

# **HOW TO INCREASE SEARCH ENGINE VISIBILITY WITH BASIC SEM AND SEO METHODS**

Case: Voglia Oy

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## **Abstract**

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How to increase search engine visibility by using basic SEM and SEO techniques  
Case: Voglia Oy

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This thesis was created for Voglia Oy. The company designs and produces high quality and well fitted clothing for women mainly in Finland. This work includes a study of how search engines, mainly Google, works and what are the possible ways to make Voglia's online store easier to find. The object of this thesis was to create a simple how to manual with suggestions for the marketing team of Voglia to increase their visibility and therefore sales of the online store. As the competition on the field is tough and the main customer segment not being familiar with online shopping Voglia expressed its interest in increasing the online visibility of its online store.

A careful break down of Google's operating methods was conducted and used to come up with the most suitable known theories and practices for the purpose of Voglia. A vast look at the host company's operations was kept in mind in this thesis. The work includes ideas for development of the online strategy.

Conclusions and development suggestions have been created to help the host company to set up a basic first ever search engine marketing campaign and aim to make it easier to work on this specific field in the future. These results will be presented to the marketing department of Voglia.

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Key words: online marketing, Google, marketing strategy, search engine marketing

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**ABBREVIATIONS**

SEO	Search Engine Optimization
SEM	Search Engine Marketing
PPC	Pay Per Click advertising
SERP	Search Engine Result Page
URL	Unified Resource Locator
ROI	Return Of Investment
GPS	Generalized Second-Price auction
KPI	Key Point Indicator
STAR	Scheme, Test, Analyze and React model
CPC	Cost Per Click
CPA	Cost Per Action
HTML	HyperText Mark-up Language

## 1 INTRODUCTION

Voglia Oy is a family owned company based in Hämeenlinna, Finland. Founded in 1983, Voglia has become a successful Finnish women's clothing brand during its over 30-year journey. Voglia received Kultainen vaatepuu –award in 2005, the most recognized clothing industry award in Finland.

The primary goal of this thesis is to establish ground rules and a set of tools for search engine marketing and answer the research question: “How to efficiently attract customers to vogliashop.fi via search engines?” A breakdown study of different online marketing tools was conducted to provide Voglia with helpful suggestions how to deploy and execute a successful search engine marketing plan from a scratch.

The host company indicated their need to make sure customers would find their newly opened online store from the digital marketing channels. Voglia needed most help with the search engines. Therefore the main focus of the study was set to find the most suitable search engine marketing techniques that would fit the needs of the host company and improve the PageRank of the online store domain. This thesis also indicates the importance of search engine visibility.

### 1.1 Background

Buying online has become everyday life for Finnish people over the past few years. The usage of the Internet is one of the highest in the world with 91,5% of the population (Minimarts Marketing Group, 2012.) Finns spend around 10 billion euros online yearly and this figure is increasing rapidly (ASML & Kaupan Liitto & TNS Gallup, 2013.) Whereas online business might seem like a safe and sound solution for business, it is one of the most competitive fields of businesses and will not benefit anyone without constant up keeping of content and marketing.

Traditional stores at the malls or in the cities attract people who happen to pass by but how do online stores attract customers in? In the limitless world of Internet, one does not simply end up checking out of your online store without a little guidance called marketing. Findability is the key and this is where PPC and SEO come into picture.

This study has been put together using recent literature and online publications of the subject. When reading this paper it should be kept in mind that search engines such as Google are companies whose main business is the algorithms so only Google knows how they really work. However this thesis aims to clarify how the algorithms work by using studies, which have conducted researches of the ways that the algorithms react on different implementations on web pages.

## **1.2 Theoretical framework and limitations**

The theoretical framework is based on studies and literature sources of search engine marketing and search engine optimization. The study has two parts: Theoretical background and empirical part. This is a theory-based study because all of the information about the topic is based on assumptions and clues of literature and publications of the algorithms used by Google. Also a requirement of Internet related abbreviations is needed to completely understand this paper.

As this paper is aimed for marketing professionals at Voglia who have very little earlier experience on online marketing the author is trying to keep the technical side of PPC and SEO limited. The audience of this thesis is business oriented marketing professionals who are looking for a simple guide to set up their first online campaign ever with limited effort to put in. It was also necessary to choose Google as the basis search engine because of Google's position as a dominant market leader.

This thesis discusses many different ideas and suggestions for improvement throughout the study. The main purpose of this paper is to work as a guide for the host company to set up and maintain a simple search engine marketing campaign using some of the methods and techniques introduced at this thesis. The thesis is therefore not a strategy plan itself.

## 2 ONLINE MARKETING

Online marketing is using the Internet and technology to promote the sales or recognition of products or services and create benefits for enterprises and stakeholders. Basically the only differentiation between traditional marketing activities and online marketing is the usage of information technology as the main marketing instrument. E-marketing is more efficient than traditional marketing and will create a new business model and improve profitability of enterprises. (Strauss & Frost, 2011)

Online stores rely highly on online marketing since location is non reliable to attract customers. There is no tangible location, so the only way to attract customers is through marketing. Since Google control the majority of the traffic on the Internet with estimated over 1,100,000,000 unique monthly visitors, search engine marketing is the easiest and most common way to set up an efficient and easily controllable marketing campaign for an online store (eBizMBA 2012).

### 2.1 Anatomy of search engine

Search engine is an automatic indexing and query service tool, which refers to search information by using keywords on the Internet. When users query the keywords into the search engine, the search engine uses the search index database and then displays those that are most fit for purpose. (Moran & Hunt, 2008)

There are of course many different search engines such as: Google, Bing, Yahoo, etc. However Google has overpowered the rest of the search engines globally and in Finland. In 2014, Google possesses almost 90% of the search engine market share worldwide and Finland makes no exception with over a 95% market share. (Stat Counter Global Stats 2014)

Figure 1 clearly indicates that Google is the most popular search engine globally with almost 90% of Internet users using it as a primary search engine. Google's biggest competitor is Microsoft based search engine Bing which stake of the search engine market is so small that this thesis will not concentrate on it at all.

Search Engine	Globally (2014)	Finland (2014)
<b>Google</b>	89,95%	96,59%
<b>Bing</b>	3,5%	2,03%
<b>Yahoo</b>	3,12%	0,54%

Figure 1. Search engine market shares (Stat Counter Global Stats 2014)

### 2.1.1 How do search engines function?

Search engine is a computer algorithm, which collects, indexes and utilizes information that is found on the Internet. Without search engines it would be impossible to find adequate information on the Internet. What Google and all the other search engines have in common is that they all have three main principles: They search the Internet, They index their findings, and they let users to look for words or combination of words that are found in that index. (Brin & Page 1998)

### 2.1.2 Crawling

Google is finding information on the Internet by using software known as “web crawlers”. These crawlers are often called as spiders or robots. The most famous crawler is called the “Googlebot” which is crawling all of the web pages on the Internet constantly. Googlebot moves from link to link and obtains web page information and pays special attention on new pages, new or changed content on pages, and dead links. Webmasters can effect on the content that is seen by the Googlebot. (Google, 2014)

### 2.1.3 Indexing

Crawled data is formed into a search index. This index contains a database of all the possible content on all of the pages on the Internet. Google’s index is quality monitored and it recognizes more than just text so the search results will not show pages with the most keywords stuffed into them. (Google, 2014)

### **2.1.4 Google algorithms**

When a search query has been made, it is up to Google's algorithms to dig down to the search index and provide the most suitable websites for the purpose. Google algorithms rely on over 200 unique signals, which will sort out the result depending on the search words. Algorithms are looking for example things like region, freshness of content or the reliability of the web page. (Google, 2014). Google has never revealed how the algorithms work exactly but there are clues to determine how they work.

