding this statement. 50% of the participants agreed to this and 40% of the participants strongly agreed to this statement.

Sufficiency of filtering options

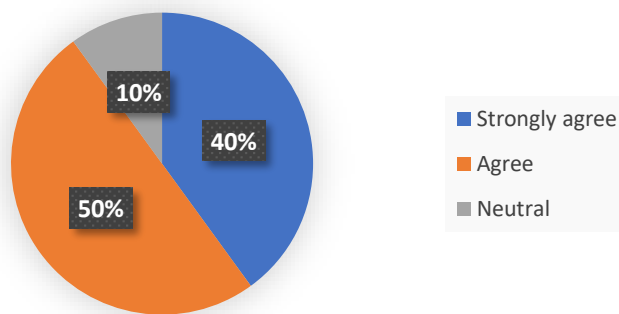


FIGURE 10. If Daraz Provides enough filtering options to refine search results effectively

6.1.11 Irrelevant search results on Daraz

The eleventh question for the survey was how often they encounter irrelevant search results on Daraz. 17 people among 30 participants said occasionally, 12 people said rarely, and only one person said never to reply to the question. So, 57% of the participants occasionally find irrelevant search results on Daraz.

Irrelevant search results on Daraz

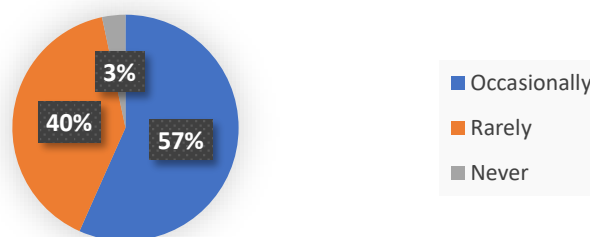


FIGURE 11. Frequency of the encounter irrelevant search results on Daraz

6.1.12 Role of personalized suggestions

The twelfth question for the survey was if they think personalized suggestions play a significant role in enhancing their shopping experience on Daraz or not. 12 people among 30 participants strongly agreed with this question, 15 people agreed on the fact, and 3 people stayed neutral regarding this fact. On the other hand, no one disagreed or strongly disagreed on this matter. So, 90% of the people like personalized suggestions.

Role of personalized suggestions

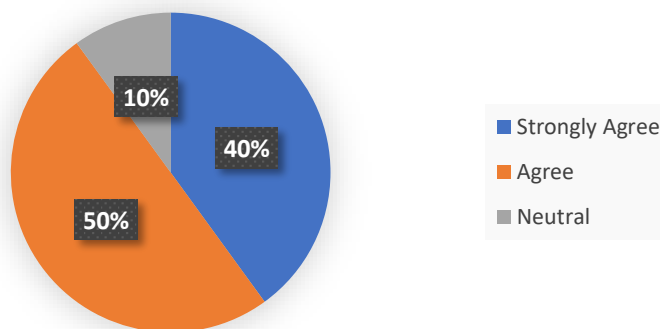


FIGURE 12. Customers opinion on the role of personalized suggestions

6.1.13 Efficiency in handling out-of-stock items

The thirteenth question for the survey was how well they think Daraz handles out-of-stock items in its search results and 17 people among 30 participants said very well to this question, 10 people said Well as their reply and 3 participants were neutral to this matter. So, 90% of the participants either think this is very well or well.

Efficiency in handling out-of-stock items

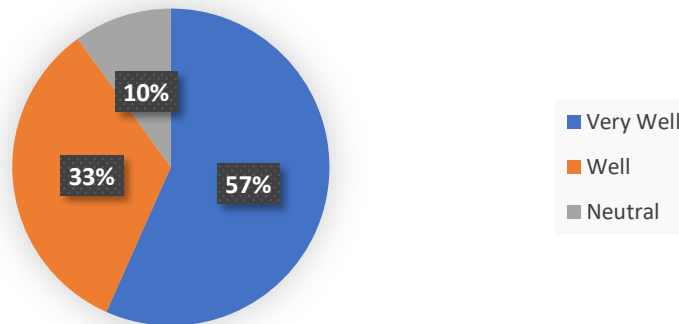


FIGURE 13. Efficiency in handling out-of-stock items in Daraz's search results

6.1.14 Use of voice search tool

The fourteenth question for the survey was have they ever used the voice search tool on Daraz or not. 15 people among the 30 participants replied that they use the voice search tool on Daraz frequently, and 14 people replied that they use the voice search tool on Daraz Occasionally. On the other hand, only one person replied that he never used the voice search tool on Daraz. So, 97% of the participants use voice search tools.

