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Online Visibility - an E-commerce Perspective

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Abstract: E-commerce websites depend on new and pure Web traffic to survive. Exclusive visitors are the channel of a successful ecommerce platform, and new users can be attracted to a business's website only if it is visible online. Visibility online is by and large the presence of a brand or its products in the general buyer environment. A business can have a grand website, but the challenge is to get the users find it online. Ecommerce platforms provide various tools for search engine optimization, but it is the responsibility of the business owners to improve online visibility of their website. Web traffic to a particular e-commerce site does not have a direct relationship to outcome in terms of revenue, but a successful ecommerce website will be successful by converting visitors to buyers. The absence of new visitors will lead to no sales and a decline in profits. This paper is an attempt to explore the various ways and means to improve the visibility of an e-commerce portal in the online digital world with the sole intention of escalating the revenue and return on investment.

Keywords: e-commerce; Online Visibility; Search Engine; SEO.

I. INTRODUCTION

In essential terms, web based business alludes to the buy and offer of products or potential benefits through electronic channels, for example, the Web. Web based business was initially presented in the 1960s by method for an electronic information trade (EDI) on esteem included systems. The medium developed with the enhanced availability of Web and the presentation of famous online venders in the 1990s and mid 2000s. Amazon started working as a book-shipping business in Jeff Bezos' carport in 1995. EBay, which empowers shoppers to offer to each other on the web, presented online closeouts in 1995 and detonated with the 1997 Beanie Babies free for all. Like any computerized innovation or purchaser based acquiring market, web based business has advanced throughout the years. As cell phones turned out to be well known, portable business has turned into its own market. With the ascent of locales like Facebook and Pinterest, online networking has turned into an essential driver of web based business. In conventional business, online business works in four key classifications of: B2B, B2C, C2B and C2C. B2B (Business to Business) includes organizations working with each other. B2C (Business to Customer) comprises of organizations offering to the overall population through sites and shopping basket programming, without requiring any human association. In C2B (Purchaser to Business) buyers post a venture with a set spending plan on the web, and organizations offer on the venture. The buyer audits the offers and chooses the organization. C2C (Customer to Shopper) happens inside online grouped advertisements, gatherings or commercial centers where people can purchase and offer their products. We will examine online visibility for the most part for B2C and for B2B to some degree.

If a business does not have a website, it is losing out on great opportunities. A website itself can be used to accomplish many different marketing strategies to help the business grow. As a business owner, there is a need to know where the consumers are. But what if consumers know the business and what it can offer, but they can't reach the business? That is one of the risks of not having a website for a business.

Doing business online has many advantages and opportunities like:

- universal access, 24 hours a day, 7 days a week
- better client service through greater flexibility
- cost savings
- faster delivery of products
- increased professionalism
- less overheads
- manage business from anywhere in the world

Developing internet business store is simple. The test lies in finding an item to offer, then assembling a showcasing arrangement that will drive movement and change over to the site. Advancing the store and after that creating a few leads is the enormous test. Without activity the web based business passes on a characteristic demise. Client securing is the fundamental component for the achievement of a web based business store. Promoting achieves the client. In any case, what makes a difference is the client how he gets convinced and finishes the deal. Before one can produce those significant leads, one has to consider how to get those prompts to the site. This begins with an arrangement that blueprints the different inbound procedures that should be utilized to attract individuals to a specific site, and more vital, the arrangements that will hold them returning for additional.

II. ONLINE VISIBILITY

Online Visibility means that when people have a problem that needs solving and they go online to do their research, a particular website comes up. It means that when someone in the market wants to share a great resource with their audience, that the resource is from that website. It also means that when someone is ready to buy and wants to find an online seller, your website is one of the options they get to choose from. Instead of ranking for the few commercial keywords that someone uses when they are ready to buy, you rank for many more keywords that they use when they are researching their options. Also when people share interesting and unique stories and other content on social media that it's the content from your website is getting shared.

Basically, online visibility is the relative position or ranking of a website within the list of organic search engine results. However, establishing good online visibility is not as simple as creating a website and publishing it. It involves some understanding of search engine algorithms and a bit of promotion through several different channels.

This can be complicated because there are so many factors that influence how your website appears in organic search results. The requirements for ranking well in the search engines is not known to the public. In order for search engines to remain competitive search engine companies are constantly developing and evolving their algorithms in secret. It is important to optimize the webpage, take advantage of effectively promoting the site and increase organic rankings as a result.

