

INCREASING WEBSITE TRAFFIC OF WOODWORKING COMPANY USING DIGITAL MARKETING METHODS

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ABSTRACT

In the digital environment with the development of ICT, there are changes in traditional models of marketing management. Marketing practices, companies, institutions or processes are rapidly changed using digital technologies. Applying new ICT in marketing means building a new area of marketing called digital marketing. New conflicts that need to be addressed in the forest-wood complex arise. The paper deals with the application of digital marketing and the possibilities of its application in web page models in the woodworking company Drevenyprofil, in order to make online marketing, advertising, search engine optimization website in woodworking company Drevenyprofil more effective to increase website traffic and thus to boost turnover in woodworking company Drevenyprofil. In particular, the methods of online marketing analysis and marketing strategy were used.

Key words: digital marketing, search engine optimization – SEO, online marketing, advertising.

INTRODUCTION

Digital marketing is the marketing of products or services using digital technologies, mainly on the internet but also including mobile phones, display advertising, and any other digital medium to reach consumers using digital marketing channels. Digital marketing channels are systems based on the internet that can create, accelerate, and transmit product value from producer to the terminal consumer by digital networks. The key objective is to promote brands through various forms of digital media. (LEBOFF 2011, ANDERSON 2019).

Digital marketing becomes a worldwide trend and a competitive advantage for interested businesses that have a website. Search engine optimization as the important part of digital marketing has a positive effect on the ranking of a website by a search engine algorithm, and focusing on the right keywords can mean an increase in the company's overall turnover (CHODELKA 2015). For websites whose main source of income is the sale of products and services over the internet, the keywords appearing on relevant phrases at the forefront are important. The website is the best source of advertising that presents the business on the Internet and conditional on customer conversion (ANDERSON 2019). If we want to reach a high number of visitors, we use a method of optimizing the pages for search engines called SEO (search engine optimization) (KUBIČEK – LINHART 2010).

Search Engine Optimization ensures that search engines reliably locate keywords on a website and, if they are found, assign the site the highest ranking in organic search results (SCOTT 2010).

Search Engine Marketing (SEM) is a form of the Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM (Search Engine Marketing) may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings. Search Engine Results Pages (SERP) are the pages displayed by search engines in response to a query by a searcher. The main component of the SERP is the listing of results that are returned by the search engine in response to a keyword query, although the pages may also contain other results such as advertisements. (ANDERSON 2019).

Search Engine Optimization (SEO) is increasing the amount of website visitors by getting the site to appear high on results returned by a search engine. SEM is considered internet marketing that increases a site's visibility through organic search engines results and advertising. SEM includes SEO as well as other search marketing tactics. (ĎURIŠ, 2019c)

Search engine optimization (SEO) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. SEO refers to the improvement of unpaid results (known as "natural" or "organic" results), and excludes direct traffic/visitors and the purchase of paid placement. Primarily SEO pertains to search engine. (BODNÁROVÁ, 2019, ĎURIŠ, 2019b).

The idea of optimizing the market position has a long history, but people had no other means than physical placement of goods on the markets. For this reason, they used the markets to sell their goods, cities built on busy trade routes and opened their stores on the busiest parts of the streets. The tools to find the services and products they needed were just the basic sense of sight and hearing. With the increase in population, new needs for simpler searches have emerged. Catalogs were created, the first alphabetical order appeared, for easier orientation in the list of filled information. Instead of looking for a prospective location in the center, people began to think more logically and change their names because of the serial number (position) in the catalog. Companies called AAA were before the classical ones, which were ranked 15 less relevant by alphabetical order. The classic history of website search engine optimization used in modern marketing was created by launching the first internet search engines, such as Alta Vista. At that time, search engines used robots (bots) that searched for keywords directly under the META tag (an invisible keyword tag).

Today, optimization focuses on the modern principle of content relevance (ONLINE MARKETING 2014). SEO (Search Engine Optimization) optimization consists of offsite and onsite parts. In onsite parts of SEO specialists are solving technical issues of the website. Technical Website Optimization begins with SEO technical audit, which includes specific recommendations for websites. Technical optimizations consist in optimizing a website into a search engine-friendly form, which affects the positions of specific keywords in a search (ĎURIŠ 2019b).

In the paper, we explored the medium-sized woodworking company Drevenyprofil. The company is engaged in the sale of wooden profiles, especially wooden tiles and has not yet invested in online marketing. The company is based in Bratislava and has great competition in search.