Use of voice search tool

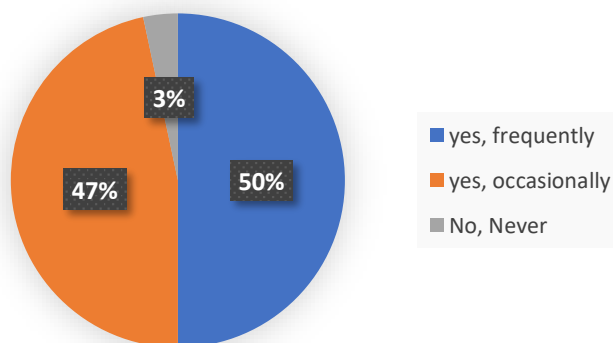


FIGURE 14. If the customers ever used the voice search tool on Daraz

6.1.15 Customers' feedback on the efficiency of using the Daraz website or app

The fifteenth question for the survey was how they would rate how easy it is to use the Daraz website or app to help them find desired products easily, 17 participants among the 30 participants said it is highly effective, 12 people said it is effective, and only one person stayed neutral at this fact. 57% of the participants think the feedback is effective and 40% of the people think it are highly effective.

Customers' feedback on the efficiency of using the Daraz website or app

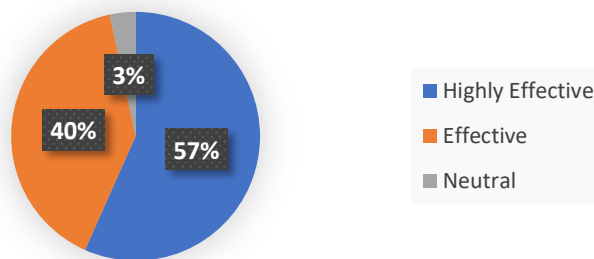


FIGURE 15. Customers' feedback on the efficiency of using the Daraz website or app

6.2 Analysis of the Findings

The impact of search engine optimisation can be one of the successful attempts for Daraz to increase its profitability of Daraz and like other renowned online-based markets Daraz also give the most concerns to its search engine optimisation to increase its profitability. This survey shows the whole search engine optimisation's impact on Daraz. Moreover, the Daraz app is also doing very well according to the survey participants the first question was about the regularity of using the app, 10 people said they shop at Daraz.com daily, many online shoppers use the app regularly and undoubtedly it helps Daraz to increase profitability. Maximum customers shop at Daraz.com weekly, and some people shop at Daraz.com monthly. It shows the enthusiasm among people who use Daraz regularly and it surely affects the profitability of this company. Also, the third question for the survey shows the customers find what they are looking for very frequently and when they use Daraz's search tool they find it pretty much satisfactory. The search results from relevancy are also high to their queries on Daraz, many people strongly agreed with the question on the survey

regarding this fact. The whole analysis shows that search engine optimisation is affecting very positively, and it directly helps to increase profitability for the company.

The seventh question for the survey shows the positivity for Daraz's product categorization which is very helpful and simple to understand for the consumers. 47% of the participants strongly agreed on this matter and showed positive thoughts regarding the matter. Also, 43% of the people agreed instantly on this matter. Daraz search engine optimisation undoubtedly has a positive impact on the profitability of the company. Customers think Daraz's search engine optimisation is pretty fast and valuable and they use Daraz's search engine for their needs. Almost 70% of participants think Daraz's search engine optimisation is good which certainly shows the positive impact of the search engine.

On the other hand, many people simply agreed with this fact which shows enthusiasm among the consumers which is a very positive thing for increasing profitability. The eleventh question for the survey shows consumers do not often encounter irrelevant search results on Daraz. The survey result shows they encounter irrelevant searches very rarely which is the other important factor for improving profitability. The consumers also think personalized suggestions play a significant role in enhancing their shopping experience on Daraz 40% of the people among 30 participants strongly agreed with the fact and 50% of the people think that personalized suggestions can surely play a significant role in improving their shopping experience on the Daraz app.

Daraz also handles the out-of-stock items very professionally and 57% of the people among 30 participants think Daraz handle these facts very well. Bringing out-of-stock products within a very short time is tough but Daraz has done a very appreciating job in this field and made their consumers satisfied in this matter which helps the company to increase its profitability into an appreciable margin (Kabir et al. 2020). However, the fourteenth question for the survey shows that many customers are using the voice search tool on Daraz very frequently as 50% of the people among the 30 participants replied that they use the voice search tool on Daraz frequently which shows their strong interest in Daraz's products and 47% of the people replied that they use the voice search tool on Daraz Occasionally which also shows positivity among the consumers.