## **2.2 Organic search ranking factors**

Google bases the organic site rankings on hundreds of different algorithms, which are constantly changing and improving. A study by Searchmetrics (2013) suggests that these ranking methods can be arranged into four main categories, which are: Social signs, backlinks, technical onpage operations, and content.

### 1) Social signs

Social media plays a huge role on today's ranking factors. Google values social shares, likes, tweets, and other social activity very high. Naturally Google's own social media platform Google+ shares and likes are valued the most.

### 2) Backlinks

Backlinks are the sites that have a working hyperlink to your page. The more backlinks you have, the better the site ranks on Google's organic searches. There are also differences between backlinks. For instance backlinks from government or school pages are more valuable and increase the PageRank of the recipient more than backlinks from gambling sites.

### 3) Technical SEO

One of the most essential things for ranking well in Google is to create a webpage, which is easily reachable by the Googlebot. The ultimate purpose of onpage optimiza-

tion is to create a page, which is friendly for the visitors and for the Googlebot. Factors that affect the ranking on organic searches include: linking structure within the page, length of URL, keyword density, word count etc. There are limitless amount of things to do on the technical SEO side.

#### 4) Content

Content is the king of succeeding in the Google rankings, simply because the lack of it will make you disappear completely. When looking for the top rankings in search engine result pages (SERP) content must be relevant and up to date. Providing customers with interesting content from videos and competitions to articles about fashion keeps them happy and tells Google that the page is up to date and willing to serve visitors.

### **2.3 Search engine marketing**

Search engine marketing (SEM) is a type of online marketing where the goal is to promote visibility in search engine result pages in order to increase visitors for website. (Ramos & Cota 2008)

There are two types of search engine marketing. Search engine optimization (SEO) and paid advertising, which is normally referred as PPC (Pay Per Click) marketing. SEO is working with the organic Google searches where as PPC concentrates on the paid advertising on Google. (Ramos & Cota 2008)

#### **2.3.1 Differentiation between paid advertisement and organic search**

Position in Google searches can be divided into two groups: paid advertisements and organic results. To illustrate the differences on Google SERP positions a sample search was made using “vaatteet netistä” as a search query (as shown in Figure 2). The three first results on the main column on the left are always reserved for paid ads. If there is more websites advertising for the same keyword, the rest will show up on the right column. Organic search results will show up on the main column after the advertisements.

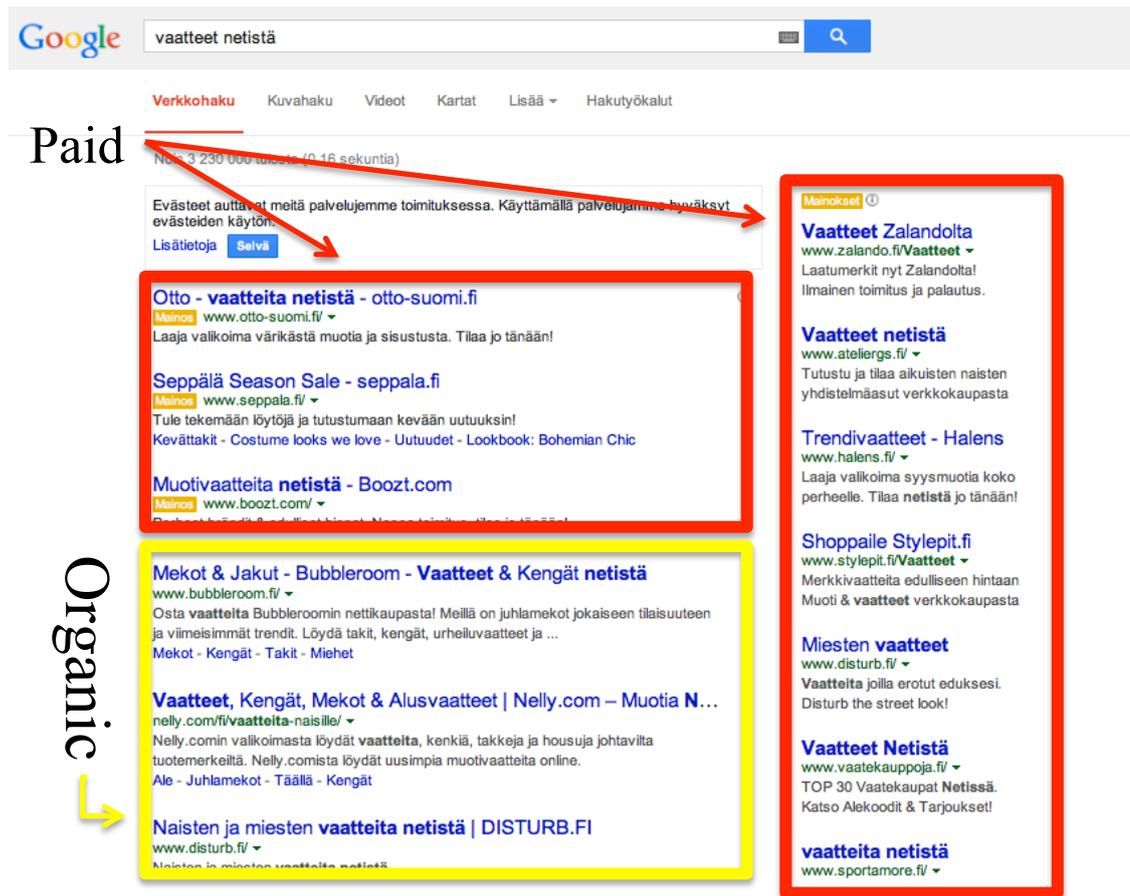


Figure 2. Illustration of paid advertisements and organic results. (Screenshot taken from google.fi)

### 2.3.2 The importance of Google results positioning

In 2014, there are 5,922 million Google searches made every day (Statistic Brain, 2014.) These Google searches basically work as a display for websites selling products or services. Therefore ranking high on keywords in Google SERPs that describe the product or service can boost traffic on the website dramatically. Being on the first page of Google search result pages is a must in order to obtain any traffic through Google. Graph 1 illustrates how traffic is divided between the search engine result pages.

