

Impact of Search Engine Optimization Dimensions in B-School Brand Building: An Empirical Study

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Abstract—Regardless of whether and how B-schools can utilize relative rankings in Search engine results to discrete their brands from competitors remains a basic, mysterious issue for researchers. By integrating important writing from subjective branding intellectuals, SEO experts and researchers, this study distinguishes key relevant variables that are favorable for brand building on the web through Search Engine Optimization (SEO). In investigations, the researcher build up that when MBA aspirants' verifiable convictions about the significance of the resulting page of search engine are initiated or uplifted through component preparing, they will have better review of an obscure brand that is shown before the notable brands in search engine results page (SERP). The students with less internet searching techniques have a tendency to assess the unidentified brand all the more positively along the specific brand trait that enacts the web crawler positioning pattern. This study has both conjectural and rational inferences for accepting the viability of SEO dimensions.

Keywords—Brand Building, search engine optimization, SEO Dimensions, B-School

I. INTRODUCTION

Ramesh was perusing graduation in Pune. He wanted to join corporates in future, for that he decided to peruse Post Graduation in Management. To find suitable options for the higher education in management, Ramesh went to the Internet and typed "Top B-schools in Pune" in Google. First B-school shown was SOTM, followed by many other renowned B-Schools. The less known brand SOTM quickly caught Ramesh's attention, because it was displayed before other famous B-school brands. Ramesh was not an expert in web search, thought that SOTM should be a very good B-school or else, it could not have been displayed by Google as the top search result.

Search engines has considerable contribution in online search as majority of internet users are visiting websites by using SERP [24]

What's more, 91% of Internet users report that they generally or more often use Search engine to find desired information [31].

In this way, advancing the business web site to enhance its positioning in the internet searcher result page (SERP) is vital for the organizations, predominantly for B-schools because target audience of a B-School is more tech savvy. A review based on a survey shows that most of the internet users trust that organizations whose sites show up at the upper position

of SERP are the best organizations in that field [25]. This sort of positioning mapping has likewise been checked in a research which explored how auto purchasers saw the fuel efficient vehicle on a SERP. At the point when the test vehicle, Honda, was set in the leading position on the SERP, clients saw it as more fuel proficient; but, when Honda was not put in the leading position, clients did not consider it to be significant. This study has additionally demonstrated that clients don't look past the initial a few pages of the outcome set of SERP [32]

Search engine optimization (SEO) dimensions helps to enhance a B-school's Brand position without much efforts. Web indexes have turned into a vital channel for expanding worldwide reach and also competing with other B-Schools. Two kinds of brand building exercises can be managed through search engines. One is through paid ads, where organizations pay to have text ads as listings showed in SERP. The other way is search engine optimization. It comprises a series of different techniques to increase the ranking of a website through organic searches on SERPs. Industry onlookers contend that organizations should seek after natural search rankings if they will probably acquire a long haul, manageable impact over brand building [29].

Branding is a type of marketing method that helps organization to target their demographic audience. Online branding, then, is exactly what it sounds like – developing a strategy to market to organizations target audience via the internet. Organizations can target their audience through a variety of different means including social media, online advertisements, online classified ads, and other internet methods and SEO.

SEO can open doors to new opportunities for B-Schools, since it is not essential that top brands will be always in top rankings of SEREPs [15]. If B-School uses SEO dimensions effectively, their brand can acquire higher position than renowned B-schools in SERP. But very few research is exists that demonstrates the noticeable benefits to B-school by using SEO dimensions. In this research, we utilize B-school as cases to exactly represent how SEO activities by B-school affect performance of their website and brand building.

II. LITERATURE REVIEW

The research shows that Branding is the way toward value addition through the arrangement of a convincing and steady

offer and consumer experience that will fulfill consumers and keep them returning[2,34].

Modern definitions of branding exceed the simple basic deal between the consumer, organization and brand, by including features of related to brand building abstracts such as loyalty and preference of customers [17].

Branding strategies which were used by organizations has been redefined by the internet because of some novel attributes of the internet and its ability to change conventional techniques of branding [21, 23].

Search Engine results are vital with regards to mark situating. SERP can fill in as a significant tool for making brand situating in the web based business world. Organizations may use to advance their search rankings to enable their brands and make progress in the online business area [37].