Consumers find very easy it to use the Daraz website or app to help them find their desired products easily and it has been possible for search engine optimisation. Almost 57% of the participants among the 30 participants found the whole system highly effective and 40% of the people also

agreed on its efficiency. It clearly shows the strong positivity about Daraz's search engine optimisation which means it is a very effective tool for increasing the profitability of Daraz. Customers are being loyal and satisfied with the service that Daraz provides through its search engine optimisation which helps the company to grow more profit with sustainability. With the help of the search engine, Daraz is expanding its business and building a strong position in the competitive market. Search engine optimisation is a great way to make the company website more specific and this system can surely help the whole business to grow more. Here the following survey shows the maximum participants said that they find their searched queries relevant, and it surely encourages the customers to buy more from the app or website (Kabir et al. 2020).

The profitability of a company is directly connected to the buying quantity and these benefits surely bring more potential customers to buy their necessary products from Daraz. Maximum potential consumers and regular customers of Daraz find the search engine optimisation of Daraz quite functional and it helps to raise purchases and it also helps to advertise. Also, most consumers are quite satisfied with Daraz's search functionality and the whole system gives them a good experience. Very few people face any issues with the availability of products on Daraz, so it is also one of the main reasons to grow the profitability of Daraz fast. The survey showed relevancy in search results also gives the customers more interest in buying their necessary products from Daraz and they are also getting exactly what they need so it is beneficial for both parties. On the other hand, the categorization of the Daraz app is also very satisfactory and a well-organized product list encourages customers to buy things.

The percentage of positive responses shows people are quite satisfied with the search engine optimisation of Daraz and many people do their shopping weekly. Most importantly, product availability also brings more potential customers as the customers can get the necessary things in Daraz that they could not have easily in the market at a reasonable price. Daraz's strategy regarding search engine optimisation surely brings more profit for the company and the survey shows that potential customers and regular customers are showing much positivity about this. The survey surely helps to discover valuable feedback from the customers which also shows people frequently clicked on the sponsored Daraz products as well and they show their interest in buying the products.

Daraz makes more money by these extra options and using digital marketing for the betterment of search engine optimisation to improve its profit margin. On the other hand, Daraz is giving a wonderful shopping experience to its customers which is another way to have a positive impact on

profitability. The response of the maximum number of people was positive and they showed interest in the product of Daraz, and it has been possible for the great contribution of the search engine optimisation system of Daraz.

The survey clearly shows how the search engine optimisation strategies work to improve profitability for Daraz. On the other hand, digital marketing helps to improve SEO so that Daraz can make more money by improving its marketing strategy and learning more about how SEO affects the business's bottom line. This whole quantitative analysis is based on the survey that has been done especially for discovering the actual impact of search engine optimisation on the profitability of Daraz. The survey showed how people really think about the whole SEO system and how they are taking the system positively and helping Daraz to make more profit. The positiveness among the people directly helps Daraz to make more profit and build strong recognition. On the other hand, a personalized shopping experience gives people more motivation to buy more products from Daraz as they get their desired products according to their needs and necessities.

Daraz is giving satisfactory experience to the sellers as well through efficient search engine optimisation. Many established sellers are interested in selling their products through Daraz.com. The enthusiasm and positive feedback from the customers encourage the sellers also. Daraz search engine optimisation has improved and now it is capable enough to satisfy its valuable customers. According to the survey, the profitability of Daraz is directly connected to the buying quantity and the positive response of the consumers surely brings more potential customers to buy their essential products from Daraz. Other potential consumers are more interested in the Daraz app and they are also buying things regularly from Daraz. The customers of Daraz find the search engine optimisation of the Daraz app quite fascinating as it helps them with their purchases and it also helps them to find their products easily (Hasan 2021). According to the survey, the categorization of the Daraz app is also very satisfactory and customers feel comfortable finding their desired products from a well-organized product list. Also, this system encourages the customers to buy more necessary things.

6.3 Recommendation

Though the search engine optimisation of Daraz is quite satisfactory to the customers still there are some factors that can be improved by Daraz. Daraz BD mainly focus on Bangladeshi people, and

they need to improve their search engine optimisation according to their target group. Here are some recommendations for Daraz to improve their search engine optimisation to enhance profitability. Based on the survey and total research this recommendation list has been made.

Making location-based keywords can be helpful for Daraz to increase its profitability as some customers may not find the appropriate search tool for finding their products. Obtaining a few local business citations may help Daraz to improve search engine optimisation and to improve profitability. Availability in Daraz should be in the search list according to the consumer's location.

