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BOOSTING WEBSITE WITH SEARCH ENGINE OPTIMISATION

Case study of websites Meditation
and Personal Finance Source

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Abstract <p>The research problem, based on the commissioning company's case studies, is how to boost two websites Meditation and Personal Finance Source with on-page search engine optimisation. Both websites were first founded with the original idea of being blogs sharing knowledge and tips. Then, the TD Group Finland – the official name of the company - planned the blogs into professional websites, still took content as the root of development, and linked with affiliations, brands, and platforms, to expand resources and create a premise to develop commercial activities in the future, which will be coordinated with other business areas of the company. The market for this kind of information, material, and knowledge is almost oversaturated, thus requiring a solid marketing strategy to rank it higher on search engine results pages. Applying recent marketing theory with actionable insights that are to be gained through data collection, the company can benefit from the research by having a well-performing website with an increased number of visitors. These visitors in turn can purchase products and services sold or advertised on the side, thus also raising the company's revenue and profits.</p> <p>The research methodology is a case study approach using archival data as the primary material of the analysis process and other mixed methods. Secondary databases in the literature review came from prior studies and were acquired from credible sources such as textbooks, papers, and journals via an internet database or the school library and analysed and applied.</p> <p>The commissioning company is currently concentrating on developing websites and e-commerce channels. Therefore, in addition to boosting the two chosen websites (chosen case studies to a significant effect, the course of action will be practically applied to other project objects.</p>		
Keywords Search engine optimisation, SEO, websites, keywords, organic traffic		

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1 INTRODUCTION

1.1 Background

According to the report of Brookings Institution 2022, since the recent Covid-19 outbreak, individuals have been isolated and socially excluded; unemployment has risen, time spent away from home or working from home has grown, and job security has dwindled. Personal finances and health and soul are the most pressing concerns. Visiting a meditation website is a great way to get all the knowledge people need in order to practice advanced meditation techniques. It covers all aspects of meditation, including breathing methods and postures, meditation experiences, guided imagery, and targeted inquiries: questions on specific themes and experiences. This website will serve as a resource for persons who have experienced stress or depression and are looking for advice on how to go back to a peaceful state of mind.

Employment, budget, insurance, mortgage and credit are just a few of the personal finance subjects that fall under the umbrella of personal finance. The tangible concerns of individuals, each family, and society at large nearly entirely embody these ideals. According to Google Data, mobile searches for "financial planning and management" in the United States have climbed by 70 % in the preceding two years, from 2016 to 2018 (Think with Google). These websites aim to global markets, especially in the US market. There are enormous opportunities for the organisation to enter and flourish in this highly popular market.

The TD Group Finland created two websites: Meditation (<https://mybodhizone.com/>) and Personal Finance Source (PFS) (<https://personalfinancesource.net/>) for these reasons. Both websites aim to the global market, especially the US market for the initial development. They began as knowledge-sharing hubs where visitors may find helpful tips. Once the blogs were transformed into professional websites, the TD intended to link them with other brands, affiliations, and platforms, in order to extend resources and provide a foundation for commercial operations that will be integrated with other business sectors of their firm.

The website Meditation (<https://mybodhizone.com/>) now has the total impressions of 673, but relatively low total clicks and unique visitors from search (Performance on Search results of <https://mybodhizone.com/>, updated May 27, 2022).

There are presently 6.38K total impressions for Personal Finance Source (<https://personalfinancesource.net/>), but only 4 clicks per day and 12 unique visitors from search. (Performance on Search results of https://personalfinancesource.net, updated May 27, 2022).

Based on the resources provided by TD Group Finland, researchers in this thesis project want to expedite the development of the website Meditation and Personal Finance Source over the short term with an eye on search engine optimisation. Finding out how search engine optimisation can boost both websites' growth is the goal of this study.

In this paper, researchers name two case studies as:

- *Case study of Meditation website – Case study (1)*
- *Case study of Personal Finance Source website – Case study (2)*

1.2 Development settings

Private entrepreneur TD Group Finland Company was founded in Finland in 2010. The TD operates in the large variety mail order and e-commerce sectors. Then, in an effort to broaden its e-commerce products and entice new customers, the TD established the specialized e-commerce services company known as Dzistar Digital. In this study, these two names—TD Group Finland and Dzistar Digital—will be combined or used interchangeably. The researchers also use the abbreviation the TD. The business offers services such website planning and design, e-commerce website development, website chat box creation, and social media marketing. The TD collaborates with a number of drop-shipping partners, including Shopify, WooCommerce, and Zuitte.com. Also accessible to the partners of its affiliate websites are WordPress and ManyChat.com. The TD Group Finland sells every item in digital form, including social media marketing, website design, setup, and chat boxes. Facebook and LinkedIn are utilised to

network for the organisation and attract new customers. The majority of the TD's clients are from the US and other English-speaking countries.

In this section, research scopes are clearly defined following case study Meditation (1) and Personal Finance Source (2). The researchers particularly state the reason for the study, the research questions and sub questions, and the desired goals.

1.2.1 Case study of Meditation website (1)

With only two people visiting at first, the major objective is to establish a meditation website that attracts 400 or 500 to 1,000 visitors each day after 5-6 months of construction. In addition, the revenue earned fluctuates and is derived from the sale of advertising e-books and courses on the website. Among the meditation website's two main issues are a lack of intriguing material and a lack of timely updates to the themes' keywords.

An important part of this thesis's solution to these issues is how to boost a website's position in Google search results.

There are two sub-questions, which support the research:

- (1) How to apply Search engine optimisation (SEO) to develop the website;
- (2) Is the Meditation making the most of on-page SEO?

The research aim is to construct a meditation website using the most up-to-date digital marketing methods. A SEO strategy that includes the use of Google Analytics and other tools like social media as well as email marketing is a feasible alternative.

The goals of this thesis are to address the existing issues the website is suffering, such as a lack of content and visits; and to improve the meditation website using SEO, which includes keyword research and Google Analytics.

1.2.2 Case study of Personal Finance Source website (2)

Search Engine Optimisation is the central concept of this research, which is defined as not just about content and link (Gary & Allan, 2021). Making a website more visible in search results for business-related terms on search engines such as Google and others. Increased search engine presence increases your chances of attracting new clients and keeping current ones. The study question is on how to increase the number of unique visitors to the website and improve its rating.

The research question is about “how search engine optimisation can boost growth for Personal Finance Source website”. The research aim is to use search engine optimisation to boost website Personal Finance Source.

In order to achieve established the aim, the following set of objectives are:

- (1) Understanding search engine optimisation (SEO);
- (2) Implementing SEO for website Personal Finance Source;
- (3) Finding out how effective this plan into the website, the practical results.

1.3 Research methods

Pragmatism is a useful philosophical framework that offers an experienced. The research methodology follows case study approach with the issue in practice since the goal of this case study is to develop two websites—Meditation and Personal Finance Source—by search engine optimisation. This study aims to increase two websites' search engine rankings using SEO. Case studies, in the opinion of Yin (2003), can be used to clarify, outline, or investigate certain occurrences or phenomena in the circumstances in which they often take place. Case study research is based on an understanding of context. A case study attempts to shed light on a choice or series of choices, explaining why they were made, how they were carried out, and what the outcomes were. This is the essence of a case study and the common theme throughout all different sorts of case studies. Deduction is a research strategy that starts with pre-existing hypotheses and notions, then tests and revises them before moving on to confirmation (Saunders et al., 2019). The website's development will make use of

web analytics technologies (or website performance metrics). In order to gather, analyse, and discuss data for research advancement, mixed techniques refer to using archival data and other mixed-methods data. The longitudinal methodology is appropriate for this study since it will be completed quickly.

1.4 Framework and the limitations of the study

This section introduces frameworks of two case studies, and the focus and limitations of the research.

1.4.1 Case study (1)

The development of a website for mediation involves four main phases. First, needs research and keywords research must be used to investigate the requirements for meditation. Throughout these findings, search engine optimisation strategies will be applied to choose keywords list that matches the criteria. Second, after completing the major keyword research, strategies will be established for the content to be written and posted on the website 3-5 times each day. In order to draw more visitors, better satisfy users' demands for research, and provide adequate data from user visits for the researcher, a maximum of 10 postings will be created each day. Google Analytics will be employed to compile and analyse the data. Google Analytics is a website tracking tool as well, and it offers information like the total number of pages visited, the time spent there, link tracking, bounce rate, and many more. In order to understand client behaviour in this situation, Google Analytics data will be examined.



Figure 1: The framework of case study (1)

1.4.2 Case study (2)

Everything a user can view on a website is considered content, including all photos, videos, text, and infographics. With content marketing, Bill Gates' adage

"Content is King" (1996) has never been truer than it is now. Every business with a website has the challenge of creating high-quality content that attracts and retains consumers. With a website, content plays such a crucial role that if it is not done effectively, all future promotion strategies would be lost. For example, a business's approach to attract visitors is quite effective, but when readers arrive to their website and realize that the material is not as enticing as they first believed, they will no longer spend time on that website. In the second stage, content marketing is used to draw in visitors and keep them engaged, leading to customer acquisition and retention. The third step in this structure is applying search engine strategies. SEO, on the other hand, plays a significant role in the creation of effective content. As the last step, the researcher uses web performance metrics to determine website effectiveness. According to Simon (2016), KPIs (key performance indicators) are defined as having an important role in evaluating the effectiveness of the project (the website). Improving the website ranking is the aim of this case. Particularly, these are overall traffic, organic traffic, bounce rate, average time on site, average page views per visit, conversions, keyword rankings, website speed, broken links, and backlinks.

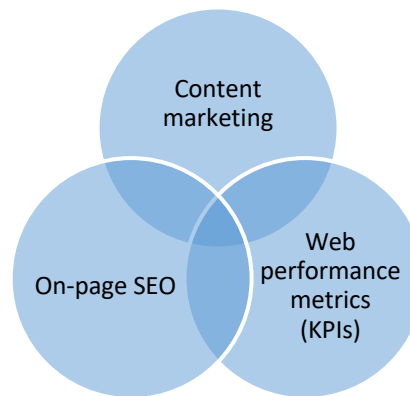


Figure 2: The framework of case study (2)

1.4.3 Focus and Limitations

The scope of this research will focus on on-page SEO. The study is conducted just for the TD and not for any other organisation with comparable material, therefore the performance of implementing the procedures might not provide the same results. Furthermore, what works now is not guaranteed to operate as planned in the future or may not have worked effectively in the past due to the ongoing evolution of search engine optimization and changes in website

rankings. The limitation of the study is User Experience (UX) and User Interface (UI). Since the layout and design of the website are still the same. Changing to the UI will also overwhelm the website's designer, who is frequently a third party. This idea will thus fall outside the purview of this study. Besides, the researchers will also not consider social media promotion as a mandatory method to be mentioned in the application of optimisation strategies in the context.

2 SEARCH ENGINE OPTIMISATION

2.1 Digital Marketing

S.M Jasima in an article in 2018 said: “Advertising that is distributed via online tools, including email, websites, search engines, social media, and mobile applications, is referred to as digital marketing. A brand, product, or service is promoted using the Internet in this process.”

There has been a paradigm shift toward digital marketing. It occurs when a company's marketing efforts are conducted entirely or almost entirely online. When comparing digital marketing to more conventional forms of advertising, it's important to keep in mind that the former emphasises theoretical considerations while the latter emphasises the application of relevant research to actual scenarios.

Digital marketing is divided into email marketing, inbound marketing, display advertising, affiliate marketing, search engine marketing, search engine optimization, and social media marketing.

2.1.1 Why is Digital Marketing important for SMEs?

Online activity is important to the practice of digital marketing. When thinking about how the internet is used across the world now, it's hard to picture a world without it. The internet's ability to link individuals all over the world is a vital component of today's globalized information society. There are 62.5% of people in the world who have access to the internet, with the highest prevalence being in Northern Europe at 98.5%. One of the most effective methods of Digital

Marketing to reach this massive audience is through the usage of social media. This method is used by 4.7 billion of the world's 5 billion people (see figure 3). China was at the top of the list of nations having the most internet users globally as of January 2022. More than triple the quantity of the United States, which came in third place with only over 307 million internet users, the world's most populous nation had 1.02 billion internet users (see figure 4).

These figures make it clear that Digital Marketing can reach people everywhere in the world as long as they have access to the Internet. In contrast, conventional advertising uses limited-reach methods including newspapers, radio, flyers, print, telephone, and outdoor banners.

In addition, marketers have the option of tailoring the presentation of items and services to each individual client using Digital Marketing. Customers cannot be made to buy the paper or watch the newsletter. As a result, it is clear that Digital Marketing has removed barriers to entry for the marketing industry on a worldwide scale.

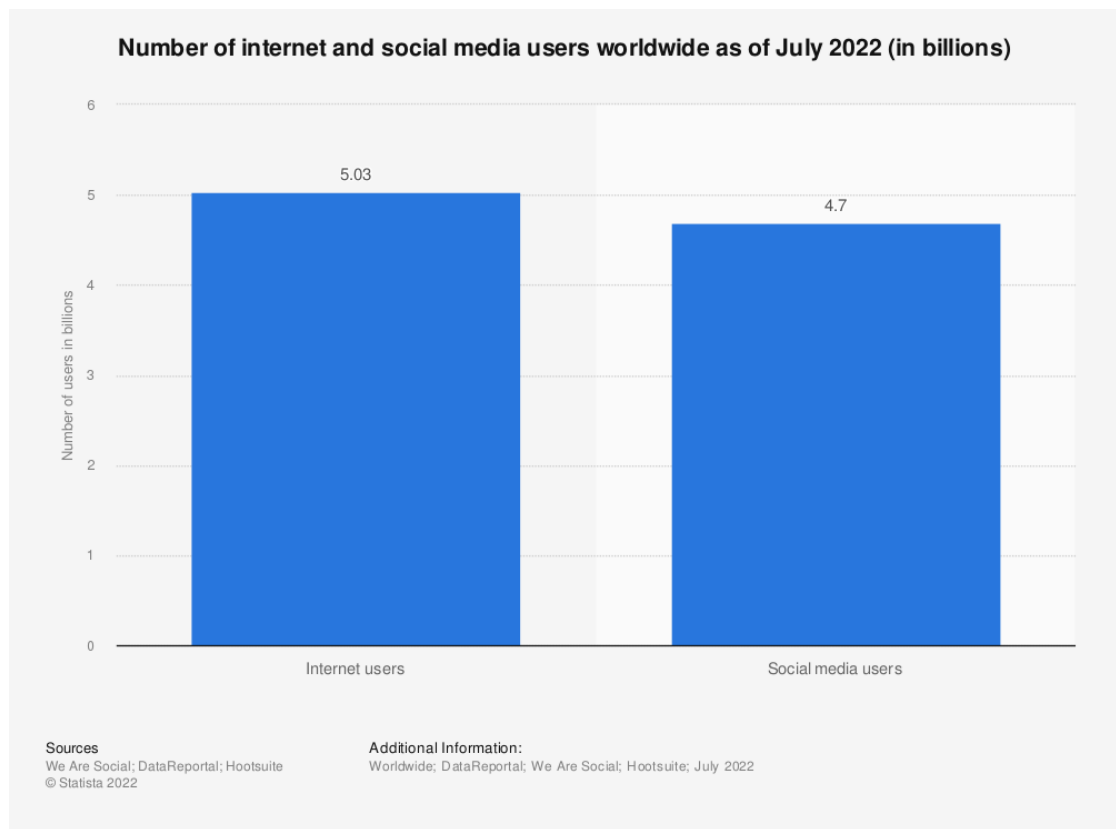


Figure 3: Number of internet and social media users worldwide as of July 2022 (source: <https://www.statista.com/statistics/617136/digital-population-worldwide/#statisticContainer>)

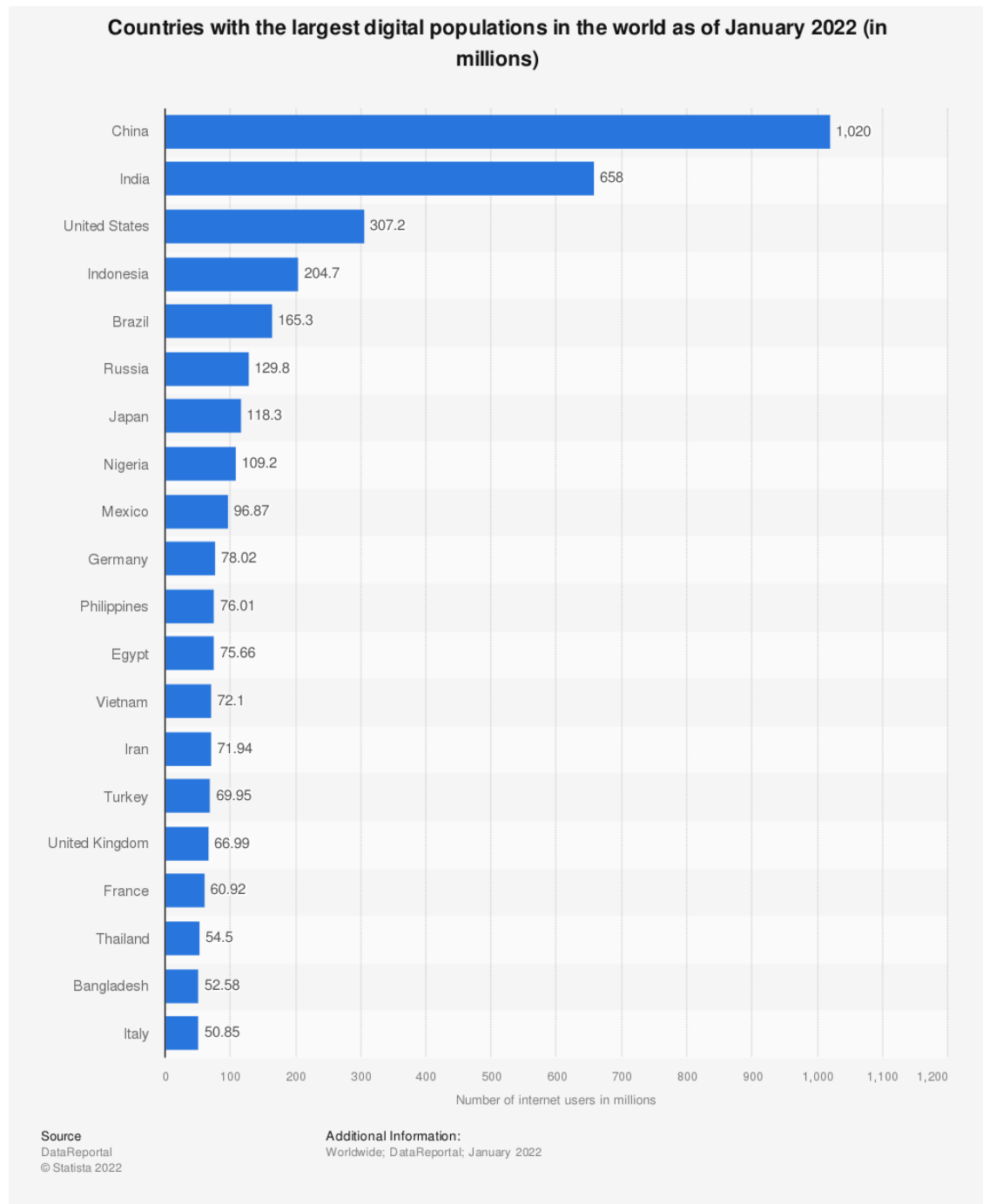


Figure 4: Countries with the largest digital populations in the world as of January 2022 (source: <https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/>)

2.2 Search Engine Optimisation

Search engine optimisation (SEO) is an approach to online marketing that takes into account the inner workings of search engines, the computerized algorithms that govern search engine behaviour, the types of information people are looking for, the actual search terms or keywords typed into search engines, and the

search engines that are most popular with the target audience. Increasing a website's visibility in search engine results pages (SERPs) is the goal of SEO. Potential consumers can be found among these site visits. Figure 6 shows a complete search engine optimisation process.



Figure 5: What is Search Engine Optimisation (Jasima, 2018).

2.2.1 Search Engines

Search engines are constantly searching the web in search of newly published material. Caimin (2016) simply defined the term "search engine" refers to any software that does a keyword-based online search across several websites. Components of the search engine include: (1) Important-results-first algorithms; (2) Software components of a search engine, including logical operators, search fields, and presentation type; (3) Database; (4) Spider, often known as "crawling" software, is used to scan through the content of websites.



Figure 6: The way a search engine work.

The goal of this process is to give internet users access to high-quality information while also making it simple for them to absorb that information. In case businesses do not have anything similar that as an e-brand or website, it is probably not going to rank in search engine results or be visible to users.

2.2.2 Google – as the main search engine for this research.

Google Search was launched in 1998, and now it owned 91.87% market share worldwide and more than 87% in America (the data from Statcounter.com, August 2022). Google Search is an entirely automated system that makes use of software known as web crawlers, which routinely scour the Internet in search of new pages to add to our index (Google 2022). Business and marketing choices might benefit from knowing what Google says and how it ranks search results (Gary et al., 2021).

Following Google Search Central, Google Search usually works through three stages (not for all pages):

1. Crawling - Using automatic algorithms called "crawlers," Google collects text, photos, and videos from webpages it discovers on the internet.
2. Indexing - Google reads the text, photos, and videos on the website, then saves the material in its massive index.
3. Presenting search results: Whenever someone conducts a search on Google, the search engine will only show them results that are directly related to their inquiry.

People seek impressive organic search engine rankings and more awareness on a search engine. However, a remarkable user experience is crucial in the round. Google has captured this point very well. Consumers typically have a clear idea of what they need, therefore it is a red flag when they cannot find it. Further, the performance will be negatively impacted. That is why Google developed a great answering machine for user experience, which shows relevant search results to consumers as soon as they input inquiries, called search engine results pages (SERPs). The objective is to help people find what they need with minimal effort.

2.2.3 Search Engine Result Pages (SERPs)

Caimin Jones (2016) provided a very short definition of SERPs, which are the pages displayed after a search is performed. They combine both natural and paid search engine results (see figure 7). Typically, the results are sorted by how closely they match the original query. Each organic search result on the SERP will often feature a title, a link to the real page on the Web, and a brief description highlighting the locations where the keywords match the content. Advertisers have editorial control over sponsored results.



Figure 7: Examples of Paid and Organic Search Results.

According to Gary et al (2021), websites and web pages can benefit from search engine optimisation (SEO) by increasing their exposure to relevant search results and attracting larger, more qualified audience. SEO focuses on generating visits from unpaid traffic (or "natural" or "organic" traffic) rather than sponsored or paid traffic. Image and video search, scholarly and news search, and vertical search engines catering to certain industries are all potential sources of organic, or unpaid traffic.

