


# Competitive Analysis of Retail Websites through Search Engine Marketing

Análisis competitivo de sitios web minoristas a través del *marketing* de búsqueda

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## Abstract

**Introduction:** The present research was carried out at Kalindi College, University of Delhi in 2017. Internet technology has transformed the world into a global village. Due to improved internet/ mobile connectivity and substantial increase in data use, any new or existing products can reach the customer easily through digital marketing. Currently, retail marketing websites attract more than half of internet users. It is not only important to create a content rich product catalogue for the retail website, but also to ensure that the website is at the top of the Search Engine Result Pages (SERPS) of the Google Search Engine.

**Methods:** The various technical aspects of Search Engine Marketing (SEM) of the retail website can be improved substantially by carrying out a comprehensive competitive analysis of existing retail websites.

**Results:** The authors compared and analyzed the apparel category in three competitive retail websites using free Search Engine Optimization (SEO) tools.

**Conclusions:** The SEO tool can be utilized for increasing website visibility and subsequently, sales revenue. This paper focuses on the link between SEM strategy and SEO technique for organic and paid search. It also discusses impacts of positive and negative ranking of websites and how such ranking can be improved adopting SEO-friendly practices.

**Originality:** Marketing a startup website in the current competitive retail industry is a challenging task. This research provides ideas to website owners on how the website should be built, launched and maintained with SEO-friendly practices which ensure traffic and revenue.

**Limitations:** The research results can be practically implemented in websites of retail startup companies.

**Keywords:** retail market, search engine marketing, search engine optimization, search engine result pages, SEO tools.

## Análisis competitivo de sitios web minoristas a través del marketing en motores de búsqueda

### Resumen

*Introducción:* la presente investigación se llevó a cabo en Kalindi College, Universidad de Delhi en 2017. Internet ha transformado el mundo en una aldea global. Debido a la mejoría en conectividad móvil y el aumento sustancial del uso de datos, cualquier producto nuevo o existente puede llegar al cliente con facilidad a través del *marketing* digital. Actualmente, los sitios web de *marketing* minorista atraen a más de la mitad de los usuarios de Internet. Para el sitio web minorista no solo es importante crear un catálogo de productos rico en contenido, sino también garantizar que el sitio web aparezca en la parte superior de las páginas de resultados de búsquedas (SERPS) del motor de búsqueda de Google.

*Métodos:* varios aspectos técnicos del Search Engine Marketing (SEM o marketing de motores de búsqueda) del sitio web minorista se pueden mejorar sustancialmente mediante un análisis competitivo y comprensivo de los sitios web minoristas existentes.

*Resultados:* los autores compararon y analizaron la categoría de indumentaria en tres sitios web minoristas competitivos utilizando herramientas gratuitas del Search Engine Optimization (SEO, optimización de motores de búsqueda).

*Conclusiones:* se puede emplear la herramienta SEO para aumentar la visibilidad del sitio web y consecuentemente, los ingresos por ventas. Este trabajo se centra en el vínculo entre la estrategia SEM y la técnica SEO para investigaciones orgánicas y pagadas. También analiza los impactos de la clasificación positiva o negativa de los sitios web y cómo mejorar dicha clasificación adoptando prácticas favorables SEO.

*Originalidad:* en la competitiva industria minorista de la actualidad, se dan luces sobre cómo comercializar un sitio web que apenas inicia. Esta investigación proporciona ideas a los propietarios de sitios web sobre cómo crear, lanzar y mantener el sitio web con prácticas amigables al SEO que aseguren el tráfico y los ingresos.

*Limitaciones:* los resultados de la investigación se pueden implementar de manera práctica en sitios web de compañías primerizas de venta minorista.

**Palabras clave:** mercado minorista, *marketing* de motores de búsqueda, optimización de motores de búsqueda, páginas de resultados de motores de búsqueda, herramientas SEO.

## Análise competitiva de páginas web varejistas através do marketing em motores de busca

### Resumo

*Introdução:* esta pesquisa foi levada a cabo na Kalindi College, da Universidade de Deli, em 2017. A internet transformou o mundo em uma aldeia global. Devido à melhor conectividade móvel e ao aumento substancial do uso de dados, qualquer produto novo ou existente pode chegar facilmente ao cliente através do *marketing* digital. Atualmente, as páginas web de *marketing* varejista atraem a mais da metade dos usuários de internet. Para a página web varejista não só é importante criar um catálogo de produtos farto em conteúdo, mas também garantir que a página web apareça na parte superior das páginas de resultados (SERPS) do motor de busca do Google.

*Métodos:* vários aspectos técnicos do Search Engine Marketing (SEM) da página web varejista podem ser melhorados, substancialmente, através de uma análise competitiva e compreensiva das páginas web varejistas existentes.

*Resultados:* os autores compararam e analisaram a categoria de indumentária, em três páginas web varejistas competitivas, utilizando ferramentas gratuitas de Search Engine Optimization (SEO).