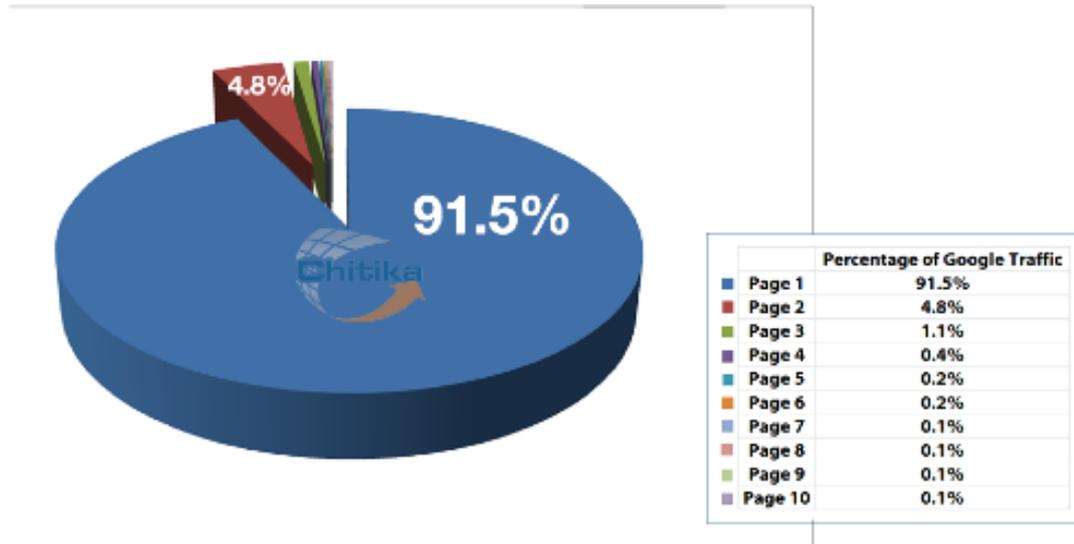


Figure 3. Percentages of Google traffic per result page. (Chitika Insights, 2013)

As seen on Figure 3, it is crucial to rank on the first Google search result page in order to get any traffic through search engine. However ranking on the first page is not going to get you near big traffics if you do not rank among the highest single results. Figure 4 shows how the traffic is divided on the first page among the top 10 results.



Figure 4. Percentages of traffic through Google per position on Google result page 1. (Chitika Insights, 2013)

As a study by Chitika Insights (2013) illustrates ranking number on the first page at number one on Google SERP will give a website a tremendous 33% of all of the traffic for that specific keyword. The drop in traffic is cumulative when going from first position to tenth, tenth position getting barely a 3% of the traffic. The amount of received clicks was higher for number one position compared to number two in every executed search that was included to this study.

## **2.4 SEO**

Search engine optimization is the term used for the set of practices webmasters engage in, in order to promote their websites to search engines. The whole point of SEO is to make your website more visible to those who are most likely to need your products or services. (Amerland, D. 2011)

Best SEO practices consist of following the ever changing Google ranking factors and trying to build a website according to them. These practices also benefit the visitors on the website. (Amerland, D. 2011)

### **2.4.1 SEO Benefits**

Bringing in more traffic is the main focus when doing SEO but there are many other benefits that come along when doing proper SEO. Main SEO benefits can be arranged into five categories: Increased traffic, ROI, Cost effectiveness, Increased site usability, and Brand awareness (Titan SEO, Machin, E. 2014)

#### **1) Increased traffic**

As proven earlier, high ranks will get high traffic numbers. But even small changes on Google rank will boost website traffic. The purpose of SEO is to boost ranks of all sub-pages of the website, not only the home page.

## 2) ROI

The beauty of SEO (and PPC) is that it produces measurable and quantifiable results that make adjusting really easy. SEO strategies are very easy to track. Everything from increases in traffic and rankings to conversions are measurable. This applies for both Ecommerce and non-Ecommerce businesses. For Ecommerce businesses it is possible to track the paths customers are using prior to purchasing. For non-Ecommerce sites could use contact us form fill-outs as a measuring factor.

## 3) Cost effectiveness

Being an inbound marketing tool, SEO is incredibly cost effective. Let the customers find your business instead of going after them. Inbound strategy such as SEO can be up to 61% more cost effective than traditional outbound strategy such as cold calling. Target of SEO is also more qualified than many other marketing strategies since it aims to convert users who are already searching for products or services similar to yours. (Hubspot 2012)

## 4) Increased site usability

Even though SEO aims to build a website, which is as easy as possible to crawl by Google, it simultaneously makes it easier for the users to navigate in. When SEO is done right all of the information on the webpage is easily reachable by the users, which creates a better user experience.

## 5) Brand awareness

Ranking high on Google will also naturally increase brand visibility. Being able to rank high on keywords that suit your business will help users associate your brand with those keywords. High rank is also a sign of trustworthy brand, since Google is generally considered to be a trusted source.

## **2.5 SEM**

Search engine marketing is often referred to the paid advertising in Google, also known as the Pay Per Click advertising. This is search engine marketing at its purest. Pay Per Click is an auction-based system with a sole purpose of displaying advertisements on selected keywords on Google. These ads show up on the “sponsored listings” (see Picture 1) on the selected keywords. (Morgan, C. & Gurner, C. 2011)

### **2.5.1 Benefits of SEM**

Pay Per Click (PPC) Google advertising is the fastest way to get results in the online marketing world and it is not hard to tell why. There are four main categories that make Pay Per Click advertising so effective: Easy to target customers, High conversion rate, Easy to scale, and Quick set up. (Morgan, C. & Gurner, C. 2011)

#### 1) Easy to target customers

Marketing campaigns can be extremely targeted. Reach out for the people who are only interested in the products or services you offer. Compared to traditional media such as newspapers or radio, where you are paying to advertise for everyone associated with those medias, you are only paying marketing fees for possible customers when using Pay Per Click advertising.

#### 2) High conversion rates

If the visitors have made a choice to click your ad on Google it is very likely that they are looking for information on products or services you are offering.

#### 3) Easy to scale

Pay Per Click is accessible for everyone and it does not need huge budgets to operate. Campaigns can be scaled to fit everyone’s purposes and are easy to adjust instantly.

#### 4) Easy to set up

Pay Per Click advertisement campaigns can be set up in a blink of an eye and usually start showing results as fast. That is why it makes a perfect platform for testing new markets and launching new products.

## **2.6 Google AdWords**

Google Adwords is an advertising system in which advertisers bid on keywords chosen by them in order to get their ads visible on Google. It is an auction type-bidding platform, which also takes into notice other things than just money. The operation what Google uses as its business is called generalized second-price auction. AdWords also works as a keyword tool, which webmasters use to find interesting and profitable keywords for their ads. (Google AdWords, 2014)

### **2.6.1 GPS auction and quality score**

Generalized second-price auction is a mechanism used by Google to sell online advertising to the customers where advertisers set a maximum amount they are willing to pay for a single click for a specific keyword. The way GSP auction works is when search query has been applied on Google the search results appear with the sponsored links ranking with the highest bidder on the top. However the advertiser ranking highest pays the price of the max bid of whomever ranks second on the search results and so on. (Edelman B. & Ostrovsky M. & Schwarz M. 2006)

The quality score is set by monitoring the combination of the URL, keyword, and the ad itself and their relevance to the search query combined with the actual user experience of the landing page. Other things taken into notice are for instance how many clicks has the landing page received in the past or how well does the ad work on mobile devices. Also already existing Google campaigns receive more quality score than brand new ones. The quality score is a combination of several things and the requirements for good quality score keep updating rapidly. (Google AdWords, 2014)