Furthermore, Jason (2021) said that a successful SEO strategy will optimise the website so that it appears on the first page of search results, where customers can easily locate the business. Paying for clicks to your website might be incredibly expensive in highly competitive markets and niches. However, traffic from organic search results does not really cost anything, for example, cost per click, cost per conversion, and cost per impression, to generate, dissimilar to paid search traffic.

2.3 On-page SEO

The website is the focal point of all SEO processes and if it is not properly optimised for both search engines and users, the website's chances of success will be minimised. However, in this research paper, the researcher will focus on on-page SEO. On-page SEO refers to the settings a business can apply on its website so that it is optimised for search engines.

According to Ghulam et al (2017), the in-depth form of website optimisation is on-page optimization, including optimise keywords, URLs, website content, images, and metadata. This is the website's internal processes are where optimization occurs.

The success of organic search is heavily dependent on a variety of technical and analytical tools that give access to the crucial data required for ongoing SEO and website improvement, as well as the optimisation of the user experience. SEO is a technical marketing function that depends on both content creation and technological development (Eric et al., 2015).

2.3.1 The Maslow's Hierarchy

From Saul (2022), Maslow's hierarchy of needs (1943) figured that physical survival is the most fundamental need, and it will always drive people to conduct themselves in the beginning. What drives people once that level has been reached is the subsequent level up, and so forth.

A five-tiered model of human wants, frequently shown as hierarchical tiers within a pyramid, makes up Maslow's hierarchy of needs, a motivational theory in psychology. Prior to addressing needs higher up the hierarchy, people would pay attention to those lower down. The hierarchy of needs starts with physiological (air, water, and food) and moves up to safety (health and security), love and belonging needs (friendship and family), esteem (recognition and freedom), and self-actualization.

Deficiency needs and growth needs can be used to categorize this five-stage model. The top level is known as growth or 'being needs' (B-needs), while the first four levels are sometimes referred to as 'deficiency needs' (D-needs).

The deficiency needs were developed as a result of deprivation and are said to motivate individuals when unsatisfied. Additionally, the longer these want to go unconvinced, the greater the motivation to satisfy them will be. For example, a person will become increasingly hungry when they have not had a meal for a long time, and they will be more motivated to seek food and deal with hunger.

After the four subordinate needs have been satisfied, people will reach the highest level of self-actualization which is the highest level in Maslow's hierarchy. At this level, one is concerned with realizing one's potential, finding contentment in oneself, seeking personal development, and having peak experiences. According to Saul (2022), Maslow (1943) said that the level of self-actualization is the drive to achieve one's full potential and maximise one's potential.

People could focus on or sense this urge extremely specifically. Someone can have a strong desire to become the ideal parent, for instance. In other words, the

impulse can show up in the humanities, sciences, or athletics. Others could express themselves artistically through the creation of works of art like paintings, photos, or inventions.

Being entire and linked is the sensation of self-actualization. Having a sense of meaning in life, feeling a connection to others around people, and embracing where they are in it are all examples of this. Wholeness results from using skills and talents to create a safe environment in which individuals around can develop their potential and improve. Giving people the chance to reach their full potential and eventually take over holding this place is how people uplift others rather than uplift themselves. These wholeness requirements arise in order to secure achievement since making room for others allows everyone to flourish and contribute fully (Brian, 2020).

Self-actualization can be characterized as the higher human quest to be imaginative to evolve and to realize potential. All people have the capacity to reach their full potential through a lifetime process of self-improvement or self-actualization.

According to the website sahajaonline.com, to develop themselves continuously, and to learn and hone skills, people have turned to meditation. Meditation provides an ongoing support system for continued growth and development and allows a person in power to improve themselves at their own pace. The problems with life about living, protecting, or needing to belong to a certain community make people tired or satisfied. After all, they need a place to improve themselves after satisfying their basic needs.

Based on the article by Paul (2019), meditation is frequently used to promote the quest for self-actualization or self-realization. Meditation allows people to access their creative potential and hidden skills. This helps them to understand their true sense of purpose by releasing the grip of the ordinary ego.

Due to meditation's connection with self-actualization, meditation can be placed at the top of Maslow's hierarchy of needs. Taking into consideration the procedure through which an individual moves through the lower stages first towards the higher stages of the hierarchy, it can be said that the content of mybodhizone.com is to be targeted to the core audience who seeks guidance with meditation. While everyone can benefit from the knowledge of what meditation is and how to practice it, only those individuals who are ready to practice meditation are likely to search for it themselves. This assumption is directly tied to the strategy to market and grow the reach of the articles written by the researchers. Believing in the assumption that also means establishing the assumption that as meditation is only best targeted for those who actively seek it, meditation can be a niche, and as such, it is best to focus the marketing efforts on aiming to be the best-reaching website in the niche.

2.3.2 Keyword Research

Keyword research is an opening and critical component to starting most SEO campaigns. Finding out what people type into search engines, like Google, is done so that people may better optimise their content for search engines using those terms (Gary et al., 2021). Searching for content topics, optimising individual pages, increasing visibility, and promoting material are all impacted by keyword research, from there, people know where they are and how they are performing.

The website of innovationvisual.com gave five reasons explaining why keyword research is important for search engine optimisation, including (1) With the use of keywords, people could better communicate with their target market, what companies do, who they want to assist, and how they stand out from the competition; (2) Users could find out what a website could accomplish for them by appearing for certain keywords and could help with the unique selling points (USPs); (3) For content strategy, by using high volume keywords to build a library of pertinent, helpful articles and content pieces, people could interact with their targeted target audience and provide them with the information needed at the right time, in a way that is in line with where they are in the buying process; (4) Search engines will recognise the purpose of website and rank company

appropriately if people use targeted keywords on various web pages. Additionally, it makes it simple for the search engine to select the web pages from their site that are most pertinent to display in the SERPs, improving user experience and increasing conversion rates; (5) With the use of keyword research, people could learn which search keywords their rivals are ranking for and how they stack up against them. This may also point up opportunities for them to adopt a different strategy and test out new keywords that they had not previously considered.

KEY TERM LONG-TAIL KEYWORDS

A long-tail keyword (or key phrase) is a longer set of words. Instead of searching for a single word or phrase, we build a much longer tail. For example, my search is likely to expand with each step, as shown in Figure 4.1.



Figure 8: From keyword to long-tail keyword (Annmarie, 2019).

A keyword is a word or a phrase that can be used that a user types into a search engine to locate the website. Researching keywords in this thesis will be based on the length. Three types of keyword research in search terms are typing with short-tail keywords, medium-tail keywords, and long-tail keywords.

Short-tail keywords are broad in scope but just fewer and individual words (Alex Wong, 2019).

Medium-tail keywords are search engine phrases with a moderate competition that denotes medium search volume and moderate ranking difficulties (Federico, 2019).

Long-tail keywords are contained longer than three-words phrases. This has been normally low competition and quite specific, but high conversion rate. A long-tail keyword with low competition is best for SEO exposure, especially for start-ups and SMEs (Maria et al., 2010). Managing long-tail keywords simply involves improving communication between the company and the clients who are already in the market and actively looking for what the website offer. However, it is important, and always is the main goal in keyword research.

For example, for a content writer for a meditation website, “meditation” would be their short-tail keyword. The medium-tail keyword could be “meditation for kids”, and the long-tail keyword could be “teaching kids how to meditate”.

According to Gregor (2021), people usually search with using short-tail and mid-tail keywords. With these search methods, search queries will be based on keywords from higher to highest search volume. They could be more easily incorporated on the page when the author writes content. As well, when there is a high level of competition for these keywords, it is significantly harder to rank. If a firm is bidding on them for a paid ads campaign, those tend to be more expensive.

Long-tail keywords have substantially lower levels of competition for top positions on Google search results pages than their more generic counterparts. Search keywords that are longer and more specific would be easier to rank for. The Internet's vastness makes it simpler to target the people who would be interested in a particular expertise. When people optimise for multiple long-tail keywords, they can increase the site's overall traffic significantly. And long-tail keywords have a higher conversion rate than short-tail ones since people who use the long ones to locate the site are already predisposed to buy the firm's goods or services (Gregor, 2021).

2.3.3 Content optimisation

According to Nicolas (2020), content is a tool that aids in providing value to customers. The content of a website consists of written and visual assets (such as articles, photos, and videos) that its creators make available to visitors. The authority and relevance (page linking) of a website or page content determines where it appears in a search engine's organic results. The frequency with which a keyword is used is one metric of its relevance. This can be in the form of phrases, phrases, or specific keywords. Reliable inbound connections to the website or page are the most important factor in establishing its authority.

Tim (2020) argues that a high-quality website requires a massive collection of high-quality primary content. In the context of search engine optimisation, other characteristics of high-quality content include providing a comprehensive response to the query or problem posed by the reader; consisting of the latest or up-to-date information; containing informative or in-depth writing; being well-structured for ease of comprehension; completing and accurate keyword research.

There are several supporting elements for high-quality content, such as search intent, well-written primary content, helpful additional information, page layout, ad placement, and length of content. One way to characterize the motivation behind a user's Google query is through the concept of "search intent" (also known as "user intent") (Joshua, 2019). To put it simply, everybody who uses the internet to do a search is after specific information. It could be anything from a service to a solution to a problem.

Combined with optimising the meta descriptions, URLs, and other on-page SEO techniques, the page layout is a significant aspect of SEO content optimisation. However, page layout is typically established early in the process of developing a website and is rarely modified afterwards because doing so can negatively impact search engine rankings (Montti, 2020).

Where to put ads on the web page could hurt or help rankings. Advertising placement should ideally be positioned toward the top and left of a page. In a 2017 article, Adam said that ads placed near the top of a page received the greatest attention, followed by those placed on the page's left and right. As well, it is crucial to consider the content length. It used to be thought that articles and other forms of blogging were roughly 1 800 words in length to maximise SEO. However, it is changed now when Google favours articles of more than 3 000 words since they will be more comprehensive and informative. Some other SEO tools, such as RankMath SEO, set a standard 100% score for content length above 2 500 (RankMath SEO Guidelines).

In a sense, it seems that the content optimisation has covered most of the work of on-page optimisation, such as research keywords, meta descriptions, headlines, URLs, page content, alt text, on-page links, etc. (the GrowHackScale website, 2022). Therefore, it could be said that on-page SEO is content optimisation.

Another point that needs to be mentioned is the difference between content optimisation and content marketing. According to Hockman (2021), content marketing is known as publishing informative material on all online platforms and social accounts. Audiences are attracted to and kept interested in this way. It consists of blog posts, social posts, emails and calls, e-books, white papers, infographics, videos, case studies, etc., which are ideal materials to create a content marketing plan.

2.3.4 URL optimisation

Site traffic can be increased by focusing on the underlying structure of the website—the URLs (Uniform Resource Locators)—and optimising them. The audience can more easily spread the content and firm will get better search engine rankings when using a URL. Users and search engines generally can get a better idea of the content of a landing page from its URL if it has been optimised. Even beyond search engine rankings, URLs that are optimised for search engines can improve user experience.

According to a book by ClickLearned.com (2021), users can improve their search engine rankings by using keyword research to craft relevant URLs that directly reference their content. In general, a user should be able to look at a website's URL and have a good idea of what they will find on that page. It is recommended to use a precise word or term that describes the topics covered on the page. Furthermore, the URLs must include the target keywords. Incorporating at least one carefully researched keyword into each page's meta description is a fantastic idea. The URL of the site need to contain that term. Moreover, it is critical that users begin their URL with the most relevant keyword. Nevertheless, search engines place less weight on words that appear later in a URL. While keywords do play a significant role in SEO, it is important to avoid the practice of “keyword stuffing”. Google will give a penalty for that kind of behaviour.

Using hyphens (-) to separate words in a URL is another step toward making it search engine optimised (Tim, 2020). The use of hyphens to separate words in URLs is recommended for both search engine optimization and human reading and usability. To avoid confusion, Google suggests using hyphens (-) instead of underscores (_) in URLs. Hyphens serve as separators, while underscores are typically used to join words (Montti, 2021).

Montti (2021) added that avoiding the use of capital letters in URLs is a recommended practice for search engine optimization. Google and others all understand both capital and lowercase characters. Duplicate content, URLs, and a drop in search engine rankings are all possible outcomes of this problem. A short URL will always be taken. About four to five words are ideal for an SEO-friendly URL, as the algorithm begins to discount additional keywords after that point. Simply put, URLs should be succinct and should have relevant keywords in their first parts.

2.3.5 Meta description optimisation

A book from digital marketing agency ClickLearned.com (2021) came up with a meta description that is a part of HTML code that provides a brief summary of a

page's content. Keywords are included here to improve search engine rankings and click-through rates (CTRs) for the website, as this snippet appears below the title tag in the SERPs. Meta descriptions appear under the title of a search result page on Google. They are a chance to get people interested in checking out the website.

From Tim (2020), each page's meta description will be written by the content author or webmaster. People who access a website via a search engine or via a social media share will see this description. The quality of a meta description, similar with a website's title, could influence whether a user decides to visit the website. When a page post lacks a meta description, Google could reuse text it finds on that page. This action would make it confusing. Therefore, content creators need to write a meta description and keep it brief, in order to prevent having Google truncate the meta description like they do with page titles.

Meta descriptions work much the same as advertisements. This is important that it is short, relevant, and straight to the point, emphasising the USPs (unique selling points) since Google loves and highlights those words on the search engine results page, and it will only take seconds to attract reader attention (ClickLearned.com, 2021).

2.3.6 Title tags optimisation

The header of a web page contains an HTML tag called the title tag. They look like “<title>This is a Title</title>” (ClickLearned.com, 2021). Since it is used to make the link clickable and appears in some browsers, it aids in drawing attention to the issue on search engine results pages (SERPs). It offers a suggestion or a first impression of the website's subject. Figure 9 shows the title tag in the source code and the clickable link.

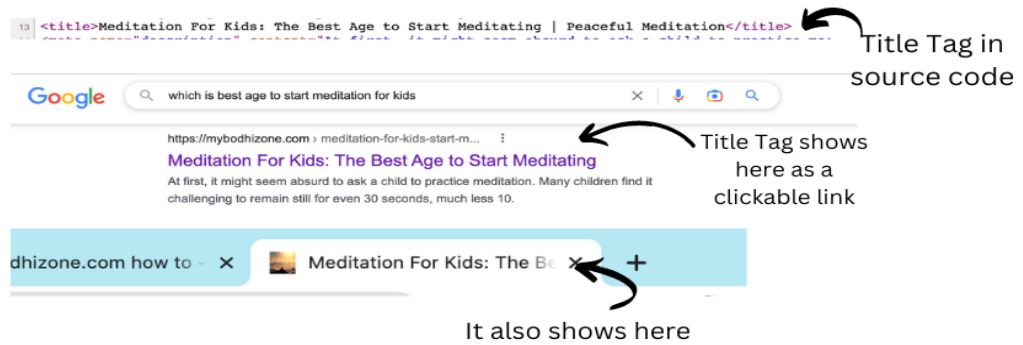


Figure 9: The title tag in the source code and the link are clickable.

Dave et al. (2019) said that the HTML code for a web page's title tag is shown at the top of the browser window, and includes the keyword `<Title>` to indicate the location of the details of the title tag. If a keyword is included in a title, it will be given more weight by a search engine than if it is simply included in the page body text. The title of each page on a website should clearly state the firm's name and the service name or deal being advertised. Keyphrases closer to the left of the title tag, especially those with a higher keyphrase density, are given more weight. The title HTML tag is also important in SEO because it is the text that is highlighted in the search engine results page and becomes a clickable link. More people will visit the site if the title tag displayed in SERPs is an enticing call-to-action (CTA) that convincingly illustrates their site's relevancy. Incidentally, Google will monitor click-throughs to a site and will determine that the content is relevant too and correspondingly boost the position.

According to Kelly (2022), in order to determine what is on the website and how relevant the content is to the user's search queries, Google examines the title tag. Additionally, title tags instruct browsers how to display the title of a website in three crucial locations: search results, browser tabs, and social media. An excellent opportunity to explain to Google exactly what the page is about is by creating optimal title tags. The context wants to give readers important information that drives additional clicks while also assisting Google in finding and ranking content.

Search engines, including Google, use this title on their results pages. This title is then used by the user to determine if the linked page has the desired information. A user's propensity to click through to the site is directly proportional to how well a writer optimises this text. If that is likely to occur, then there is a good chance that the page will get a lot of organic traffic. Page names should be succinct so that Google will not truncate them, removing relevant information. Titles should also provide a clear description of the material that visitors will find on the linked page; otherwise, they are more likely to quickly abandon it (see figure 9) (ClickLearned.com, 2021).

2.4 About case studies of websites Meditation and Personal Finance Source

Since the end of 2019, the world has suffered from a Covid-19 pandemic. The worldwide effects of the current COVID-19 pandemic include loss of human life, economic and social instability, xenophobia and racism against people of Chinese descent and East Asia, the spread of online disinformation and biological weapons, etc. Those who have survived this period of instability so far have shared same difficulties such as loss, health, finances, and reintegration into the professional environment due to long isolation, social unrest, and so on. Based on this arising, two issues of how to get more money and save money, how to relieve pressure, and improve mental health, have revealed the essential requirement. Those were the starting concept for two websites Meditation (<https://mybodhizone.com/>) and Personal Finance Source (<https://personalfinancesource.net/>).

2.4.1 Case study (1)

The Meditation website was launched at the end of 2021 but will not be fully operational until March 2022. The founder created the meditation website for the purpose of education, making meditation accessible to everyone. Meditation can be understood as people feeling "peace from within", which is simply a feeling of relaxation that comes from within each person. Meditation is about bringing the mind to a state of stillness. This stillness is as if people are seeing a water

surface without ripples. Inner peace is an art – that which when people create and maintain peace of mind even when the world around them is noisy. However, it does not mean that people let go of all the difficulties in life, just learn to calmly and peacefully face all the chaos. Meditation is a method built on a scientific basis and intensively researched, they target mind management, breathing regulation (breathing rate), thought management, concentration and health improvement. for meditators. Meditation helps us to adjust our mental state, reduce stress, reduce pain, and increase patience. From there, the practitioner will absorb information faster, operate more efficiently, improve imagination, and creativity, and achieve many achievements. The articles on the website mybohizone.com all focus on the above content. And for now, the web's content is primarily about providing readers with an understanding of the topic, methods, help tips, and related information.

The potential of the site is numerous. The purpose of the web has directly hit the human need for relief. Everyday life is full of problems for people of all ages. Adults have pressure with money, work, family; Students are pressured to learn and how to become adults. When people have achieved the essential needs in life, such as an abundance of clothing and shelter, the next thing they look for is a return to the mind. This gives the website a large and long enough space to grow and can be profitable later, which is by applying content marketing campaigns.

The site challenge is a new site. There are many websites and apps about meditation that are very popular at the moment. Second, it's content creation. The challenge for that website is to know what readers think and need. In essence, this will be achieved by current trending and keyword research tools. However, content writers will sometimes encounter unrealistic expectations that are exaggerated when readers start with the subject. The audience may misunderstand the problem they are trying to find. Each person's mind is formless and indeterminate. Many people think that they cannot meditate just because they cannot stop thinking or they will become a different person than they are now. Meditation is not like that. Meditation means bringing people's curiosity to

whatever comes up in their life experiences. With practice, over time, they will learn to carry their curiosity and let go of their judgments about what's going on.

The next challenge is design, website visitors and most importantly, people looking to buy a product always see design as an aspect to evaluate and trust the business. For a mobile website, design is paramount to make everything perfect for any user's journey of discovery. People often have a negative opinion of a product if they find the website design to be unremarkable. The same wedding challenge is the radio network. Today, a business can take full advantage of social networking platforms, this will most likely be a valuable resonance with website optimization for mobile devices. The reason is that businesses often share the majority of content and articles through social networks. Meditation website is still a new website, in the progress of promoting content and optimizing SEO, creating a social media account for the website will be done in the near future along with a redesigned web interface.

2.4.2 Case study (2)

The Personal Finance website was launched and officially started operating in early 2022. About the purpose of this website, the founder came from the main concept “What is Personal Finance?”. The term “personal finance” is the financial management that an individual or a family does to budget, save and spend cash resources over time, taking into account financial risks and events that may happen in the future. When planning personal finances, individuals will consider their suitability for a wide range of banking products (savings accounts, current accounts, credit cards and consumer loans) or personal investments (stock market, bonds, mutual funds), and insurance (life insurance, health insurance, accident insurance) or participate in, oversee retirement plans, social security benefits and income tax administration. All of these are the very reason for the existence and the main activities (targeted content) of this website. In other words, the website is an online newspaper that provides education, tips and methods for audiences on personal financial matters. However, according to the company's founder, the site is the first footstep in the plan of an e-commerce website, which provides financial advice and affiliates to other financial

management activities. For this niche, there is a lot of facing potential and challenges.

The potential. Personal finance itself possesses the nature potential for the development space of the website. As noted above on the current world scenerio, it is more than clear. This potential comes from the supply and demand of humanity. No matter what time it is, people are always looking for ways to grow rich, protect their funds, and improve their own pocket situation, is always happening. On the other hand, just even doing this electronic newspaper well, finding advertising sources for the web, will as well bring profits to the founder one day.

The challenges. Personal finance delivers the general as already challenging field. It is money and property, and sometimes is someone's whole life saving, so it is difficult. The accuracy and credibility of information must always be a top priority. The first challenge is content creation. The second is finding an advertising source for the web, or partners to bring their ads to this site. This will be shown as ad banners on the web and within articles. Engaging audiences is the third challenge. This is not only a high-quality content but also the user-friendly interface of the website, the source link between the website and social media channels, the wide promotion, the number of backlinks to the web, etc. Web traffic is a metric for a website and a huge challenge itself. Website traffic is a term in SEO to illustrate the traffic of any website. The objective is to know the number of user visits to the website. And each website will have a different amount of traffic since it depends on the content of that website. This traffic includes indicators to assess users' interest in the website, increase conversion rate, and brand coverage, increase website credibility, increase website ranking, and increase sales opportunities. Besides, finding and testing tools to improve web and content, and measure SEO has been an expense for the company.

3 DATA COLLECTION AND ANALYSIS

In this chapter, researchers present the process of research, data collection, and data analysis for both of two case studies in general.

3.1 Research process

The research philosophy, pragmatism, according to Saunders et al. (2019), argues that ideas are only useful if they indeed aid certain sorts of practical activity. To a pragmatist, what counts are not abstract concepts but rather the actual results of those concepts in the real world, and knowledge is appreciated because it supports effective action. The research problem researchers are attempting to solve, and the research question will be the primary factors in shaping the research design and methodology while applying this philosophy. As a result, the research question will probably reflect the concern for real implementation.

