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Making Online Business More Efficiently With SEO

Case study: Bioplanet Company

Thesis

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Thesis abstract

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The purpose of the thesis is to introduce the search engine and research the criteria of improving a website's ranking on Google search engine, from which it is possible to grasp the general theoretical basis of advertising online and website promotion. The writer wanted to apply the research to help Bioplanet to come up with more effective online business strategies and improve revenue better.

The thesis begins with the theory section by outlining the basic definitions of marketing, online marketing, SEO tools, and website promotion. The reliable statistics are also referring to support for the theory outlined. Besides, collecting secondary data methods and qualitative research methods were conducted in two months October and November on Bioplanet's customers, to identify the key factors affecting the ranking of the website and the revenue of the company.

In conclusion, mastering SEO will help to better understand Google's most important evaluation criteria, to easily identify the site's problems, and propose appropriate Online marketing strategies to improve keyword rankings or the websites better.

Keywords: digital marketing, online marketing, Search Engines, Search Engine Optimization, advertising, website promotion

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Terms and Abbreviations

SEO	Search Engine Optimization/ Search Engine Optimizer
PPC	Pay Per Click
URL	Uniform Resource Locator
HTML	HyperText Markup Language
IT	Information Technology
VND	Vietnam currency (Unit)
CTR	Click Through Rate

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1 Introduction

1.1 The practicality of the research topic

The advent of the Internet opens for business many new opportunities. In the context of the strong development of the Internet in general, e-commerce in particular, the application of E-commerce is not new in the world, but in Vietnam. Along with that, a series of utilities are increasingly upgraded to best serve businesses and the community in the best way. Effectively use what online advertising does for businesses to become a leader, at least in the e-commerce field today in Vietnam.

In the era of information technology and the thriving market economy today, most people have very little time for searching for their needs through the traditional way. So, most people increasingly take advantage of the Internet to save time for themselves.

The Internet contains almost all information related to every field, every corner of life. There are millions of web pages on the Internet, and the problem is how to show what you want to collect to simultaneously satisfy two criteria: accurate and fast. Moreover, users are not patient enough to browse all the web pages containing the information they need to find. In fact, users rarely visit more than 10 results sites. Therefore, another difficult requirement to deal with, which is what best matches the finder's information, must be placed on top.

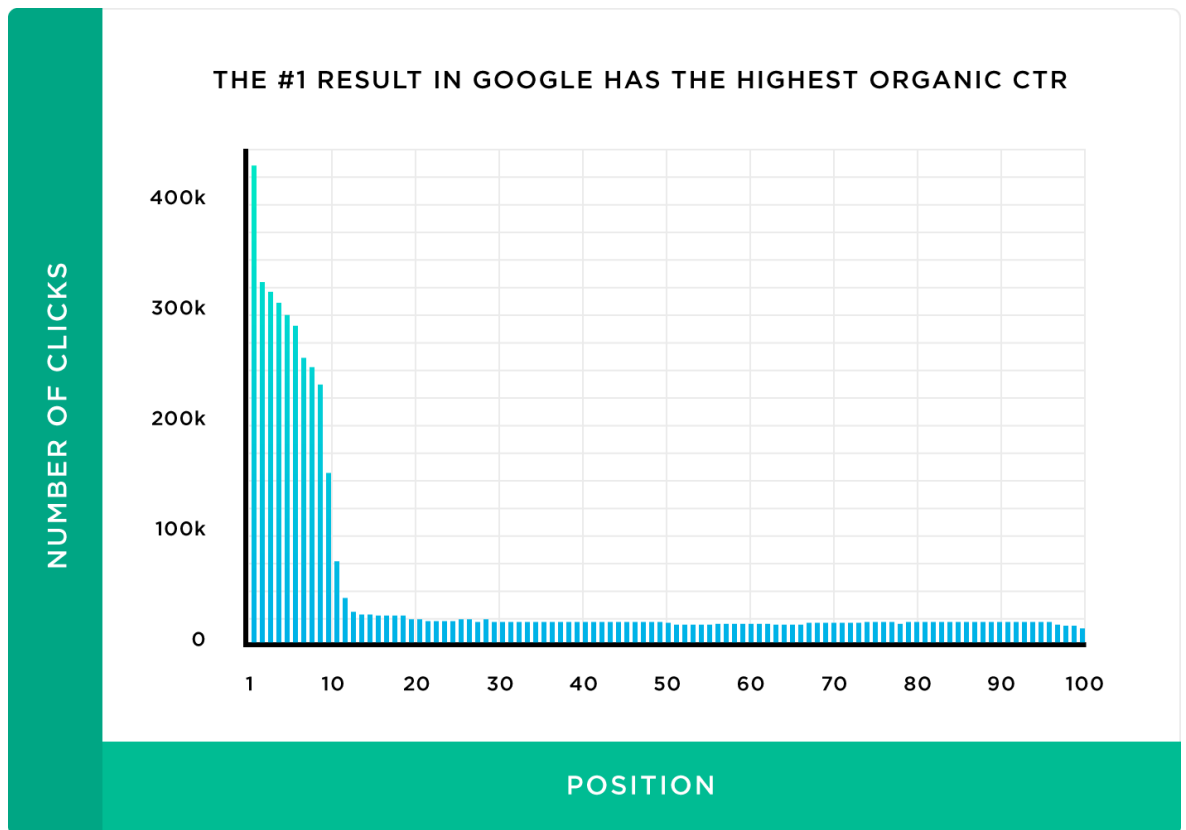


Figure 1: Click Through Rate of 5 million results (Dean, 2019)

Competing for rankings on search engines is the most object-oriented website promotion method today. People often only look for what is in demand, so the number of visitors coming from search engines has the potential to become a website customer very high.

In Vietnam, some businesses are not interested in the application of search engines in the business, but some businesses do not know how to be ranked high in search engines. This is a quick and effective way for customers to approach the business, but how to get the desired position is not easy.

Bioplanet.vn is an e-commerce application website, but the presence of the website in the minds of consumers, customers is still little known. Therefore, the analysis of website elements of Bioplanet will help the company to have suitable strategies in the future. From there, products can reach consumers more easily when the number of internet users is increasing and shopping online more and more. The first and most important task is online marketing to reach many customers. Initially, Bioplanet still did not pay much attention to Online Marketing, but now the Company always

prioritizes Online Marketing to achieve the highest efficiency in its business activities.

When it comes to brand promotion, many people feel faltering when thinking about spending large sums of money on TV ads, newspapers, or promotional events. However, with a limited budget, many businesses have found economical marketing solutions but still achieve the ultimate goal of bringing brands to the door of consumers through search engines.

1.2 Establish and declare topics

According to statistics, Google.com is currently the most visited website in the world, about 94% (Google, Youtube, Google Images, Google Maps). Google provides visitors with the website addresses that customers need to find through a simple and effective search engine. Therefore, the number of visitors will increase significantly if it is easily found by visitors in millions of websites on the Internet. (Shaw, 2020)

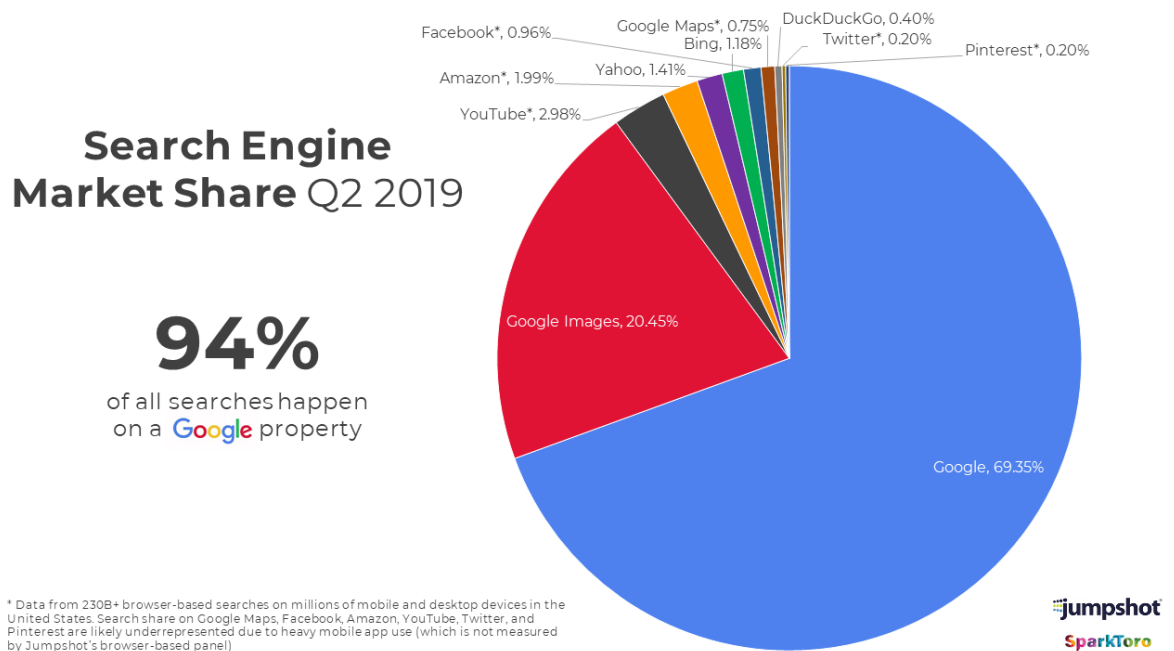


Figure 2: Search Engine Market Share (Shaw, 2020)

A website is considered successful when it attracts a lot of traffic. To do that, besides good content and beautiful layout, it is very important for visitors to find the web on

the Internet easily. Most people stop searching if they cannot find what they want in the first 3 pages of search results, so the site needs to rank at least in the first 3 pages and rank as high as possible.