*Conclusões:* a ferramenta SEO pode ser utilizada para aumentar a visibilidade da página web e, consequentemente, os ingressos por vendas. Este trabalho está centrado no vínculo entre a estratégia SEM e a técnica SEO para pesquisas orgânicas e pagas. Também analisa os impactos da classificação positiva ou negativa das páginas web e como melhorar essa classificação com a adoção de práticas favoráveis de SEO.

*Originalidade:* na competitiva indústria varejista atual, comercializar uma página web que está apenas começando. Esta pesquisa proporciona ideias aos proprietários de páginas web sobre como criar, lançar e manter a página web com práticas amigáveis de SEO que possam garantir o tráfego e os ingressos.

*Limitações:* os resultados da pesquisa podem ser implantados, de forma prática, em páginas web de companhias iniciantes no ramo de venda varejista.

**Palavras-chave:** ferramentas de seo, marketing de motores de busca, mercado varejista, otimização de motores de busca, páginas de resultados de motores de busca.

## 1. Introduction

Retail marketing refers to the process by which retailers promote their products among consumers. As per comScore report of Internet users over India in Table 1 [1], the retail market is able to capture more than 58 % of the total unique visitors. Apart from traditional marketing, retailers promote their Internet marketing through advertisements in social media and search engines. Search Engine Marketing (SEM) is the set of activities that involve Search Engine Optimization (SEO), Social Media Marketing (SMM) and other search engine related functions. L. Zhang et al. [2] suggest that the position of the retail website's products can be promoted towards the beginning of the search result in SERP, which in turn increases its business. SEM relates to the inclusion of all SEO activities but focuses more on revenue than on building web traffic. Social Media Marketing uses one or several social media channels to engage with customers, build relationships and then sell their products.

**Table 1.** Retail Market comScore report in India during November 2011

Top 10 Retail Sites by Unique Visitors (000) by November 2011		
Total India: Visitors age 15+ home/work locations		
	Total unique visitors	Reach (%)
Total Internet: Total audience	46 390	100
Retail	27 171	58.6
Amazon sites	6 805	14.7
Apple.com worldwide sites	3 426	7.4
Samsung group	2 759	5.9
Flipkart.com	2 675	5.8
Homeshop18.com	2 286	4.9
Naaptol.com	2 145	4.6
Bookmyshow.com	2 125	4.6
Myntra.com	2 110	4.5

Reference: [1]

## 2. Literature Review

SEO is defined as the process of improving the visibility of the website to the search engine user by improving the ranking order of the website in the search engine results page. In general, highly

ranked sites on SERP of most of the search engines for the common search query appear at the top of the search result page, which in turn is responsible for more clicks or traffic from search engine users. This visitor's traffic can be converted into potential customers by content-rich and page relevant retail websites, which in turn increases sales revenues. Thus, SEO plays a critical role in the web commerce.

### 2.1. Comparison study of Organic SEO and Paid SEO

The SEO techniques allows the website to acquire the place in the first page of the SERP. S. N. Gupta et al. [3] state that SEO can be organic SEO or paid SEO. Through organic SEO, website owners effort to achieve top ranking for the website in the search results without any paid means. Organic SEO depends on the quality of the content and links rather than the quantity of contents and links. H. Sharma [4] suggests that the proper coding of the source pages of the website helps to achieve search engine optimization techniques religiously. In organic SEO, the flow of the website should be monitored continuously and content of the website should be updated time to time respectively. D. M. Patil et al. [5] say that the website owner who buys an advertising space in the SERP for the competitive keyword relevant to their website can also achieve top ranking for the website in the search result through paid SEO. S. Dahake et al. [6] affirm that the best results can be generated by both organic and paid SEO practices with shared goals and combined metrics, which ensures that the website can be read by both potential customers and search engine robots. The comparison of organic and paid SEO is shown in Table 2.

### 2.2. Working of Search Engine

In order to understand SEO better, it is important to know the way in which the search engine works that involves the request from Internet users in the web browser and the response from the search engine in the web server. A. R. Terrance [7] presented the working flow of search engines with the four major modules, namely: *web crawling*, *build indexing*, *calculate relevancy* and *result retrieval*; which are depicted in Fig. 1. The different modules combine to form the whole flow of the search engine described below:

**Table 2.** Comparison of organic SEO and paid SEO

Feature	Organic SEO	Paid SEO
Definition	The relevant list of webpages returned by the search engine that closely matches with the user's search query string.	The relevant list of webpages returned by the search engine that are sponsored or paid in any way.
Trust ability	The resultant webpages are highly trusted websites.	The resultant webpages are less trusted websites.
Focus	Keywords and authoritative links of higher quality.	Competitive keywords with good bidding amount.
Search technique	Also known as white hat search technique.	Also known as black hat search technique.
Cost	Comparatively inexpensive.	Expensive.
Outcome	It gives long-term results and more stability.	It gives short-term results and is less stable.
Response time	Longer time to see the effort functioning.	Shorter time to see results.