A search engine does not think, it does not approve of the attractive graphics and it does not understand a confusing layout. Instead, search engines search for keywords, they look for internal links and backlinks and rank the popularity based on what other internet users think are important. Though the overall domain authority is important, search engines do not rank entire sites. As an alternative, they rank each page individually making it even more important to have every page optimized and linked appropriately. More pages may lead to a higher ranking because there is more to rank, but if they are not organized and do not contain unique, relevant content on each page, the quantity is not going to help. Instead, a confusing structure will only confuse search engine spiders, and may prevent pages from being indexed.

Make sure that site's navigation are fully outlined so that the site is crawlable. Make sure that each page can be found from a link on another page so that it is like a constant string. A search engine will land on one page such as a blog post, but then it

will continue to scan the pages linked from that blog post as well. From this next page, the process will continue. If there is a page that is not linked, it may not be found through this crawling methodology.

And when it comes to keywords, the placement is more important than the amount. A strategic use of keywords involves targeting important page elements such as the title tag, header tags, the meta description, image tags and even bolded text. If the keyword strategy still relies heavily on density, it is likely that the visibility will be compromised.

With the continuous growth of internet usage, several research groups have started publishing some revealing data in connection to the search habits of today's internet users.

Nielson Net Ratings and WebVisible measured US consumers' online behavior by conducting a comprehensive study. In their most recent study, they randomly chose 2000 US consumers to study the internet usage. From the outcomes of the study it was inferred that, having an online presence resulted in increased sales. The survey participants listed the advertising mediums they used most often and were allowed to list more than one mediums with their favorite search method listed at the top. The list was dominated by Internet Search Engines at 74%, followed by Printed Yellow Pages 65%, Internet Yellow Pages 50%, Newspapers 44%, Print White Pages 33%, Television 29%, Consumer Review Websites 18%. Thus it was concluded that Internet Search Engines are the most sought after resource when it comes to finding the required products and services by a consumer.

Jupiter Research a Connecticut based research and marketing firm also performed a survey by asking 1000 people that at what point do they usually dump their search and try to go for another search term or a different search engine altogether. It was found that around 49% of them looked at the first page of results only, 28% of them went a step further and continued on to the second page, 15% looked at page 3 and only 9% continued past page 3 of the search results. By looking at this delivery it can be said that if one is not on the first or on the second one of the search engine results page around 77% of the prospective buyers will not be able to find the products/services one is trying to sell.

Penn State University analyzed in a period of 24 hrs nearly half a million search queries to AllTheWeb.com (a meta search engine). The findings showed that 54% of all users viewed only one page of search results, 55% of search engine users checked only one result per page, 42% of searchers tend to visit only the three top search results, 70% of internet users searching for a product or service on Google, found the organic or natural listings to be more relevant than the paid listings. Hence it can be concluded from the results that having a website included in the index of the search engines is not enough. You must be on the first or second page of the natural search results or your potential clients are going to your biggest competitors.

(Source: The Importance of Internet Visibility by Bob Gilmour. www.wsoonline.com)

III. INCREASE YOUR ONLINE VISIBILITY

It has become harder than ever to stake your claim on the Web. Searches for small business's name don't always lead to your website. Companies with similar names or splashier domain names along with random online product listings and completely unrelated results too often beat your business to the top of search results.

To increase online visibility, the best marketing activities are:

Blog

Blog is the most basic advertising instrument for a business and it is the center point of inbound showcasing approach. The blog is the place the aptitude can be showcased and gives esteem to the intended interest group. The more the substance is introduced, that it helps the intended interest group, the more noticeable the web nearness will get to be. Each blog entry is a one of a kind site page. With each new page added to the site as a blog, the computerized impression is expanded and there happens one more chance to rank for a specific keyword. An up-to-date blog will help to drive traffic and increase the page numbers.

- 55% more website visitors are generated on an average by a company which uses blogs including 97% more inbound links, and 434% more indexed pages.
- 57% of businesses have acquired a customer through their company blog.
- Inbound marketing, of which blogging is a crucial part, costs 62% less per lead than outbound marketing (paid search, PPC, PR, advertising, etc.).