MATERIALS AND METHODS

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign

marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games are becoming more common in advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. In essence, this extension to non-Internet channels helps to differentiate digital marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online. (FOX 2011, ANDERSON 2019, ĎURIŠ 2019a).

Based on the recommendations (DOMES 2009), we incorporated the recommended changes and then the website was ready for offsite optimization. SEO technical audit was based on a created checklist of possible errors (KUBÍČEK – LINHART 2010).

The aim was to increase organic website traffic and by this to increase turnover of the woodworking company Drevenyprofil through the selection of relevant keywords, active linkbuilding and technical optimization of the website. Organic search is a method for entering one or several search terms as a single string of text into a search engine. Organic search results, appear as paginated lists, are based on relevance to the search terms, and exclude advertisements. Non-organic search results do not filter out pay per click advertising. (ANDERSON 2019).

Turnover can be influenced by optimizing keywords that are searched, relevant, and conversion. The percentage of keyword conversions will export from Google Analytics' application (BRANDT 2010) if the word has a high conversion rate, it will be searched. But if the site's search position will be low, focusing on that keyword influences company total turnover also (FOX 2011).

We used applications like Google Search Console (GOOGLE SEARCH CONSOLE 2019), Collabim.com's Holy Grail collection apps, Mangools.com's Keywordfinder (MANGOOLS 2019) and Google Ads (GOOGLE ADS 2019, DOMES 2012), (GOOGLE SUPPORT, 2019), (GOOGLE ANALYTICS, 2019), (WORDPRESS SLOVAKIA 2019), (YOAST SEO 2019), (WROBLEWSKI 2008), (KULHÁNKOVÁ – ČAMEK 2010) for keyword analysis.

We optimized the website for technical and content purposes to achieve company Drevenyprofil's aim of increasing organic website traffic and overall turnover (JUROŠKO 2018). In the technical section, we created a keyword analysis that we then incorporated into Drevenyprofil's website. We created an individual technical audit of recommendations errors, that affects the clickthrough rate (CTR) (DOMES 2011) of a website and the search engine's website position. We used Screaming Frog (SCREAMING FROG 2019), Google Analytics, Google Search Console, Collabim, and Ahrefs to create a technical audit.

The following recommendations were the key to increase the organic Drevenyprofil site traffic from major search engines and make it more visible on the Internet in the short and medium term (SIROVICH, DARIE 2008), as the factors on the page significantly affected search keyword positions of the websites.

The technical audit included several parts of the optimization that were evaluated as important for the woodworking company Drevenyprofil's website by browsing the website:

- Creating a robots.txt file to increase crawl budget,
- Generating a sitemap.xml that helps faster indexing,
- Creating and generating original META descriptions to increase click through rate, (WORDPRESS SLOVAKIA 2019, YOAST SEO 2019),
- Creating and generating original META titles that affects keywords positions in search (WORDPRESS SLOVAKIA 2019, YOAST SEO 2019),
- Optimizing the web page title structure (H1, H2) that affects keywords positions in search (WROBLEWSKI 2008),

- Redirecting broken pages with 404 status code,
- Implementing SSL certificate and page transition to secure HTTPS version,
- Optimizing web page load time,
- Active linkbuilding which strengthens the strength of the website's domain,
- Optimizing content delivery in social networks (KULHÁNKOVÁ – ČAMEK 2010),
- Optimizing images in search, which can generate additional organic traffic (ĎURIŠ 2019a)

To achieve the results, we implemented the findings from the keyword analysis and technical SEO in the Drevenyprofil woodworking company website, which also include active linkbuilding. The main goal of the analysis was to prepare the woodworking company website Drevenyprofil into a search engine-friendly form.

In the field of search engine optimization (SEO), linkbuilding describes actions aimed at increasing the number and quality of inbound links to a webpage with the goal of increasing the search engine rankings of that page or website. Linkbuilding is the process of establishing relevant hyperlinks (usually called links) to a website from external sites. Link building can increase the number of high-quality links pointing to a website, in turn increasing the likelihood of the website ranking highly in search engine results. Linkbuilding is also a proven marketing tactic for increasing brand awareness.