Reference: the authors

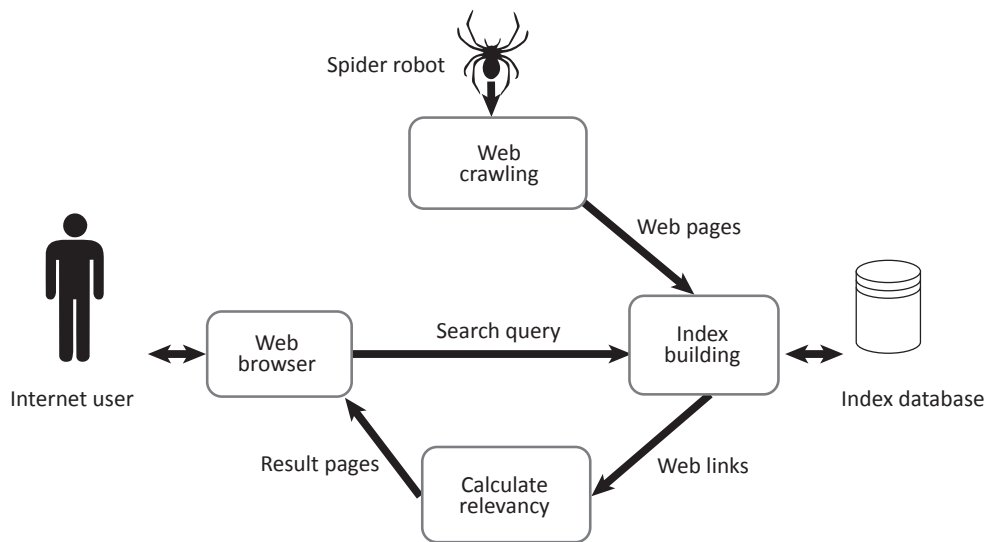
1. In *web crawling* the web crawler or spider bot search from seed keywords in the highly authorized or reputed websites to other relevant hyperlinks that move from one webpage to another. The frequency of web crawling activity and the list of seed keywords differ from one search engine to another. The Robot.txt file in the website instructs the search engine robots which webpage to crawl into within the website. It will help the search engine robot to index the correct webpages and prevent the delay of indexing certain files like images or PDF's of content difficult for the robot to interpret.
2. In *build indexing*, the keyword index and its location in the crawled webpages were created or updated in the search query database. Indexing helps the search engine database to optimize the classification of websites based on the inter relationship between keywords and links. A. Kumar et al. [8] suggest that Latent Semantic Indexing helps to retrieve the website that relates to the website's title.
3. In *calculate relevancy*, the degree of relevancy between indexed keywords in the search query database and searcher's query string were evaluated based on various factors which will vary from one search engine to another. These factors are responsible for the particular website for same search query string, which is ranked in the first page for one search engine and ranked in the third page for another search engine.
4. In *result retrieval*, the decision about the sorted order in which the group of relevant webpages

should be displayed in the search engine result page is taken based on their computed page rank value. K. S. V. Omprakash [9] observes that whenever the internet users ask the search engine for some information, the search query string also improves the building of index in the database, which in turn changes the rank value of the website and reflects the order of the list of the search engine webpage in the future.

In order to understand SEO, it is important to know the working steps of search engines; which involve four major activities: *web crawling*, *build indexing*, *calculate relevancy* and *result retrieval*. In *web crawling* the web crawler or spider searches from seed keywords in the authoritative website to other relevant hyperlinks that move from one webpage to another. In *build indexing* the keyword index and its location in the crawled webpages are created or updated in the search query database. In *calculate relevancy*, the degree of relevancy of content with respect to the researcher's query was evaluated. In *result retrieval* the decision about the order in which the group of relevant webpages is ordered in the search engine result based on their rank value is evaluated.

### 2.3. Comparison study of SEM and SEO

SEM is the marketing strategy of the enterprise; its goal is obtaining more visibility for the website through search engines by getting more free or paid traffic. K. Li et al. [10] suggest that the SEM



**Fig. 1.** The working flow diagram of the search engine

Reference: the authors

that incorporates SEO (which involves changing the website content and site structure) helps to achieve higher page ranking in search engine result pages. The SEO tools can help Search Engine Marketing (SEM) through the overall improvement of the landing pages by technical auditing of the web pages in a website. It helps to improve the webpage's code, the design of the website architecture. It also eliminates poor-quality links and highlights any other areas of potential improvement, which in turn helps to increase performance, gain traffic and Return on Investment (ROI) conversions for the site. ROI is the benefit gained in return for the total cost of the investing amount and it is measured using the ratio of revenue and cost. Competitive keywords that generate high ROI play a crucial role in SEM. The comparison study of SEO and SEM is tabulated in Table 3.