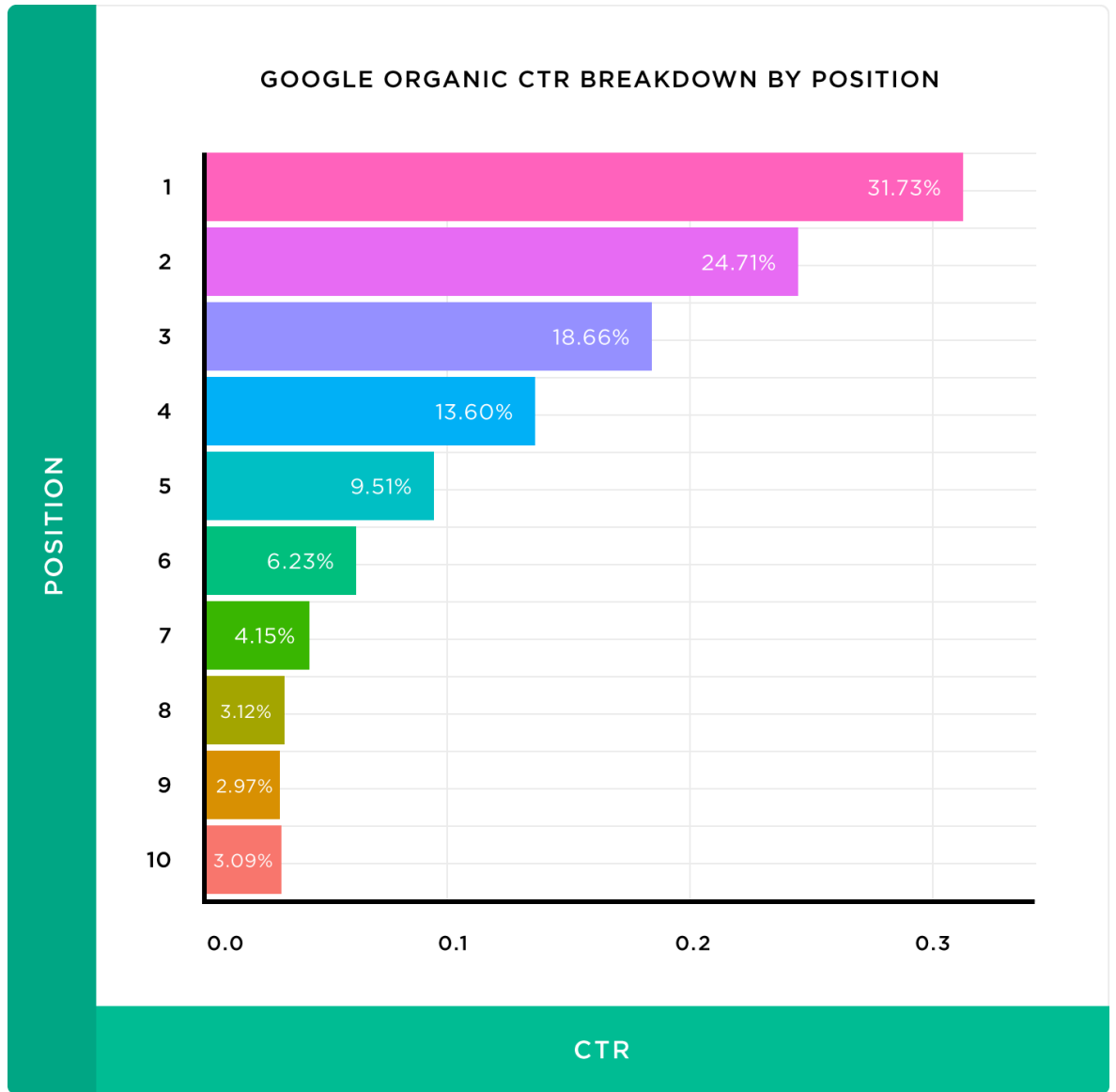


Figure 3: Google Organic CTR Breakdown by Position (Dean, 2019)

The importance of SEO (Search Engine Optimization) is to optimize Website for search engines, is undisputed in website promotion campaign to bring potential customers from search engines. In virtual society, brands are no more important than appearing first in the search results of the search engines, especially Google. The appearance of keywords on search engines, with high rankings, will be known by more customers and clicked more.

There are many companies providing SEO services in Vietnam such as Squangcao, Onboom, OntopRank, or VinaLink. The cost of doing SEO services on Google is expensive, from a few million VND to tens of million VND depending on the website and keywords. But many businesses do not use SEO services but do it themselves, which is less expensive while ensuring a long-standing position. In which, it is the website Bioplanet.vn.

1.3 Research objectives

- Systematize the theoretical basis of Online Marketing through SEO tools:

- Understand the general theoretical basis of online advertising and issues in website promotion.
- Learn the search engine and research the criteria for improving the ranking on Google search engine.

- Evaluate the status and effectiveness of Online Marketing of Bioplanet.vn on the following aspects:

- Find out the status of website promotion of bioplanet.vn.
- Advantages, achievements, limitations, and the cause of the limitations.

- Propose solutions to improve the Online Marketing effectiveness of Bioplanet.vn through SEO tools

1.4 Thesis Structure

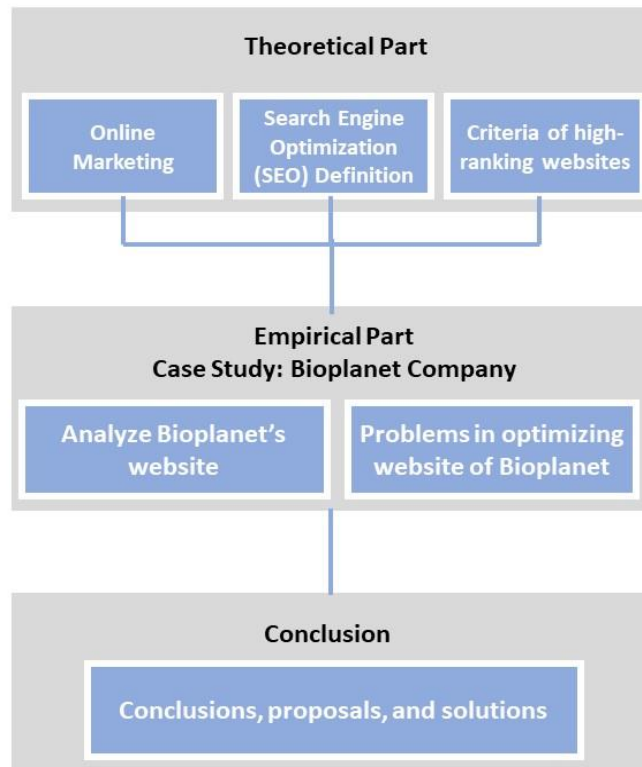


Figure 4. Structure of The Thesis

2 Theoretical Framework

2.1 Marketing definition

Marketing is a form of human activity to satisfy needs and wants through the creation and exchange of goods (Kotler and Amstrong, 2008).

2.2 Online marketing definition

Online Marketing is the process of planning for the product, price, distribution, promotion of products, services, and ideas to meet the needs of organizations and individuals based on social media and the Internet (Kotler and Amstrong, 2008).

In short, Marketing Online includes all activities to satisfy the needs and wants of customers through the Internet.

2.3 Search Engine Optimization (SEO) definition

SEO stands for Search Engine Optimization or Search Engine Optimizer - is the process of optimizing web search to increase traffic to websites from search engines.

The goal of SEO is to bring the website to the top of the search results based on a specific number of keywords.

2.4 Promoting website

According to statistics, more than 80% of access is through search engines. Hence, attracting a large amount of traffic is the goal of all websites. (Statista 2020)

Website promotion is the introduction of information about products and services of a Website into famous search engines such as Google, Yahoo, Bing. And when the

keywords are in the list of 20 search results, it will bring many benefits for businesses. Therefore, if the website of the enterprise is not in the Top 10 or the first 30 results, being present on the Internet is completely meaningless.