(Source: NEWBREEDMARKETING.COM)

SEO - Search Engine Optimization

The site ought to never again be only a computerized pamphlet. Strap up the force of the site and upgrade it for inbound marketing by expanding the usefulness and adequacy of the site. While advancing the site, utilize the examination that is led about purchaser characters. Plan the site around them, remembering what may keep them from pushing ahead, and give answers to help them explore those agony focuses. Once the characters are there at the top of the priority list, the items and administrations those adjust to these requirements can be distinguished. Enhancing the site for SEO is a critical component of inbound promoting. To begin with, remember the purchaser customers when building up a SEO system. Utilize watchwords that they are scanning for, don't simply utilize the words the business may at present be positioning for in the event that they don't adjust to the customers. Making quality substance and utilizing fundamental on-page website improvement methods can help the substance ascend in the internet searcher comes about.

Become Active on Social Media

Online networking gives an awesome stage to engagement, both with prospects and target crowd, additionally with the clients. In today's advanced world, it's vital that organizations are at the place their clients are, and at this moment for a number of us, that is online networking. Each business can profit by some web-based social networking movement. Selecting the correct stages for the business and getting to be distinctly dynamic – that is posting content, making inquiries and collaborating with the adherents – can support visibility. Sharing the substance and presenting consistently via web-based networking media can truly direct people to a site and increment the power. It is not about what number of companions, adherents or preferences are there, but the nature of the individuals who interface and connect with the business.

Major benefits of having broad online visibility are:

- The website will rank for both commercial and non-commercial keywords.
- The number of searches for which the website appears in search results will increase.
- The content will be getting shared on social media and with the right promotion, acquiring links to your website.
- The rankings for all keywords should move upward over time.
- Traffic from search engines will increase as the site becomes more visible.

Given the expansion in focused activity the quantity of individuals entering the internet showcasing channel ought to increment. With viable changing over of expanded request, deals ought to likewise be expanding.

According to HubSpot, “only 22% of all leads came from traditional methods in 2013” and “inbound marketing dominates lead sources, with social media and SEO driving the highest level of leads, with each driving 14% of all leads.”

(Source: NEWBREEDMARKETING.COM)

Get Customer Reviews

One of the most ideal approaches to build the visibility is to urge clients to give audits on survey destinations or different catalogs that are significant to the business. The vast majority of the client's purchasing choices are impacted by online surveys. Hence it is essential to set up a path for clients to give a tribute to the site which can be showcased to forthcoming customers.

The truth is that reviews are the way individuals on the Internet settle on choices about what to purchase. Also, for the most part they can spot fake reviews from a mile away. For the most part individuals will search for the measure of stars appropriate around 4.5, on the grounds that this implies it has the most astounding rating normal so as to at present have a probability of outstanding non-fake. No item or administration will have a totally 5 star appraisals all things considered. There will dependably be somebody complaining about something.

One approach to appeal to genuine clients to really react to the item or administration on different review locales online is by giving them free material on the off chance that they do. This can be something that does not generally cost anything like a free quote, or a free suggestion, or a free say in a pamphlet. However, the fact of the matter is that individuals adore free material and anything can be made to appear as though it is free and extra then clients will be considerably more interested to review. An incredible approach to get positive reviews going is to have the upbeat clients begin the discussion. At that point the best reviews can be shared via web-based networking media systems.

Via web-based networking media, where User Generated Content (UGC) is most important, methodology can be shaped in ways that motivate trust and engage the group to talk. Rather than concentrating on promotional brand content or paid publicizing as top speculation needs, UGC may be given a chance to promote brand image. An incredible strategy for utilizing UGC is to gather input from most happy clients and urge them to post reviews. These individuals can be intense verbal thrusts for the business.

As per Forrester, 46% of Internet clients in the US trust UGC and purchaser composed surveys, while just 15% trust limited time posts by organizations and brands via web-based networking media. High appraisals and audits likewise accomplish more than simply overwhelm the negative. Moz fights that audit signs are among the main seven figures neighborhood seek, so your capacity to successfully gather and share surveys will positively affect your pursuit visibility, as well.

IV. CONCLUSION

The continually advancing and extending nature of internet promoting can be overwhelming to an entrepreneur. To get the most from your endeavors, make your arrangement, organize your promoting exercises and resolve to invest some energy consistently showcasing your business. Web indexes now search for sites that have significant data on them and are disregarding the sites that over-burden the website page with watchwords to get more snaps. Engaging substance will build up a superior purchaser relationship since guests will discover significance in going by your site. Online visibility is not static. A business must take the previously mentioned tips and incessantly strengthen its stage, or else the substance and stage will get to be distinctly out of date. Once that happens, reliability drops in the internet searcher calculations, thus bringing down visibility by and large.

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