## 3. Methods

### 3.1. Keyword Analysis

The keyword analysis plays an important role in Search Engine Marketing of a retail website of a startup company. The main requirement of keyword analysis in SEM is to understand the intent of the potential customer from the keywords in the search query string. The keyword in the title of a webpage in the website and the web domain, directories, filename of the webpage, URL in the website all play a vital role in the positive ranking of the website.

Instead of targeting on the specific group of online customers in the retail market, it would be better to target the general group of customers who are fluent in English language and shop through

**Table 3.** Comparison of SEO technique and SEM strategy

	SEO technique	SEM strategy
Features	Organic SEO and paid SEO	Integration of SEO with SEM
Focus	Keywords with high popularity	Keywords that generate high ROI
Measure	Number of website visitors	Number of successfully converted goals
Landing pages	SEO pages are content-heavy and informative, designed to use keywords and subject relevance to rank well on any search engine.	It generally leads to direct, clean landing pages with an obvious call to action and designed to capture sales.
Skill required	Fluency in SEO tools	Require more skills than SEO.

Reference: the authors

the Google search engine for the apparel category in India. Each search engine provides their own SEO suggestion tools through organic search means and paid search means. E. Enge et al. [11] present the purpose of various SEO metrics and use of various search engine SEO tools and third party SEO tools prevalent in the market for the analysis of keywords.

The steps for keyword research are shown in Fig. 2 and well depicted below:

### 3.1.1. Appropriate keywords

The list of search terms along with alternative terms can be built with respect to the content of the retail website. It can be of known categories or famous brands of the product. The appropriate keyword can be found out by comparing the list of similar search terms using Google Trend SEO tool.

### 3.1.2. Seed keywords

The top target keywords that are responsible for marketing the product in the individual competitive websites should be used. The seed keywords

can be found in the list of target keywords based on high competition, high click-through-rate, high monthly search volume and low bid amount using the historical information of Google Adwords Keyword Planner SEO tool. The criterion for the most important keywords in the website function as follows:

1. Competitive keyword measures the level of difficulty to rank for a particular keyword. The difference in the competition level of the keyword depends on its popularity.
2. The click-through-rate is the ratio count of users who click on the advertisement links to the total impression; which is the number of users who clicks on any website advertisement. The high click-through rates lead to high quality scores, which in turn improves the ranking position of the website. The keywords with the higher click-through-rate must have two features to generate ROI, namely affordability and relevancy to the content.
3. The search volume is the number of times a particular keyword is searched within an interval of

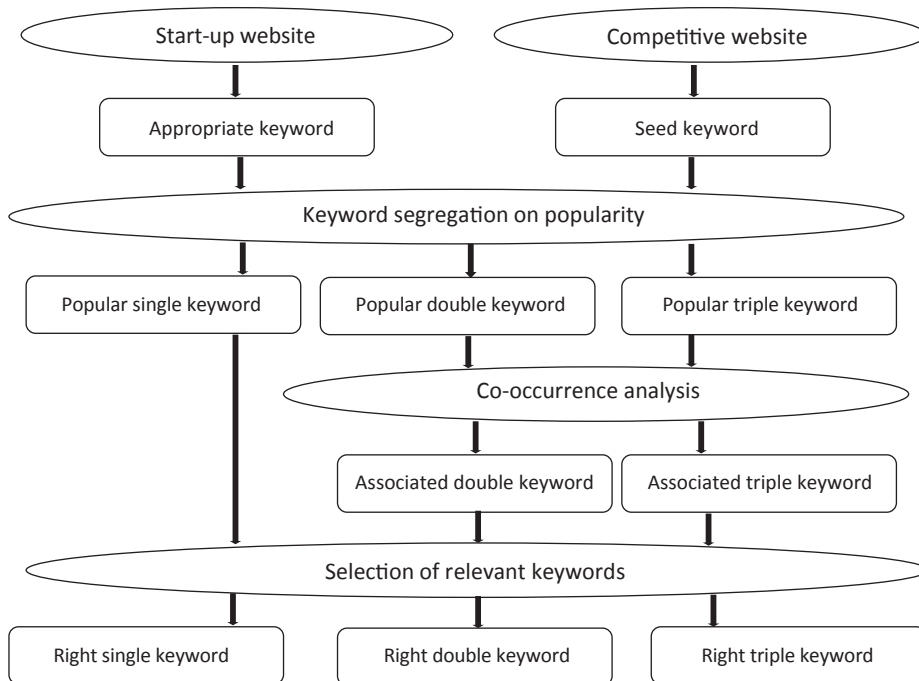


Fig . 2. Flow diagram for the steps in the keyword research

Reference: the authors

time. Keywords with high search volumes indicate that there is a higher level of user interest in the topic. The average monthly search volume for the past few years should be employed, since it omits the fluctuation of higher search volumes during peak seasons.