The position of an ad on the SERP is determined by how much money are you willing to pay for a single click, and the quality score of your landing page and the quality of

the ad of course. Max bid multiplied by the quality score equals your ads rank. Naturally the ad with the highest ad rank clinches the top position on Google SERPs. (Google AdWords, 2014)

The actual cost per click (CPC) is formed by combination of simple GSP auction type and some of Google's own rules and regulations and is calculated with a simple equation. The ad rank of the ad below you on SERP divided by your quality score plus 0,01 dollars equals the price you pay. This system rewards websites with high quality score by giving them higher positions for cheaper prices. (Google Ad Words, 2014)

## **2.7 Tracking the performance**

The sole idea of online marketing is to increase the most crucial business activities such as sales or brand visibility. When a company invests money and effort on marketing they want results as a return. Therefore measuring the effectiveness of marketing campaigns is necessary and highly recommended in order to gather information that can be used to create more efficient campaigns in the future. Successful online marketer constantly harnesses relevant data to achieve better results. (Pyyhtiä, T. 2013)

Search engine marketing results can be measured quite easily if known where to look. However there are many different things to measure and online marketers need to find the most suitable figures for their businesses. Therefore Key Point Indicators must be set. Without real KPIs the online business can't be properly guided to a desired direction. The effectiveness of the website/web store can't be measured if the main idea of it can't be described. (Sulin, K. 2013)

### **2.7.1 Google Analytics**

Google Analytics is a tool which provides webmasters and online marketers with merely everything that can be measured about a website. It gives companies a full customer picture including all the channels online. Analytics is a tool that should be used to provide better services to the customer and to understand what should and should not be emphasized on the webpage. The platform itself provides instructions for all the tools included. Most important part is to set up the tracking code in order to follow the PPC campaigns.

Analytics provides data from all the possible channels online. It is a very powerful tool for a search engine marketer. The main features of Google Analytics for SEO and SEM purposes include reports about the search queries and customer behavior on the website. Analytics also provide ROI reports and data about audience such as age, sex, where are they from etc. (Google Analytics, 2014)

### 2.7.2 The STAR model

One of the main strengths of digital marketing is its swift nature. Traditional marketing was usually planned and then executed where as the key to successful digital marketing is planning and executing at the same time. The word STAR is an abbreviation for words Scheme, Test, Analyze and React (Figure 5) it is a process model that aims for constant improvement of online campaigns. (Seppä, M. 2013)

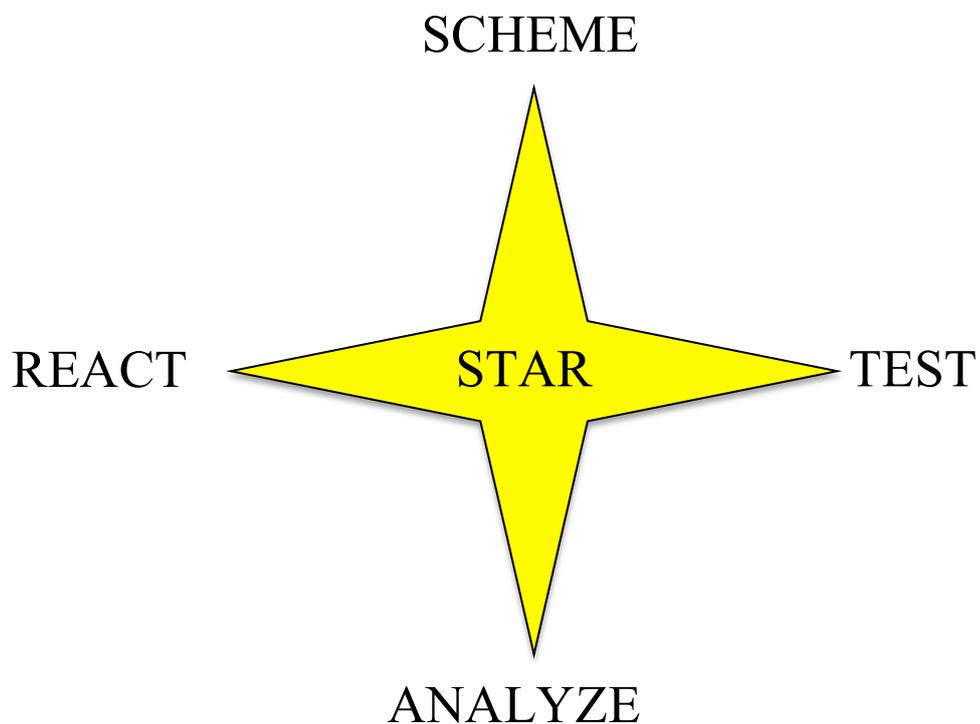


Figure 5. The STAR model (Seppä, M. 2013)

The STAR model has all the steps needed to get the most out of SEM. The idea is to stay active with the campaign at all times to meet the needs of the customer. The four

steps are happening almost simultaneously and the goal is to improve all the time. The STAR model can be used to test the whole campaign or only individual parts of it.

### 1) Scheme

Planning the campaign starts the whole process. Before doing anything it is important to recognize the current situation and the goals. First step is to define a full campaign or a bottleneck of a certain part of a campaign that needs to be improved.

### 2) Test

Scheming phase created a plan that needs to be executed. The testing process is actually running an active campaign in order to gather relevant data and use it to upgrade the campaign. It is necessary to follow the original plan carefully so there will not be a distortion of results.

### 3) Analyze

When the testing has provided results it is time to analyze them and decide if the executed campaign led to desired results. This phase must include a description of the test and provide suggestions for further actions.

### 4) React

Reacting according to the careful analysis of the results is the key for a successful and constantly improving online marketing campaigns.

### 3 COMPANY ANALYSIS

Voglia Oy is a family owned company based on Hämeenlinna, Finland. Founded in 1983, Voglia has become a successful Finnish women's clothing brand during its over 30-year journey. Voglia received Kultainen vaatepuu –award in 2005, the most recognized clothing industry award in Finland.

Today, Voglia employs over 100 people combined in the headquarters at Hämeenlinna, stores around Finland and the factories in Estonia. Voglia has 19 stores including the online store and retailers in Finland, Sweden, Norway and Russia. Currently Voglia creates a turnover of around 9 million Euros yearly.

According to Voglia CEO Markku Virtanen (Virtanen M. Appendix 1.) the success of the brand is based on quality of the products and Finnish design. Voglia releases 6 collections every year including clothing from basic shirts and jeans to dresses and coats. Voglia head of design Eija Koski is responsible for all of the designs and majority of the clothes are manufactured in Estonia. Main target group is mature women who respect outstanding fit, high quality and warm and welcoming service at the stores.

#### 3.1 Website's overview

Voglia is a clothing brand whose main purpose online is to sell its products at vogliashop.com. The company has a temporary web store online and is working on a big release of their brand new online shopping platform. The current web store offers only a limited set of clothing, whereas the new web store will include the whole collection of Voglia's clothing. The current platform is also very limited in terms of customizing and optimizing content. The main idea of the new web store is to increase online experience for the customers and therefore increase sales figures.

The current website voglia.fi is also under construction. Part of running a successful website is successful user experience and up to date content. Old voglia.fi does not provide any of that but the new website aims to work as a media with daily updates of interesting pictures, stories and so on that will attract people who are interested on the brand.