The research methodology chosen for the thesis is a case study. Yin (2009) defines case study research as an in-depth investigation of a phenomenon in its real-life context. It is an empirical and descriptive method. Case studies are widely used in a variety of contexts, and their findings are incorporated into the understanding of a plethora of human, social, political, and organisational phenomena. This strategy has been utilised frequently in the fields of psychology, sociology, politics, ethnography, social work, business, education, healthcare, and community planning. In economics, case studies are used to examine the workings of a specific industry, as well as the local, regional, or national economy.

According to Jan et al. (2008), the case study method is effective when the matter is massive and complicated, when theoretical resources are limited, and when the context is critical. Coincidentally, a lot of research in business contains all three of these factors. The authors suggested some research topics in the field of marketing, such as marketing strategy development and implementation, business reengineering, customer service, and organisational ethical orientation development.

In this thesis, the websites Meditation and Personal Finance Source serve as case studies because of their timely boosting of these. The TD intends to expand its brand's reach in the main market (the USA), and then international ones by

implementing search engine optimisation into its digital marketing strategy.

Google, which controls a lion's share of the US and global search engine market, should indeed index the sites highly if users want to see any traffic at all (Statista 2022). To illustrate how Google views and understands websites and how to make a website SEO-friendly, this thesis draws on literature reviews and recent articles. This thesis builds on those data and observations to provide an organic on-page SEO that can boost two websites' organic search engine rankings.

In terms of search engine optimisation, there are three main approaches: on-page optimisation, off-page optimisation, and techniques. Due to space constraints, the researchers of this bachelor's thesis will only discuss on-page optimisation. Based on archival data and by analysing numerical and statistical data (quantitative data) which is used to learn about two websites existing on-page SEO strategies. These data will be collected by analysing Google analytics and search console (search query performance, impressions and clicks results, audience overview, audience geo, acquisition overview) and reports and keyword research tools such as Keyword Planner and Keyword Everywhere. As well, qualitative data will be supported by an in-depth interview with the TD's owner, who is ultimately accountable for all project-related actions, including vital information such as target keywords, competitors' issues, web traffic, the goals/objectives of websites, the mindset to develop the future for those. There were marketing efforts put into both sites with the hope of boosting their profile in the target market; as a result, they should rank highly in Google's search results. In order to accomplish this, the researchers proposed a number of primary ranking factors and ways to optimise them, all of which are discussed in further depth in the analysis section. This argument is achievable because both sites gave access to their Google Analytics and Search Console accounts. The collected data and insights will be used to pinpoint both the obstacles and the openings for enhanced SEO performance.

3.2 Data collection

Data collection is the procedure of obtaining, measuring, and analysing precise data from myriad pertinent sources in order to address issues in research,

provide answers to queries, assess results, and predict future trends and possibilities (Simplilearn, 2022).

According to Yin (2009), although data collecting adheres to a systematic process, it is difficult to forecast which exact details will be important for a case study. The collector must swiftly analyse the information after gathering it for a case study while continuously reflecting on why certain events or facts seem the way they do. The conclusions can necessitate a quick search for more proof. It is likely that will be intellectually and emotionally spent at the conclusion of each day if the researcher is able to ask insightful questions during the data-gathering process.

Simplilearn (2022) defined that data collection is significant because of how intensely subordinate our society is to it. To guarantee quality confirmation, keep inquiring about astuteness, and make taught trade choices, exact information collecting is required. Data should be sourced from reliable research institutions and data providers. It is vital to report the methodology and data types used in data gathering. Data collecting is heavily utilized in the domains of business, government, and science.

An analyst must initially provide three answers before they start gathering data: (1) What is the purpose or justification for this study?; (2) What kinds of information will they gather?; (3) What methods and regulations will be used to collect, store, and process the data?.

Sinha et al. (2021) said that primary data are those that are gathered entirely by researchers for the first time. Primary data are those that are initially gathered for statistical research by any investigator or agency. It goes without saying that primary data collection plans are the original and that primary data are the outcome of original research.

The data that has been collected and published by other people or organisations are known as secondary data. The researchers only used these data without

analysing them again. These are not new data, fundamental or original data. Instead of gathering themselves, researchers make use of information that has already been gathered (Sinha, 2021).

According to the website research.virginia.edu, archival data is the data that has been published and is accessible for difference purposes other than research. The data gathered by various government departments and academic institutions must be completed and existed before any conducting research data project. Obtaining the necessary archival data may require going through a repository (e.g., a federal, state, or local agency or a national association). After collecting the data, the researchers need to decide on a set of standards for eliminating or narrowing the cases (Yin, 2009).

From Yin (2009), in terms of methodology, the larger study may have relied on a survey or the quantitative analysis of archival data. In that context, large studies can be beneficial because they provide a more in-depth description of the experiences of cases. The research question for the case study will become apparent after the researcher evaluated archival data, and the cases they choose to study will be drawn from the population of respondents or the pool of cases contained in the archival data.

Yin (2009) said that mixed methods research is defined as a type of research in which the researcher integrates quantitative and qualitative research techniques, methodologies, approaches, concepts, or language in a single study.

When compared to using a single research technique, a mixed-methods approach can help researchers answer complex research questions and gather a more comprehensive amount of data. By conducting a mixed-method research approach, different types of research designs become available whilst still depending on the research questions and the different research methods in use.

The case studies of two websites Meditation and Personal Finance Source, based on the quantitative analysis of archival data which is the main material of the analysis process, and interviews in qualitative research that together make up

the mixed method research approach used in the research. The data collection of two websites will get from Google Analytics and Google Search Console to help administrators understand visitor insights through customizable data analytics and reports on user behaviour over time. Thereby helping managers to grasp visitor trends and find a development direction for the website.

From Michael (2013), Google Analytics is a free website analytics tool provided by Google. Google Analytics shows the website traffic, the average duration of a session, and the bounce rate of users on the website. In addition, Google Analytics also offers many other indicators to help website managers understand the situation of their website and understand user behaviour from which they can map out a more appropriate development strategy for the website.

According to support.google.com, there are four stages of how Google Analytics works: configuration, data collection, processing and reporting. Configuration means setting up a small piece of JavaScript code embedded in the website in question. This code will collect anonymous user data such as session duration and the number of visits to the website that are collected in the data collection phase. This data is then automatically processed and reported for the website administrator to see.

Google Search Console is a free service from Google for keeping tabs on and fixing any problems that may arise with a site's visibility in Google's search engine results. The website owners do not have to use Search Console to have their sites appear in Google search results but doing so can help them better understand and adjust how Google indexes and ranks their sites. Search Console can use for everyone who has a website: business owners, professionals that specialize in search engine optimisation (SEO), managers of the Website, and coders who work on the web (web developers) (support.google.com, 2022).

The Search Console helps SEO specialists and marketers to monitor the traffic of a website, optimise their ranking of appearing in search engine results and make informed decisions regarding to how the site's appearance in search results. This knowledge derived from insights and gained from the information provided by search console aid all kinds of marketing professionals by influencing their website-related technical decisions. In addition, this decision-making and sophisticated marketing analysis are aided and usually done in conjunction with other Google tools like Google Ads, Google Analytics and Google Trends (support.google.com, 2022).

Jeremy (2022) said that these analysing tools are similar, however, they are not the same. The Search Console helps monitor the website's performance and search engine results. While Google Analytics will analyse the website's visitors and how they found the page. This analysing tool can track users' engagement across channels, not just on the website but also in paid and social media campaigns.

According to Johnna (2018), there are six differences between these two analytical tools: (1) Landing pages that redirect are reported in Search Console using the canonical URL, while Analytics use diverted URL; (2) Data from a page that lacks Analytics tracking code will be visible in Search Console but not in Analytics; (3) Per day, Search Console would only store up 1000 URLs record per site, it does not work in Analytics; (4) Information is only logged by Analytics if JavaScript is activated in the visitor's browser. No JavaScript is required for Search Console data collection; (5) Analytical data is timestamped at an audience-specified time zone, while Search Console data is collected at the standard Pacific Daylight Time; (6) Google only allows one domain to be linked to in Search Console. Multiple domain analytics data can be gathered in a single Google Analytics property.

3.3 Data analysis

Data analysis is crucial to the research process because it allows the researcher to dig further into the problems, identify the links between the data and potential

analyses, and come up with conclusions or final findings. Analysing the information researchers have collected and converted allows them to draw conclusions about the data. While it is possible to draw a basic conclusion from the data, it is more probable that researchers need to perform more data transformations either because they discover errors that need fixing or because the transformation rendered does not provide nearly the depth of understanding they require, which is needed to finish the whole picture (Beasley, 2013).

According to Yin (2009), data analysis is a way to draw conclusions from facts and evidence by looking at content from different angles. Case study evidence analysis is notoriously hard because the best ways to do it have not been figured out yet. Each case study analysis needs to adhere to a broad analytic approach, outlining priorities for what analysis needs to be done and why. The four methods are theoretical hypotheses, case studies, quantitative and qualitative data, and alternative interpretations. A high-quality analysis would contain all the evidence covering the research questions. The analysis needs to focus on the most important part of the case study. Researchers conducting a single- or multiple-case study should concentrate on the most pressing issue, which should be specified as early in the process as possible. Researchers could reduce the risk that the analysis is biased away from the core issue to avoid dealing with potentially unpleasant results by avoiding a distracting focus on secondary issues. Researchers should draw on their own prior experience and expertise in their field. Furthermore, it is highly recommended that researchers prove that they are familiar with the state of debate and discussion surrounding the case study's subject.

4 RESULTS AND ANALYSIS

This chapter contains the process of implementing on-page SEO on two case studies and the analysis parts based on archival data and other mixed-methods data, which are collected from reputable analytical tools, such as Google Analytics, Google Search Console, and other tools. These results demonstrated the websites' development in answering given research questions.

4.1 Case study (1)

For the website Meditation (<https://mybodhizone.com/>), the researcher discusses the implementation of on-page SEO and presents the results and analysis by using GA and GSC in this section. The considered period for the process and taking results would be from June 1 to October 31, 2022.

4.1.1 Implementing on-page SEO on the website

To raise the Meditation website's search engine ranks and attract organic traffic higher, the researcher applied on-page SEO as the first stage. The SEO strategy and its components, such as keyword research, HTML tags (title, meta and header), are represented on how to find keywords and what tools to use to research keywords, and how to apply on-site optimisation including HTML tags, meta description and image title attribute.

4.1.1.1 Keyword research

As mentioned in section 2.3.1, Maslow's hierarchy theory influences the search and keyword determination of the Meditation website. First, the researcher used a search engine, such as Google or Google Trend, to run a query in question for the mental health issues that are making people feel most concerned. After the search query, the keyword selection process concerning emotions and spirituality needs to be addressed. Once the keywords have been selected, they were put into the search engine to be able to pick out smaller niches but more small problems for which to find solutions.

Mental health issues at the moment

what is the most worry of adult about mental health right now

<https://www.who.int/health-topics>

Mental health - World Health Organization (WHO)

Mental health conditions now cause 1 in 5 years lived with disability. Around 20% of the world's children and adolescents have a mental health condition, with ...

[WHO Adolescent mental... - Optimizing brain health across...](#)

<https://www.who.int/newsroom/fact-sheets/detail>

Mental disorders - World Health Organization (WHO)

8 Jun 2022 — Facts sheet on mental disorders: key facts, depression, dementia, health and support and WHO response.

People also ask

What are the most common mental health issues today?

According to the Centers for Disease Control and Prevention (CDC), roughly 1 in every 5 Americans is currently living with a mental illness. Of those, the three most common diagnoses are **anxiety disorders, depression and post-traumatic stress disorder (PTSD)**. 22 Nov 2021

<https://www.inspirahealthnetwork.org/news/look-three...>

A Look at The Three Most Common Mental Illnesses | Inspira Health

Search for: **What are the most common mental health issues today?**

Why is there so much mental health issues today?

What are the top 10 mental health issues?

What are the top 3 mental health issues?

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covid and mental health

<https://www.nhs.uk/every-mind-matters/coronavirus>

Coronavirus (COVID-19) and mental wellbeing - NHS

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<https://www.bmj.com/content/bmj-2021-068993>

Risks of mental health outcomes in people with covid-19

by Y Xie · 2022 · Cited by 95 — Our findings show an increased risk of mental health dis in people with covid-19. Evidence also suggests that people with mental health ...

<https://www.kff.org/coronavirus-covid-19/issue-brief>

The Implications of COVID-19 for Mental Health and ... - KFF

10 Feb 2021 — During the COVID-19 pandemic, concerns about mental health and sub have grown, including concerns about suicidal ideation. In January ...

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- Major depressive disorder. ...
- Bipolar disorder. ...
- Access Community Health Network (ACCESS)

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<https://www.adm.net/whats-new/health-resources/3...>

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What are the top 10 mental health issues?

This article examines ten of the most common mental illnesses among American adults.

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- Bipolar Disorder. ...
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stress from children

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<https://medlineplus.gov/medical-encyclopedia>

Stress in childhood: MedlinePlus Medical Encyclopedia

7 Jun 2022 — Information · Decreased appetite, other changes in eating habits · New or recurrent bedwetting · Nightmares · Sleep disturbances · Upset ...

<https://www.unicef.org/parenting/mental-health/w...>

What is stress | UNICEF Parenting

As children grow older, their sources of stress can increase as they experience changes, such as new groups of friends, more schoolwork and ...

<https://parentingscience.com/parenting-stress>

Parenting stress: What causes it, and how does it change

The quick answer is that stress can make us less sensitive to our children — I tuning into their thoughts, feelings, and needs. And the results ...

<https://www.mayoclinichealthsystem.org/stressed-out-...>

Figure 10: Searching on Google about a mental health issue.

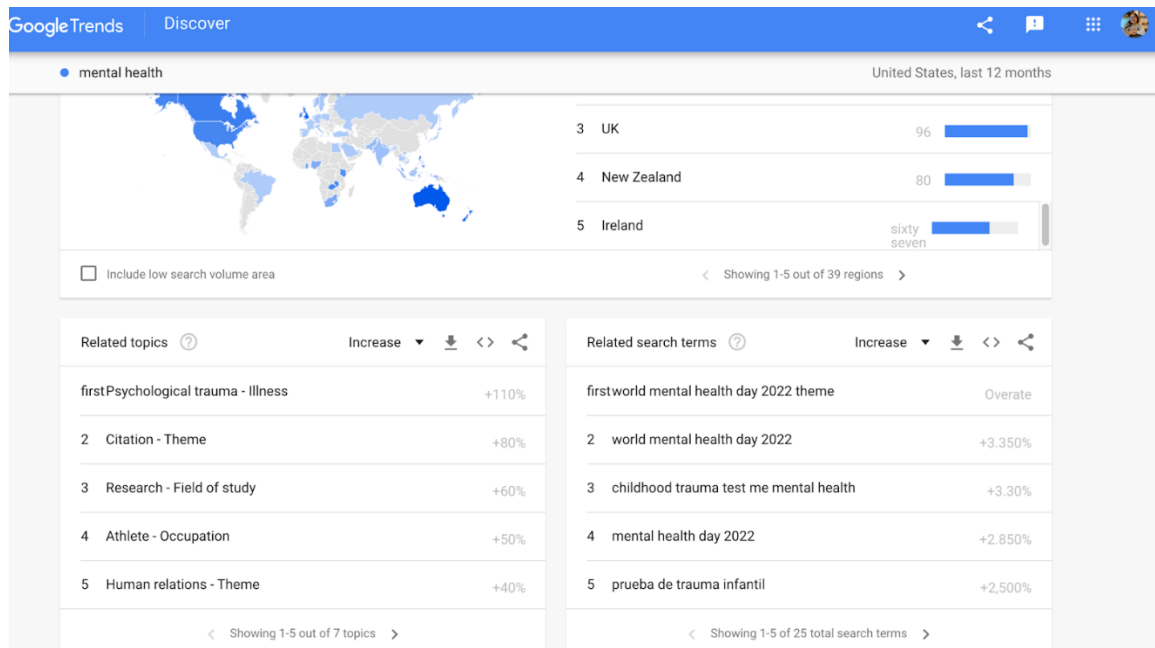


Figure 11: Psychological issues searched on Google Trends.

The researcher researched popular psychological trends before focusing on the site's three primary categories—"Meditation FAQs" (Meditation commonly asked questions), "meditation advice," and "meditation info"—to find relevant keywords. Keywords were suggested by Google during a search serve as inspiration for blog article ideas. Moreover, the researcher used SEO Minion and Google Keyword Planner tools to generate additional article ideas and Google Trends in order to keep up with industry developments and gauge the level of interest in a specific topic. The results of keyword research could be very enlightening, showing exactly what the target audience was typing into Google to find what the writer is offering (Rachel, 2022).

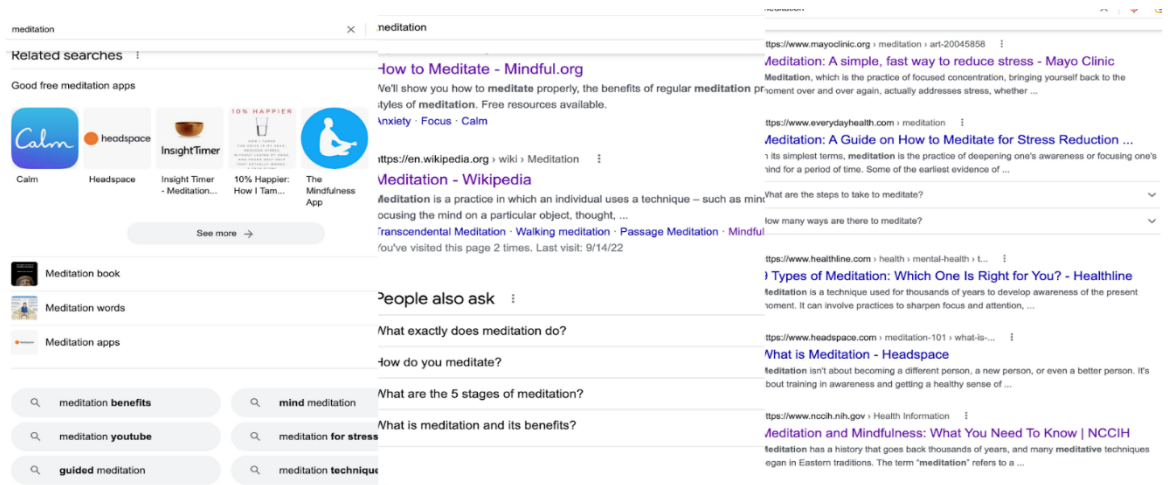


Figure 12: Searching “meditation” keyword on Google and relative keyword suggestion.

Google Ads Keyword plan																																																																																																																																											
<div> <div>Search</div> <div>Reports</div> <div>Tools and settings</div> <div>Refresh</div> <div>Help</div> <div>Notifications</div> <div>ngtructanh1997@gmail.com</div> <div>780-126-0668</div> </div>																																																																																																																																											
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Saved keywords	<table> <thead> <tr> <th><input type="checkbox"/></th><th>Keyword (by relevance)</th><th>Avg. monthly searches</th><th>Three month change</th><th>YoY change</th><th>Competition</th><th>Ad impression share</th><th>Top of page bid (low range)</th><th>Top of page bid (high range)</th><th>Account status</th></tr> </thead> <tbody> <tr> <td colspan="10">Keywords you provided</td></tr> <tr> <td><input type="checkbox"/></td><td>meditation</td><td>100K - 1M</td><td>0%</td><td>0%</td><td>Low</td><td>—</td><td>€1.06</td><td>€4.14</td><td></td></tr> <tr> <td colspan="10">Keyword ideas</td></tr> <tr> <td><input type="checkbox"/></td><td>meditation music</td><td>10K - 100K</td><td>0%</td><td>0%</td><td>Low</td><td>—</td><td>€0.05</td><td>€1.86</td><td></td></tr> <tr> <td><input type="checkbox"/></td><td>sleep music</td><td>100K - 1M</td><td>0%</td><td>+900%</td><td>Low</td><td>—</td><td>€0.04</td><td>€1.39</td><td></td></tr> <tr> <td><input type="checkbox"/></td><td>vipassana</td><td>10K - 100K</td><td>0%</td><td>0%</td><td>Low</td><td>—</td><td>€1.40</td><td>€6.42</td><td></td></tr> <tr> <td><input type="checkbox"/></td><td>transcendental meditation</td><td>10K - 100K</td><td>0%</td><td>0%</td><td>Low</td><td>—</td><td>€0.98</td><td>€5.92</td><td></td></tr> <tr> <td><input type="checkbox"/></td><td>mindfulness meditation</td><td>10K - 100K</td><td>0%</td><td>0%</td><td>Low</td><td>—</td><td>€1.37</td><td>€4.48</td><td></td></tr> <tr> <td><input type="checkbox"/></td><td>guided meditation</td><td>10K - 100K</td><td>0%</td><td>0%</td><td>Low</td><td>—</td><td>€1.35</td><td>€5.17</td><td></td></tr> <tr> <td><input type="checkbox"/></td><td>sleep meditation</td><td>10K - 100K</td><td>0%</td><td>0%</td><td>Low</td><td>—</td><td>€0.97</td><td>€3.56</td><td></td></tr> <tr> <td><input type="checkbox"/></td><td>relax music</td><td>100K - 1M</td><td>0%</td><td>0%</td><td>Low</td><td>—</td><td>€0.03</td><td>€1.53</td><td></td></tr> <tr> <td><input type="checkbox"/></td><td>calm music</td><td>10K - 100K</td><td>0%</td><td>0%</td><td>Low</td><td>—</td><td>€0.04</td><td>€1.95</td><td></td></tr> </tbody> </table>									<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status	Keywords you provided										<input type="checkbox"/>	meditation	100K - 1M	0%	0%	Low	—	€1.06	€4.14		Keyword ideas										<input type="checkbox"/>	meditation music	10K - 100K	0%	0%	Low	—	€0.05	€1.86		<input type="checkbox"/>	sleep music	100K - 1M	0%	+900%	Low	—	€0.04	€1.39		<input type="checkbox"/>	vipassana	10K - 100K	0%	0%	Low	—	€1.40	€6.42		<input type="checkbox"/>	transcendental meditation	10K - 100K	0%	0%	Low	—	€0.98	€5.92		<input type="checkbox"/>	mindfulness meditation	10K - 100K	0%	0%	Low	—	€1.37	€4.48		<input type="checkbox"/>	guided meditation	10K - 100K	0%	0%	Low	—	€1.35	€5.17		<input type="checkbox"/>	sleep meditation	10K - 100K	0%	0%	Low	—	€0.97	€3.56		<input type="checkbox"/>	relax music	100K - 1M	0%	0%	Low	—	€0.03	€1.53		<input type="checkbox"/>	calm music	10K - 100K	0%	0%	Low	—	€0.04	€1.95	
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Negative keywords																																																																																																																																											

Figure 13: Relative suggestion for the “meditation” keyword on Google Keyword Planner.