4. The bid amount of the keyword is the estimate and projection cost of the particular keyword search in the search engine by Internet users in the past.

### 3.1.3. Popular Keywords

The top keywords of single word, double word and triple word length can be found from the appropriate keyword list of the startup website, as well as the target keyword list of competitive websites using the traffic forecast of the Keyword Planner in Google Adwords. The long tail keywords consist of phrases with at least three search terms. It is valuable for experienced business to improve the organic search results due to low bid amount on the keyword. The search for a keyword with long tail query is omitted as most of Internet users prefer search queries of shorter length.

### 3.1.4. Associated Keywords

The search terms within the keyword in the popular keyword list should undergo co-occurrence analysis of search terms. The co-occurrence analysis refers to searching phrases and words that most frequently appear on a page. The highly associated keyword is more popular among Internet users.

### 3.1.5. Right Keywords

The right keyword for a startup website should be taken from the above list of keywords research based on their relevance and potential conversion rate to build the website with the right set of keywords. The website built with the right keywords which have the highest relevancy and highest ROI, in turn benefit the website developer and aids him to successfully position the site in the beginning of the SERP of the Google search engine.

Once the website is ready to be launched, website developers also need to audit their websites for the possibility of SEO violation factors that are responsible for negative ranking and are presented below:

- a. *Keyword stuffing* is the process of placing a greater number of targeted keywords or their slight variants within the page and it leads to penalty.
- b. The keyword is placed within the hidden text in the webpage so that it will not be available to the user, but will still be included for the sake of increasing keyword count; this also leads to penalty.

The keywords in a startup retail website should be monitored from the logs of the retail websites continuously to reflect the evolving best practices of SEO techniques using Google Analytics tool. The special discounts during the peak or festival season attracts more visibility to the retail website. The range of Internet users should be shifted from single or double word to long tail search terms. The range of Internet users should be shifted from the specific search engine Google to other popular search engines. The range of Internet users should be shifted from general customers to the specific customers in the region. The range of Internet users should be shifted from generic demographic information to specific demographic information. After a while, the range of advertising should be shifted from organic to paid ways, such as Pay per click (PPC) and Cost per acquisition (CPA). Therefore, the retail website with frequent updates, consistent information and quality content for a different range of Internet users plays a vital role in the SEM. SERP from organic SEO has higher trust compared to the paid SEO.

Keyword analysis helps startup websites to find the competitive keywords relevant to their own site and discover the strategy to find out the right keywords for their own site. M. Bansal et al. [12] states that searching for keywords with low competition helps to improve the page ranking of the website substantially.

## 3.2. Link Analysis

Link analysis is used to analyze the links connecting the website to the outside digital world. It helps to measure the trust, relevance and importance of any website. The links from the highly authoritative web pages in the website have higher weightage compared to other links from websites with less authority. The authority of a webpage is decided based on the combined analysis of the linking pattern and semantic analysis. There are two types

of links: Internal links that link the pages within the website; and external links that link to other websites. A greater number of external links helps to increase the website's page rank. The no follow links allow search engines to follow them and reach the website. It is better to avoid no-follow links in the websites that contain poor content or availability on different sites.

The link graph is used to gather information of link distribution of the website. The non-reciprocal links in the website are the external links which are connected to other websites where there is no link in the other websites that link back to the original website. A larger number of non-reciprocal links help to increase the page rank of the website. The link neighborhood is used to group websites based on the connected links among them. W. Oi et al. [13] show that webmasters can audit both their internal and external links of the website regularly so it will be helpful to keep content-rich pages that enhance marketing of the website and remove pages that can potentially damage the reputation of the website.

The website developers also need to audit their websites for the possibility of the SEO violation factors that are responsible for the negative ranking that is shown below:

- a. Link farming is any group of websites that are linked among each other, it leads to penalty.
- b. Hidden link in the webpage coded by the script language like JavaScript, J-Query, Flash etc. will not be available to the user but included for the sake of increasing links; which also leads to penalty.
- c. Doorway pages are the fake pages created for the sake of search engine spiders to index their websites and also leads to penalty.

### 3.3. Other SEO Contributors

Apart from keywords and links, J. B. Killoran [14] states that there are other contributors that influence the SEO of the website and these are described in detail below:

- The length of the page title should be less than 65 characters as most of the crawlers software of search engines try to truncate it.
- The length of the meta description should be less than 165 characters.