Running a brand website and web store separately benefits both sites. The main focus of voglia.fi is to boost brand image and create positive images that will stimulate customers to visit Voglia brand stores or the online store.

### **3.2 Current search engine visibility**

SEO and PPC techniques can come really handy during the launch of the new web store. Neither SEO nor PPC has ever been done before so everything has to be started from a scratch. There are barely any keywords added to domains and URL's are not Google friendly.

Also the linking hierarchy has been done completely wrong in terms of SEO. Every single subpage of the domain should be linked to each other in order to share the link juice evenly. However there is not much link juice either because of the lack of the links coming from other domains.

No data about visitors on the page has been recorded so far so everything has to be started from a scratch.

The structure of the page will be changed significantly during the switch of the platform. A fresh start is a good thing so everything can be done right from the beginning.

## 4 RECOMMENDATIONS

This chapter is going to work as a guide how to set up a successful search engine-marketing plan for the upcoming web store. It is going to work with the methods introduced on the Chapter 2.

### 4.1 Strategy

As Google advertising might sound pretty simple there are a lot of things that can be achieved with SEO and SEM depending on what is the focus of the campaigns. Whereas some companies might be only looking for brand awareness or thousands of clicks the focus can be set too many other things as well. Also long term strategies and short-term strategies can vary tremendously.

When advertising on Google there are three popular main strategies.

#### 1) Emphasis on getting as many clicks as possible

When the goal is to increase the traffic and get as many visitors as possible set a price that you are willing to pay for a single click. You will only get charged when a customer clicks on your add on Google. This strategy has two ways of implementation. Advertisers either set a daily budget where AdWords gets the control over the CPC and aims to provide advertisers with as many clicks within the budget as possible. The other way is to manually control all the individual costs per keyword or ad group.

#### 2) Emphasis on getting the most views possible

When targeting as many views as possible it is recommended to use Google Display network. Display ads are shown everywhere on the web including pages like magazines, discussion forums and blogs. It is mainly used for brand awareness and the main goal is to be seen everywhere. By using this method the advertisers set a price for a certain position of their ads on Display network and traditional Google SERP.

### 3) Emphasis on conversion rate

This is the most advanced way of using Google AdWords. It is set up by first defining an action. Most common action is a sale but it could as well be a customer signing up for a newsletter. Then a CPA (Cost per action) is set which is the price advertiser is willing to pay on a single result. A tracker code needs to be set up on the HTML-code as well in order to track the success rate of the campaign. Advertisers still pay on every click but AdWords controls the budget and sets the CPC to a level where it is possible to get as many actions within the budget as possible.

Based on Voglia's strategy the conversion based advertising for vogliastore.fi was chosen as a SEM strategy because the brand is old and well known in Finland and the customer base is very strong locally. The competition on the field of online stores providing clothing for women is extremely tough so Voglia should rather concentrate on getting the best possible ROI out of their online campaigns.

SEO aims to create more visits in a long run and is not as result oriented as PPC campaigns. Therefore the SEO strategy for vogliastore.fi differs slightly from the PPC strategy.

## 4.2 Keywords

Both PPC and SEO begin with a careful study of the suitable keywords to fit your business's needs. Keywords are the search terms you believe people in your market will use when searching on Google. Therefore keywords play the biggest role in Google advertising.

Keyword research must be taken seriously in order to obtain results in Google. Keyword tool provided by Google AdWords will guide the way in the beginning telling the online marketer which keywords are searched on Google at all. The STAR model is a proficient way to begin the evaluation of the keywords and keep the campaigns up to date.

It is possible to burn tons of money on so called hot keywords. These are the most competitive keywords with the most searches on Google so everyone wants to rank as high

as possible with them. The problem with small stores like vogliashop.fi is that some of the most popular keywords can be misleading. For instance a keyword for skirt (hame) is not very defining which might lead to a lots of clicks but no sales. This is because Voglia only provides clothing for a very distinguished group of women who are in the age range of 30-70-years-old. If a teenager is looking for a skirt and ends up on a vogliashop.fi she will leave the page within seconds and increase the bounce rate of the website but Voglia will still pay for that expensive click. That is what makes keyword planning and testing crucial.

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**Hame – Wikipedia**  
 fi.wikipedia.org/wiki/Hame ▼  
 Hame on vaatekappale, joka on yhtenäinen ja kiedotaan lantion ympärille. Sen tarkoituksena on peittää ja suojata alavartaloa sekä jalkoja. Ennen housujen ...

**Kuvat aiheesta hame**

**Päijät-Hämeen liitto: Etusivu**  
[www.paijat-hame.fi/](http://www.paijat-hame.fi/) ▼  
 Tietoa maakunnasta, sen hallinnosta ja alueen kehittämisestä.

**Häme**  
[www.hame.fi/](http://www.hame.fi/) ▼  
 Maakuntaportaali matkailijoille, yrittäjille ja asunnonhankkijoille.

**Hämeen TE-toimisto - TE-palvelut**  
[toimistot.te-palvelut.fi/hame](http://toimistot.te-palvelut.fi/hame) ▼

**Mainokset**

**Osta Hameet Boottista**  
[www.boozt.com/Hameet](http://www.boozt.com/Hameet) ▼  
 Merkkihameet edullisesti netistä. ALE, tuotteet jopa -70%, tilaa nyt!

**Nelly Syksy 2014 Mallisto**  
[www.nelly.com/fi/hameet](http://www.nelly.com/fi/hameet) ▼  
 Tilaa Hameet Nellystä Shoppaa mallistosta jo tänään!

**Hame**  
[www.nansoshop.com/Hameet](http://www.nansoshop.com/Hameet) ▼  
 Kauniita ja tyylikkääitä hameita. Tilaa helposti verkkokaupastamme!

**Hame**  
[www.ellos.fi/Hameet](http://www.ellos.fi/Hameet) ▼  
 Laaja valikoima hameita. Tutustu ja tilaa. Maksuaika jopa 36 kuukautta!

**Tyylikkääät naisten hameet**  
[www.peterhahn.fi/hameet](http://www.peterhahn.fi/hameet) ▼  
 Todella upeat hameet itsevarmoille naisille löytyvät Peter Hahnilta!

**Hameet - Halens.fi**  
[www.halens.fi/](http://www.halens.fi/) ▼  
 Löydä upeat hameet Halensilta. Nopea toimitus, tilaa jo tänään!

**Hip Hop Hameet**  
[www.def-shop.fi/Hameet](http://www.def-shop.fi/Hameet) ▼  
 Paljon alennettuja tuotteita. Street & Fashion merkkiä. Osta nyt!

Figure 6. Google results for “Hame” (Screenshot taken from google.fi)

#### 4.2.1 Creating initial keyword list

If Google advertising or optimization has never been done before a little inspiration for picking out good keywords is recommended. In addition to Google AdWords keyword tool there are several other ways to come up with keywords. Companies should always be aware of the keywords the competitors are implementing. This can be done by a little HTML spying. Another popular source of finding more specific keywords is the Google

dropdown menu (as seen on Figure 7), which can show you what people are frequently searching on Google.