The survey shows very few people were neutral about the relevancy of their search results so Daraz can enhance its product description so that the relevancy gets higher, and people can find their desired product within a very short time. Also, creating a compelling and detailed description can change the customers' minds to buy the specific product in a bigger quantity. Also, Daraz should encourage their regular customers to put their reviews and feedback on every purchase as the positive review can encourage potential customers to buy their products through Daraz. On the other hand, honest reviews of the customers also will help Daraz to identify the fraud sellers and remove them from the community. Positive customer-generated content also can improve search rankings in Daraz, and it will help to build trust in potential customers.

Daraz should also improve their personalized suggestions as some people were neutral about the fact. Also, Daraz can improve its voice search option because many people are using this option to buy their desired products. Also, Daraz needs to start a voice search option for the customers to ask necessary queries. Daraz.com should emphasize natural voice for the voice search option according to the people's speaking style and pausing time between lines.

Daraz should put more effort into expanding content marketing and creating informative and engaging content that is highly related to the available products in which customers will be more interested in buying products from Daraz instead of the physical shop. To promote the products Daraz can use email marketing, social media marketing, and improve search engine optimisation.

After doing the research it is clear that Daraz is doing pretty well in their SEO, but they should work more strategically on investing in paid advertising which can be very crucial for getting more potential customers. Strategic paid advertisement can surely increase visibility and improve the

overall profitability for Daraz. Implementing advanced search engine optimisation can make the profitability of Daraz sustainable and efficient.

7 CONCLUSIONS

In this modern era, search engine optimisation can be an important ladder for upcoming success and many online shops are doing better day by day as search engine optimisation helps with digital marketing and focuses on increasing the visibility of a webpage and website. The primary goal of search engine optimisation is to grow the organic reach of the website.

This whole research shows how search engine optimisation impacts on the profitability of Daraz and increases visibility by attracting potential customers and encouraging regular customers to buy more products. Daraz sellers can surely maximize their profit and presence in the competitive market by putting more effort into search engine optimisation.

Daraz can increase sustainable growth in the online marketplace by improving or continuing its search engine optimisation programs. The thesis began with the strategies that Daraz took for improving its digital marketing and maximizing its profit with marketing proficiency. This research shows that Daraz can achieve more profit with insights and more efficiency in digital marketing. The research also described various marketing channels and potential marketing scopes for Daraz, and it also explained which marketing channel can be the most effective for Daraz to enhance its profitability. The research also emphasized the SEO impact on Daraz and the overall business performance of the company. Some strategies can ensure the maximized profit of this company and these strategies need to be tested through the overall experience of the customers. Some necessary theories and key metrics can surely help Daraz to improve SEO and business performance as well.

This research also has been done with a survey which includes 30 participants. The thesis has described the overall methodologies for completing the research and the survey. Responses of the customers and potential customers surely helped the researcher to understand the lacks and leverages of Daraz and it also helped the researcher to understand what strategies should be taken by Daraz for overcoming the barriers. At the end of the research, the researcher has given some effective recommendations for Daraz. By following the given recommendations Daraz can improve its search engine optimisation and improve its profitability with efficiency.

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APPENDIX

SURVEY QUESTIONNAIRE

1. How often do you shop at Daraz.com?
 - Daily
 - Weekly
 - Monthly
 - Rarely
 - Never
2. What would you say about your experience with Daraz's search functionality?
 - Very Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very Satisfied
3. How often do you find what you're looking for when you use Daraz's search tool?
 - Always
 - Most of the time
 - Sometimes
 - Rarely
 - Never
4. Are the search results relevant to your queries on Daraz?
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
5. Have you ever clicked on sponsored products in Daraz's search results?
 - Yes, frequently.
 - Yes, occasionally.
 - No, never.
 - Neutral

6. How often do you look past the first page of results on Daraz?
 - Very Likely
 - Likely
 - Neutral
 - Unlikely
7. Is Daraz's product categorization helpful and simple to understand?
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
8. How critical are customer reviews when you shop on Daraz?
 - Extremely Important
 - Important
 - Neutral
 - Not Important
9. How fast and valuable do you think Daraz's search engine is?
 - Good
 - Average
 - Neutral
 - Poor
 - Very Poor
10. Do you think Daraz provides enough filtering options to refine search results effectively?
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
11. How often do you encounter irrelevant search results on Daraz?
 - Occasionally
 - Rarely

- Never
12. Do you think personalized suggestions play a significant role in enhancing your shopping experience on Daraz?
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
13. How well do you think Daraz handles out-of-stock items in its search results?
- Very Well
 - Well
 - Neutral
 - Average
 - Poorly
14. Have you ever used the voice search tool on Daraz?
- Yes, frequently.
 - Yes, occasionally.
 - No, never.
15. How would you rate how easy it is to use the Daraz website or app to help you find desired products easily?
- Highly Effective
 - Effective
 - Neutral
 - Ineffective
 - Highly Ineffective