

# Chapter 4

## Search Engine Marketing to Attract International Digital Traffic

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### ABSTRACT

*This chapter discusses search engine marketing (SEM) techniques that companies should implement in order to stimulate digital traffic. Those techniques include the attraction of organic traffic by search engine optimization (SEO) as well as search engine advertising (SEA). The authors used SEM techniques to a specific case of a company with the purpose of attracting international traffic and develop external marketing. The research discusses the effectiveness of SEM techniques in the case developed through an experimental method. New insights emerged from the experiment and are presented with contributions for international managers who want to develop international digital traffic.*

### INTRODUCTION

The development of an integrated digital strategy allows companies to push their businesses online, motivate its expansion and promote its brand and products internationally, recognizing its strategic implications and bringing it closer to

DOI: 10.4018/978-1-7998-2963-8.ch004

businesses, markets and, ultimately, consumers, as a new form of contact its potential business partners and customers.

This chapter displays a review of the techniques to attract qualified traffic: SEO on page, by bringing digital notoriety to the brand; responsive navigation and page speed, crucial for improving customer experience and preventing the loss of international traffic and potential leads, with increased awareness to mobile for its expressiveness; content marketing, by stimulating and retaining the visitor; SEO off page link building, essential when targeted for lead benefit; and, also noteworthy, the https security protocol and the switch to an international domain for the sudden overall gains and the SEA for its fast yet valuable results approaching the targeted markets.

The review conducted intensifies SEM theory and allow recommendations for international managers to take a prominent position in their internationalization process.

## **BACKGROUND**

Considering that users who perform their search on a search engine rarely look beyond the first page of results, developing a search engine marketing strategy will therefore boost the success of your business (Gudivada & Rao, 2015). Search Engine Marketing (SEM) is remarkable in terms of the density of search as well as shopping, even offline, and the search engine is used as a means to gather information and thus be included in the consumer buying journey (Brooks, 2004). In its definition, Search Engine Optimization is an internet marketing strategy that thrives the volume and also the quality of consumer traffic to the company's website through the use of search engines - designates fundamentally by drawing, writing and coding a website, giving it a digital presence (Khraim, 2015). Considering that a digital presence will, in the current conjuncture, be a growing necessity of all those wishing to sell goods or services, there is a greater effort to obtain higher rankings, to superior its presence in the first results of a search and to make frequently, as a website with greater visibility will bring more visits (Enge et al., 2015).

## **Search Types and Digital Personas**

Search psychology divides into three possibilities on how the average user searches, meaning which keywords it uses and how it verbalizes desire or need: the search types will be discerned as navigational, informational and transactional (Lewandowski, 2011). Search types will be taken into consideration in the search engine optimization

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