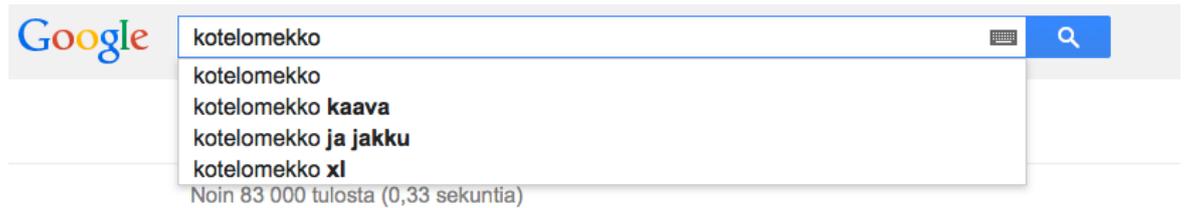


Figure 7. Google dropdown menu. (Screenshot taken from google.fi)

However the best source of keywords are found at the company's own website. The basic keywords for Voglia (highlighted on Figure 8) are the most relevant keywords because they can already be found on the website.

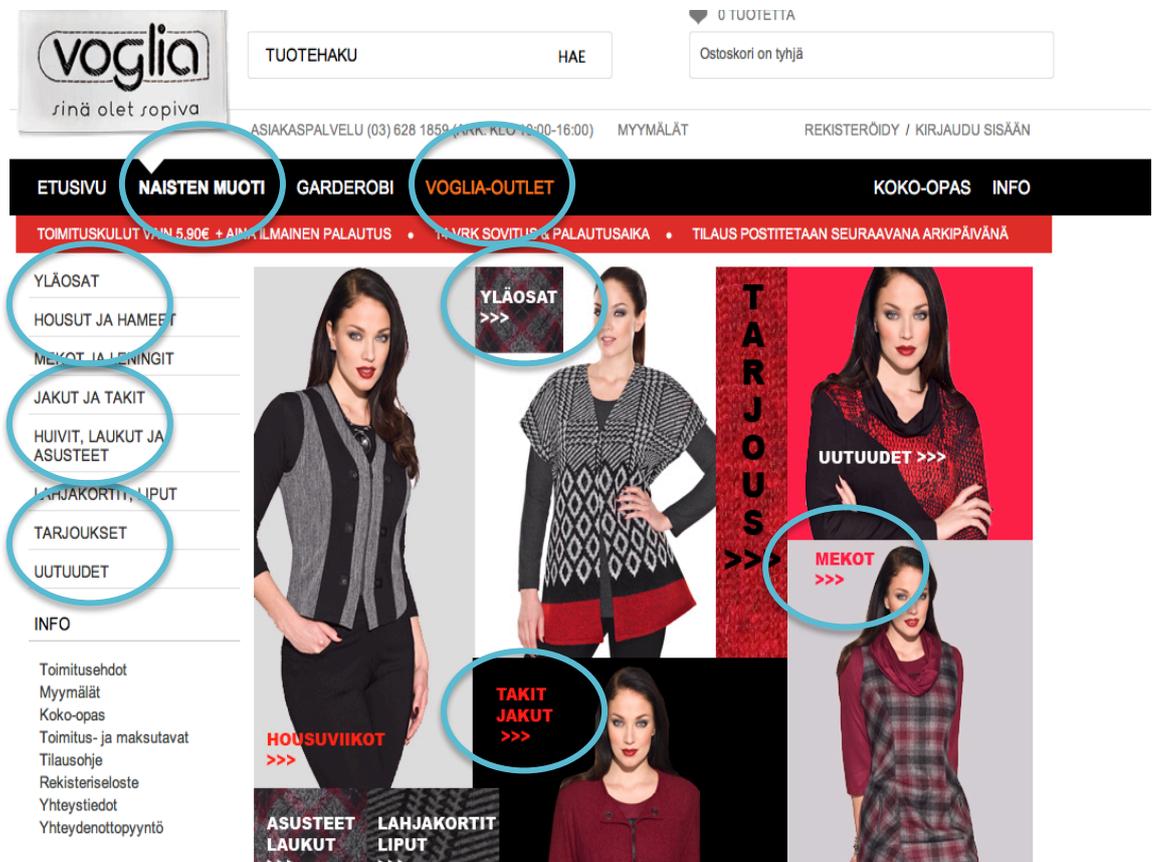


Figure 8. Example of keywords found on vogliashop.fi (Screenshot taken from vogliashop.fi)

After pulling the basic keywords from the website it is time to look at the list and start finding synonyms and variations for the keywords. Keyword planner should keep in mind an important question, how would the customer search for our products?

When choosing keywords for Google paid advertising campaigns there is couple of essential things that should to be considered as being a newbie to the scene like Voglia is.

#### 1) Do not be too general

There are large amount of keywords that are used by everyone who is working on the same field. The competition for those keywords is so high that only the biggest companies can actually rank for them and they are paying a lot of money for that. These so called “hot” keywords should be not only being focused because they would turn out to be only a waste of money and effort, especially in the short run. For instance: keyword “clothing” or “women’s clothing” will drain the PPC budget in no time.

#### 2) Do not be too specific

Using less popular keywords is a good technique to bring in customers but do not concentrate on keywords that have only a few searches per month. Always use Google Ad Words keyword tool to make sure that the keyword chosen has enough traffic to make sure it can possibly bring in customers. For instance: instead of adding “well fitting clothing for tall and big woman” it should be more like “clothing for tall women”.

#### 3) Do not be misleading

Nobody wants to be tricked into an irrelevant page by a misleading keyword. That also creates a bad image for the company. Campaigns can include negative keywords meaning that no ads will show up when these keywords are searched on Google. For instance if people are searching for mini skirts and a keyword skirt is a part of your campaign but your business does not include mini skirts, mini skirt should be in most cases added on the negative keyword list in order to save money and not to mislead customers.

#### 4) Start small

Success to a well converting PPC campaigns is quality over quantity. Rather by adding thousands of keywords a small group of quality keywords should be concentrated and then let the testing show which direction works best. Finding out the most profitable and best keywords will take time. Only time will tell what will work for you and what doesn't. It is important to implement only keywords that reflect the main content of the web page for two reasons: Your search engine optimization and PPC is going to be more effective, and your visitors are going to be more targeted which normally leads to better results no matter what your KPIs are.

### 4.3 SEM campaign

There are few guidelines that need to be clear before setting up a very first PPC campaign. The most important thing is that the website must be ready for some heavy usage, which means that it must be clear and easy to use and people must find it appealing. PPC marketing can bring lots of people but a lot of visitors guarantee no sales. Other important factors that needs to be considered is the strategy and willingly to commit to SEM. AdWords can provide successful results no matter if the budget is 100 euros or 100,000 euros a month. The key to success is to make SEM integral part of the company's marketing strategy from the very beginning because the true potential shows itself after a while.

After keywords have been chosen the actual PPC campaigns can be set up on Google AdWords. In order to get the campaign running basic settings such as: locations, devices, landing pages and budget need to be set. Since Voglia is promoting an online store operating on all platforms and locally in Finland the ads should be visible on all devices at all locations within Finland. The landing pages for each keyword need to be set carefully so the customer will find what the ad suggested. The marketing team of Voglia sets budget of the campaign.