In Vietnam, very few websites are interested in website optimization (SEO) on major search engines like Google, Yahoo so that people can easily find their website. According to statistics, about 85% of the traffic to websites globally comes from search engines. About 94,36% of Internet users in Vietnam access Google search every day, and 0,9% visit Yahoo. So that should not be ignored the optimization of a website on Google, Yahoo. (Statista 2019))

2.5 Brief introduction of Google

Currently, there are many search engines to assist in finding the needs of people such as Google, Yahoo, others. A search engine is a specialized tool giving answers to a searcher's request. Search engines gather data from many sources, using a variety of sophisticated methods and algorithms to put them into a database, every time a user performs a search, the search engine will search the database. and display the results in response to the user's request on the computer screen. Some statistics on the number of searches of each year in February 2020 is 2.54 trillion via Google. (99firms 2020)

Currently, Google.com is the most visited website in the world. Google is present in Vietnam with the name google.com.vn.

Google Search engine is a software to find sites on the Internet with content based on the user's requirements. Google's database is massive, so finding the data is based on the keywords the user entered and returns a list of webpages containing the keywords

Google uses complex algorithms to improve search efficiency and that is also a tactic for those who are always looking to increase website rankings with tricks. Every search engine like Google, MSN, or other search engines has a different algorithm for evaluating websites and these algorithms are confidential.

Many businesses pay close attention to promoting their website through Google search engine (improving keyword rankings on Google search results). Google always insists: "Don't use fake methods, create websites for users, not for search engines". This means that it is strictly forbidden not to use tricks and to take advantage of the gaps to get first place in the search results. Creating a user-friendly, easy-to-use, and attractive website is not only good for customers but also helps search engines still find them quickly and prioritize in search results.

2.6 The Role of Online Marketing

The role of Online Marketing is quickly and easily provide information about the products or services that customers need. Marketing a product or service online means that the website is the only means for customers to contact the seller.

2.7 Methods of promoting a website

Website promotion for Internet users to know should mention web promotion methods:

- Optimize search results on Search Engine:

When looking for a product, most Internet users (80%) use very popular search engines such as Google, Yahoo. So, if the website is in the Top 10 search results, there will be many opportunities to attract more people to visit and create many sales opportunities.

Search engine optimization is the most effective way to promote a website.

- Pay per click advertising (Pay per click)

The current trend is the pay-per-click ads of the user (Pay per click - PPC).

To participate in PPC advertising, an account must be created between users and PPC advertising companies (Google, Yahoo, so on). After that, choose the appropriate keywords for the product, these companies will spread the web site's link to potential customers through keywords. Therefore, it is necessary to choose a set of keywords suitable for the product. Do not choose keywords that are too general, rarely searched, leading to a waste of money to attract customers wishing to come to the website.

- Join forums

To build a brand image, businesses should join online forums. Supporting members, writing quality articles will contribute to building a business image, while also increasing traffic. The company should choose product-related forums because that way the audience has more potential. Take advantage of the signature created on each forum to place links to attract viewers from the forum to the business website.

- Use email

Another way to advertise is to use email (not SPAM). Email (allowed) sent to customers providing information about products, promotions to help website build image and promote products. And the email should be sent weekly or monthly, the content in the email should be selected for the outstanding news in the sale off period.

2.8 Criteria to increase the website's Google ranking through SEO tools

SEO is the process of search optimization to increase traffic to the website from the search engines. The goal of SEO is to bring the website to the top of the search results according to a few specific keywords in the following components:

- Page Title: The title of a website plays an important role because it is the first element that is scanned by search engines and put into the database. Hence the title should be the main keywords and should not be too long.

- **Keywords:** Determining keywords for products and services is an important first step in the SEO campaign to promote the website. Subsequently, content optimization, article title that highlights the keywords will help the search engines more easily accessible.
- **URL:** The link of the website (ex: <http://www.bioplanet.vn>) is friendly with a reasonable structure that can provide more information for users and search engines.
- **Size:** The capacity of a website should not be too heavy. A lightweight website (smaller 500KB) is better used for information storage and scanning of search engines. Lightweight capacity makes it easy for users to access even with weaker network connections.
- **Build a system of linking, finding, and exchanging links naturally by linking to high-traffic and high-trust websites, such as wikipedia.com, linkedin.com, facebook.com.**

2.9 Optimizing web search process through a system of keywords and tags

Every search engine like Google, Yahoo, or other search engines has a different algorithm for evaluating websites and these algorithms are top secret.

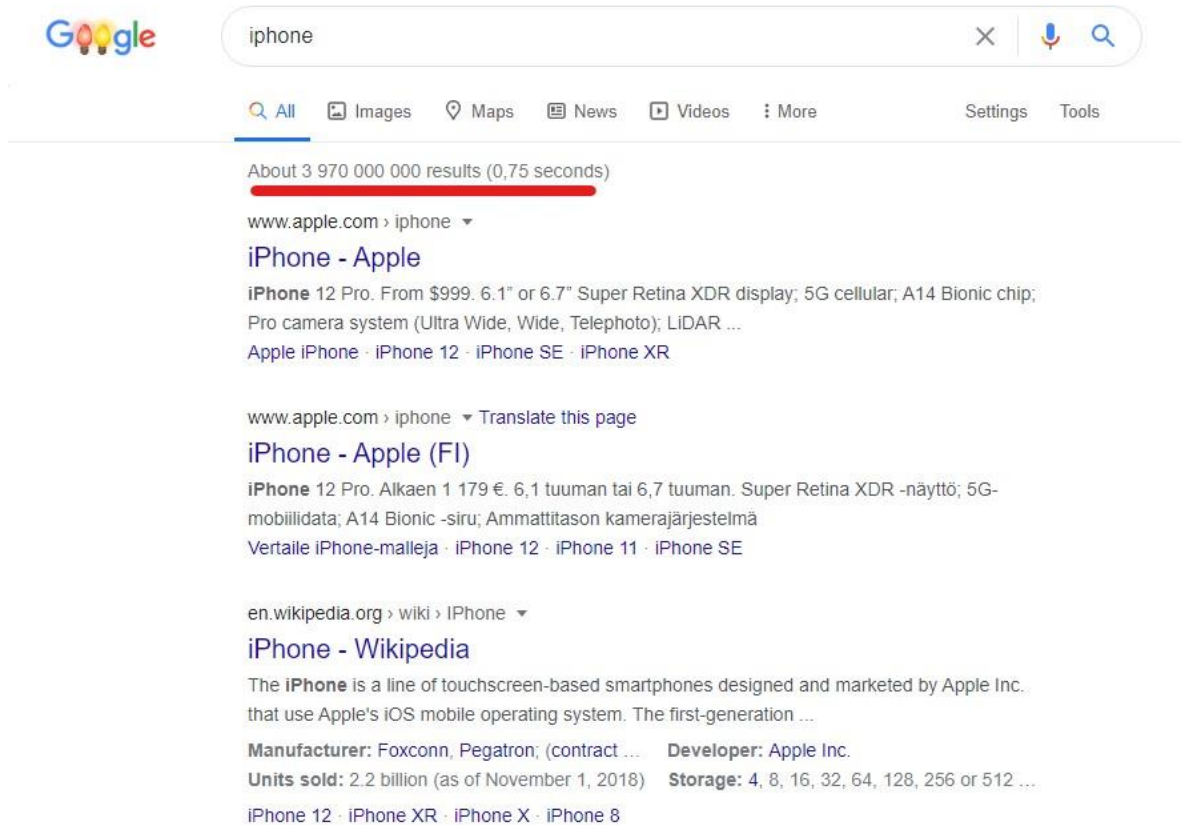


Figure 5: An example of the keyword 'iPhone' on Google Search Engine (Google.com)

When a customer searches by entering a keyword related to the product in a search engine, the search engine will display a list of web sites related to the keyword. Search results can be in the millions or billions. So how to achieve high rankings on search engines?

a/ Use keywords properly

Using keywords properly is one of the ways to get high positions on search engines. Keywords are used appropriately, which will make the website of the business more visible on search engines. First, choose the right keywords that users often use to find web products, then use these keywords to index on search engines. To index to search engines properly is also a big factor in influencing website position.

b) Keyword selection

Trying to find keywords that potential customers often use when they search for a product through a search engine. There is a list of words for specific product names and generic words for the product category, business, or company. And reduce as many duplicate words as possible because some search engines do not allow the same keyword to be repeated more than 3 times.

c) Keyword Arrangement

When having a list of keywords, it is necessary to put keywords in the sub-pages of the website so that robots and search engine spiders will find the website more accurately. There are three Meta tags that allow the display of keywords:

- Meta "description" tag - summarized with a short paragraph

Search engines allow the website to use 135 to 395 characters in Meta tags. Because this is what will display the website to all searchers and ensure that the first 135 characters will accurately describe the website.

- Meta "keyword" tag - summary of keywords

This is the place to put your main keywords. The keyword list should be short and use both single words and phrases. The majority of searchers are often mistakenly typed and therefore should have a list of keywords with common errors. Search engine instructions are sensitive, so different punctuation is required.