A research study assess websites of eighty Universities in the Arab world for specific ease of use issues, for example, HTML errors, page speed, content duplication issues and Page Ranks for them. Researcher found that websites of Egyptian colleges are in the last level in both load time and HTML errors. These indications point out that load time and HTML errors does not play a role in Google Page Rank or it is not critical in SERPs [3].

A researcher discusses the myths about the streamlining of the substance are examined. The myths are about how individuals feel that their substance would be changed and how really they are finished. Hence the myths are to be cleared and a legitimate comprehension about the procedure for streamlining ought to be given to the organizations so that there is no debate in future in regards to the rank of the site page. As the enhancers don't give any assurances in regards to the rank on the web crawler [14].

Online search is a capable and cost-efficient methods for growing compass and procuring new clients, but it is very tough to dominate the search arena as it is getting increasingly aggressive .Not exclusively do the present web search tools have more complex calculations, yet website admins and online advertisers are likewise getting more refined. Study proposed eight demonstrated systems for amplifying return on time and cash spent enhancing sites for organic search, and present component for SEO, an effective keyword tool that empowers clients to actualize those procedures essentially, proficiently and effectively [38].

A study examines different advantages that an organization can get by utilizing SEOs as an instrument for advancement and brand building. Utilization of website streamlining can give more prominent perceivability, expanded rate of return and can have a long haul impact on the psyches of the clients. This paper fundamentally investigation the different

advantages that an association can accomplish by contributing a little measure of cash when contrasted with the benefits[16].

Search Engine Optimization is utilized for enhancing the site in order to get higher positioning on the SERPs utilized for finding about a specific item or service or brand by the most of internet users. This character is made by continually making the clients mindful of the item or the service through showcasing exercises like ads, deals offerings, web offerings, person to person communications, SEO and so on.

Integrated marketing communication tools are utilized by the firms to make a brand identity of an item or a service in the brains of the intended interest group.

SEO is the most recent IMC apparatus helps in building a brand in a productive and practical way[36].

There is an obvious direct effect of the SEO on online commercial in Jordanian organizations using SEO. SEO contribute in expanding the chance to watch online ads by internet users when they search for a brand. For instance, the organization must pick painstakingly the site's title, Meta tags, headings, and content of the page that web search tools can perceive superior to others[19].

A research states that a SEO component can be utilized by a venture to enhance the positioning of its site in the SERPs. The utilization of long range interpersonal communication destinations is incorporated into the investigation of Internet advertising technique. A standout amongst the most essential parts of website improvement has dependably been the catchphrases, those words that individuals use to locate our substance in web indexes[35].

III. RESEARCH PROPOSITIONS

Proposition 1: The utilization of SEO by a B-school has positive impact on the quantity of visits to the B-school's site.

In today's marketing world new innovations in media are creating a huge competition to print media [26]. Different researchers are analyzing role of TV ads in marketing and other Medias [33]. Organizations are shifting to new Medias like internet and search ads where they can target particular group of customers [18].

The significance of expanding web movement originates from the way that activity mirrors clients' enthusiasm for the site and potential deals, which can be a sensible intermediary for deals [30]. Online marketing is more cost effective way of promotion [11]. For one business unit the elements that boosts the website traffic are indicators of their sales [7]. Traffic to the website is indicator of success as by getting more traffic organizations can achieve more ROI.

In initial days of internet traditional ways like mouth publicity, blogs and print ads were used to increase website's

visibility, but it is proven by a research that website traffic and loyalty of users could be influenced by using new online media [6,22]

High volume of websites and increasing competition between them to get more visitors make it vital for any organization to keep their website easy to searched [1].

SEO improves websites' visibility in SERPs, this proves that it is an effective technic of brand promotion. by getting higher rank in SERPs will result in more traffic to the website[27].SEO can improve websites' position in SERPs and helps to attract target audience traffic to website [19].

Proposition 2: The utilization of SEO by a B-school has positive impact on the average time duration of users visiting the B-school's site.

Tendency of shifting to other website while surfing is common. Besides, the nature of the Internet has empowered clients to look at data and contrast costs and administrations and little expenses. Hence, the test for organizations is the way to pull in the consideration of the clients. While using SEO procedures, an organization's site is positioned higher with the goal that it can be effortlessly gotten to by Internet clients. Be that as it may, if the client does not remain on the site to take in more about the items or administrations, positioning higher on the indexed lists page winds up futile. Consequently, it is to the greatest advantage of the organization to keep the site guest as long as it can, since the likelihood of influencing a deal to increment as the client remains there longer[5].