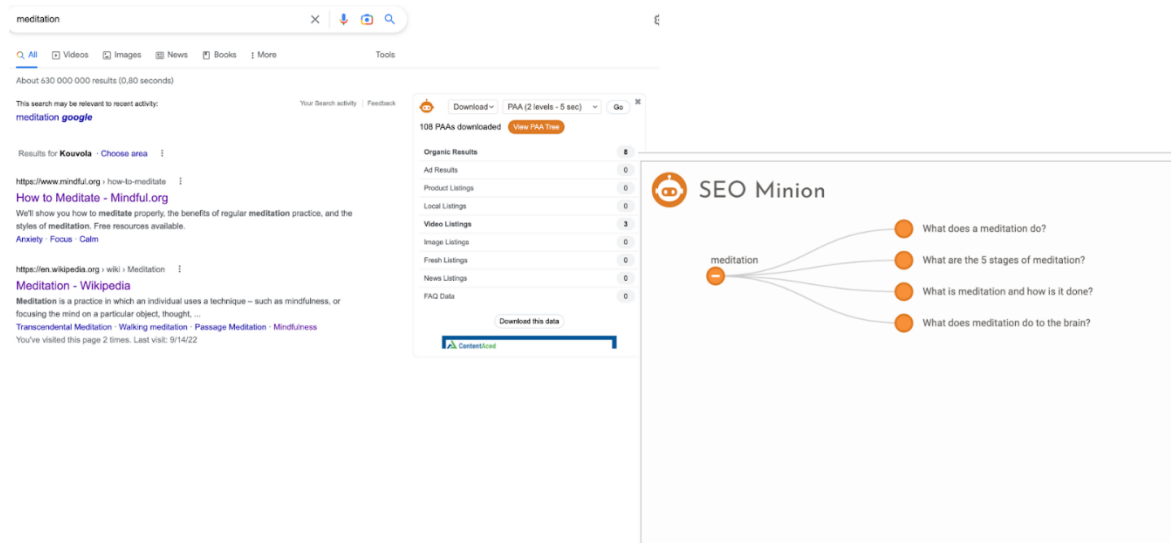


Figure 14: "Meditation" keyword idea on SEO Minion.

4.1.1.2 On-site optimisation

With the Meditation website being a new website, getting traffic to the website is essential. Website traffic has been traditionally gathered by getting the website listed on a search engine, such as Google, so it is recommended to people when they search for a website that matches their search query keywords. As Google is the most popular search engine, it makes sense to aim for good positioning in the search results page rankings on Google. However, the researcher would be careful with content, or risk being blacklisted by Google due to unethical practices.

On-page SEO is an essential part of developing a website. All of a website's configurations which include code, text, and graphics fall under on-page optimisation. This optimisation works with search keywords to determine if a user's query is relevant to the web by analysing the site's content and the content of sites linked to the website. Web owners generally have complete control over on-page optimisation, which they implement primarily through two activities: code optimisation and user experience optimisation. However, in the website mybodhizone.com, the researcher focused on code optimisation to develop the website.

With the support of the WordPress platform and the Rank Math SEO plugin, the Meditation website is optimised for search engine rankings. These supporting tools made it simple to change the page's title tag and meta description.

Title tags are displayed in the browser tab, in search engine results, and on other websites; they are located in the <head> section (see figure 9). The title tag has long been regarded as the most crucial part of any website. It provides a concise summary of the site's content to both visitors and search engines. Using the SEO techniques presented by Rank Math, Google displays approximately 60 characters of title on a desktop and approximately 50 characters on a mobile device. As a result, if the writer wants a major target keyword to be shown on desktop and mobile devices, they need to include it within the first 50 characters (RankMath SEO Guidelines).

In HTML, a meta description is a tag used to provide a short summary of a page's content. In spite of the fact that the meta description has zero bearing on a page's position in search results, however, it could increase the number of clicks from interested readers (Emery, 2021). Since Google and other search engines analyse meta descriptions to understand the topic of the post before deciding where to place it in the search results, therefore, it is important to include the content's keywords in the meta description. Using the focus keywords in the SEO description as well gives readers a compelling reason to visit the site above others. According to Rank Math, the ideal length for a meta description is around 120-160 characters (RankMath SEO Guidelines). This length is enough to summarise the content or news.

Preview Snippet Editor

General Social

Preview

What audience see

<https://mybodhizone.com/how-to-build-confidence-13-ways/>

How to Increase Confidence: 13 Ways to Do It | Peaceful...

So many issues in life can be resolved by learning how to increase **confidence**. By requesting wage increases at work, you may be able to increase your income....

Title Title + Keyword 66 / 60 (601px / 580px)

%title% %sep% %sitename%

This is what will appear in the first line when this post shows up in the search results.

Permalink **Keyword** 56 / 75

how-to-build-confidence-13-ways ← URLs structure

This is the unique URL of this page, displayed below the post title in the search results.

Description 160 / 160 (1006px / 920px) **Keyword**

So many issues in life can be resolved by learning how to increase confidence. By requesting wage increases at work, you may be able to increase your income....

This is what will appear as the description when this post shows up in the search results.

Figure 15: Title tag, meta description and URL structure for one page on mybohizone.com.

Figure 15 shows the title tag, meta description, and URL structure that the researcher created for one page on mybodhizone.com. In the RankMath preview snippet, the title area does not display the text because it has been set to default for all articles. However, readers will still see the text of the title on their computer or phone in full. The keyword “confidence” appears in both meta description SEO title tags and in URLs.

Graphics, such as images and videos, also contribute to making the article more vivid and attractive to readers. But search engine spiders and crawlers could only index the existence of images; they cannot analyse the images themselves. The "alt" attribute, which provides descriptive text, is where SEO specialists put their focus to combat this issue.

According to RankMath SEO Guidelines, because ALT text only describes the image, search engines quickly learned they could read it to identify the image's content. Instead of a blank space, if an image does not load, the ALT text should

be displayed. If a user is unable to download an image, having alternative text that can be displayed in its place is recommended.

The ALT text of a picture would be analysed by RankMath to determine its primary keyword. In this check, RankMath looks for variations in the ALT text, and if it finds any, the test passes. This includes both singular and plural forms of the keywords being checked. To pass this check, the image's ALT text needed to contain the test's major target keywords (see figure 16).

Image details

Alternative Text **keyword**

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Caption

DISPLAY SETTINGS

Align

Size

Width × Height
Image size in pixels

Link To

ADVANCED OPTIONS ▲

Image Title Attribute **keyword**

Image CSS Class

☐ Open link in a new tab




Figure 16: ALT attribute text for the image used on the Meditation website.

4.1.2 Results and analysis

In order to enhance traffic and search engine rankings, SEO professionals need to accurately assess the results of their work so that they may make necessary adjustments to their strategies. In the case of the Meditation website, traffic volume and keyword ranking are the most important things that would be tracked for SEO performance.

From Alistair (2009), analysing traffic volume could be able to discover how people use a website. Various metrics, such as the total number of visits, pages viewed, the average time spent on each page, the proportion of new visitors, and the percentage of visitors that leave the website (bounce rate), are used to analyse web traffic. By keeping tabs on such metrics, SEO users could as well evaluate the strength of a given piece of content's impact on visitor engagement.

Keyword rankings shows how effective chosen keywords are for search engine optimisation. The researcher would use this result to adjust the next SEO effort, in order to focus on the phrases that have proven to be the most successful (Dominyka, 2022).

As mentioned in section 3.2, myriad resources exist online to help website proprietors monitor how well their sites are doing. For example, Google Analytics (GA) and Google Search Console stand head and shoulders above the competition thanks to their free availability, adaptability, and simplicity of use. With GA installed on the website mybohizone.com, the researcher could track traffic and examine SEO metrics in real time. The presented data is based on four months' worth acquired from Google Analytics between June 1st and October 31st, 2022.

As can be seen in Figure 17, the researcher collected data from GA at the Audience overview. There were 77 users, 93 sessions, and 110 page views over the course of 4 months. The line chart clearly shows interest spiked and dropped slightly in the three months from June to September, however the end of September to October the number of visitors dropped much and there is no sign of an increase for October 31, 2022. There is a big difference between the percentage of people returning to the Meditation website and the percentage of new visitors, with only about 5% for returning visitors and 95% for new visitors. This shows that attracting new people to the web is very good and needs more promotion to be able to retain visitors. Users spend more than 4 seconds of average session duration on the Meditation website, which is something the meditation site should improve to retain readers for longer. One of the main goals

of SEO for a meditation website is to increase the number of new visitors from organic traffic. That is why it is so important to analyse how well channels are engaging people, creating useful information, and keeping them coming back.

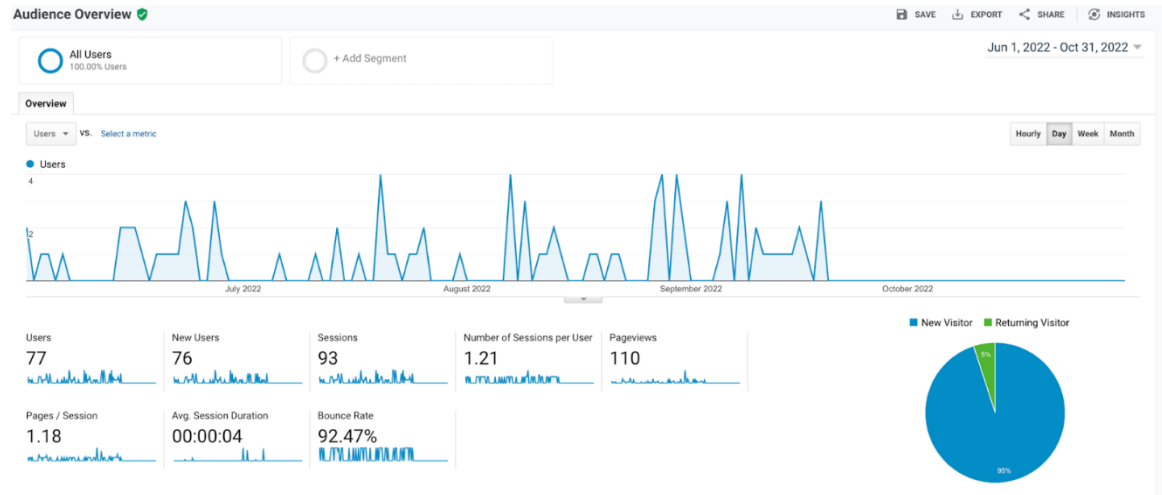


Figure 17: Audience overview of Meditation on Google Analytics from 1st June to 31st October 2022 (based on the Google Analytics report that was retrieved on 9/11/2022).

The top five traffic drivers to the Meditation website, represented in figure 18, show that 57% of sessions are direct, 24.73% come from organic search, and 11% come from paid search words. Referrals make up a very small percentage, at just 4%. The figures show that the ability to attract more organic traffic and direct traffic to the site by remembering backlinks is equally important, but within the scope of this study, the researcher will not go into detail on backlinks.

Default Channel Grouping	Acquisition			Behavior		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	77 % of Total: 100.00% (77)	76 % of Total: 100.00% (76)	93 % of Total: 100.00% (93)	92.47% Avg for View: 92.47% (0.00%)	1.18 Avg for View: 1.18 (0.00%)	00:00:04 Avg for View: 00:00:04 (0.00%)
1. Direct	51 (66.23%)	51 (67.11%)	53 (56.99%)	98.11%	1.02	00:00:01
2. Paid Search	11 (14.29%)	11 (14.47%)	11 (11.83%)	100.00%	1.00	00:00:00
3. Organic Search	9 (11.69%)	8 (10.53%)	23 (24.73%)	73.91%	1.70	00:00:15
4. Social	4 (5.19%)	4 (5.26%)	4 (4.30%)	100.00%	1.00	00:00:00
5. Referral	2 (2.60%)	2 (2.63%)	2 (2.15%)	100.00%	1.00	00:00:00

Figure 18: Acquisition Overview of Meditation on Google Analytics from 1st June to 31st October 2022 (based on the Google Analytics report that was retrieved on 9/11/2022).

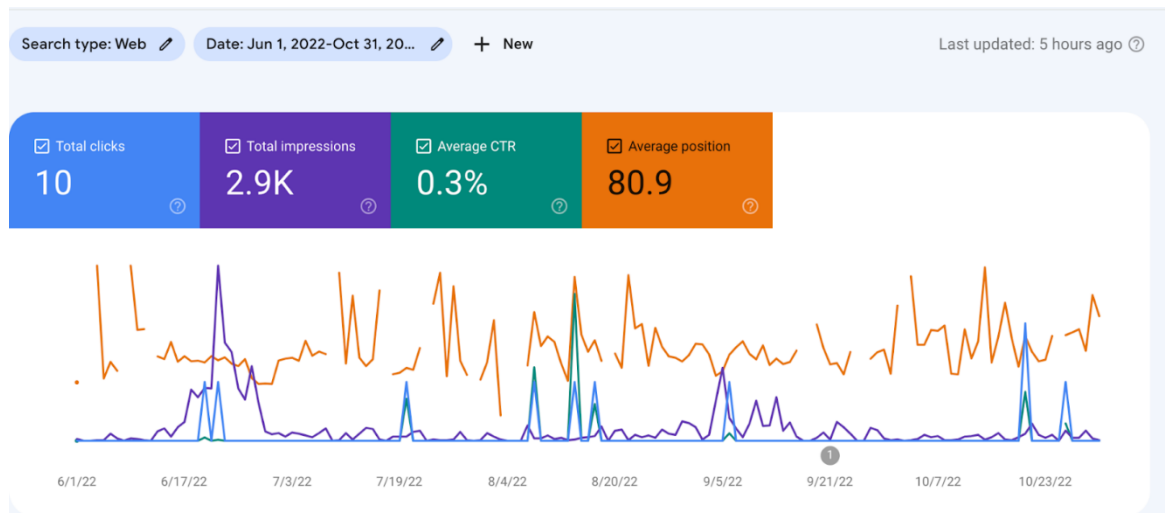


Figure 19: Performance on Search results of Meditation on Google Search Console from 1st June to 31st October 2022 (based on the Google Search Console report that was retrieved on 9/11/2022).

As seen in figure 19, there were 2.9k impressions related to the Meditation, however, in terms of popularity of the website in search engine results, there is room for improvement. The average position of an article on the Google search results page is 80. This means that the articles would not be seen on the first search result page, which is where all websites want to rank as that is where the majority of search engine users stay and do not proceed to further search result pages. The low CTR of 10 clicks was more evidence that the meta description and title tags are not convincing to the site's users. As a result, it is important for the Meditation website to carefully select high-quality keywords to include in meta descriptions and to improve alternate attributes.

Search type: Web		Date: Jun 1, 2022-Oct 31, 2022	+ New		Last updated: 4 hours ago
Top pages	↓ Clicks	Impressions	CTR	Position	
https://mybodhizone.com/what-is-meditation-how-to-meditation-properly/	2	5	40%	88.8	
https://mybodhizone.com/7-guided-meditations-for-uncertain-times/	1	43	2.3%	70.9	
https://mybodhizone.com/how-any-taylor-joy-learned-to-soothe-herself/	1	36	2.8%	65.1	
https://mybodhizone.com/	1	29	3.4%	10.9	
https://mybodhizone.com/200-acts-of-kindness-to-show-compassion/	1	20	5%	68.1	
https://mybodhizone.com/meditation-for-kids-start-meditating/	1	15	6.7%	70.5	
https://mybodhizone.com/sawetie-shares-her-meditation-practice/	1	9	11.1%	46.4	
https://mybodhizone.com/10-ways-to-support-mental-health/	1	7	14.3%	51.7	
https://mybodhizone.com/easy-meditation-techniques/	1	5	20%	15.6	
https://mybodhizone.com/headspace-good-app-to-support-your-meditation/	1	4	25%	35	

Figure 20: Performance on Search results about Top pages of Meditation on Google Search Console from 1st June to 31st October 2022 (based on the Google Search Console report that was retrieved on 9/11/2022).

The top articles with a decent quantity of impressions are shown in figure 20. All statistics are comparably similar to those in figure 19, although the index has a good impression, the ability of viewers to click is quite low and the articles have an average position of about 60-70, there are a few lower pages only at position 10. This lower position indicates that the articles in question could even be found on the first page of the search results page.

In conclusion, the use of SEO on the website mybohizone.com has had the effect of attracting more new visitors. This is important in building branding for the website, but in terms of SEO, the traffic helps a page rank higher. With the current positions of website articles being around 80, there is room for improvement and work to be done by making sure the articles would land on the first page of the search results page. Nonetheless, as hinted by the position and click-through rate in the future the researcher should discover and utilise newer and higher quality keywords to attract more people to the website article in question. In addition, as the current average session duration is very low and bounce rates are extremely high, there is an indication that the website visitors are not reading the articles and possibly not enjoying them. This finding suggests

that the content on the website should be made more engaging in a way that lengthens the visitation duration and raises the question of how and what engaging elements should be introduced to the website to make it more engaging for the visitor to stay.

4.2 Case study (2)

In this section, the researcher examines the implementation of on-page SEO for the website Personal Finance (<https://personalfinancesource.net/>) and provides the results and analysis using GA and GSC. The procedure and the outcomes would be evaluated from June 1 to October 31, 2022.

4.2.1 Implementing on-page SEO on the website

The researcher stringed instruments SEO as the initial stage to improve the PFS website's search engine rankings and generate more organic visitors. The SEO technique and its components are illustrated on how to discover keywords and what tools to use to research keywords, as well as how to apply on-site optimisation including HTML tags, meta description, and image title tag.

4.2.1.1 Keyword research

The entire content of the PFS website was divided into 4 categories as “Financial management”, “Debt management”, “Investment”, and “Save money”, which are considered as focus keywords for the main topic “Personal finance”. These keywords represent the main content and core value of the website to the audiences. Search engines now reach users by reading their content, so, content needs to be optimised to meet the real intent of the searcher, not simply search queries (Maria, 2021). Google search engine results pages contain sections called “related searches”, “people also ask”, and “people also search for” to provide indications to website owners about the searcher's intent when using a particular keyword.

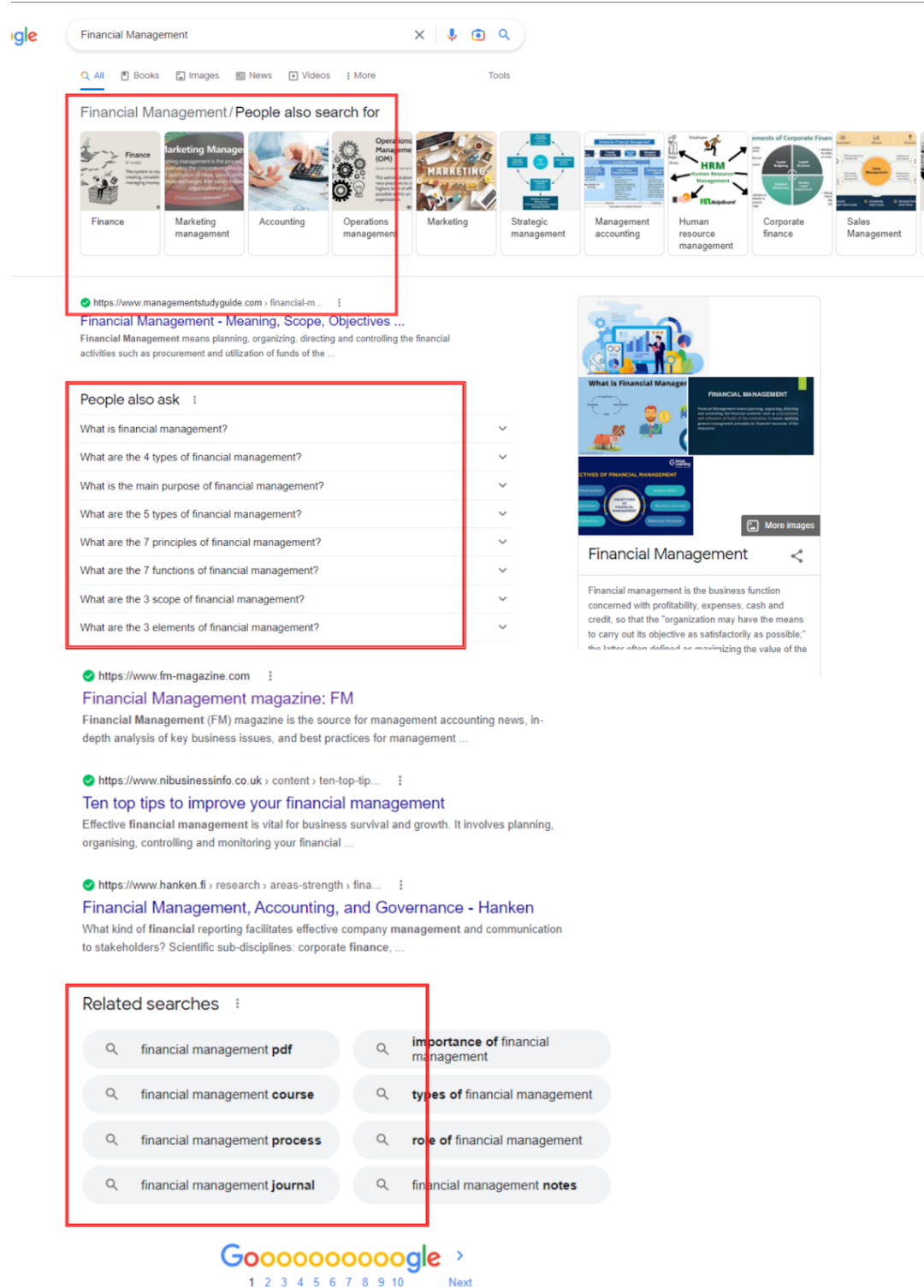
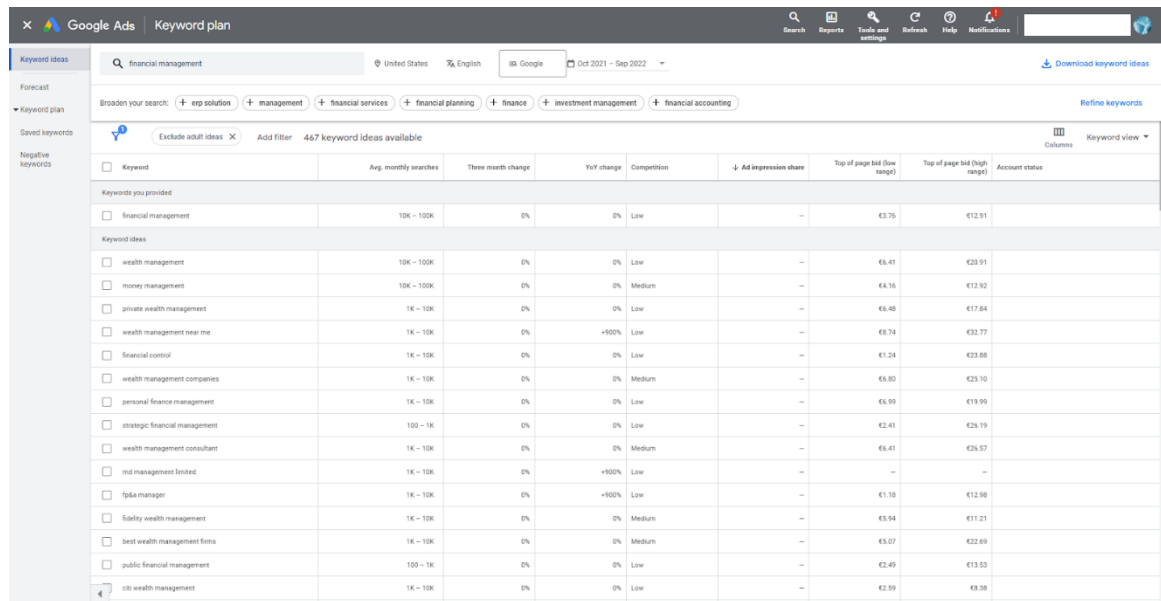


Figure 21: Seed keyword "financial management" and related suggestions.