- Title tag - The page title tag

Most search engines use a website's title to show up in a website's search results list. The search engines will pay attention to the title first, not too detailed but should give a unique name.

- HTML BODY tag - the content tag of the website

HTML BODY tags are also useful for many search engines. Some search engines analyze the website content to know the correspondence with the number of people accessing the article through search engines. This is done by analyzing the keywords displayed in the HTML BODY tag.

Example of <html> structure of Bioplanet.vn

```
<html>
```

```
<head>
```

```
<meta name= "title" content = "Bioplanet – Thực phẩm nhập khẩu cao cấp"
```

```
<meta name= "robots" content = "Index, follow" />
```

```
<meta name= "description" content = " Bioplanet là nhà phân phối chính thức các sản phẩm nhập khẩu cao cấp từ Nhật, Bỉ, Úc, New Zealand. ">
```

```
<meta name= "keywords" content = "thịt bò Kobe, thịt bò Matsusaka, thịt bò wagyu Nhật, thịt bò wagyu Úc, thịt cừu/bò Úc tươi, mật ong Manuka New Zealand, bia Grand Cru Bỉ, sốt Boni Bỉ, mật ong Meli Bỉ, gia vị nhập khẩu"=>
```

```
<meta name= "language" content= "vi" />
```

```
<title> Bioplanet - Thực phẩm nhập khẩu cao cấp </title>
```

```
</head>
```

```
</html>
```

These analytical methods are often more important for the first few paragraphs of website content, so for the high-ranking websites content investment should be focused.

2.10 Factors make website lose position on Google

The mistakes when presenting content for the website making it lose rankings on the search results page:

- Many links repeat the same character fixed.

- Abuse of many keywords, repeated on the title and the page.
- The keywords are repeated, discrete, not supported with adjacent words, or in the whole sentence.
- Discrete, unrelated, interconnected word structures.

These are the signs when presenting content for a website, to pay attention to how to write content for the web so that it is easiest to understand and most search engine friendly.

In general, long-term websites with many people access and update information regularly, SEO is fast and easy. Pages with few visitors and a lack of updating information can take up to a year or two to increase rankings. The increase in rankings in search results also depends on the domain name. If the goal is to promote internationally, choose .com domain names, and if targeting domestic customers, give priority to .com.vn or .vn. Because search sites such as Google give priority to websites with .vn domain names over website.com in Vietnamese searches or search within Vietnamese websites.

3 Research methods

Research methods are used in gathering data or evidence for analysis in order to discover new information or create a better understanding of a topic. There are many types of research methods in the thesis. Different methods are used depending on the type of research topic. Three research methods have been used in this thesis are the secondary data collection method, the interview method, and the observation method.

3.1 Method of collecting secondary data

The data was collected from the company on Marketing, the results of the company's operating revenue. Besides, the data also explored through books, websites on the Internet, in theory, provides for a specific and in-depth essay.

This method allows us to detect the advantages and disadvantages of bioplanet.vn to offer solutions for website development and achieve high results in revenue and business operations.

3.2 Interview method

The interview method is considered as a part of qualitative research methods. Using a system of oral questions to direct interviews and oral replies from the respondents. The information obtained represents their perceptions or attitudes toward each of the questions asked.

Objects are members in departments of the Company, customers who have purchased from bioplanet.vn

The purpose of this interview is to confirm the important role of SEO (Search Engine Optimization) in online business. Businesses are now trying to increase their rankings on search engines, particularly on the first page of results of Google, so we can

predict the answers of customers of how a high-ranking website can affect to buying psychology of customers, and the role of SEO in brand awareness.

3.3 Observational research method

Observe the actual process while working at Bioplanet.vn. Through contacting, answering, consulting, introducing, and selling bioplanet.vn products to customers, receiving comments and support from customers about the website to see the advantages as well as the shortcomings of the website bioplanet.vn, the shortcomings of the Company.

3.4 Result of the interview

Here is the result of the interview after conducting on 30 random people, who are the customers who come to the Bioplanet store. The time for each interview was 10 minutes and the information was collected by handwriting. The interviewee is a salesman at Bioplanet store.

By using closed questions at the beginning of the interview have identified three groups of customers (18-24 – college students, 25-40 – working people, 42-65 – retired people). About 30% of respondents came to shop to attend in the lucky draw which was informed through email, and they are existing customers who have stored personal information at Bioplanet. About 55% of others came to shop to attend the lucky draw when they access the website through Google search engine, and they were informed lucky draw program at Bioplanet when buying a product. The rest was the people who live in the neighborhood and they coincidentally enter the store to buy at the event.

Via open questions after closed questions have identified keywords about organic products, Manuka honey, sashimi, sauce are keywords with high search volume and Bioplanet's website results have appeared on the high positions of Google. Some of them usually visit bioplanet.vn to find products without going through any search

engines. All the answers about which search engines are Google.com and even there were some customers only know Google.

The exact questions were asked next whose purpose is to confirm the accuracy of known information about SEO. From the collected answers, the name of the website is easy to remember to customers. Besides, the theory about high-ranking websites was also confirmed. The click-through rate of the user will be decreased with the lower positions of search results. Buying relevant products when searching for main products usually happens this means that a good SEO website will also suggest relevant products that help increase the conversion rate.

The leading questions were ones to close the interview and to collect answers from many perspectives of customers. There are a few Bioplanet's keywords on the high-ranking positions, so that means that the click-through rate is low. However, Bioplanet's conversion rate is steady every month due to the number of purchases that come from loyal customers, and their trust in Bioplanet has built in the long term. The criteria to purchase a product online is the trust which is shown through sales policies, payment policies, delivery policies, and insurance displayed on each website (this criterion is recommended for every professional website).

4 Case study: Bioplanet

During the internship at Bioplanet Company, the author has researched the company's Online Marketing activities, from that can give comments and solutions to improve efficiency for Online Marketing at bioplanet.vn

4.1 Bioplanet Company Overview

Bioplanet Company is a Joint Stock Company that applies E-Commerce to business operations. Bioplanet is an official distributor of premium imported food. Imported food is transported by air, ensuring top-quality to consumers. Bioplanet is the second store in the Bio chain in Vietnam to provide high-quality standard food from all over the world

4.2 bioplanet.vn website

Currently, the economy goes into a difficult period due to the covid-19, the business and service sectors have declined significantly compared to the same period last year. Along with the development of technology, E-commerce is also developing, so Bioplanet wants to differentiate in business, attracting more customers.

The screenshot displays the Bioplanet website interface. At the top, there is a dark green header with the Bioplanet logo on the left, a search bar in the center, and the phone number 08 9922 4444 on the right. Below the header is a navigation menu with categories: DANH MỤC SẢN PHẨM, GIỚI THIỆU, SẢN PHẨM, MÓN NGON, 5 CẤP DỆCH VỤ, TIN TỨC, and LIÊN HỆ. A shopping cart icon shows 0 items. On the left side, there is a vertical menu listing product categories such as 'Sân phẩm bán chạy/ khuyến mãi', 'Thịt bò Úc tươi', 'Thịt bò Nhật', 'Cá hồi Nauy tươi & Sashimi', 'Hải sản', 'Mật ong Manuka New Zealand', 'Sữa & Nước ép trái cây hữu cơ', 'Bia Grand Cru', 'Gia vị và sốt', 'Quà tặng & Combo', and 'Đồ khô & Ăn vặt'. The main content area features a large promotional banner for a 'COMBO' offer. The banner text reads: 'CẶP ĐÔI THƯỢNG HẠNG: Bò Nhật & Bia Bỉ'. It shows three bottles of beer and a plate of food. The offer details are: 'Mua 3.000.000đ thịt bò Kobe hoặc bò Shiroto Tặng 3 CHAI BIA Bỉ Grand Cru trị giá 465.000 đồng. Áp dụng từ 26/8 đến 3/9'. A 'Mua ngay' button is visible. At the bottom of the banner, the word 'COMBO' is written in green. On the right side of the page, there are social media icons for WhatsApp, Email, Facebook, and Messenger.

Figure 6: The main interface of the website www.bioplanet.vn

4.3 Business items

Bioplanet is the official distributor for premium imported foods, organic milk and fruit juices, Kobe beef, Matsusaka and Japanese wagyu, Australian wagyu, lamb, fresh Australian beef, New Zealand Manuka honey, Belgian Grand Cru beer, Belgian Boni sauce, Belgian Meli honey, imported spices. Imported food is transported by air, ensuring top-quality to consumers.

4.4 Overview of Online Marketing of bioplanet.vn

Currently, Bioplanet mainly improves the ranking of its keywords through articles, posts on classified pages, and forums, focusing on improving rankings for general and specific keywords in its business field. Aiming to generic and niche keywords for Online marketing will help Bioplanet can approach to many kinds of customers.

In addition, learning about upcoming events domestically and abroad to have time to post articles about that event, gradually the keywords related to the event are pushed up in the ranking on Google.

