**Proposing to build a web-interface to identify SEO success factors**

**Introduction**

The appetite and interest in digital advertising among small and medium enterprises is significant, but the extravagant complexities of implementing a purposeful and benchmarked digital advertising campaign prevent many SMEs and micro-enterprises from engaging in strategically planned digital marketing; despite its’ relative cost effectiveness compared to traditional channels.

Many SEO success factors have been proved to be useful for improving marketing performance. However, many companies still rely on their anecdotal evidences or heuristics for digital marketing decision-making. This research is focused on addressing this gap by identifying an evidence-based SEO success roadmap for dental service providers. SMEs that have not adopted these SEO success factors will benefit from this research study.

**Research Questions and Objectives**

The focus of the study is to investigate the effectiveness of SEO success factors on website traffic. By examining SEO success factors, marketers will be able to finetune their SEO strategies and make recommendations for improvements. As such, our proposal is to solve the following problems:

1. Identify different types of SEO success factors that may affect website traffic performance
2. Identify top APIs, tools, case studies, or platforms that could be used for a brand to increase brand exposure

The final objective is to build a web-interface for small businesses to identify top factors that may affect their web ranking and make recommendations on the areas that might need immediate attention. The secondary goal is to build a web-interface for classifying the main themes of top articles that are written for branding purposes (e.g., top pet toys). The third goal is to build a web-interface for recommending top third-party websites for brands to increase brand awareness.

**Background**

The digital marketing industry has created many opportunities for small businesses to better serve the consumer. However, it is often recognized that these opportunities are not equally accessible. Working under the assumption that user-friendly SEO strategies will be implemented more readily than harder-to-use technologies, and that engagement with company content is an appropriate surrogate for business success, we can rank SEO success factors and along axes of ease of adoptability and profitability. Widespread knowledge of such a SEO hierarchy should improve the competitiveness of small firms in relation to larger competitors that possess the sophistication and resources to deploy their own independent analysis of digital marketing channels.

The burgeoning field of digital marketing is drastically changing the marketing landscape. Digital marketing channels are more affordable and more accessible than ever before. They have also proliferated to an unprecedented degree. The old mainstays of print, radio, and TV advertising are rapidly giving ground to the relatively new frontiers of social media marketing, content marketing, SEO, paid search, email lists, Video marketing, influencer sponsorships and a continually expanding bevy of novel digital approaches. The anecdotal evidence of this phenomenon is overwhelming, with the revenues of companies that own digital marketing real estate like Alphabet and Facebook dwarfing traditional advertising outlets owned by Viacom-CBS or Gannett Co. Despite the relative ease and affordability of many digital marketing channels compared to their traditional analogs, many SMEs are not capitalizing on the full potential of digital marketing (Taiminen & Karjaluoto, 2015).

The primary barriers to meaningful adoption of digital marketing appear to be a general lack of knowledge of new digital marketing techniques, and more specifically an inability to measure ROI (Alford & Page, 2016). This lack of adoption puts the SME in an unprecedented competitive disadvantage. The channel exists, it is readily accessible at an attainable price, and can literally prove its’ worth through digital analytics, but is not utilized because the generalized learning curve is too steep.

Rather than identifying educational opportunities or programs for SME’s, we posit that all of the information needed to construct an effective digital marketing campaign already exists for free via the internet and that advocating unprioritized (i.e. unranked or non-hierarchical) educational programs will not meaningfully improve adoption of digital marketing. A more valuable and impactful approach is to highlight digital marketing channels that combine proven revenue generating potential and ease of use.

In particular, by analyzing web data using web crawling technologies, we will be able to develop a marketing framework focused on SEO success factors to help SMEs understand web performance data.

**Method**

This work proposed is focused on retrieving document lists using Python libraries. The final goal is to develop a new workflow for marketers to extract SEO success factors (e.g., title tags, headers, etc.). Web crawling is conducted first, followed by further analysis of retrieved document results using qualitative analysis, cluster analysis and co-occurrence analysis.

**Implementations**

The increasing power of evidence-based SEO tools has created unprecedented opportunities for marketers in recent years. However, marketers do not have an actionable strategy to understand the power of evidence-based SEO success factors. This study aims to investigate SEO success factors using web crawling technologies. By examining SEO success factors using web crawling technologies, this study will help digital marketers develop transparent, systematic, and data-driven practices.