A similarly essential execution measure to decide SEO achievement is the time spent on website(average visit duration). Visit span is characterized as the measure of time a client is on a site and has turned into a standard measure that is accounted for by Internet measure organizations, for example, ComScore Media Metrix, Hitwise, and Nielsen/NetRatings. There are numerous focal points to quantify visit span. In the first place, it is straightforwardly attached to a site's income and limited time benefits [4, 6, 8,9,10,13] longer visit span keeps up the clients enthusiasm for a site (Bucklin and Sismeiro 2003; Hanson 2000) it gives client more opportunity to settle on choices and finish the transections on website[8]. A few financial specialists utilize average site visit time as a pointer of future income and studies have demonstrated that more drawn out visit length prompts higher month to month stock returns[12].

Moreover, a web client's goal to remain longer on a site is accepted to be affected by their view of how important the site is. Thusly, a client's view of the site esteem will impact their goal to stick [28].

Proposition 3: The utilization of SEO by a B-school has positive impact on the its revenue and brand building.

By using SEO, the B-schools in this study saw an expansion in organic traffic to the website and time per visit, which empowered the organizations to see an increment in their revenue and brand recognition. We should recognize the income from different b-schools to offer help for this proposition.

IV. RESEARCH METHOD

Purpose of this paper is to study the effectiveness of SEO dimensions in brand building process of a B-School. Historical research on SEO focused mainly on the SEO logics, technics, and website visors' perception of ranks in SERPs. Few researches tried to evaluate impact of SEO on the websites and ROI performance. Researches measuring impact of SEO dimensions on B-school branding could be rarely found.

For this research, we referred the sample survey conducted by 1st author for the PhD research. For sample survey data was gathered from the respondents i.e. survey among the B-School representatives by using online survey platform.

Some interesting findings of this survey shows that there is a substantial effect for search engine optimization (SEO) dimensions in brand building process of B-School.

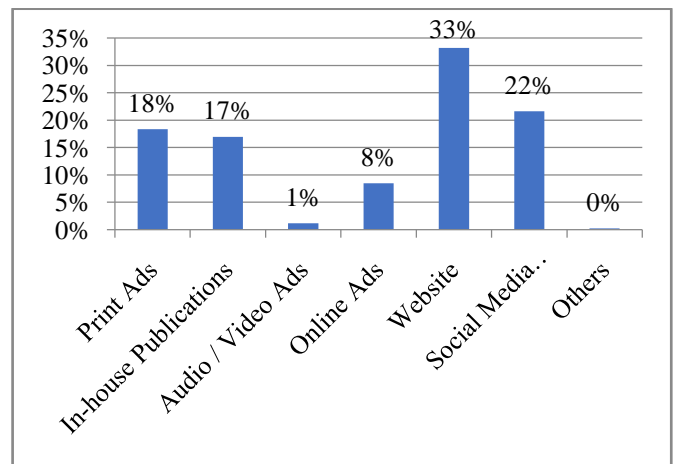


Exhibit 1 : Which of the following activities carried for Brand Building?

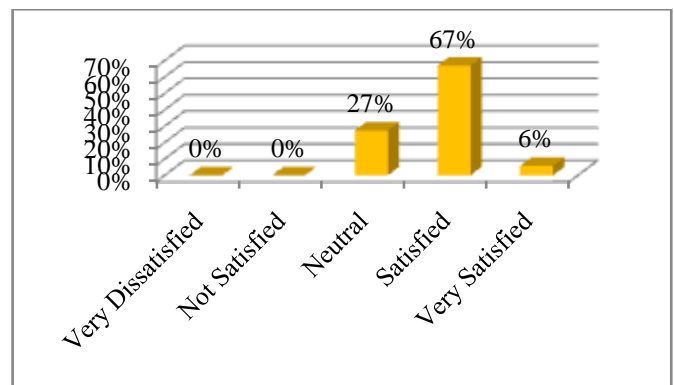


Exhibit 2 : Usefulness in Building the Brand - Website

Exhibit 1 clearly indicates that B-schools are mainly using web site and social media for building their brand. Exhibit 2 shows that majority of B-school representatives mentioned that they are satisfied by the usefulness of the website for building the brand of B-school.

In response to a question “Your opinions on the SEO dimensions that have been important to you in building your brand” majority of B-school representatives state that they feel that SEO dimensions 1 Knowledge / Experience and 2 Methods / Techniques are important to them in building their B-school brand.