Another important activitive is researching Google's ranking criteria for keywords and websites such as external links (put Bioplanet's links on classifieds shop posts in other websites: enbac.com, vatgia.com, and others) and the internal links. Therefore, attracting a large amount of traffic from the above sites increases brand awareness.

4.5 The goal of the Online Marketing Plan of Bioplanet.vn

Maintaining the keywords in positions 1-5 on the first page of Google when searching for generic keywords 'thực phẩm nhập khẩu cao cấp, sữa và nước ép trái cây hữu cơ, sản phẩm hữu cơ từ Úc' - (premium imported food, organic milk, and fruit juices, organic products from Australia), and specific product keywords 'thức thịt bò

Kobe, Matsusaka và wagyu Nhật, wagyu Úc, thịt cừu/bò Úc tươi, mật ong Manuka New Zealand, bia Grand Cru Bỉ, sốt Boni Bỉ, mật ong Meli Bỉ, gia vị nhập khẩu' - (Kobe beef, Matsusaka and Japanese wagyu, Australian wagyu, fresh Aussie beef/lamb, New Zealand Manuka honey, Belgian Grand Cru beer, Belgian Boni sauce, Belgian Meli honey, imported spices). Furthermore, outstanding, actively participating in 4 important sites: vatgia.com, enbac.com, 123mua.com, chodientu.vn

4.6 Business strategy in Online Marketing of Bioplanet.vn

Bioplanet is now following the flow of domestic and international events, not only for self-directed audiences but also family, friends, and community following the events of each month and with promotions on Holidays there. Since then, customers have come to know Bioplanet through the event's articles that many people pay attention to.

Besides, the IT department and Marketing department is working on a new website version to help to find faster and more accurate with search engines and optimize external and internal links with outstanding websites such as vatgia.com, enbac.com.

With the current Covid-19 situation, the most important strategy at Bioplanet to cope with it is that using the Newsletter system towards the best customer care. Email each of Bioplanet's customers, short news about Bioplanet promotions and new products, which are also part of the Online Marketing campaign to help customers remember Bioplanet.

4.7 Report on the results of sales activities of Bioplanet.vn months



Figure 7: Sale Report of Bioplanet in February 2020

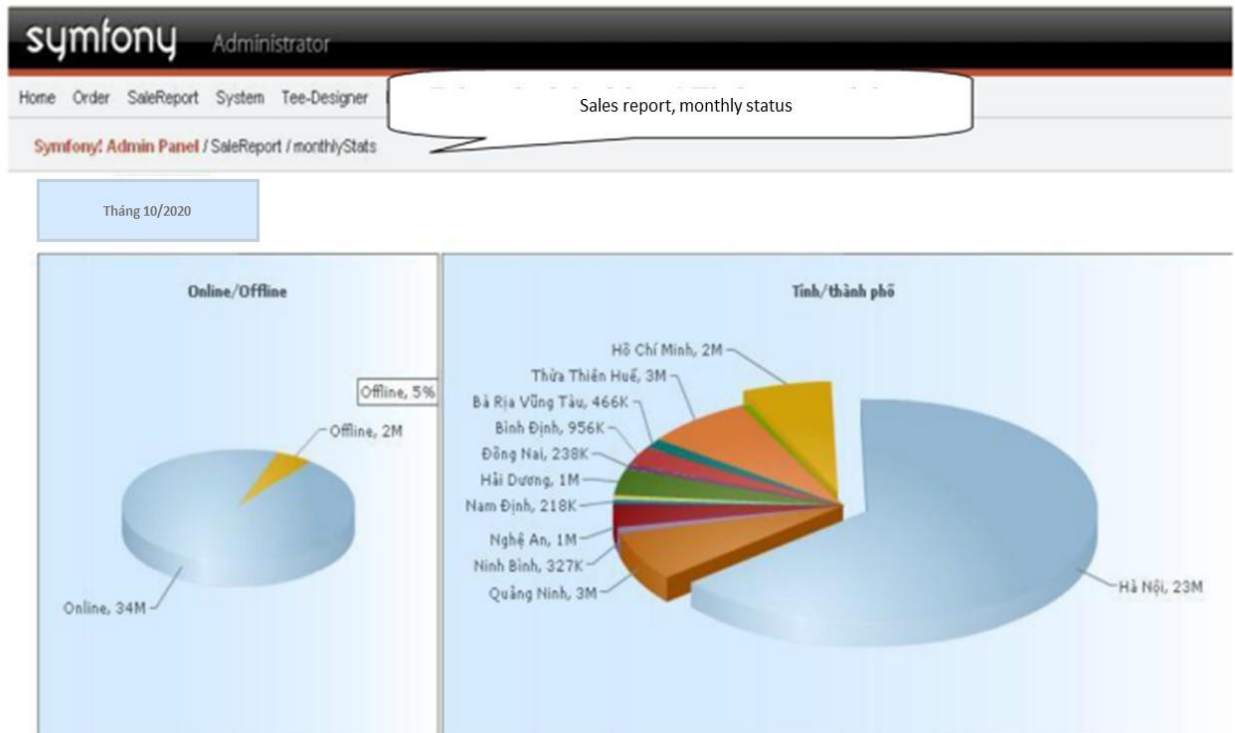


Figure 8: Sale Report of Bioplanet in October 2020

Intentional calculation unit:

K: thousand dongs (VND)

M: million dongs (VND)

Every month, the automatic system of Bioplanet.vn always gives monthly performance reports. Each month, automated results reports are showing the sales status of Bioplanet for each month. These are the two operating results of February 2020 and October 2020.

The charts show changes in the form of Online/Offline purchases due to the covid-19, the application of E-commerce has shown clearly in the business results of Bioplanet sales. Buying online through the website occupies an important position, gradually replacing buying offline or buying directly at the brick store as before, so buying online has increased significantly from 243,000 VND (Feb 2020) increased to 34 million VND (Oct 2020). While offline direct purchases have decreased significantly to only 5% compared to online sales.

Meeting the needs of customers in the other provinces and cities by applying E-commerce, customers wishing to buy at Bioplanet.vn, no matter where they are, can still order. Initially, the business has not been expanded to only a few provinces (Feb 2020 chart), only Hanoi has major demand, besides Ho Chi Minh and Dong Nai. By October 2020, because Online Marketing was paid more attention, along with covid-19, customers knew about Bioplanet more and trusted Bioplanet. As a result, Bioplanet has expanded its business, meeting the needs of customers in the domestic provinces (Thua Thien Hue, Ba Ria Vung Tau, Binh Dinh, Dong Nai, Hai Duong, Nam Dinh, Nghe An, Ninh Binh, Quang Ninh, Ho Chi Minh, and Hanoi); And the revenue level of each province is quite impressive like Hanoi (in Feb 2020, it was 561,000 VND, by October 2020 it reached 23 million VND).

Thereby, it can be seen that Bioplanet's Online Marketing application has brought achievements in the remarkable sales results in the current situation and also expanded to meet the needs of customers from far away.

4.8 Table of income and monthly sales of Bioplanet.vn

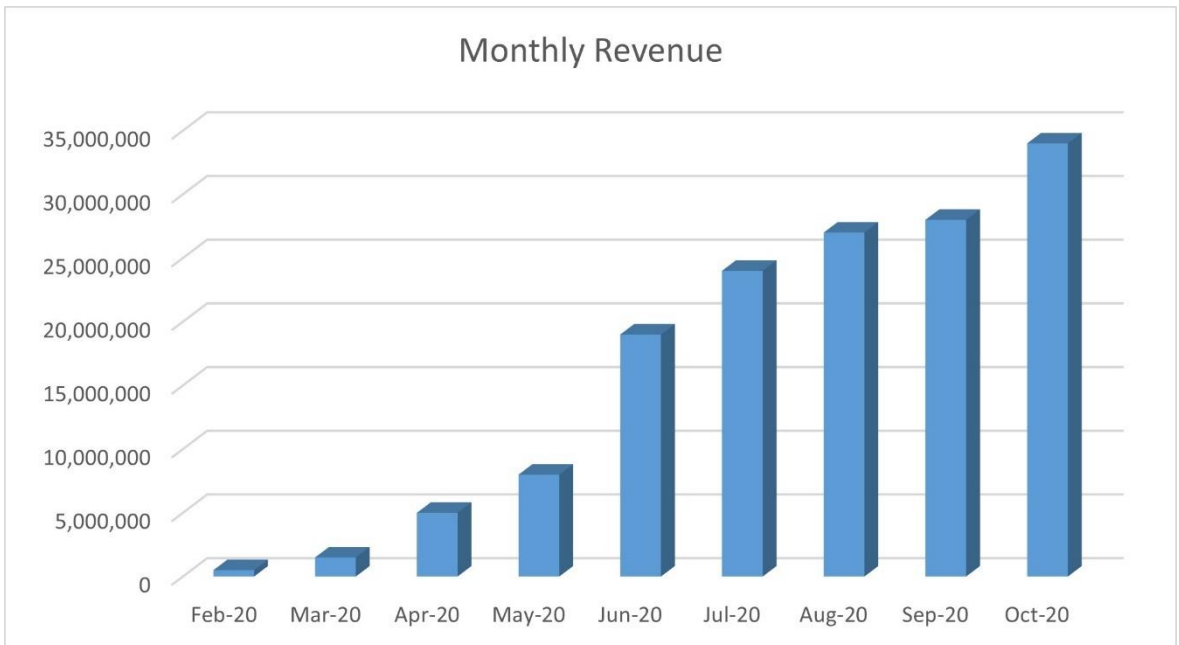


Figure 9: Sales report - Monthly sales report of Bioplanet.vn (comparing February 2020 and October 2020)

Unit: VND

The system automatically reports the performance of Bioplanet, indicating the monthly revenue of Bioplanet.vn. Thereby seeing the activities of the Company, the average revenue per month is about 20 million to 30 million VND. The chart shows the difference in revenue for the first 4 months of February 2020, March 2020, April 2020, and May 2020, with a turnover of less than 10 million VND. The reason is that the Covid epidemic has just spread and has not had a major impact on people's lives.