When running an initial Google PPC campaign the advanced settings should be kept to minimum in order to get tangible results before digging into the details. Google AdWords provides lots of instructions to help marketers succeed with their campaigns.

### 4.3.1 Writing effective ad texts

When advertising on Google SERPs it rules apply than in the traditional marketing. The ad needs to stand out and create the urge for the customer to click on the ad. In pursuance of clicks each ad should include some of the following elements: Attention grabbing title, call to action, keyword, benefit. (Goodman, A. 2005)

When looking at typical ad designs for a popular keyword ”naisten vaatteet” (Figure 9) it is clear that all of these ads include elements which were suggested by Goodman, A.

The screenshot shows a Google search for "naisten vaatteet". The search bar is at the top with a magnifying glass icon. Below the search bar, there are navigation options: Verkkohaku, Kuvahaku, Kartat, Videot, Lisää, and Hakutyökalut. The search results show approximately 1,570,000 results in 0.35 seconds. The first three results are advertisements:

- Syksyn muotia naisille - houseofbrandon.com**  
Mainos [www.houseofbrandon.com/](http://www.houseofbrandon.com/)  
Ilmaiset toimitukset ja palautukset Toimitusaika yhden päivän!
- Naisten Vaatteet Netistä - TOP 30 Vaatekaupat Netissä**  
Mainos [www.vaatekauppoja.fi/](http://www.vaatekauppoja.fi/)  
Katsota Alekoodit & Tarjoukset!  
Kenkäkaupat - Korukaupat - Vaatteita laskulla - Laukkaupat
- Naisten Vaatteet - np-collection.com**  
Mainos [www.np-collection.com/](http://www.np-collection.com/) 03 523411  
Kauniit naisten vaatteet myymälästä tai verkosta. Tee heti löytöjä!

On the right side, there are more advertisements under the heading "Mainokset":

- Talven uutuudet saapuivat**  
[www.disturb.fi/](http://www.disturb.fi/)  
Tsekkaa heti upeat uutuudet.  
Ilmainen 30vrk palautusoikeus
- Syysmuotia Nelly.com**  
[www.nelly.com/fi/vaatteet](http://www.nelly.com/fi/vaatteet)  
Syksy 2014 Vaatteet  
Toimi nopeasti, shoppaa Nellyssä!
- Naisten juhlavaatteet**  
[www.ellos.fi/Juhlamekot](http://www.ellos.fi/Juhlamekot)

Figure 9. Google ad text examples. (Screenshot taken from google.fi)

#### 1) Attention grabbing title

Title is the first possible attention grabber. If it doesn't stand out the whole ad can go unnoticed. It must be appropriate for the brand, audience and the product.

#### 2) Call to action

Tell the customers what they need to do. Voglia wants to sell clothing so phrases like "Osta tänään" or "Osta heti" should be inserted into the ads. All of the examples (Pic-

ture 6.) call the customers to action. Goodman, A. implies that call to action is the most important part of the ad because it stimulates and encourages customers take the particular action that is the goal of the whole ad.

### 3) Keyword

Including the keyword on the ad increases your Google quality score and relevancy of the ad. It is important that the rest of the ad is written to the customer.

### 4) Benefit for the customer

Be clear about what are the benefits customer is getting visiting or even buying from your page. Online stores offer different type of benefits such as free shipping, discounts, sales or freebies.

All this needs to be inside tight character limitations. Title can be maximum 25 characters, Description lines 1 and 2 and the display URL can all have 35 characters. The destination URL is allowed with 1024 characters. Closer look at the different parts of the ad can be seen on Figure 10.



Figure 10. Google AdWords ad (Screenshot taken from google.fi)

## 4.4 SEO

The complex nature of SEO makes planning and executing search engine optimization methods tough. As Voglia has no previous SEO experience a strategy of concentrating on the basics was chosen. The target is to concentrate on improving the actions around the most important Google organic search ranking factors that were introduced on Chapter 2. Same keywords work for the SEO and PPC.

## 1) Social signs

The target group of Voglia consists of a group where clearly less than 40% have even joined any of the social media platforms as seen on Figure 11. (Tilastokeskus, 2010)

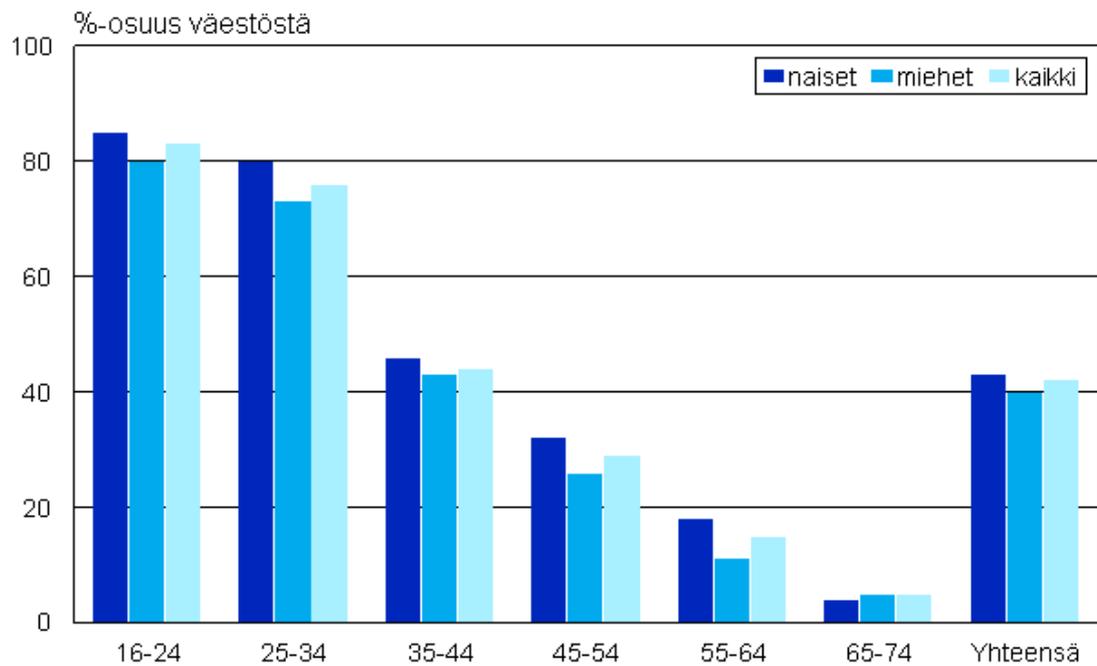


Figure 11. Percentage of people signed for social medias (Facebook, Twitter and similar) (Tilastokeskus, 2010)

However no modern company can live without engagement on social media so Voglia needs to set up a social media plan with a purpose to build the brand image and boost the marketing benefits on all different channels. As the biggest social media channel, Facebook is a good way to begin. Facebook is well adapted by the Finns and they are very active at sharing and liking.

To help SEO purposes Voglia's Facebook should be designed to share interesting content or attracting deals for the members of the community so they would feel the need to like them and share them forward.