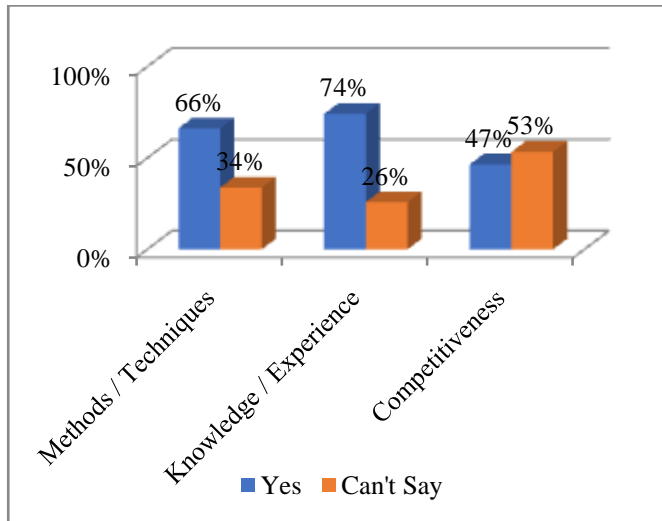


Exhibit 3: Important SEO dimension for brand building.

In this survey, 56% respondents agreed with the statement “It is extremely important to be on the top of the Search Engine Results Pages (SERP), as prospective customers (students) search for information online”. Exhibit-4 indicates importance of higher ranks in SERP’s for a B-schools.

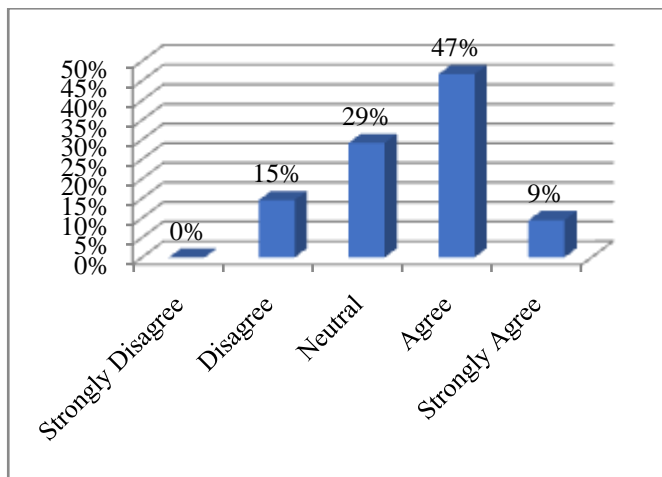


Exhibit 4: It is extremely important to be on the top of the Search Engine Results Pages (SERP) as prospective customers (students) search for information online.

It is observed that 76% of the respondents are agree with the statement “SEO improved the B-School's brand identity and image”. Exhibit 5 indicates that B-schools strongly considering SEO as a part of Brand building Strategies.

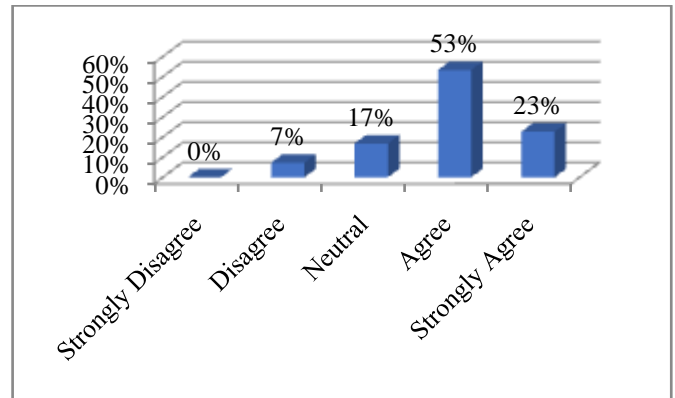


Exhibit 5: SEO improved the B-School's brand identity and image.

VI. CONCLUSION

There has been little or no previous study done to investigate the impact of SEO on B-schools brand building. The main objective of this study has been to gain deep insight into the use of SEO by B-Schools and the SEO dimensions that impacts brand building of a B-School. The study was presented through various literature reviews and a sample survey conducted by Nitin Zadpe for his PhD research. The study's propositions provided significant support to past findings in literature to support the findings from the sample survey.

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