4.9 Some results when searching bioplanet.vn on Google.com

When there is a need to find a product, people always use the Google search engine and find information by their needs. And often, customers will go to pages 1, 2, 3 to see short introductory information, content, and the most noticeable are keywords that match their requirements and in positions 1-5 on the first page of Google. In this position, the ability to click on references of customers is very high. Bioplanet is also paying close attention to these issues to be able to improve the ranking of keywords related to its business products.

Some examples of high-ranking keywords of Bioplanet:

The image shows a Google search results page for the keyword "thực phẩm nhập khẩu cao cấp". The search bar at the top contains the text "thực phẩm nhập khẩu cao cấp" with a red underline. Below the search bar, there are navigation options: "Tất cả", "Hình ảnh", "Tin tức", "Video", "Maps", "Thêm", "Cài đặt", and "Công cụ". The search results indicate approximately 116,000,000 results found in 0.51 seconds.

The first result is from homefarm.vn with the title "Homefarm - Chuỗi Cửa Hàng Thực Phẩm Nhập Khẩu Ca...". The description mentions "Homefarm - Chuỗi cửa hàng thực phẩm nhập khẩu cao cấp với những sản phẩm chất lượng cao như Thịt bò nhập khẩu, Cá hồi Nauy, Cá ngừ đại dương và ..." and lists categories: "Thịt bò nhập khẩu · Thực phẩm khác · Rượu nhập khẩu · Thực phẩm Sashimi".

The second result is from [www.facebook.com > thucphamquochung](http://www.facebook.com/thucphamquochung) with the title "Thực phẩm nhập khẩu cao cấp Quốc Hưng - Home | Fac...". The description states: "Thực phẩm nhập khẩu cao cấp Quốc Hưng, Hanoi, Vietnam. 3.8K likes. "Không chỉ mang đến những thực phẩm chất lượng, "CHÚNG TÔI NỖ LỰC MANG NIỀM ...".

The third result is from bioplanet.vn with the title "Bio Planet - Thực phẩm nhập khẩu cao cấp | Hotline 08 9...". The description says: "Bio Planet phân phối chính thức thịt bò Kobe, thịt bò Úc, sốt an liên Boni Selection, mật ong Manuka New Zealand, bia Grand Cru, mật ong Meli...".

The fourth result is from [thucpham.com > Shop > Thực Phẩm Nhập Khẩu](http://thucpham.com) with the title "Thực Phẩm Nhập Khẩu Cao Cấp từ Mỹ & Châu Âu". The description notes: "Cung cấp các các loại thực phẩm nhập khẩu cao cấp nhập khẩu chính hãng từ Mỹ, Châu Âu, Hàn Quốc, Nga.. với chất lượng an toàn tuyệt đối."

Figure 10: Search results of “thực phẩm nhập khẩu cao cấp” keyword

Bioplanet’s keyword "thực phẩm nhập khẩu cao cấp"(premium imported food) on Google for the #3 position on the first search results page.

The image shows a Google search results page for the keyword "sữa & nước ép trái cây hữu cơ". The search bar at the top contains the text "sữa & nước ép trái cây hữu cơ" and is highlighted with a red underline. Below the search bar, there are navigation options: "Tất cả", "Hình ảnh", "Video", "Tin tức", "Maps", "Thêm", "Cài đặt", and "Công cụ". The search results are displayed in a list format, with the first result being "omamart.vn > sua-va-do-uong" and the second being "shopee.vn > Nước-ép-trái-cây-hữu-cơ-Maeil-Hàn-Quốc...". The fourth result is "bioplanet.vn > sua-nuoc-ep-trai-cay-huu-co" and is highlighted with a red underline. The fifth result is "www.tuticare.com > ... > Trái cây nghiền - Trà - Nước ép".

Khoảng 7.280.000 kết quả (0,53 giây)

omamart.vn > sua-va-do-uong ▾
Sữa & Đồ uống hữu cơ - 100% tự nhiên an toàn cho ngư...
 Oma Mart cung cấp các sản phẩm **hữu cơ** - Organic có chứng nhận của USDA,EU đảm bảo an toàn ... **Sữa** và đồ uống **hữu cơ** ... **Nước ép trái cây** & Sinh tố.

shopee.vn > Nước-ép-trái-cây-hữu-cơ-Maeil-Hàn-Quốc... ▾
Nước ép trái cây hữu cơ Maeil Hàn Quốc vị hoa quả | Sh...
 Mua **Nước ép trái cây hữu cơ** Maeil Hàn Quốc vị hoa quả giá tốt. ... **Nước trái cây** PORORO HÀN QUỐC - 6 vị (Dâu, Táo, Việt Quất, **Sữa**, Chuối, **Trái Cây** Nhiệt ...
 ★★★★★ Xếp hạng: 5 · 5 phiếu bầu

www.snbshop.vn > products > nuoc-ep-trai-cay-huu-co... ▾
Nước ép trái cây hữu cơ Yummy Yummy táo – Soc&Brot...
Nước ép hoa quả Yummy Yummy gồm 3 vị táo, lê, mận khô, 70ml bổ sung dưỡng chất 100% từ thành phần táo Organic, cung cấp chất xơ, giúp bé phát triển ...

bioplanet.vn > sua-nuoc-ep-trai-cay-huu-co ▾
Sữa & Nước ép trái cây hữu cơ BioPlanet | Hotline 08 99...
 Bio Planet là nhà phân phối chính thức **Sữa & Nước ép trái cây hữu cơ** tại 48 Nguyễn Bình Khiêm, P.Đa Kao, Q.1, TP.HCM. Hotline/Zalo 08 9922 4444.

www.tuticare.com > ... > Trái cây nghiền - Trà - Nước ép ▾
Nước ép trái cây hữu cơ Yummv Yummv táo 4M 70ml - T...

Figure 11: Search results of “sữa & nước ép trái cây hữu cơ” keyword

Bioplanet's keyword "sữa & nước ép trái cây hữu cơ" (organic milk & fruit juices) on Google for the #4 position on the first search results page

Keywords appearing in the first position are competitors, while Bioplanet does not appear because there are many pages, which have appeared in the top position for a long time, are noticed by many people and it is always refreshed. they will remain high. And the position to find other Bioplanet products is still in Google's search results, but the position maybe around 20, 30, maybe 50, but the customer never finds the results until 50, and Marketing must pay close attention to and gradually it can take 1 week, 1 month or 2 to 3 months to get a high position for that keyword.