- Targeted keywords should appear as meta keywords which helps search engines to identify the content of the website.
- Absence of H1 and H2 headings highly affects page SEO.
- Site should have sitemaps as these help the user to understand the structure of the website in one go.
- Hyperlinks should not be broken as it leads to disappointment for the end user. It is better to audit the website for broken links; when found, they should be removed from the website.
- SEO friendly URL should have lowercase alphabets, numbers, slash (/), dash (-) and should avoid uppercase alphabet, underscore ( \_ ) and special characters.
- Hyphens are used to separate the words in the URL as it is easier for the bots to read the name of the file, directory and web domain.
- Absence of generic filenames, redundant keywords, meaningless parameters and session ids help the search engine to know the content better.
- Inline CSS should be replaced with external CSS as it aids to increase the page sizes unnecessarily.
- All image tags should have attribute ALT.
- Page should not use HTML deprecated tags.
- Absence of noindex tag allows the webpage to be read and indexed by search engines.
- Absence of no-follow tag allows the links of the webpage to be crawled by search engines.
- The robot.txt file in the website should be maintained, that will help to reduce the crawl delay of the search engine robot.
- Web page size should be less than 33 KB, this will decrease the loading time of the web page and improve the user's experience.
- The more page authority webpages in the domain authority website, the more possibilities of getting a higher rank in the SERP.
- The redirect website links assure the website is accessible to Internet users.

#### 3.3.1. Social Media Marketing

Social Media Marketing (SMM) is a technique for increasing brand awareness through social media websites. In today's era, people are more active on social websites; they get to know more about commercial retail websites through it. If the content has value for Internet users, they will share the link



with other Internet users. The inclusion of links that take to social media websites like Facebook, Twitter, Instagram, YouTube, etc., helps the content in the startup website to be tagged, tweeted, bookmarked, or embedded in social media. Hence, the increase in social network boosts up the ranking value of websites, which in turn increases visibility of the website among Internet users.

## 4. Results

### 4.1. Findings on Keyword Analysis

Google Trend is a SEO tool that provides the graphical representation of comparative reports of two or more similar search terms based on the searched data in the Google search engine. Based on the line chart of the Google Trends SEO tool for the comparison of two similar search terms, namely dress and clothes, the search term “dress” is more popular than the search term “clothes” in the shopping category in the past year in India.

The Google Adword is a service provided by Google for online advertising where the advertisers pay for displaying their products in the SERP. Google Adword is used to increase the website’s traffic, increase the advertisement range and provide the right information at the right time. The Keyword Planner Google Adword of the retail website is used to give free keyword campaign suggestions based on the data stored in the Google’s search query database. The results of popular keywords in the three different levels of retail websites like Myntra, Amazon, Nautica for a single word is provided in Table 4 using Google Adword Keyword Planner tool using clothing apparel as category, India as target location, English as target language,

**Table 4.** List of competitive single keyword from Keyword Planner Google Adword tool

Single word	Average search volume	Competition	Suggest bid
Dress	100K-1M	0.72	7.95
Clothes	10K-100K	0.61	10.82
Blouse	100K-1M	0.51	4.77
Jeans	10K-100K	0.64	7.35
Fashion	100K-1M	0.43	10.29

Reference: the authors

Google as search engine, high competition and average search volume for the past year for the seed keyword dress and clothes as keyword option.

**Table 5.** List of competitive double keyword for Myntra from Keyword Planner Google Adword tool

Double word	Average search volume	Competition	Suggest bid
Online shopping	100K-1M	1	11.33
Myntra sale	100K-1M	0.58	2.65
Women clothing	10K-100K	1	6.73
Men’s clothing	10K-100K	1	9.89
Myntra offer	10K-100K	0.46	3.05

Reference: the authors

**Table 6.** List of competitive double keyword for Amazon and Nautica from Keyword Planner Google Adword tool

Double word	Average search volume	Competition	Suggest bid
Online shopping	100K-1M	1	11.33
Ladies dresses	10K-100K	0.94	7.77
Women clothing	10K-100K	1	6.73
Men clothing	10K-100K	1	9.89
Dresses online	10K-100K	1	15.45

Reference: the authors

From Table 5, it is possible to infer that “Myntra sale” keyword is better than “Myntra offer” keyword as it has higher average search volume and higher competition word. The competition value of the word is assigned from 0 to 1. The higher popularity word is assigned with the maximum value as 1. From the data in Tables 5 and 6, “online shopping” double keyword is more popular than “women clothing” and “men clothing” in the competitive retail websites.

The associated double words for the seed word “dress” undergo co-occurrence analysis for the three retail websites compared and the top six competitive keywords are given in Table 7. The “online shopping” keyword is also available in the title HTML tag and meta keyword HTML tag of the main webpage of Myntra and Amazon websites which are tabulated in Table 8. The popular keyword “women clothing” is present in the directory part

of the webpage URL, title and meta keyword tag of the Myntra and Amazon websites which represents useful information obtained from Table 8. Thus, it is evident that the relevant keyword inclusion in the coding of the website helps to improve the ranking of the website.