For ideas around the keyword "financial management," website PFS could browse the "related searches", "people also ask", and "people also search for" (see figure 21). Then content such as a blog post or an article is developed to give more context to questions. These help the PFS website better understand its

audience. Also, these suggestions could then be considered for future blog posts. Google's suggestions also represent the need for information on the topics covered, and PFS has the potential to be the go-to resource for these, which would drive the site's traffic and visibility. In addition, the author emphasised the importance of long-tail keywords in the previous section, which serve as the backbone of an effective SEO strategy due to the low level of competition and higher conversion rates compared to "seed" keywords (Aleh, 2021). That is why long-tail keywords often increase growth opportunities for start-ups and SMEs. Related keywords are also applied in addition to the primary term, and Google Keyword Planner and other tools were used to generate ideas for these keywords.



The screenshot displays the Google Ads Keyword Planner interface. The search term is 'financial management' for the United States in English, covering the period from October 2021 to September 2022. The interface shows a list of 467 keyword ideas. The table below represents the data shown in the 'Keywords you provided' section of the interface.

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
financial management	10K - 100K	0%	0%	Low	—	€3.76	€12.91	
wealth management	10K - 100K	0%	0%	Low	—	€6.41	€20.91	
money management	10K - 100K	0%	0%	Medium	—	€4.16	€12.92	
private wealth management	1K - 10K	0%	0%	Low	—	€6.48	€17.84	
wealth management near me	1K - 10K	0%	+900%	Low	—	€8.74	€32.77	
financial control	1K - 10K	0%	0%	Low	—	€1.24	€23.88	
wealth management companies	1K - 10K	0%	0%	Medium	—	€6.80	€25.10	
personal finance management	1K - 10K	0%	0%	Low	—	€6.99	€19.99	
strategic financial management	100 - 1K	0%	0%	Low	—	€2.41	€26.19	
wealth management consultant	1K - 10K	0%	0%	Medium	—	€6.41	€26.57	
ind management limited	1K - 10K	0%	+900%	Low	—	—	—	
fpka manager	1K - 10K	0%	+900%	Low	—	€1.18	€12.98	
family wealth management	1K - 10K	0%	0%	Medium	—	€5.94	€11.21	
best wealth management firms	1K - 10K	0%	0%	Medium	—	€5.07	€22.69	
public financial management	100 - 1K	0%	0%	Low	—	€2.49	€13.53	
cto wealth management	1K - 10K	0%	0%	Low	—	€2.59	€9.36	

Figure 22: The primary term “financial management” and its related keywords searched by Google Keyword Planner.

Keyword Atlas v1.0.2.6

Search phrase(s) separated by commas: financial management

Country: Global Sources: 1 items selected Search range: a - z Start

Keyword	Word Count	Character Count	Country	Google	Position Score	Bing Results
financial management pdf	3	24	Global	1.00	100.00	-
financial management course	3	27	Global	1.00	100.00	-
financial management definition	3	31	Global	1.25	97.50	-
financial management jobs	3	25	Global	1.50	95.00	-
financial management book	3	25	Global	1.75	92.50	-
financial management notes	3	26	Global	2.00	90.00	-
financial management is mainly concerned with	6	45	Global	2.25	87.50	-
financial management class 12 notes	5	35	Global	4.00	70.00	-
financial management act	3	24	Global	1.00	100.00	-
financial management association	3	32	Global	1.00	100.00	-
financial management acca	3	25	Global	1.50	95.00	-
financial management analyst	3	28	Global	2.00	90.00	-
financial management and accounting	4	35	Global	2.50	85.00	-
financial management app	3	24	Global	3.00	80.00	-
financial management adalah	3	27	Global	3.50	75.00	-
financial management and economics	4	34	Global	4.00	70.00	-
a financial management	3	23	Global	1.00	100.00	-
a financial management information system	5	41	Global	1.00	100.00	-
a financial management meaning	4	30	Global	1.50	95.00	-
a financial management order	4	28	Global	2.00	90.00	-
and financial management skills	4	31	Global	2.25	87.50	-
the financial management is concerned with	6	42	Global	3.00	80.00	-
a+ wealth management	3	20	Global	3.50	75.00	-
the financial management cycle	4	30	Global	4.00	70.00	-
financial management by khan and jain	6	37	Global	1.00	100.00	-

total: 396 Done

Figure 23: Suggest keywords for the search term “financial management” by Keyword Atlas.

Keyword Atlas v1.0.2.6

Related Keywords

Start

Data Sources: Google, Bing, AOL, Yahoo, Ask, YouTube

Enter one keyword phrase per line:

Related Keyword	Word Count	Character Count	Seed Keyword	Source	Bing Results
Financial Management: Theory and Practice	5	41	financial management pdf	Google	
When Genius Failed	3	18	financial management pdf	Google	
The Essays of Warren Buffett	5	28	financial management pdf	Google	
How Finance Works: The HBR Guide to Thinking	12	68	financial management pdf	Google	
International Financial Management Cheol S. Eun	6	47	financial management pdf	Google	
Strategic Financial Management Rajni Sofat	5	42	financial management pdf	Google	
Financial Management books for MBA	5	34	financial management pdf	Google	
Financial management PDF notes	4	30	financial management pdf	Google	
Financial Management PDF Class 12	5	33	financial management pdf	Google	
Basics of financial management PDF	5	34	financial management pdf	Google	
Personal financial management PDF	4	33	financial management pdf	Google	
Accounting and Financial Management PDF	5	39	financial management pdf	Google	
Financial management pdf BBA	4	28	financial management pdf	Google	
Effective financial management PDF	4	34	financial management pdf	Google	
Financial Management PDF 2019	4	29	financial management pdf	Google	
Financial Management	2	20	financial management course	Google	
Financial accounting	2	20	financial management course	Google	
Financial analysis	2	18	financial management course	Google	
Corporate finance	2	17	financial management course	Google	
Accounting	1	10	financial management course	Google	
Investment management	2	21	financial management course	Google	
Courses in finance	3	18	financial management course	Google	
Financial Management course syllabus	4	36	financial management course	Google	
Financial Management course free	4	32	financial management course	Google	
Financial Management course online	4	34	financial management course	Google	
Financial management course PDF	4	31	financial management course	Google	
Personal financial management course	4	36	financial management course	Google	
Financial management course free online	5	39	financial management course	Google	

total: 396 Done

Figure 24: Seed keyword “financial management” and its related keywords searched by Keyword Atlas.



4.2.1.2 On-site optimisation

The researcher's goal in optimising content is to supply crucial information that search engines can use to understand the purpose of the material and, by extension, the company. After that, it is used in the search engine's display of results for related keyword terms or phrases. With so many different media

formats included in these SERPs, the researcher needs to make sure the content optimisation strategies are appropriate for the content they are creating.

Every word on a website needs to be optimised but landing pages that link to other pieces of content require special attention. The title tag is a crucial part of search engine optimization. The page's title tag, which provides a succinct overview of the page's content, is introduced in HTML with the element "Title". A variety of title tags are used to provide context for the next sections of text. For instance, they are used as the clickable "link text" in search engine results. In addition, they are frequently used as meta-descriptions of the page's content when it is shared on social media. When a page is browsed, the title tag is shown at the top of the browser window, and if the browser supports tabs, it will also serve as the tab name. Consequently, title tags are useful not only for search engines but also for providing humans with a relevant summary of the page's content.

The meta description is a crucial piece of information for the audience because it is displayed in SERPs as the descriptor text for each result. Meta descriptions that work effectively describe the page's objective in a few words and incorporate relevant keywords. Instead of using a generic and innocuous description, the researcher usually uses the first paragraph of the content in the post. The space allowed for descriptions in search results is also restricted, typically to between 150 and 160 characters. When the text goes over that, it would most likely be truncated. Additionally, the website has installed the RankMath and All-in-One plugins to optimise functions, including optimising text and images.

Snippet Preview

https://personalfinancesource.net/12-money-saving-tips-to-get-you-motivated/

12 Money-Saving Tips to Get You Motivated! - Personal Finance

Save Money Motivation: Are you ready to start saving money? Here are 12 tips to help you do so! Saving for large purchases like houses and cars is difficult even when the economy is good. It can take ...

Post Title

Click on the tags below to insert variables into your title.

+ Post Title

+ Separator

+ Site Title

😊 View all tags →

Post Title ▼

Separator ▼

Site Title ▼

🔍

61 out of 60 max recommended characters.

Meta Description

Click on the tags below to insert variables into your meta description.

+ Post Excerpt

+ Post Content

+ Separator

😊 View all tags →

Post Excerpt ▼

🔍

7919 out of 160 max recommended characters.

Figure 25: Title tags preview and meta description form choosing from plugin suggests. Including keywords “money saving” and “save money” in the title and meta description to increase SEO score.

Search engines will better index the content of the URL containing relevant keywords, and a long-tail keyword particularly could help users looking for very specific information locate the page. It is indeed crucial for optimising content tags, and the author here has used a URL structure that is both clear and comprehensible, while also including pertinent keywords.

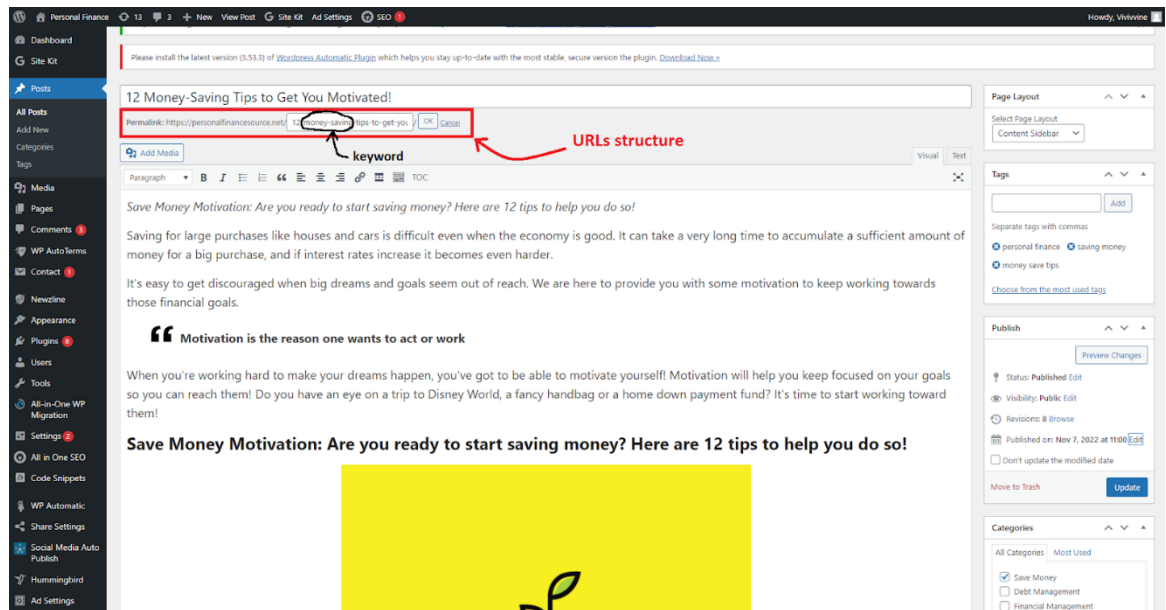


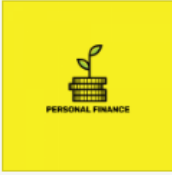
Figure 26: URL structure includes main content and keyword “money saving”.

People also use image search all the time, and the researcher always makes sure that the visual material on the site is optimised for discovery. If a search engine finds that these images are relevant to a particular search term or phrase, it will include it in the regular web search results, as well as the specialized image search results.

Optimising for images contained several metadata such as “alt text”, “title”, “description”, and “file URL”. When an image cannot be displayed, for example, due to a user's internet connection slowdown or the website's inability to load properly, alt tags serve as an alternative means of describing this image. Further, the alt tag is what gets read out to describe the images that appear on the page when text-reading software is used, for instance, by users with visual impairments. To explain the website images, the author uses straightforward nonetheless keyword-rich sentences in the alt tags. Image tags specify the text that will appear when a user moves over or scrolls over an image. The researcher has used clear text including pertinent keywords to describe these images. In addition, a descriptive filename helps readers understand the image's relevance to the page's narrative by providing context. Image filenames have been optimised for search engines in the same way that alt and title tags have

been. Therefore, the researcher uploaded the pictures to the site with the name "moneysavingtips.png".

ATTACHMENT DETAILS



moneysavingtips.png
November 7, 2022
16 KB
500 by 500 pixels
[Edit Image](#)
[Delete permanently](#)

Alt Text

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Caption

Description

File URL:

[Copy URL to clipboard](#)

[Set featured image](#)

Figure 27: Alt text and image title contain the keyword “money saving” helping increase SEO score.

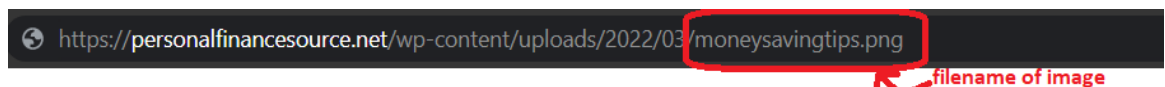


Figure 28: An example of a full file URL includes the filename of the image “moneysavingtips.png”.

4.2.2 Result and analysis

Google Analytics (GA) allows users to track metrics on a website and provides users with data about traffic channels, traffic sources, and specific behaviour of

consumers on the website. Google Search Console (GSC) is a free service that Google offers to help to monitor, maintain, and troubleshoot the site's presence in Google's search results. It is not the same in GA, Search Console traffic statistics only count for Organic Traffic but not from any other source. All the results from GA and GSC will answer the close-ended question "how many visits to the website?" but not answer "why", which will require exploratory analysis, summarising the data properties and experimenting with the data to discover any patterns. For the result and analysis section, the researcher primarily used data from three major topics: visitor analysis, traffic analysis, and web content report, from June 1 to October 31, 2022.

Learning about users, also called "visitor analysis," is the first and most important topic in using GA to track the number of users entering the page, the number of new users, the number of sessions, and the number of pageviews, as shown in the chart below, which is the "Audience Overview" report for the whole website (see figure 29).

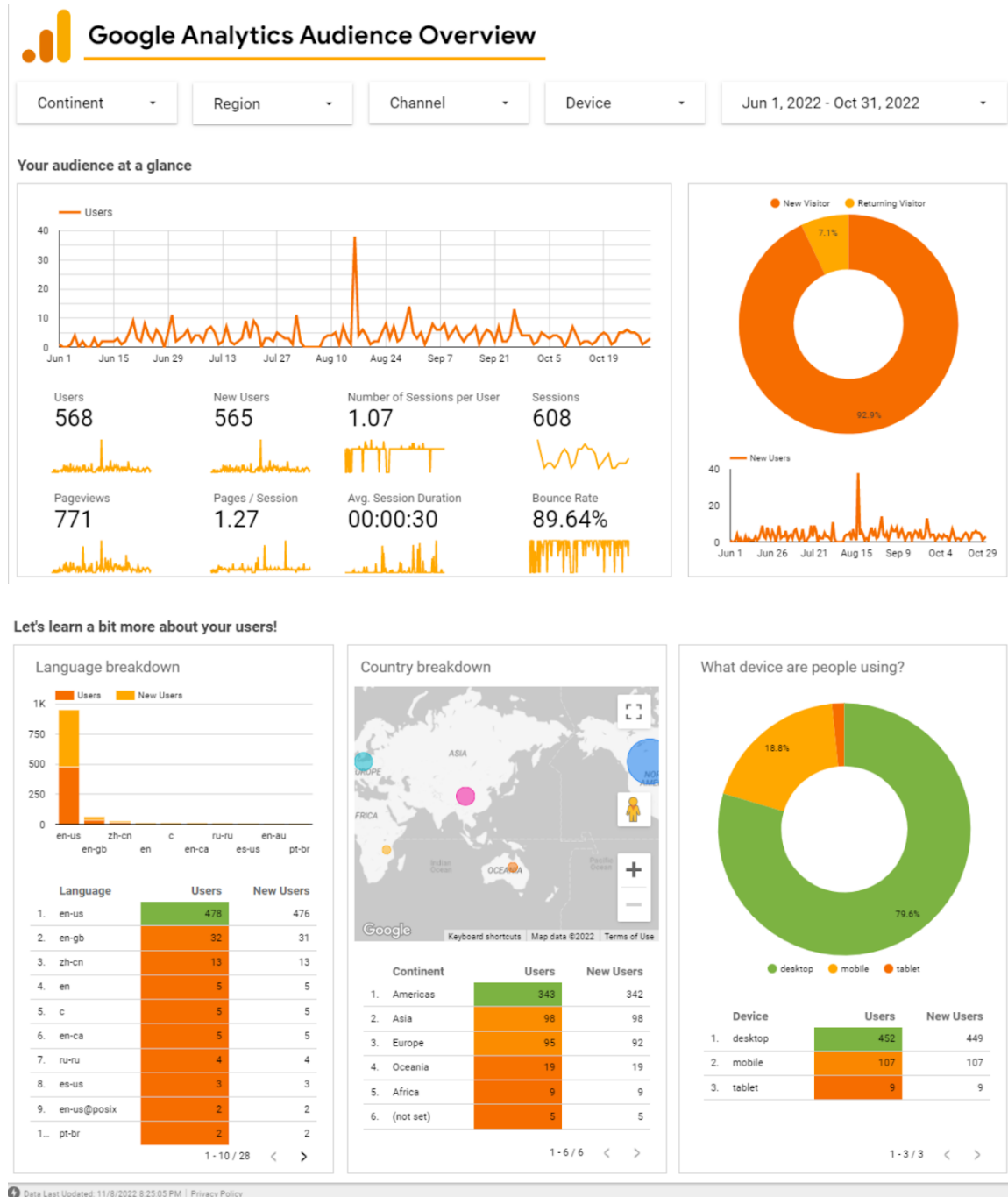


Figure 29: Audience Overview (Jun 1–Oct 31, 2022) (based on the Google Analytics report that was retrieved on 8/11/2022).

When someone goes to a website, navigates around it, looks at a few pages, and then leaves, that is considered one user. When tracking visits to a website, each new session is regarded as a unique user. The term “Unique Users” is used to track how many people have visited a website, regardless of whether they have been there before or not (Michael, 2013). Focusing on unique users is common since site owners are inquisitive about their audience numbers, however, this

metric is problematic when used alone and is more useful when combined with others to get a more accurate picture of website traffic.

Another metric is "Pageview" when a user visits a page. It is considered a new pageview each time a user returns to a page that they have already visited during their session.

The number of pages viewed by visitors is measured in terms of "Pages/Sessions". Each pageview is recorded even if it is for the same page that they have visited before. Like many other metrics, there is no inherent value in either high or low numbers; however, in practice, large numbers are generally beneficial because they represent users spending the time to explore the website and/or do actions.

The time a person spends on the website is referred to as the "Average session duration". The time a visitor spends on the last page they view is not taken into account, therefore users who leave the website unexpectedly have a visit duration of 0. In order to measure how interesting a website is, it is typical to compare two or more demographics. In GA, researchers could categorise people based on how long their visits last, for example, they could exclude users whose visits lasted under 45 seconds.

The percentage of visitors who came to a page on a website and then left without visiting any other pages is known as "Bounce rate", and it is calculated by dividing that number by the total number of visitors to that page. Users who navigate from another page on the website are not included in the count because it only includes users who begin their visit on a page.

It can be seen in figure 29, PFS received 568 users in total with 608 Sessions and 771 Pageviews in the selected period. Through the line chart, it could be seen that the fluctuations in the number of visits over the months were extremely large, especially the spike in August and then become more stable in the following months. However, the number of users also rose and fluctuated slightly.

The Bounce rate of the web was very high, at 89.64%, while the Average session duration was only 30 seconds. An effective bounce rate is desirable (Michael, 2013). If a page's sole aim is to provide some information and send the user on their merry way without prompting any further action, then a high bounce rate can be acceptable. However, for a website that specializes in providing readings and news like PFS, this is an unfavourable sign, possibly in terms of interface, content, or page load time.