## 2) Backlinks

Starting up gathering backlinks is the easiest part. Looking through business partners, sponsorships, communities or pretty much anything Voglia can be somehow related to and start asking them to link to [vogliashop.fi](http://vogliashop.fi) or [voglia.fi](http://voglia.fi) whichever fits the purpose more. Organizations that have history with Voglia are more likely to give out a backlink.

Fashion is one of the most popular topics for bloggers these days. Partnerships with blogs are an easy way to promote the brand or product and gain a backlink. Blogging being so popular these days there really are hundreds of bloggers out there to gain a link from. A closer look to the legislation about blogging partnerships should be done before pursuing blogger backlinks.

Increasing the backlink count for a website is all about imagination. There are no rules or regulations in it and the sky is really the limit. However Google algorithms do not miss anything and too many links from non-relevant sites or questionable sites can actually decrease the PageRank. That's links that can be explained are the only ones worth going after.

## 3) Technical SEO

The technical side of the webpage actually plays a big role in the big picture. When the site works and there are no errors on the HTML code the Googlebot and the customers are happy which leads to increased PageRank.

Voglia has outsourced the design and creation of the [vogliastore.fi](http://vogliastore.fi) so it is in the hands of professionals. However according to Voglia CEO Markku Virtanen (Virtanen, M. Appendix 1.) Voglia is in charge of adding the products and product categories on the page. This means that inner linking hierarchy can be affected. The key rule of a thumb is that every single unique URL of the whole [vogliashop.fi](http://vogliashop.fi) should be somehow linked to another URL. That is how Googlebot finds and indexes that page on Google creating a bigger chance of somebody arriving to the page by a Google search. This is extremely important when creating new landing pages for special campaign products for instance.

The internal and external hyperlinks should be in a form of a keyword to increase the effectiveness of the whole operation.

#### 4) Content

Content creation is what keeps SEO alive. Voglia has deep roots as a Finnish fashion provider and a strong regular customer base, which should be served according to the new Internet era standards. Voglia needs to turn its online channels into a media, which should benefit the regulars and also be interesting for possible new customers. Telling a story and providing content from videos to articles constantly are today's marketing.

One of the simplest ways to add content is to provide clear and elaborate product and sizing details. This is a great way to add word count and keyword density on the page as well.

Marketing department of Voglia should adjust to this fact and should slightly switch from traditional newspaper ads to providing interesting content that provide experiences for customers.

SEO is about keeping up to date. Creating content should not be only seen as a way to improve Google rankings but also a way to serve customers better.

## 5 SUMMARY

The topic of this paper originated from authors personal experience from the host company. Since Voglia is new to online marketing the budget to begin the process is small. Therefore the emphasis of the study was set to PPC marketing and SEO. When done properly they can save the company monetary resources.

One of the main ideas for this thesis was to provide instructions for Voglia's marketing team to help them adept to a new way of doing marketing. With the help of this thesis, Voglia's marketing team can assess and consider the benefits and the direction they are going to take on their search engine marketing.

Theoretical framework is based on literature and online publications by respected authors and experts. The aim is to focus solely on PPC and SEO and leave other related subjects with as little attention as possible even though in the modern online world everything seems to be related somehow. The information gathered and explained was aimed to clarify how search engines work and therefore make it easier to understand why certain things are done as presented on the thesis.

The empirical part aims to provide concrete but basic tools and ideas to actually execute both, PPC marketing campaign and SEO campaign. Since this thesis is only directional the author tried to pick out several methods and techniques that are easy to set up by beginners. Many of the introduced methods need more research in order to be executed.

This study represents recommendations for the company to the company that are only directional and need to be discussed with the marketing executives before taken into action. As a conclusion the PPC and SEO campaign can be executed with according to the information handled on the theoretical and empirical parts.

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## 7 APPENDICES

Appendix. 1. Interview of Voglia Oy CEO Virtanen, M. 2014. Interviewer Virtanen, V.

1. Miksi Voglia pärjää haastavilla vaatemarkkinoilla suomessa?

*Voglia on suomalainen vaatemerkki, joka on vastuussa kaikista malliston vaiheista. Tämä tarkoittaa sitä, että vaatteet suunnitellaan, leikataan ja valmistetaan oman talon sisällä. Suomalaiset arvostavat laatua ja vaateen istuvuutta, ja tämä on myös mihin Voglia-tuotteillamme pyrimme.*

2. Mikä oli alkuperäinen strategianne verkossa?

*Meillä oli hyvin vähän kokemusta ja tietoa verkkomarkkinoinnista ja verkkokaupasta ylipäättään, mutta tiesimme, että sinne on mentävä jos haluaa pysyä mukana kilpailussa. Verkkosivut ovat olleet olemassa jo vuosia, mutta verkkokauppa perustettiin hyvin helpolla ja kustannustehokkaalla alustalla, jota ohjaamme yrityksen sisältä käsin. Verkkokaupan olemassaolo on hyvää asiakaspalvelua nykypäivänä.*

3. Miten strategia on muuttunut?

*Nopeasti verkkokaupan avaamisen jälkeen ymmärsimme, että myös meidän asiakaskuntamme käyttää verkossa olevia palveluita. Täten näimme verkkokaupalle selvän tarpeen ja rupesimme uusimaan koko strategiaa internetissä. Verkkosivut ovat menossa uusintaan ja päivityksestä tullaan pitämään huolta paljon säännöllisemmin, sama pätee verkkokauppaan. Näemme, että digitaalinen media ja etenkin verkkokauppa tulevat olemaan suuri osa tulevaisuutemme kaupankäyntiä, niin Suomessa kuin mahdollisesti ulkomailakin. Verkkokaupan uudistus on tehty nimenomaan myymälä- ja jälleenmyyntiä täydentävänä ja tukevana toimenpiteenä. Tulevaisuudessa pyrimme tuottamaan sisältöä ikään kuin median tapaan ja takaamaan, että kaikki tuotteemme ovat kaikille saatavilla verkosta.*

4. Miksi tämä strategia on valittu?

*Voglia valmistaa laadukkaita vaatteita joilla on kaikilla oma tarinansa. Verkko on oiva tapa tuoda vaatteet sekä tarinat kaikkien kuluttajien nähtäville. Tuotteiden saatavuus verkkokaupasta on suuri askel kohti parempaa asiakaskokemusta. Myös aktiivinen läsnäolo digitaalisessa maailmassa tuo asiakasta lähemmäs yritystä ja antaa ikään kuin kasvot yritykselle.*

5. Miten verkkopuoltanne ylläpidetään?

*Verkkokaupan alusta on ulkopuolisen yrityksen toimittama, samoin verkkosivujen. Tuotteet päivitämme verkkokauppaan kuitenkin itse. Myös sisällöntuotanto on omissa käsissämme, toki joitakin osa-alueita olemme ulkoistaneet ulkopuolisille sisällöntuottajille. Markkinointipuoli on vielä auki tällä hetkellä.*

6. Mikä on verkkokaupan tavoitteenne?

*Tavoitteena on tarjota asiakkaille alusta jota on helppo käyttää ja takaa mahdollisuuden päästä käsiksi kaikkiin Voglia-tuotteisiin kätevästi mistä ja milloin vain. Myös viennin kehittäminen verkkokaupan avulla kuuluu tavoitteisiimme.*