4.10 Ranking of Bioplanet.vn on the Alexa.com - website ranking evaluation tool

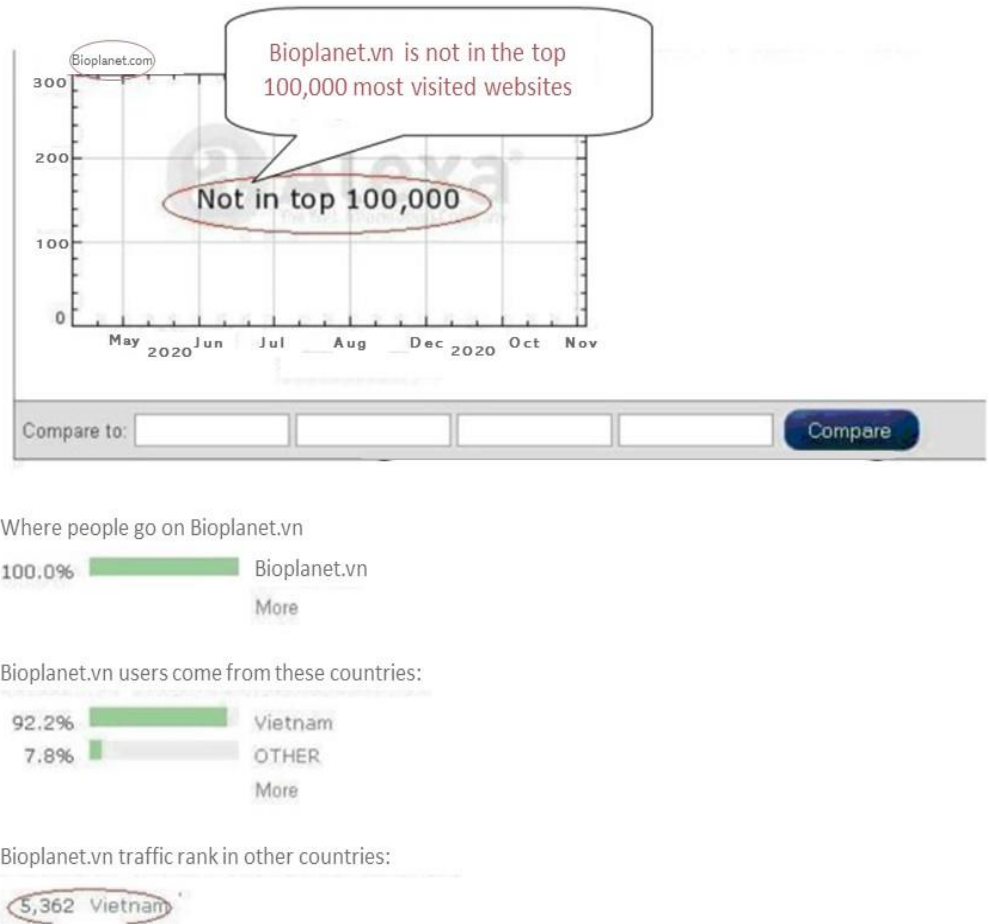


Figure 12: Ranking results of bioplanet.vn on Alexa.com

Through rankings of Bioplanet.vn at Alexa.com - a website tool that evaluates website rankings for free, based on two main indicators: the number of sites viewed by users and the number of visitors of that website. The Alexa rankings have described Bioplanet.vn as ranked 5,362 compared to websites in Vietnam, and not in the top 100,000 most visited websites in the world. Although Bioplanet is not at a high position in the top 100 most visited websites in Vietnam, compared to the food industry, it is gradually dominating, creating a trust for customers to Bioplanet. This is also the reason for Bioplanet to promote its marketing activities further, aiming to increase the number of visitors to visit and order products at Bioplanet.vn.

It can be seen that Bioplanet is gradually making progress when other countries know about bioplanet.vn, although only a small amount (7.8%) than Vietnamese people know (92.2%).

4.11 Results improve website rankings on Google search engine

By tracking the search results of specific keywords on Google, the rankings of a keyword can change continuously, such as "thực phẩm nhập khẩu cao cấp" (premium imported food). Day on October 3rd, it was 1st place, but on Oct 16th it fell to 6th, following days after the position dropped 7th and 8th, but by 9th November it was 1st place again. Similarly, to other keywords, there are keywords from 1-10 positions in the search results, but there are also keywords that have not reached the top 10 positions like the keyword "Bia Grand Cru" (Grand Cru Beer). Although the keywords that are in the Google search results page position but the 2nd or 3rd.

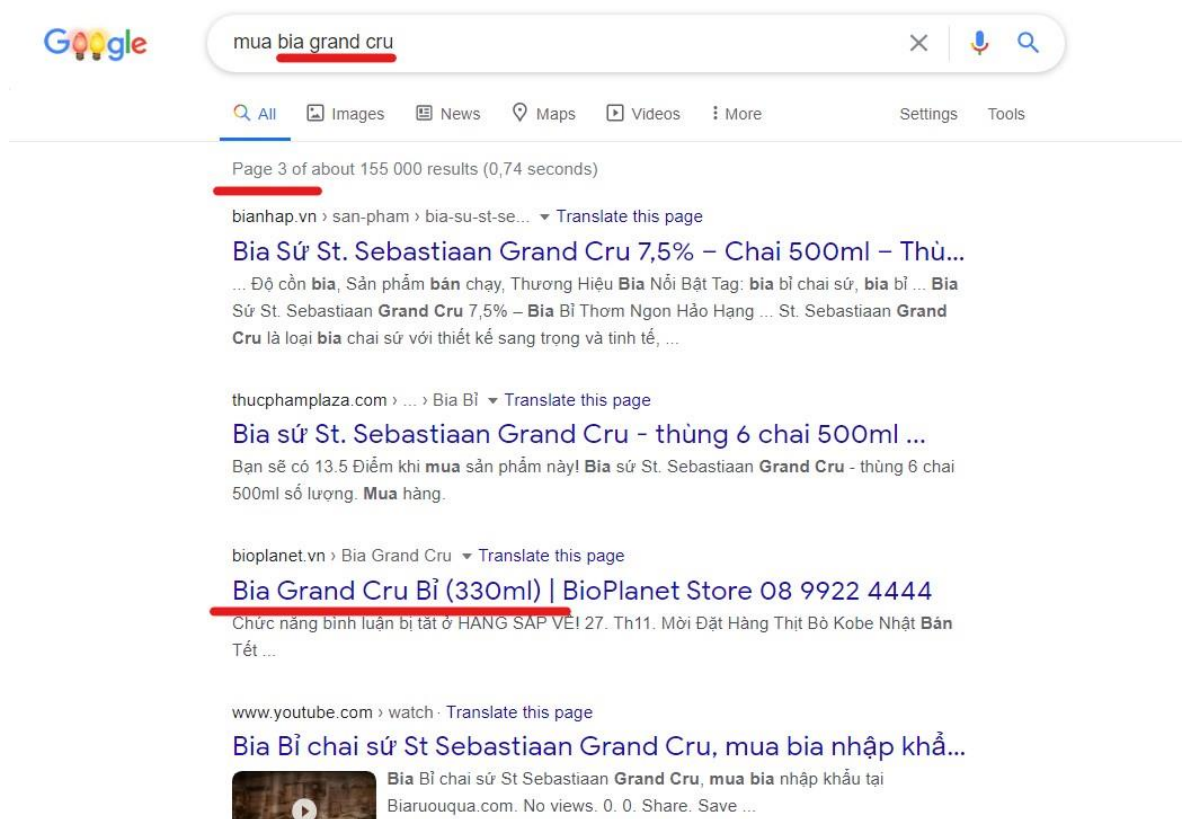


Figure 13: Search results of “bia grand cru” keyword

Bioplanet's keyword "bia grand cru" (Brand Cru beer) on Google for the #3 position on the third search results page

There are high-ranking keywords "sữa & nước ép trái cây hữu cơ, mật ong Manuka, thịt bò Úc" (organic milk & fruit juice, Manuka honey, Australian beef), and keywords that have not yet come up high positions are the keywords "quà tặng và combo, thịt bò Kobe Nhật" (gifts and combos, Japan Kobe beef). The main reason is not to pay attention to promoting articles with those keywords, and because there are many articles, other websites with articles about that keyword ranking for a long time and many people click on, so the keyword SEO takes more time.

Online Marketing to improve a website's ranking is not achieved in a short time, but it needs to be done and checked regularly to get the best results on Google search engine. This process must be done regularly, check the keyword rankings, and focus on the keywords that have not yet been raised. Getting keywords to the top position requires perseverance and understanding how to rank keywords on Google. Online marketing work constantly needs to keep the keyword rankings and improve the position of new keywords.

5 Status and solutions for Online Marketing for Bioplanet.vn

Through research, approaching the website Bioplanet.vn, the author of the thesis has discovered and evaluated the website as follows:

5.1 Successes

Through the sales process at Bioplanet.vn, on average, each month, there are about 200 transaction orders, the average revenue per month is 30 million VND.

Through the website Bioplanet.vn, Bioplanet allows customers to thoroughly seek the product (price, origin, certificates) and can order online wherever they are. The integration of many payment methods such as direct payment or online payment (integration with Momo e-wallet, transfer via banks).

Through approaching customers who have purchased at Bioplanet.vn, Bioplanet is gradually gaining the trust of customers after ordering online (even though customers are far from Hanoi), customers still call and write an email to thank you, encourage for product quality, and shipping.

With its successes, Bioplanet has gradually built a foothold for itself in the Vietnamese food market today and soon, Bioplanet will gradually target foreign markets such as Korea, Singapore, Thailand, even America.

5.2 Limitations

The ranking of bioplanet.vn keywords is still limited, there are still many keywords that are not at the top of the Google search results page.

In addition, Bioplanet has not fully utilized the Newsletter system - using email for marketing, introducing new products, promotions of bioplanet.vn to customers' mailboxes. And not actively participate in many online forums and groups on social networks to promote bioplanet.vn.

5.3 Cause of the problems

Because the marketing department has little experience in using online marketing tools (Google Keyword Tool, Related Search, Google Trend) to perform the work effectively, so recognizing and understanding how to evaluate and rank keywords on the Tool Google search has not been well utilized

5.4 Forecasting prospects and perspectives in solving Online Marketing problems

In the 21st century - the century of the information technology explosion, people can sit at home to shop for everything they want. At the same time, the world is in the trend of globalization, all of which are meant for integration. Now, businesses are not only competing with businesses within one country, but also with businesses from around the world. Therefore, to survive and develop, the first goal that businesses target is customers, advertising their products to as many customers as possible.