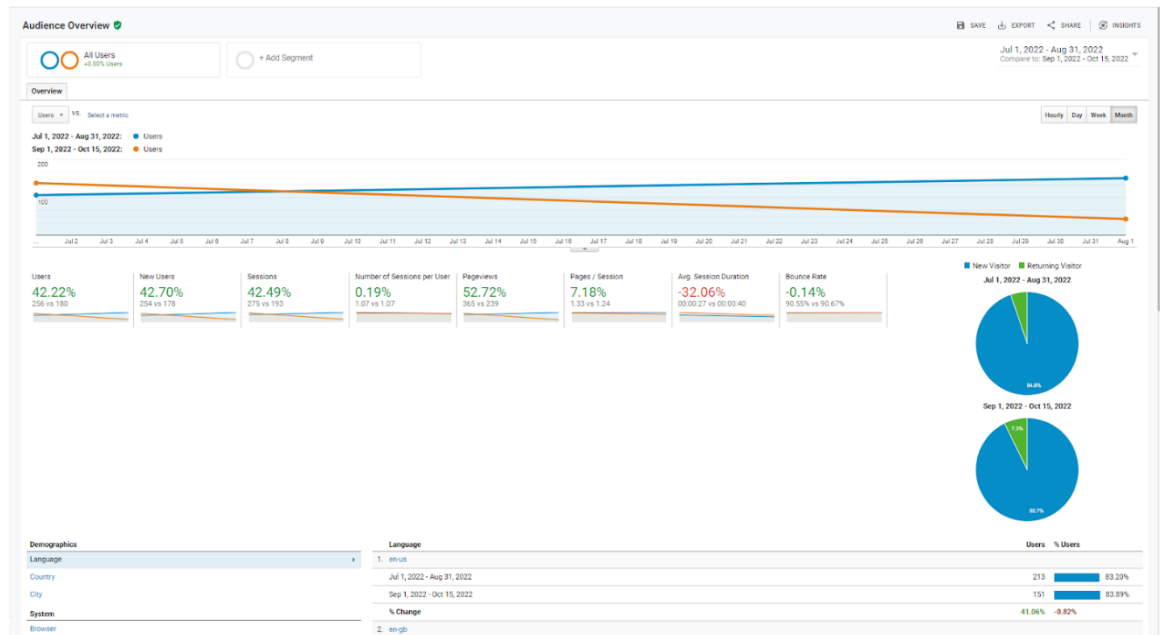


Figure 30: Audience Overview Comparison for the Periods of July 1–August 31, 2022, and September 1–October 15, 2022 (based on the Google Analytics report that was retrieved on 8/11/2022).

Figure 30 shows a positive increase regarding the comparison of website traffic for the 2 periods of July 1 - August 31 and September 1 - October 15. Overall, the number of users was between more than 100 to 200 per month, which shows that optimisation actions have worked on the surface. Returning visitors are those who have previously visited the website, whereas new visitors are those who have never done so. Returning users in the second period have increased to 7.3% from the old level of 5.2% (see figure 31).

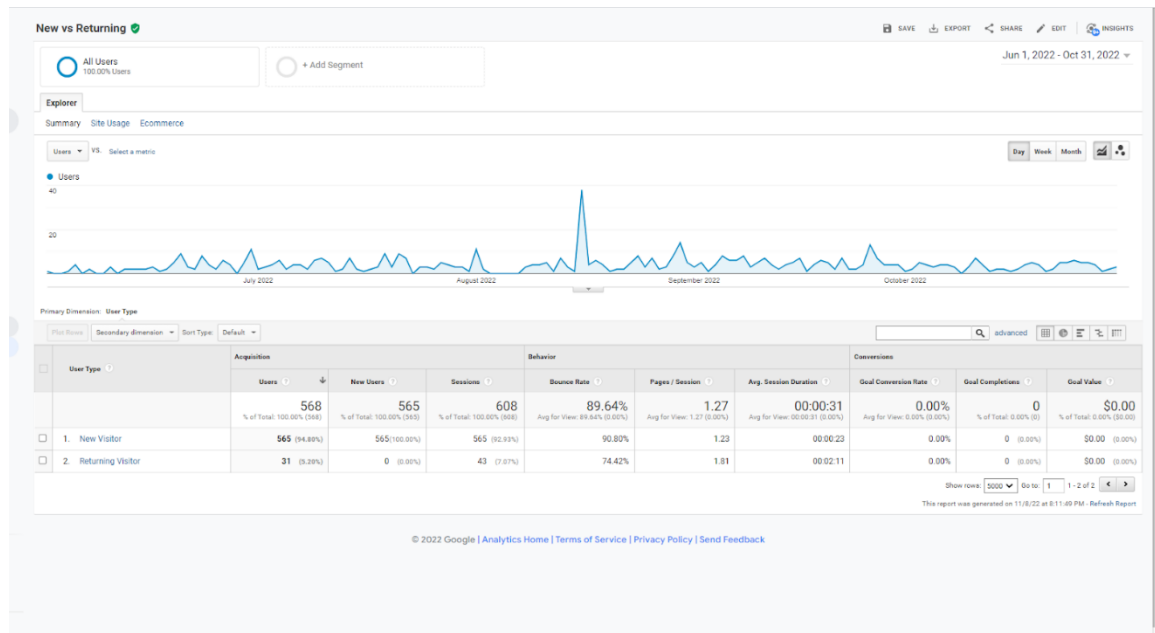


Figure 31: New and Returning Visitors (Jun 1-Oct 31, 2022) (based on Google Analytics report that was retrieved on 8/11/2022).

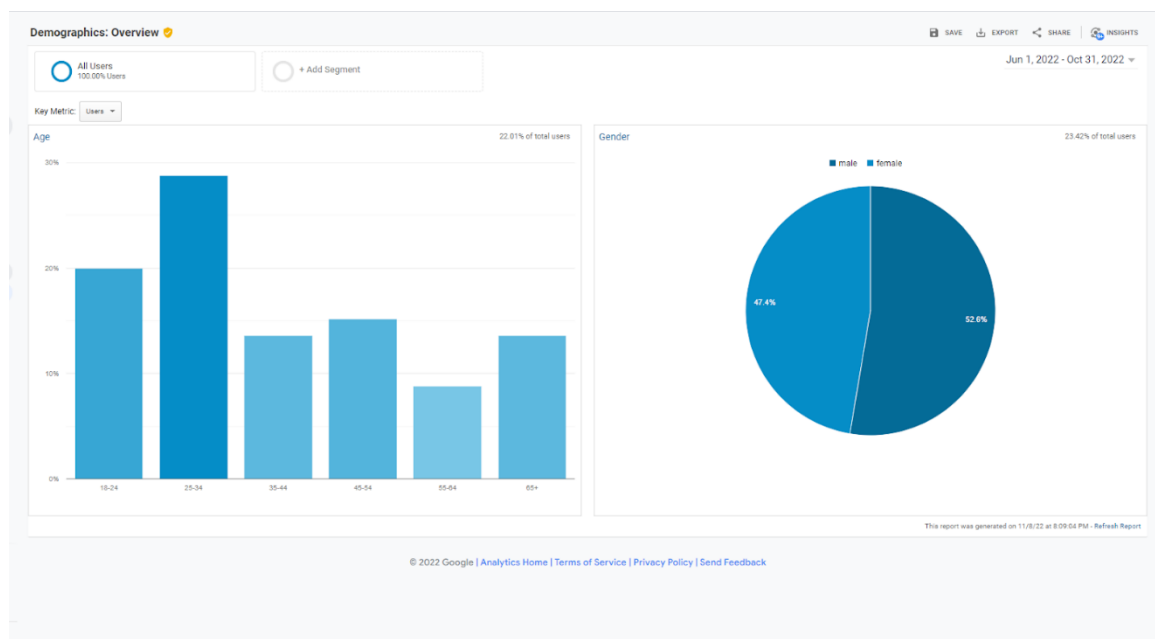


Figure 32: Audience Demographic Overview (Jun 1-Oct 31, 2022) (based on the Google Analytics report retrieved on 8/11/2022).

The web's users are mainly male, accounting for 52.6%, and female 47.4%, and the majority are of working age (25-34) (see figure 32). This also results in displaying topics that users are mainly interested in on the web as "News & Politics/Avid News Readers" in the Affinity Category (3.49%), "Financial Services/Investment Services" in In-market Segment (7.16%), and

"News/Business News/Financial Market News" in other categories, with 14.36% (see figure 33). Regarding browsers and operating systems (OS), there are three types of devices frequently used by users to interact with the website, which is computer/laptop (desktop), mobile, and tablet. Figure 34 shows a comparison of device usage to the web between the two time periods, 1 Jun- 31 Aug and 1 Sep- 15 Oct, 2022, although there is variation in usage over the two periods, where the desktop type has always been the most used, and mobile comes in second. These data help in researching and identifying keywords and content orientation. The age and gender of the user, as well as the device, are also an essential part of the development of the web's utility.

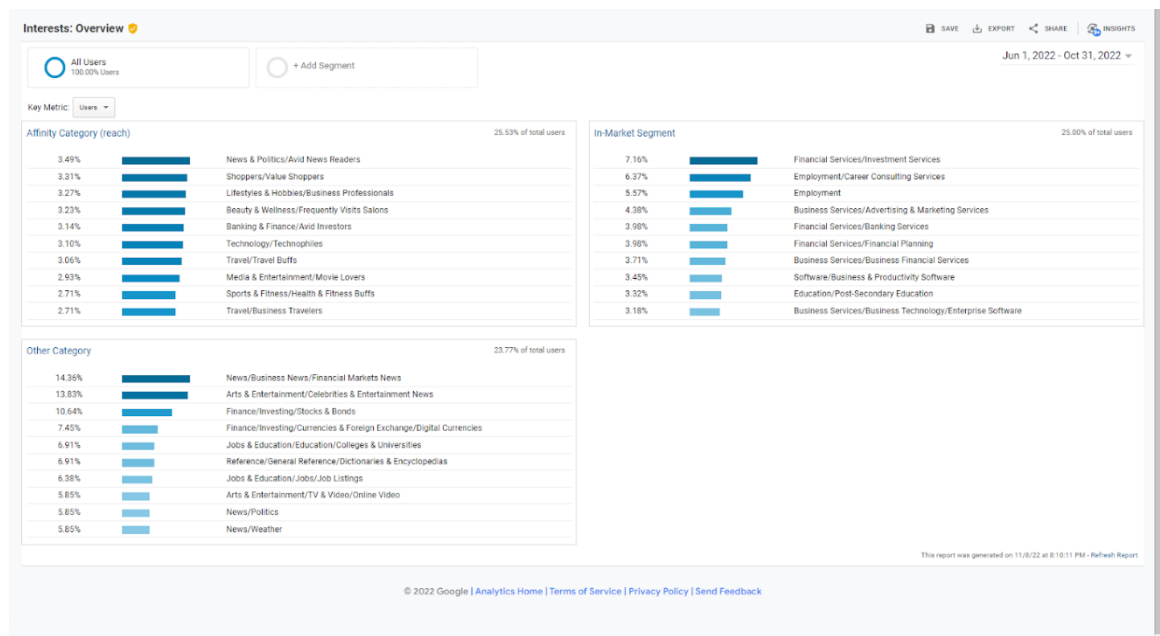


Figure 33: Audience Interest Overview (June 1-October 31, 2022) (based on the Google Analytics report retrieved on 8/11/2022).

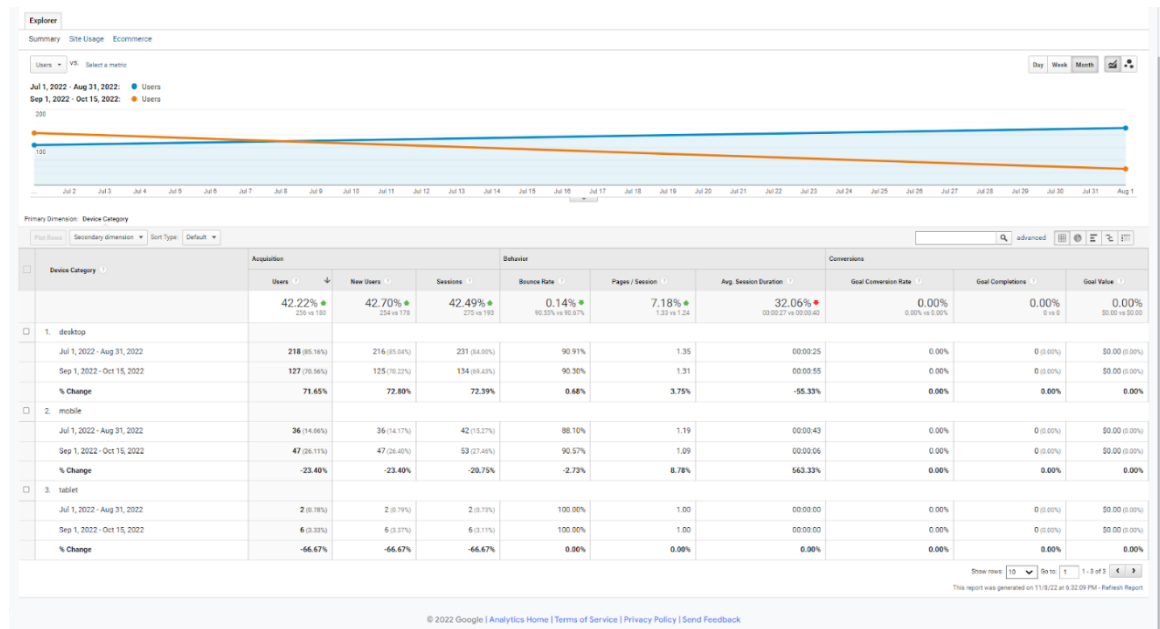
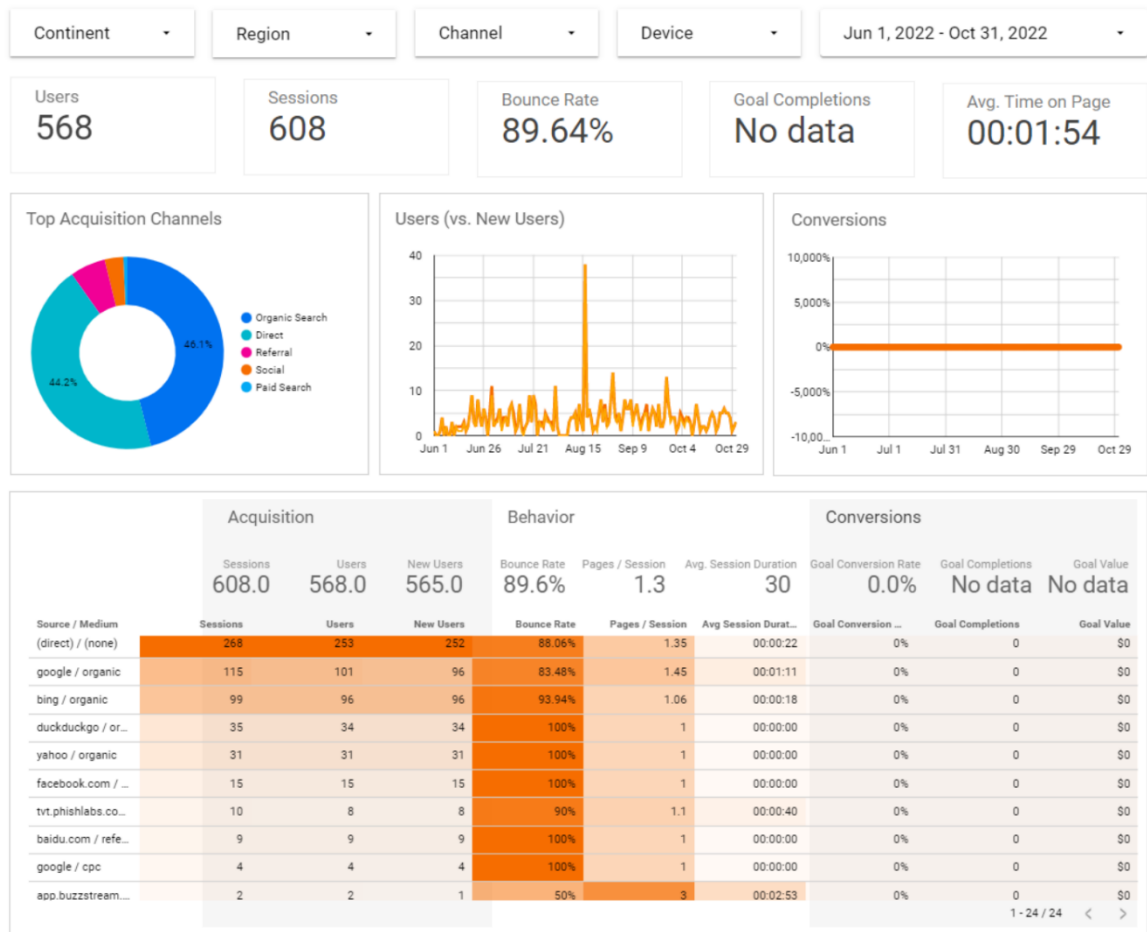


Figure 34: Audience Device Comparison for the Periods of July 1–August 31, 2022, and September 1–October 15, 2022 (based on the Google Analytics report retrieved on 8/11/2022).

The following topic is traffic analysis, which entails learning how users found the websites. Michael (2013) says that a conversion is when a user visits a website and does something the website owner wants them to do. A website "converts" when a visitor does one of three things: talks to the sales team, buys something right away, or signs up to get content like a whitepaper. The percentage of targeted users who do the desired action is known as the "goal conversion rate." The term "chosen users" could refer to either all the visitors to a website or to a subset of those visitors. This metric can be used to measure the success of digital advertising campaigns. It can also be used to measure the success of changes that make it easier for users to do what they want to do. The number of times a user did what was asked of them is how many goal completions they have. Another indicator, "goal begins," records the number of times users accomplished the first step of a multi-step objective, such as completing a purchase on an e-commerce site. In figure 35, because the website is in the early stages, there are not enough conditions and elements to set up goals for conversion and completion. The results for these two metrics in the overview are currently 0%.



Google Analytics Acquisition Overview



Data Last Updated: 11/8/2022 11:01:40 PM | Privacy Policy

Figure 35: Acquisition Overview (June 1-October 31, 2022) (based on the Google Analytics report that was retrieved on 8/11/2022).

For online marketing campaigns, Source and Medium are crucial variables for reporting. The origin of a user is referred to as their source. It can be a URL if the user entered it into their browser or clicked a bookmarked link, or it can be the tag “(direct)” in GA. The source provides inspiration for the medium. “Medium” does not reveal the precise location from which a visitor originates; rather, it reveals the medium from which the visitor came. GA offers four standard media types: “organic,” “referral,” “none” or “direct,” and “CPC.” Figure 35 displays that “(direct)/(none)” attracts the most sessions and users, followed by “Google (organic)” and “Bing” (organic). On other Sources, most Mediums are organic, most people used search engines to find the site but did not click on one of the ads. For the development of future ad campaigns, the researcher can track the activity running through certain key partners and press links, as well as discover

some previously unknown source or medium links. Behavioral patterns of each Source/Medium are also examined to determine which sources interact “more or less” with website content.

	Default Channel Grouping	Acquisition			Behavior		
		Users ↕	New Users ↕	Sessions ↕	Bounce Rate ↕	Pages / Session ↕	Avg. Session Duration ↕
		568 % of Total: 100.00% (568)	565 % of Total: 100.00% (565)	608 % of Total: 100.00% (608)	89.64% Avg for View: 89.64% (0.00%)	1.27 Avg for View: 1.27 (0.00%)	00:00:31 Avg for View: 00:00:31 (0.00%)
<input type="checkbox"/>	1. Organic Search	264 (46.07%)	259 (45.84%)	282 (46.38%)	91.13%	1.21	00:00:36
<input type="checkbox"/>	2. Direct	253 (44.15%)	252 (44.60%)	268 (44.08%)	88.06%	1.35	00:00:23
<input type="checkbox"/>	3. Referral	34 (5.93%)	32 (5.66%)	36 (5.92%)	86.11%	1.25	00:01:09
<input type="checkbox"/>	4. Social	18 (3.14%)	18 (3.19%)	18 (2.96%)	94.44%	1.17	00:00:02
<input type="checkbox"/>	5. Paid Search	4 (0.70%)	4 (0.71%)	4 (0.66%)	100.00%	1.00	00:00:00

Figure 36: Acquisition - Channels (June 1-October 31, 2022) (based on the Google Analytics report that was retrieved on 8/11/2022).

The PFS website has been reported with five acquisition channels. Figure 36 shows that 90% of all users come from Organic Search and Direct Traffic, while only 9% come from social referrals (like Facebook and YouTube) and referring sites. Referral traffic is when people come to a website from another website by clicking on a link or seeing an ad for that website on that page. Although not the focus of this study, this result shows that building a system of backlinks for PFS is necessary to increase overall SEO effectiveness.

The next topic would be for researchers to use the content analysis area to learn more about the page-by-page behaviour of site visitors. They can see which pages visitors land on and leave from, how long they spend on each page, and how they got there. According to Michael (2013), as a result of people revisiting previously seen content, pageviews could probably always exceed unique pageviews. It is indeed certainly worth looking into why a particular page on the site has so many more pageviews than the average page on the website. However, there is no definitive criterion for what constitutes a notably larger number. Having pageviews that are 40-50 percent more than unique pageviews is a possible indicator that something remarkable is occurring on that website. Every pageview has a “time on page”. A high or low time on a page could roughly tell researchers the attractiveness of content and user interactions (related to the time they spent on that page). The average time spent on a page is the sum total

of how long visitors spent on that page during a specific time frame. Technically, it is the mean duration of each pageview for a certain time frame.