**Table 7.** List of associated keywords for dress in Myntra, Amazon, Nautica from Keyword Planner Google Adword tool

Double word	Average search volume	Competition	Suggest bid
Black dress	10K-100K	0.98	12.17
New dress	10K-100K	0.98	5.15
Dress pattern	10K-100K	0.98	5.09
Shirt dress	10K-100K	0.93	9.53
Baby dress	10K-100K	0.89	6.01
Fashion dress	10K-100K	0.84	6.32

Reference: the authors

There are three main data about the website available in the result pages of the search engine, namely title of the webpage, URL of the webpage and meta description of the webpage. If the viewable portion of the above in the startup retail website in the SERP satisfies the query of Internet users, it will motivate them to click on the website. The information in the title tag, meta keyword tag, meta description tag and the name of the file, directory and domain in the URL of the website about the website should be carefully coded with the common

phrases and relevant keywords. Therefore the more clicks for a particular website help to improve the ranking of the website.

No specific SEO tool gives the accurate and actual figures. So it is better to monitor the website traffic through other third party tools. The Moz provides competitive marketing analytics reports using SEO tools. The commonly used phrase for retail marketing “online shopping” is chosen as the search query. The volume number of searches for the given query is recorded from the Moz keyword report on a monthly basis. The Click-Through-Rate (CTR) is the ratio of the number of clicks to the number of times the advertisement of the product screened to the customers. The higher percentage of organic CTR corresponds to the positive ranking of the retail websites.

As per the SERP analytic report for informational search query “online shopping” using the Moz tool, Myntra is placed at first position in the top ten organic results and Amazon is placed at fifth position. This indicates that Myntra has placed the search term or keyword “online shopping” extensively in their website.

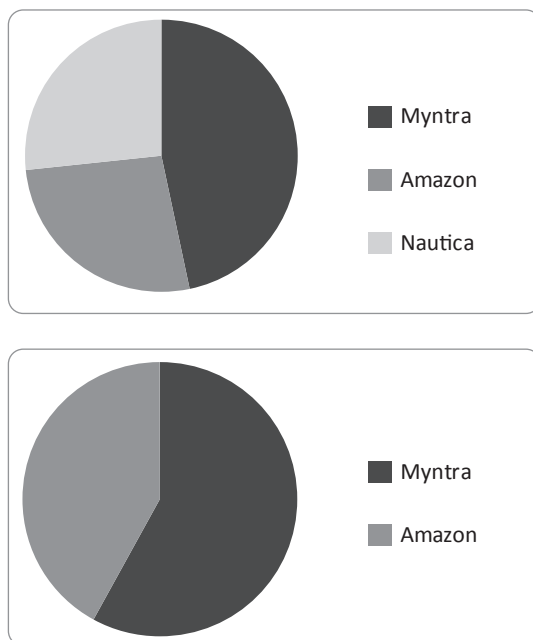
Small SEOTools is one of the biggest free SEO tools provider. Keyword density is the percentage of times a keyword appears on a web page compared to the total number of words on the web page. Keyword density for a relevant keyword or phrase plays a crucial role in measuring relevance of the websites. K. Wagaj et al. [15] suggest that keyword density plays a crucial role in the SEO techniques. Most of SEO tools undergo stemming; which is to identify the root word by removing the suffix

**Table 8.** Title and Meta Keyword of Retail Websites

Website URL	Page title HTML Tag	Meta keyword HTML tag
<b>Myntra.com</b>	Online Shopping for Women, Men, Kids Fashion & Lifestyle - Myntra	online shopping, online shopping sites, online shopping India, India shopping, online shopping site
<b>Amazon.com</b>	Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more	Amazon, Amazon.com, Online Shopping, Apparel, Accessories, Baby Products, Personal Care, Tools
<b>Nautica.com</b>	The Official Site For Apparel & More	Nil
<b>myntra.com/women-clothing</b>	Women Clothing - Buy Women's Clothing Online - Myntra	women clothing, clothing for women online, women clothing online
<b>amazon.in/Women-clothing/</b>	Women Clothing Online Shopping Store: Shop for Women's Clothing at Best Prices in India- Amazon.in	online shopping, women clothing online shopping, buy women clothing, amazon, amazon.in

Reference: the authors

or prefix of the keyword. For example, “shop” is the root word for the keyword “shopping”. As per keyword density report for single word, both “shop” and “online” is available for Myntra; “shop” is available for both Amazon and Nautica; which is depicted in the left side of Fig. 3. As per keyword density report in double word, “online shop” is available for both Myntra and Amazon with a greater percentage achieved by Myntra compared to Amazon, this is depicted in the right side of Fig. 3. The keyword density report provides the reason for www.myntra.com being the top result of first result page, www.amazon.com website in the third position and www.nautica.com in the last result page of Google’s search engine for the given keyword phrase “online shopping”.



**Fig. 3.** Keyword density report for single keyword and double keyword from Small seotools.com  
Reference: the authors

Alexa ranking of the website is measured based on the commercial web traffic data gathered via various toolbars and web browser extensions. A. Thakur et al. [16] observe that the Alexa rank gives accurate assessment of the website’s ability to generate income. A low Alexa rank value of the website indicates that there is massive website traffic.