The trend of buying online in the coming time when the Internet and E-commerce are developing and expanding in Vietnam. But at the same time, the requirements of the Customer on the goods are increasing day by day. The business at Bioplanet is also getting more and more attention to the quality of product, sales, and marketing to be able to expand to overseas markets soon.

Refer to the market demand, Bioplanet is gradually expanding the integration of online payment with other banks, other online payment networks such as Payone, Paynet, Paypal to create more payment options and make payment more secure for customers.

Bioplanet's IT and marketing team is focusing on improving the website to be the most user-friendly, content-rich, and searchable by the most search engines and a plan to expand Online Marketing not only for sale but also for domestic and international events, forums. When investing well in Online Marketing, many people will pay attention to the website, the sales revenue, and website activities will be more effective.

A few years ago, getting a website to the top 10 rankings in search engines was nothing more than optimizing the <title> tag and including the <meta> tags a few related keywords with information searched on the internet. However, the overuse of these <meta> tags has left the search results just a list of spam sites of keywords, not even related to what the user searching for. As a result, the search engines were forced to alter their algorithms in order to give more accurate results.

These days, <meta> tags are of little interest. Instead, the content is more appreciated, the design and structure of the website, the number and position of the keywords, and the ratio of the keywords to the entire content of the website are also specified in the policy of Google. Moreover, the Google search engine also evaluates the website based on the number and quality of other websites that link to bioplanet.vn (backlinks). The more links coming back from websites with high traffic volume and reputable, the more attention will be paid to search engines.

Search engines spread "robots" or "spiders" - an automatic Internet search designed to gather Internet resources (Web pages, images, videos, Word documents). They will follow links from one website to another to crawl. The easiest and the most information that these "robots" collect are words, content, the information in text form on the website.

From the invention and application of increasingly efficient and complex algorithms of search engines, getting a website to high rankings (SEO) is no longer as simple as before, which is an activity plan, which requires a lot of effort and different skills and also to prevent the tips tricks to improve keyword rankings on the search engines. Search engine algorithms are complex and highly confidential.

Therefore, bioplanet.vn should pay attention to that SEO must be carried out right from the planning stage of website construction. It is necessary to carefully consider

every detail, from the design, structure of the website, a system of links between sites on the web to build bioplanet.vn website with the most user-friendly, easy-to-read, searchable, and rich content.

5.5 Solutions to improve online marketing through SEO tools for the website

Based on income reports and company overview, the author has given specific solutions to improve the efficiency of online business at Bioplanet company.

5.5.1 Associate Online Marketing with SEO tools

SEO tools provide important information and related to the performance of the website through search rankings in Google search engine. Currently, the use of SEO tools is very useful for businesses, helping businesses find potential customers to help them know more about the website and bring sales transactions for bioplanet.vn.

There are many solutions for website promotion, businesses can do marketing for themselves or hire SEO services provided by other websites. Although the cost for Online Marketing is not a small expense, if the business has many Online Marketing strategies, hiring SEO services is the best thing. One thing to note is always to refurbish the website and maintain the website.

5.5.2 Departments at the company

a/ Marketing department:

Firstly, regularly posting articles on free classifieds websites such as vatgia.com, enbac.com, l23mua.com, muare.com helps Bioplanet.vn have quality backlinks because these sites are reliable and high traffic volume.

Secondly, the Marketing department must always be active, not only post articles about the products of the website but also have to learn the ranking criteria of Google. Every month must always research the market, each month domestic and foreign events that people pay attention to follow the event stream. Check the position of the keywords on Google every day, to see which keywords are high, which words hold stable positions, and which are not yet optimal. Therefore, it is possible to make strategies for keywords in a reasonable way and achieve set goals.

Thirdly, receiving comments and suggestions from customers for the Company. Because the Marketing department not only gives and introduces the company's products to customers but also receives feedback from customers, thereby better understanding the market to help meet the needs of customers.

b/ IT department:

The IT department always has to improve the website, enrich its content to meet the increasing demand from customers and Google's search criteria for the Bioplanet website. Optimize website content, description, keywords so that the most user-friendly and easy-to-read.

Understand the main principle of SEO a website is to do everything to make the child sites and website run faster, with less technical errors, and the source code to be clearer to match Google's search criteria. structure of the website.

5.5.3 Improving website to increase position:

To increase traffic quickly, in addition to expanding promotions, businesses should use a tool to track the number of visitors (Google Analytics tool). Search engines must make sure they can link to all the small pages of the website and use specific keywords when naming the page.

The company should put the most noticed and ordered products on the homepage to focus on the customer's attention. In addition, continue to improve the website bioplanet.vn on order management, inventory management, sales policy, delivery policy, and the login system should be performed professionally.

Another point to note is that the HTML source code of the website should make a good impression on the search engines. If the search engines do not see the right content, then these pages cannot rank high on search engines.

It is possible to change and rearrange the keywords specifically, optimize the keywords, avoid using many generic keywords, and many competitors should focus and pay attention to the small niche market. Therefore, it can be more easily accessible to more types of customers.

5.5.4 Factors that attract customers

Putting in full contact information, including e-mail address, postal mailing address, and phone number of the webmaster board on the website, so that the customer knows the address of the supplier and trust more.

Provide a search box so that customers can easily find the items they need and place the search box at the top of the page instead of hiding it at the bottom. Currently bioplanet.vn has been done.

Via SEO tools, the Company can also catch a lot of information about the customer. As an information collection tool, SEO plays an extremely effective role in providing information about customer activity. Every time someone visits a website, they inevitably leave some "fingerprint" on that website such as which item they clicked on, what products they viewed. Understanding the behavior and preferences of customers will help the web to promptly respond to the needs of customers, and if this is done, the Company will be able to turn them into "real" customers.

5.5.5 Maintain and improve the display position of bioplanet.vn keywords in the search results of Google search engine

It is necessary to constantly promote the website, synchronously implement measures to increase the indexes that search engines rely on to evaluate and rank. Make a regular ranking of keywords on Google search results and evaluate the results of your competitor's keyword contribution at a high position. Consolidate to

improve rankings for other keywords, while maintaining the positions of the keywords that have reached the top position.

5.5.6 Solutions for Online Marketing activities for Bioplanet.vn

An advertising banner is to set up links to websites that are compatible with bioplanet.vn website, such as websites about the same market oriented as Bioplanet like dantri.com, kenh14.vn which are websites with high reputation and traffic.

The content is boring and unattractive to customers, so hiring article means hiring a person or another company to write part of a website to save time to attract and retain customers. This allows the company to run an online business and keeps customers coming back to watch the news regularly and thus can buy some products.

The current situation, email advertising is increasingly becoming an effective marketing tool. Email marketing is a low-cost marketing method to contact existing business customers and entice them back to the website. In difficult times, businesses continuously cut costs, the email advertising strategy will help reduce the budget for advertising instead of placing banner ads on other websites or other forms of advertising.

6 Conclusion

When people want to find information that satisfies their needs, people always use useful search engines. This shows the importance of keyword rankings on Google search results, so it is necessary to have online marketing strategies and tips in a fiercely competitive e-commerce environment.

Through analysis throughout this topic, the author found that bioplanet.vn is a promising website in the field of selling organic food. However, this prospect also depends on the process, as well as the budget investment for Marketing of Bioplanet. Since then, the author has proposed some solutions to improve online Marketing activities for Bioplanet Company, as well as for the website Bioplanet.vn.

Hopefully, with the analysis and suggestions of the author, Bioplanet website will be able to achieve success in marketing and market expansion. The author's studies and recommendations in this thesis can be used as reference material for those interested in a relevant topic.

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APPENDICES

Appendix 1. Interview Guide

Customer Interview structure

Questions:

I. Closed questions to identify customer:

1. Age
2. Occupation
3. Email address

II. Open questions to collect answers from different perspectives:

1. What product keywords do you search on the Internet?
2. Do you reach our website by memorizing our domain name, from our email or you go through a search engine?
3. If you know us through the Internet, which search engines did you use? (Bings, Google, Yahoo, others)

III. The exact questions (These are closed-question types that are used to confirm the accuracy of known information)

1. Was it easy to find what products you need on the Internet?
2. Is our website name easy to remember?
3. Do you usually choose websites on the first page of search results?
4. Have you ever chosen websites on the second or third page of search results?
How often?

5. Are there many websites selling the same products?
6. Do you see other related products on our website when searching? Did you buy them?

IV. Leading questions (These are open questions that allow interviewees to choose what information they want to provide. These questions encouraged the interviewees to talk a lot and speak broadly about the topic. Those are useful questions to use in interviews because the answers are always longer than the questions)

1. There are many websites on the first page of search results, why do you choose us?
2. What are your criteria for purchasing a product online?