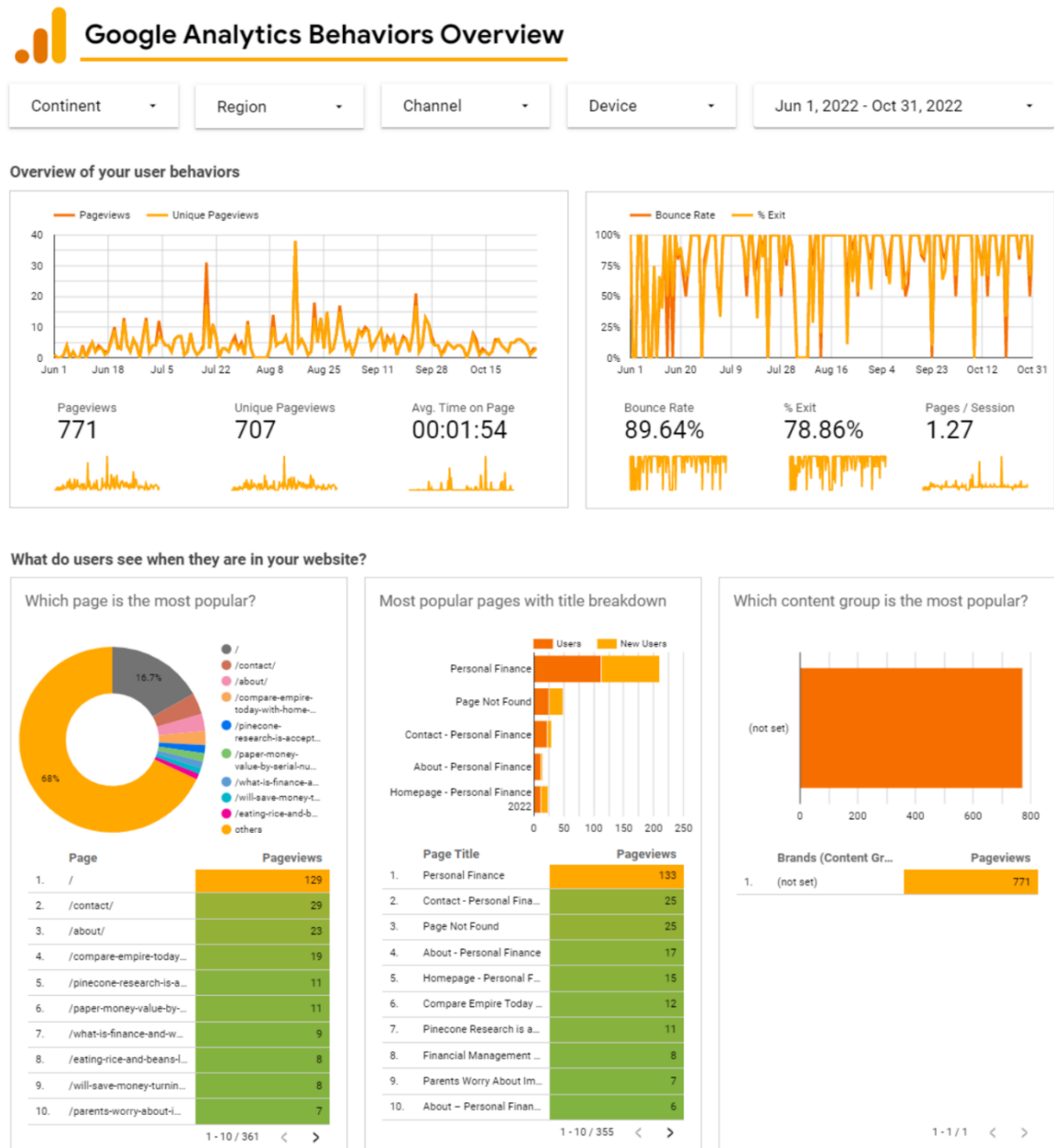


Figure 37: Behaviours Overview (Jun 1-Oct 31, 2022) (based on the Google Analytics report that was retrieved on 8/11/2022).

The results of the website's user behaviours are shown in figure 37, and more specifically in figure 38 illustrating what users see when they are on the website. The average time on page was not high, while the bounce rate was up to 89.64%. There are a few reasons that could explain these results could be because users were not satisfied with the page content in some ways. It could be that they are not getting the information they need or the results they want from it.

There was a chance they found the page's layout so confusing that they gave up and went elsewhere. Or, when people conduct a search for a topic unrelated to the topic of the website, it might appear in the search results. It could imply that other websites are linking to the website but is misleading users about what they can expect to find there.

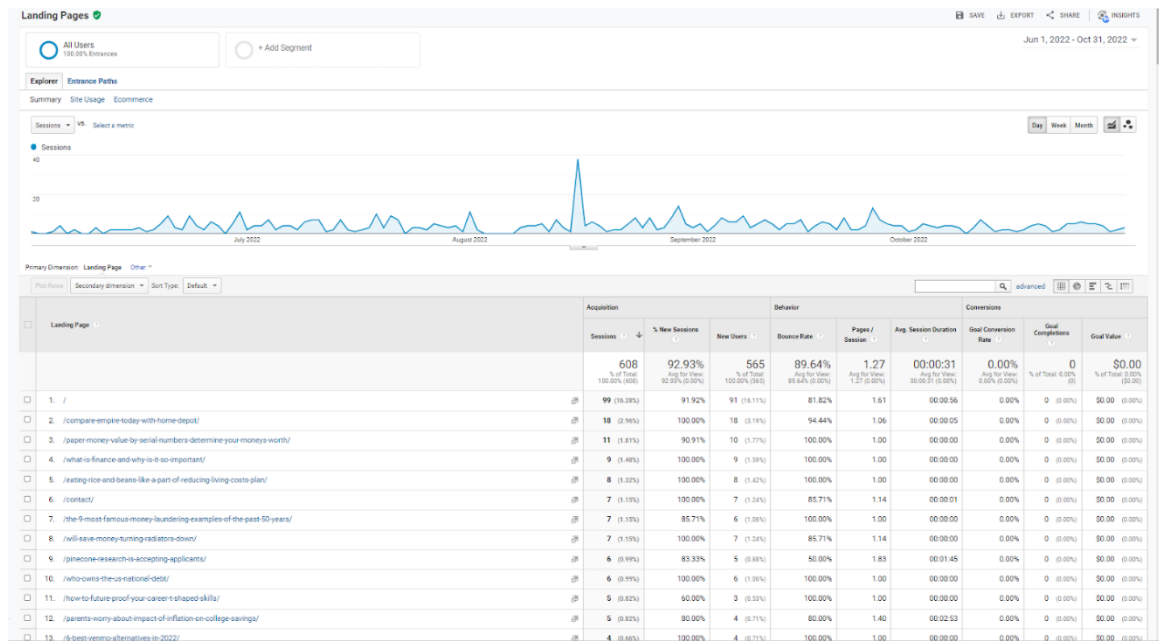


Figure 38: Behaviour Site Content - Landing Pages (June 1–October 31, 2022) (based on the Google Analytics report that was retrieved on 8/11/2022).

The following section contains the Google Search Console results. With this tool, researchers can track user traffic by the "total number of user clicks" to the website (see figures 39, 40, 41). Data from Analytics and Search Console are integrated using the Landing Page dimension. The researcher could use this connection to see how to pre-click information such as inquiries and impressions and post-click statistics (bounce rate and transactions). The Google search queries led to impressions of the URLs of the website in Google's organic search results. Impressions are the total number of times a URL from the website was displayed in search results that a user visited, excluding impressions from Google Ads that were purchased. The number of clicks on the website's URLs from a Google Search results page, excluding those on results from sponsored Google Ads, is referred to as clicks. The average position represents the typical position at which one of the website's URLs appears in Google search results.

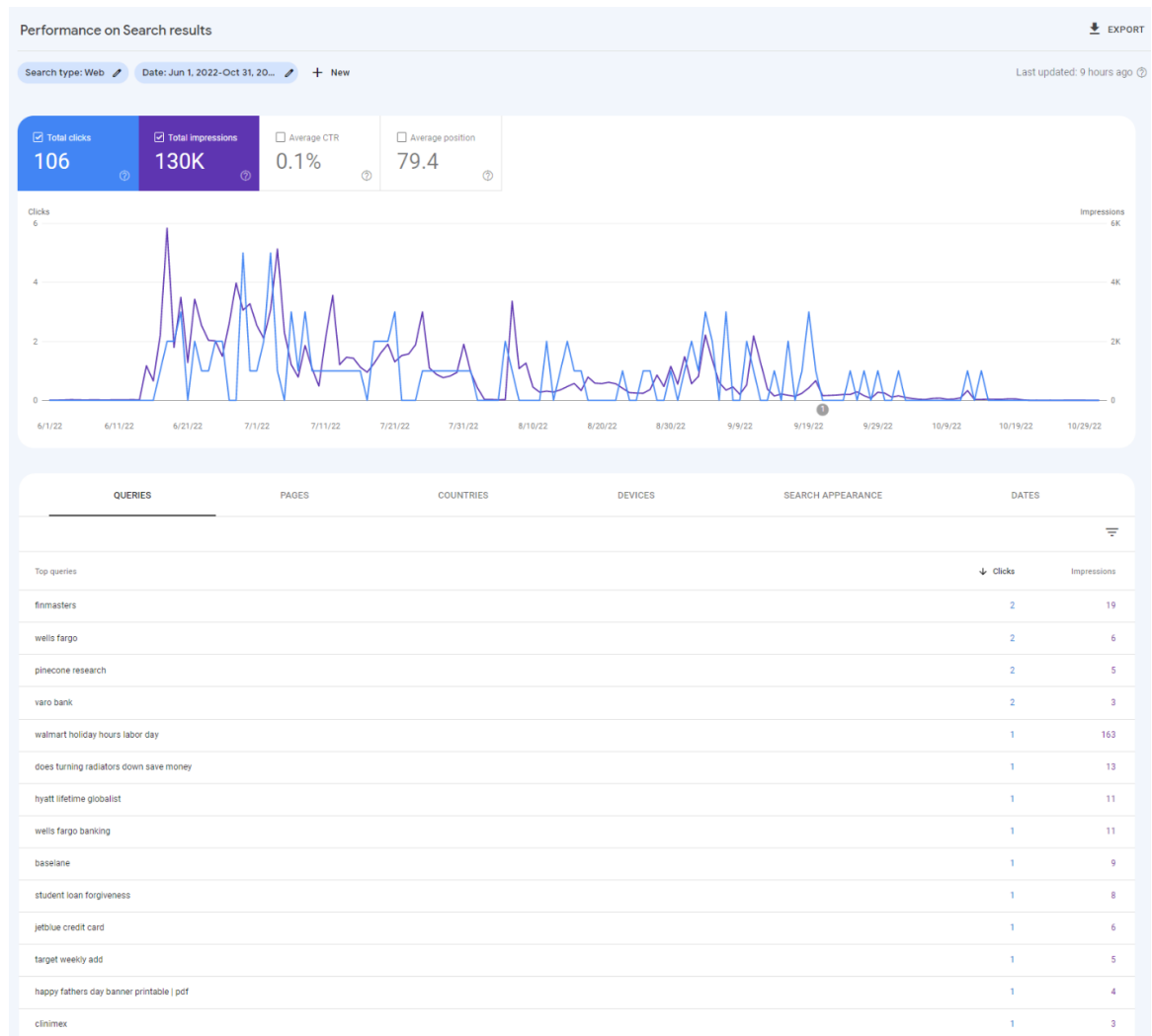


Figure 39: Search Results Performance from June 1 through October 31, 2022 (based on the Google Search Console report that was retrieved on 8/11/2022).

Overall, the PFS has received over 130K impressions, which means that it has been indexed by search engines. The popularity of PFS in search engines, however, was dissatisfied, with an average position of 79.4. The meta description and header tags seem to be underwhelming to visitors, as evidenced by the poor click-through rate. The researcher should carefully choose high-quality keywords to be used in the meta description and optimise the alt attributes of any images. Organic Search (73%) was the most popular traffic channel where users come from (see figure 40). Figure 41 represents some problems which the PFS website is facing and waiting to fix, for example, pages having crawled currently not indexed, or duplicate without users (selected canonical).

How people find you

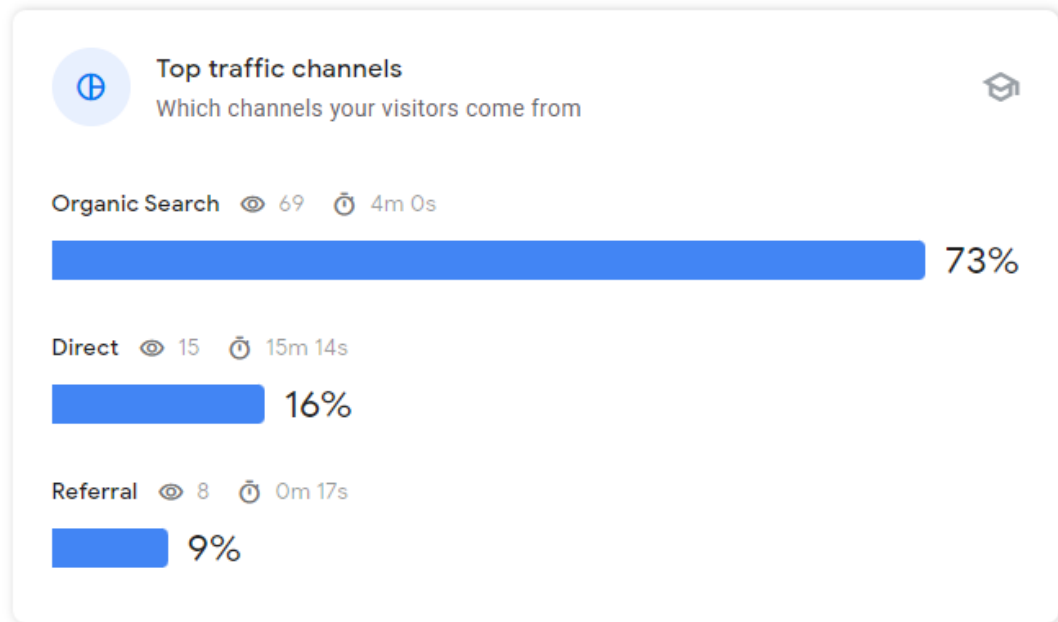


Figure 40: How people find you - top traffic channels (based on the Google Search Console report that was retrieved on 8/11/2022).

Why pages aren't indexed
Pages that aren't indexed can't be served on Google

Reason	Source	Validation	Trend	Pages
Crawled - currently not indexed	Google systems	Failed		2,735
Duplicate without user-selected canonical	Website	Not Started		228
Excluded by 'noindex' tag	Website	Not Started		155
Page with redirect	Website	Not Started		14
Server error (5xx)	Website	Not Started		7
Not found (404)	Website	Not Started		6
Blocked due to other 4xx issue	Website	Not Started		1
Discovered - currently not indexed	Google systems	Not Started		49
Duplicate, Google chose different canonical than user	Google systems	Not Started		1

Rows per page: 500 1-9 of 9

Figure 41: Page Index - Why Pages aren't Indexed (based on the Google Search Console report that was retrieved on 8/11/2022).

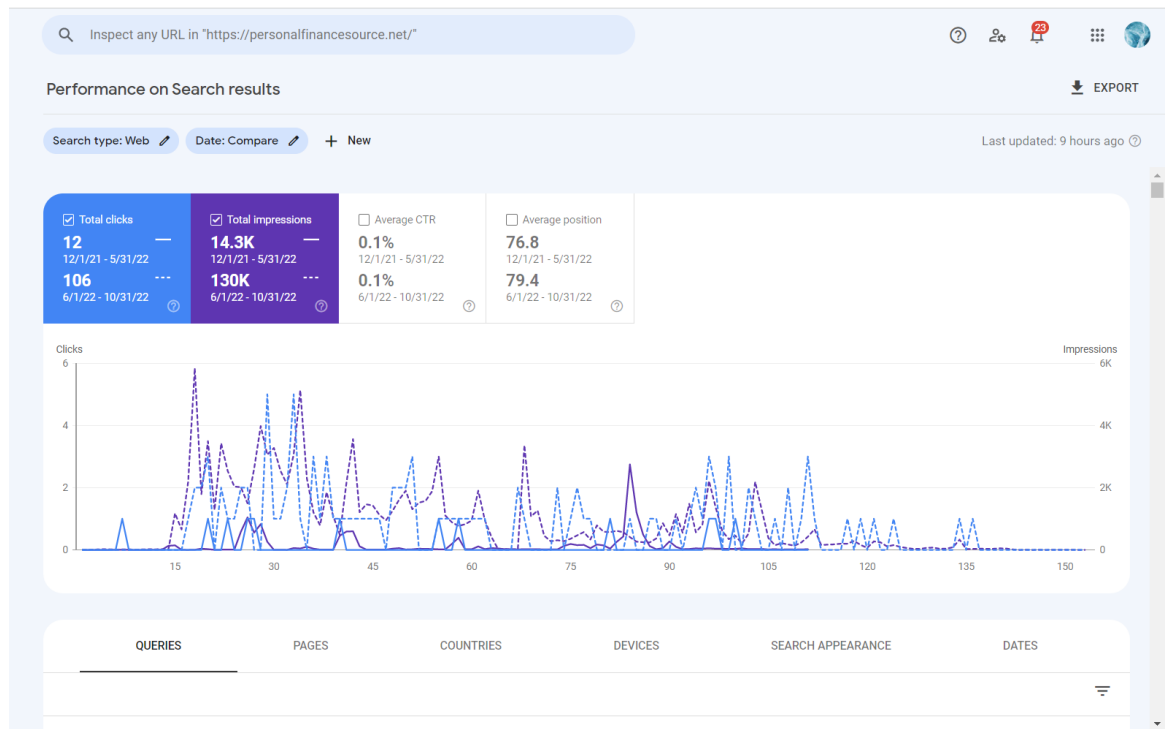


Figure 42: Compare between Performance on Search Results in period of 1Dec, 2021 - 31 May, 2022 and 1Jun - 31Oct, 2022 (based on Google Search console report that was retrieved on 8/11/2022).

Additionally, the upward trend of the PFS website is demonstrated in figure 42, which exhibits a noticeable rise in clicks and impressions (the growth of organic traffic on Google search results) between the two periods before and after implementing SEO techniques.

In conclusion, the website is on the right road based on the foregoing results and analysis. Nevertheless, since SEO is a broad field that combines multi-tactics, the website PFS needs to be thoroughly implemented in favour of running more effectively.

4.3 Comparison of two case studies

This study is, theoretically, a normative single study of testing a well-constructed theory (Yin, 2009). However, in practice, the study consists of two case studies that are considered practical actions applying the theory stated earlier. Therefore, the authors wrote a comparison of these two case studies to create a connection inside the entire study.

On the one hand, Meditation and Personal finance are two different topics, these are somehow closely related, nonetheless. Financial issues cause stress, and the meditation site was launched as a natural continuation for the audience to address their stress-related needs.

On the other hand, as the developers monitor the activities of the two websites, the performance is an aspect that can be compared. The first angle when comparing the two cases can be seen in the keywords. According to website owner Tammi Huynh, this leads to different widths of niche, leading to one website ranking faster than another. In other words, the greater the audience on the topic, the more visits to that website. In fact, both of niches are now classified as highly profitable blog niches (Hughes, 2022). The reason behind different speeds of ranking will be whether a lot of website backlinks are generated, relevance and freshness, mobile friendly, etc.

Diagnose performance issues

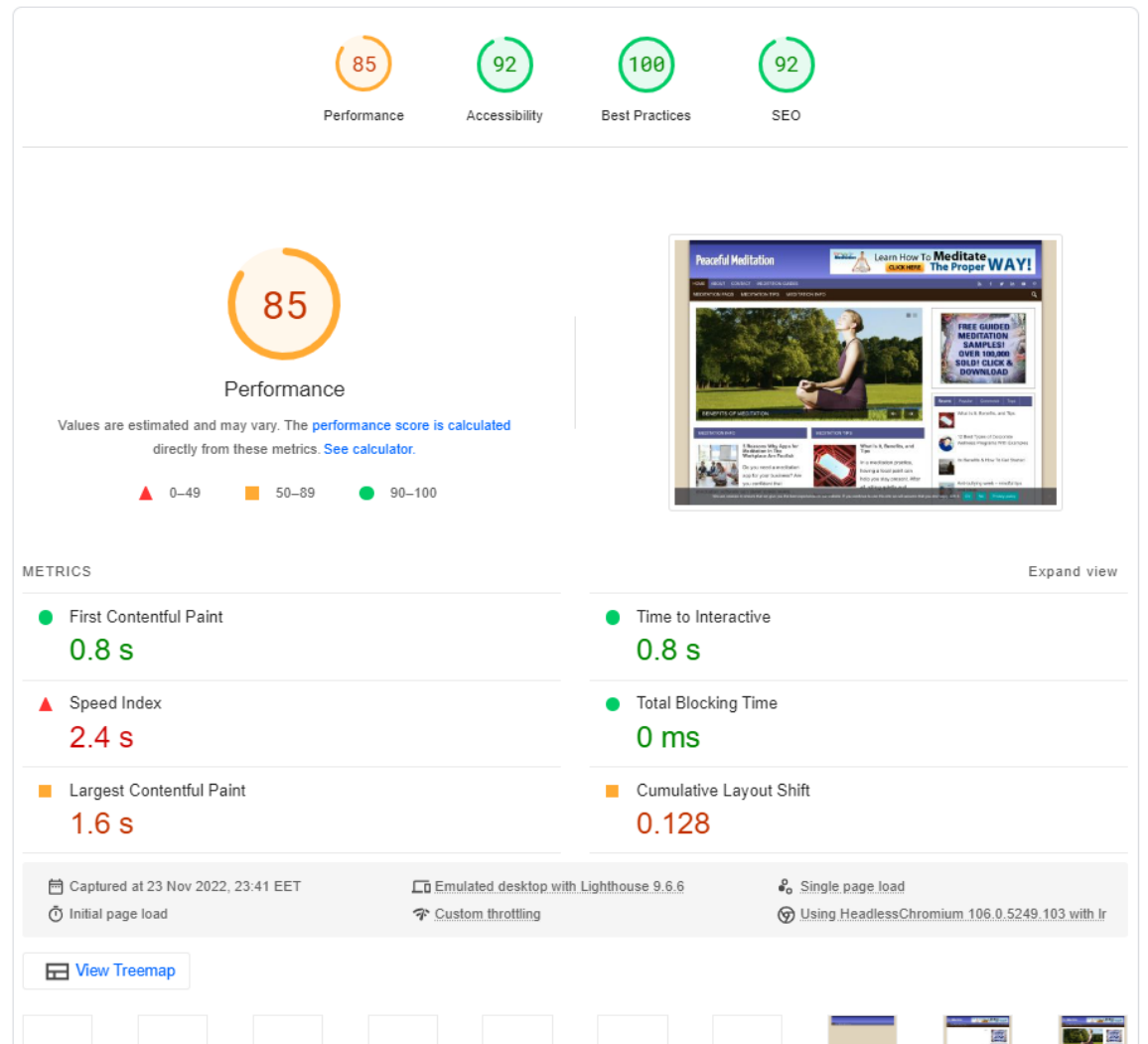


Figure 43: PageSpeed Insights of Meditation website (retrieved on 15/11/2022).