The Alexa ranking value for the retail websites within India and globally show that the Myntra website is leading compared to the Amazon and Nautica websites.

Apart from different types of queries, navigational query leads more traffic to the retail websites. For example, user doesn’t know the URL of the particular website, so they use to search it through search engines. Next it is also observed that “online shopping” informational query leads to maximum traffic to the Myntra website, which helps to place it at the first position on the SERPs. The Moz ranking and Alexa ranking do not provide the accurate traffic measurement because they measure from the sampling live data but it will be helpful to get traffic for the targeted keywords in the search results.

## 4.2. Findings on Link Analysis

SEMrush provides software to generate competitive research reports for the Google search engine from SEO tools. The link distribution of the retail website in the form of vast diagram can be depicted using the SEMrush tool.

Backlink are the incoming links to a web page which impacts the website’s SEO, especially with respect to the Google search engine. From the backlink report using SEMrush tool, Myntra seems to have maximum backlinks and this plays a vital role in placing Myntra in the starting position of the Google search engine result pages.

## 4.3. Findings on Other SEO Contributors

The various criteria that impact the SEO of the Myntra, Amazon and Nautica websites is detailed in Table 9. These criteria have been evaluated using the website SEO Score Checker tool from smallseotools.com. A. R. Terrance et al. [17] present various SEO-friendly techniques for websites.

The page authority (PA) measures the ranking strength of the webpage while domain authority (DA) measures overall ranking potential of the entire domain. The Moz Rank tracks search engine ranking for the whole website. The SEO report about PA and DA show the impact of Moz ranking in retail websites. The Moz rank of Myntra is low compared to Amazon and Nautica as the targeted region is local for Myntra and global for Amazon and Nautica.

**Table 9.** Website SEO Score Checker report from SmallSEOTools.com

Criteria	Myntra	Amazon	Nautica
Page title	Yes	Yes	Yes
Meta description	Yes	Yes	Yes
Meta keyword	Yes	Yes	Yes
H1 Heading	No	Yes	No
H2 Heading	Yes	No	Yes
Robot.txt file	No	Yes	Yes
Sitemap	No	No	Yes
Favicon	Yes	Yes	Yes
Broken link	No	No	No
Underscore in links	Yes	No	No
SEO Friendly URL	Yes	No	No
Domain authority	Yes	Yes	Yes
Page authority	Yes	Yes	Yes
Inline CSS Test	No	No	No
Image Alt attribute	No	Yes	Yes
Deprecated HTML	Yes	Yes	Yes
NoIndex tag	Yes	Yes	Yes
NoFollow tag	Yes	Yes	Yes
www redirection	Yes	Yes	Yes
Page size test	Yes	No	Yes
Compression test	Yes	Yes	Yes

Reference: the authors

#### 4.4. Findings on SMM (Social Media Marketing)

The presence of social media links in the retail websites for four major social media channels is tabulated in Table 10. From the social stats SEO tool, it can be inferred that Amazon leads and is followed by Myntra and Nautica.

**Table 10.** Retail websites links to social networks

Social Links	Amazon	Myntra	Nautica
Facebook	Yes	Yes	Yes
Instagram	Yes	Yes	Yes
Youtube	No	Yes	Yes
Twitter	Yes	Yes	Yes

Reference: the authors

## 5. Discussion

The website undergoes three different phases: building the website, launching the website, and monitoring the website. The startup website can be built with the right keywords, relevant links and other SEO friendly factors with the help of organic SEO and paid SEO of the SEM using free and paid SEO tools available in the internet. It will help the spider bot of the search engine to crawl the SEO friendly startup website easily and index the right keywords in its database in its first visit. The complete modification of the website after launching the website and indexing by the search engine bots leads to the negative ranking of the website. So it is better to take care of SEO friendly factors of the startup retail website from the analysis of the competitive retail websites during the coding phase of the website. The startup website can be launched successfully with the help of paid SEO and active social media marketing of the SEM; which in turn increases the number of new customers to the website. The startup website can be monitored continuously with the help of the organic SEO and active social media marketing of the SEM with the up-to-date content, which increases the number of new and existing customers. It will be responsible for boosting traffic to the website and increase the revenue of the startup company.

## 6. Conclusión

In the current competitive scenario, the website developer of a retail startup company should be aware of various SEO friendly techniques that can be included in the coding phase of the website which gradually increases the visibility of the website. The comparison study of SEM strategy, organic SEO technique and paid SEO technique helps to understand the strategic and practical aspect of the website in digital marketing. The keywords and links in the website play an important role in the prevailing SEO techniques. The crawled texts and links, indexed page links and keyword density of the website can be monitored using free SEO tools and would provide the SEO report on daily or weekly or monthly basis that gradually ensures the placement of highly relevant content-rich website in the top ranked result pages of the search engine. It helps to increase the visitors of the retail website

and subsequently increase the sales revenue of the retail startup company.

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