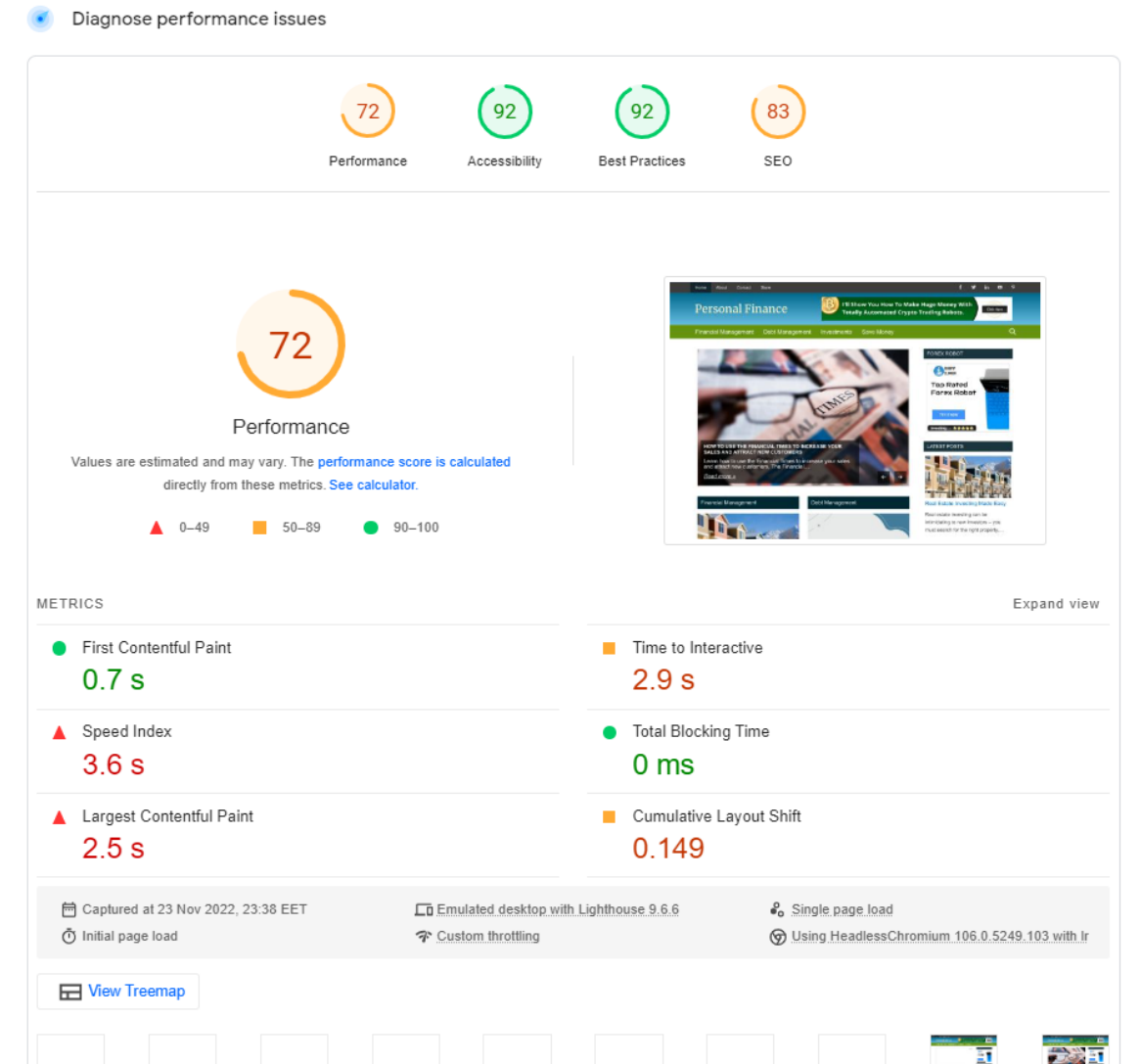


Figure 44: PageSpeed Insights of PFS website (retrieved on 15/11/2022).

The PageSpeed performance results of the Meditation website (see figure 43) are better than those of the PFS website (see figure 44), where this difference is reflected in the "time to interactive" and "speed index" scores. Website Meditation also achieved "best practice" with a perfect score. However, when testing the "mobile friendly" category for two domains, <https://personalfinancesource.net/> passed while <https://mybodhizone.com/> failed due to layout errors, like the text too small to read, clickable elements too close together (shown in figure 45 and 46).

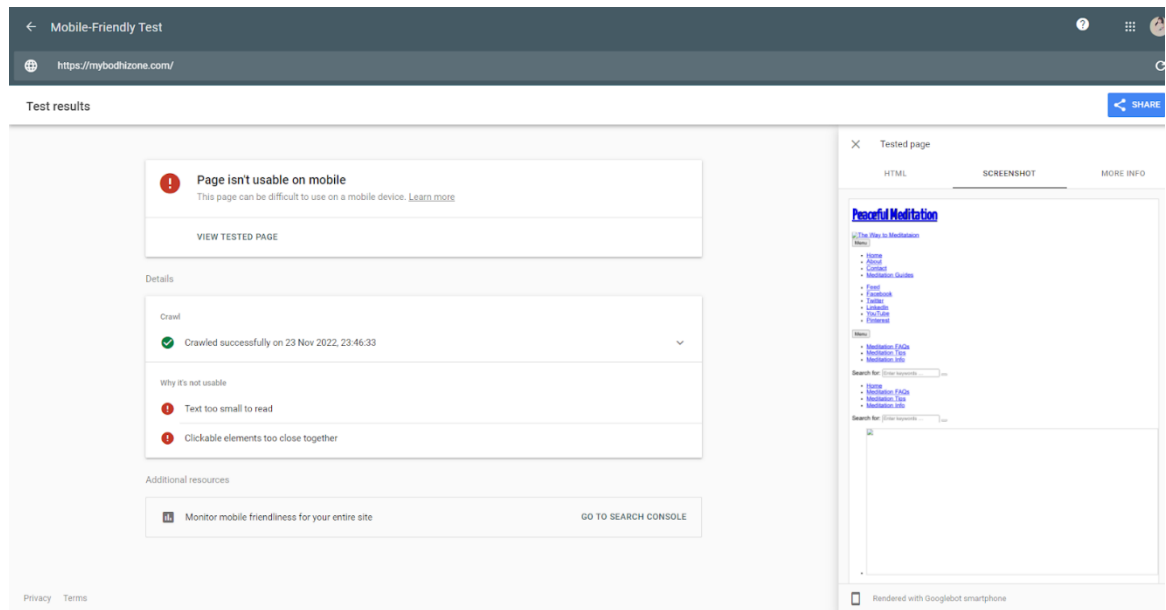


Figure 45: Mobile-Friendly Test for Meditation website (retrieved on 15/11/2022).

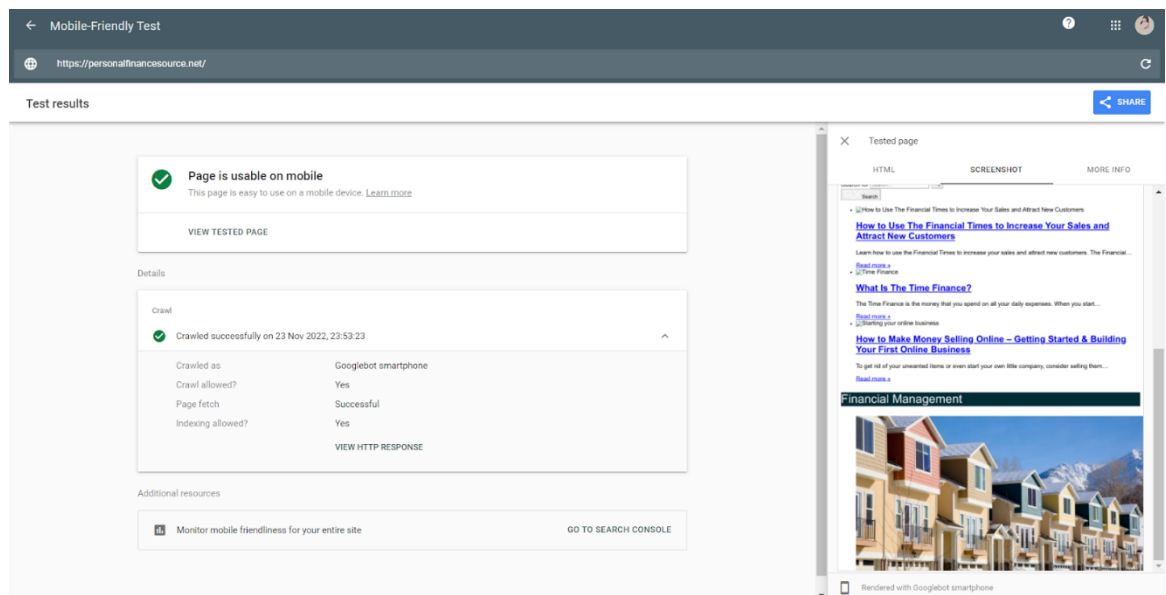


Figure 46: Mobile-Friendly Test for PFS website (retrieved on 15/11/2022).

Another point that makes the PFS's performance worse is errors in the display font of headings, which are shown in figure 47. Website owners are considering this error since it is related to the overall Theme. When changing the theme, there could be faults in installation, code problems, and even existing web data could be completely deleted. This is a potential risk that the web is facing.

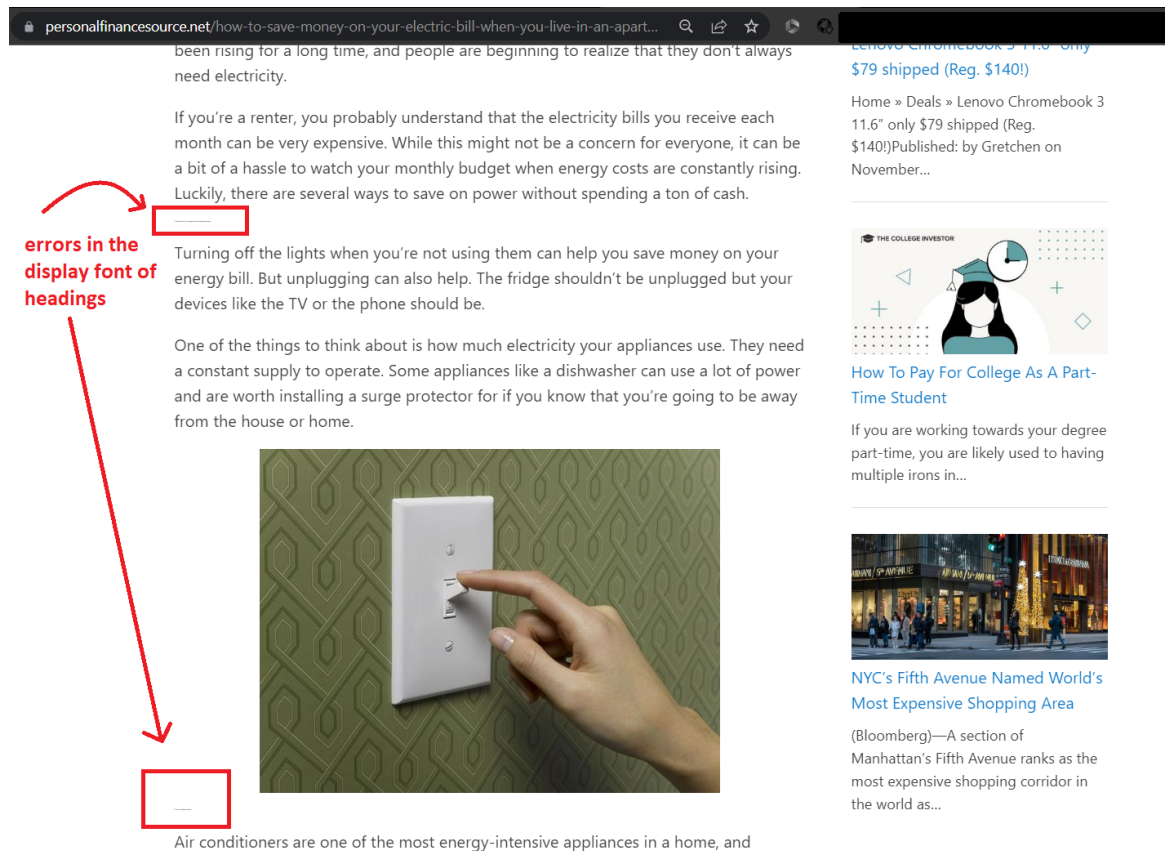


Figure 47: Errors in the display font of headings on the PFS website.

Furthermore, Tammi also mentioned the 20/80 rule, where 20% of web posts will generate 80% of website traffic. That is not to say that the remaining 80% of the content is wasted, it is simply an observation. Webmasters would never know what would rank, and what would not. Currently, there are many blogs that summarise Google's content selection criteria, all of which would be experiences worth learning but not completely reliable and extremely finite.

Finally, another reason for the higher average ranking position of the PFS website in Google search results than that of Meditation was presented in sections 4.1.2 and 4.2.2. This PFS difference could come from visitors brought in by the "Source" aspect of Society, such as Facebook, YouTube, Twitter, and LinkedIn (see figure 48), to which the Meditation site has not yet joined.

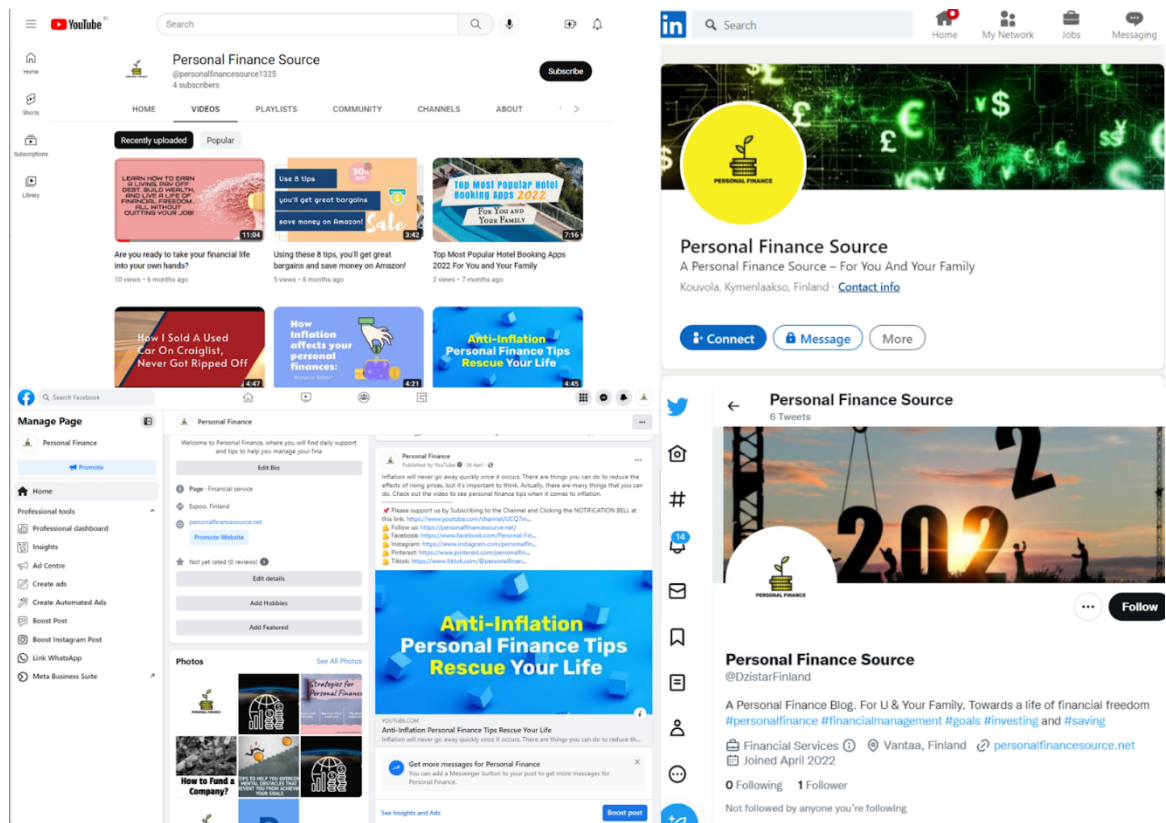


Figure 48: List of social media that the PFS website joined, including YouTube, LinkedIn, Facebook, and Twitter.

5 CONCLUSIONS

To boost brand visibility and ranking position in the digital environment, search engine optimization (SEO) would be an effective digital marketing strategy. The main goals of this project thesis, which is tailored for two sites, focus on global users, visitors on the Google search engine particularly, and highlight the benefits of adopting SEO tactics for the website in terms of gaining a higher level of user experience and improving ranking positions in SERPs to increase organic traffic.

This chapter presents the key results and findings of two case studies, managerial implications, reliability discussion and future development.

5.1 Key results and findings

In this section, the researchers summarize the main findings and findings that were presented detailed in the results and analysis section of the previous chapter.

5.1.1 Case study (1)

The aim of this thesis is to develop an advanced digital marketing strategy for a meditation website. By addressing current site issues with search engine optimisation, keyword research, and web performance analysis, the website Meditation could be made better. The theory section clearly stated the definitions of digital marketing, search engine optimisation and on-page techniques. The practical section presented how the researcher applies SEO to the website Meditation. The website's issues were that lacking an audience and the content did not stand out. To be able to solve these problems and increase rankings on Google, the application of SEO is “right” for the website.

The research answered the following two questions:

1. How to apply search engine optimisation to develop the Meditation website;
2. Is the Meditation making the most of on-page SEO?

For this case, the researcher concentrated on SEO on-page including researching keywords process and optimising on-site. The purpose of the keyword research was to compile a list of prospective search terms that would be useful for the website's content. The next step was to optimise the website's configurations to improve its position on the ranking sites. The last step was to analyse and track SEO campaign data by using analytical tools. Using Google Analytics statistics determined relatedness when implementing SEO on the website. The researcher found out the traffic volume, impressions and clicks. These metrics helped to analyse the strengths and weaknesses of the website. Since when an article owns valuable content, it would be able to attract more visitors.

It is extremely helpful when the researcher chose to apply and make the most of the on-page SEO tool as the early stage, the Meditation website throughout four months has highly improved. The percentage of new visitors visiting the website was increasing, as could be seen in section 4.1.2 (see figure 17). Nonetheless, it is important that the website still needs to raise the number of returning visitors.

Although there were a few technical glitches during this research, such as code errors, posting errors, and domain errors, the site is working fine so far.

5.1.2 Case study (2)

The aim of this research was to use SEO to boost the number of visitors (oriented organic traffic on Google as the mainstream) to the website Personal Finance Source and improve its rating. The theoretical part provided a general overview of Search Engine Optimisation and went into detail about On-page SEO, as well as its technique. This part was contemporaneous with answering the first objective which was contained in the following research objectives

1. Understanding search engine optimisation (SEO);
2. Implementing SEO for website Personal Finance Source;
3. Finding out how effective this plan is on the website and the practical results.

As mentioned in the introduction section, PFS was new and had an issue with its website not ranking highly in search engines. As a result, it is noticed that the PFS website needed on-page optimisation as the first step in a large corporate project.

The thesis demonstrates an on-page optimisation process including researching keywords, applying on-page SEO techniques and measuring the performance. The keyword research intended prospective search keywords that were relevant and helpful to the website's content. The following phase, on-page optimization, encompassed all elements that were directly updated inside PFS to increase its position in search rankings. The final step concentrated on tracking data and measuring the efficacy of the on-page SEO effort using Google Analytics and Google Search Console.

When implementing an SEO strategy for personalfinancesource.net, GA and GSC gave a clear review of the statistics connected to all issues based on the key performance metrics. The researcher was able to determine the website's strong and weak points. The constant increase in visitors, traffic volume, reaction on content, clicks and impressions indicated that the SEO approach applied for

PFS succeeded in attracting audiences' attention as well as improving the website's position on the search ranking. Furthermore, good information and a pleasurable user experience resulted in increased referrals and returning visits. Since comparing traffic to the Meditation site, the researcher was aware that social referrals are beneficial to PFS. However, the campaign's deficit was represented in terms of the website's long time to be interactive, crawled but not indexed, and duplicated without user-selected canonical. Certain keywords were used frequently in multiple meta descriptions, resulting in a low click-through rate.

The researcher as well realizes that a one-sided SEO strategy, just SEO on-page, cannot guarantee the ranking and promotion of the website. This is due to the high competition among the websites in the market as well as the unpredictable changes in the Google algorithm. As a result, applying fully comprehensive SEO campaigns will be the next step that the researcher and the company's team will apply to the PFS website.

5.2 Managerial implications

Search engine optimisation is a broad field. Accessibility and site structure, on-page, technical, and off-page SEO are the entire divisions of the expansive SEO sector. In the context of the study, the type of SEO applied solely is on-page, which includes keywords, content optimisation, URLs, meta descriptions, and title tags. The following content outlines the plan for managerial application implementation:

For keyword research, these are market research (draw potential website visitors), research topics, research competitors and their keywords, search terms, and search volume.

For content optimisation, planning website content with search terms (targeted keywords) will match user intent and search trends.

For URLs optimisation, getting more trustworthy for websites, improving website visibility with rich keywords.

For meta descriptions, to increase the click-through rates (CTRs), create a captivating meta description that is fewer characters in length and accurately represents the page content.

And for title tag optimisation, constructing keyword-rich, brand-name-inclusive page titles are nevertheless reasonably brief.

Nonetheless, for the application of on-page SEO only, in order to rank highly in search engines and efficiently locate the target audiences, the business needs to regularly do in-depth keyword research. Articles and blog posts need to be tailored to the target audiences in terms of word, post layout, keyword choice, and word count. Not only stable with articles on fixed topics but also quickly update posts trendily. More careful control is necessary regarding to the creation and quality of image content, URLs, and inbound links.

5.3 Reliability discussion and future development

In this section, researchers discuss the standards of reliability of this research and present their recommendations for future development.

5.3.1 Reliability discussion

The reliability of the research process is constructed on pre-understanding, credibility, transferability, dependability, and utilization.

The direct beneficiary from the research result will participate in an in-depth interview to provide specialized knowledge, which supports the applicability of the research topic in a real-world setting. The pre-understanding was obtained from the researchers' practical training in similar projects in the commissioner's company, from analysis documents/ papers, reports and the results of related research papers. Data collection and analysis are carried out honestly and without bias, by reputable analytical tools (such as Google Analytics, Google

Search Console, and PageSpeed Insights from Google), to ensure that the findings could be of benefit to the research subjects.

Furthermore, the research has been analysed and written in simple and understandable language so that the implications of the research can be easily understood. The conclusions are based on both theory and practical results in logic and connected sensors. After research, the outputs will be tested and adjusted by the beneficiaries directly for a certain period, after which they will give feedback on applicability and results achieved.

Since the researcher has selected the major sites of the beneficiary company as the pilot, transferability is a potential criterion to reinforce reliability as the mode of action will then be applied to their other websites. Finally, for utilization, the result of this study was accepted by the company owner, who is a direct beneficiary of the plan.

5.3.2 Recommendation for future development

It is the fact that both websites are generally working well at present. However, chosen two websites have been existing several frequent errors technically, such as long page load times and sudden exit channels while in use, etc. With the current rapid development of the network trend, the operating website platforms always have periodic updates and changes in a short period of time. It is clearly that a major drawback has made two websites gradually obsolete, then since it will be a significant investment for the company.

Furthermore, the development of news topics for the current website is still limited by some points such as specialized human resources and time. In addition, there is a major limitation which is the interface of both websites, both pages are not updated with eye-catching designs. Although the article content, the big competition, raising the SEO scale and content marketing should be invested in quality and need to spend more time on them than the design of the website. But in a way, having a good design will also increase the number of

visitors to the website and the chances of returning will be higher. All the above points are potential topics for future research.

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