Backlinks from authoritative sites were obtained as follows (UI42 2019):

- Creating high-quality content on the Drevenyprofil website (BODNÁROVÁ 2019),
- Creating and publishing statistics that are available to the client and owner of the website Drevenyprofil,
- Creating quality native articles posted on quality websites containing a backlink in the tracked anchor text keyword on Drevenyprofil (ŘEZNÍČEK – PROCHÁZKA 2014),
- By Buying from Visited Websites with Strong Domains,
- Competition for Builders who own Websites with Guides. The competition is based on the best workplace experience posted on the builder's website with the Drevenyprofil website (LEBOFF 2011). The reward is a 10m² free wood paneling option. For this activity, it is necessary to actively reach out to builders and construction companies (KUNA 2018).

Through the selection of relevant keywords, technical optimization of the search engine website and active linkbuilding will increase organic website traffic and increasing the turnover (QIPOINT 2019).

Subsequently, after implementing the recommendations on the Drevenyprofil website, the results were evaluated year-on-year. The results were evaluated by Google Analytics application. The implementation of the measurement code on the Drevenyprofil website was provided by the website owner. We were evaluated the results year-on-year so the impact of possible seasonality will be reduced.

RESULTS AND DISCUSSION

We created a keyword analysis individually for the woodworking company Drevenyprofil website. 13 most wanted keywords of the analysis are shown in the table 1. below:

Tab. 1 Keywords from keywords analysis.

Keyword	Number search in Google.sk month
Tiling	6600
Tiles wall	4400
Cladding	4400
Wood tile	4400
Log linig	4400
Wall and floor tiling	4400
Tatra tile	2900
Exterior cladding	2900
Facade cladding	2400
Wood cladding	2400
House cladding	1900
Wooden cladding on the wall	1900
Tatra wood cladding	1900

Keyword analysis provided us with a number of keywords, that may not be directly relevant to the business of the Drevenyprofil website.

The client specializes in the sale of wooden profiles and tiles, but not all types, and so words like **log lining** we deleted because the company Drevenyprofil does not offer log lining. We focused on relevant keywords such as:

- Tiling
- Tiles wall
- Cladding
- Wooden tile
- Wall and floor tiling
- Tatra tile
- Exterior cladding
- Facade cladding
- Wood cladding
- House cladding
- Wooden cladding on the wall
- Tatra wood cladding

We chose the keywords together with the owner of the woodworking company Drevenyprofil, so the all keywords were relevant.

Tab. 2 Keyword Conversion Rate.

Keyword	Conversion rate in %
Tatra tile	14.57
Wooden tile	12.32
Tiles wall	4.98
Cladding	3.25
Wall and floor tiling	3.24
Tiling	2.89
Wooden cladding on the wall	2.81
Exterior cladding	2.76
Facade cladding	2.16
House cladding	2.1
Tatra wood cladding	1.98
Wood cladding	1.91

The table 2. showed that the keywords "Tatra Tile" and "Wooden Tile" were the most convertible for the Drevenyprofil website and therefore it was necessary worth focusing on this key words.

Technical SEO Audit

Technical SEO audit is a process during which the technical aspects of website's SEO was checked. Search engine bots crawled the web to find pages and websites. The bots then checked pages for the different ranking factors before ranking website in the search results. Basically, the health of a website was checked and fixes needed to be improved were identified.

Afterwards, recommendations from the technical SEO audit were developed and implemented, the search engine's website authority and the relevant keywords resulting from keyword analysis were placed on the Drevenyprofil woodworking company website were created and improved.

Linkbuilding

There were 229 backlinks to the website, but only 17 unique domains. To create backlinks, it was necessary to develop tactical steps to get backlinks.

Drevenyprofil backlinks were suggested to be obtained from strong "dofollow" authoritative sites and from various forums, blogs, "dofollow" and "nofollow" discussion forums to preserve the naturalness of the Drevenyprofil website profile. For Drevenyprofil website we suggested getting 5 backlinks a month.

After we implemented all activities, we compared the monitored metrics year-on-year. While tracking the results of the SEO technical audit and Linkbuilding, we were interested in the organic traffic metrics in the last 3 months (January to March 2019) compared to last year (January to March 2018) and Drevenyprofil's company total turnover.

Tab. 3 Increase in organic traffic for the reporting period (January - March).

Month	Organic website traffic (2018)	Organic website traffic (2019)	Increase in organic website traffic (%)
January	2707	2982	10.16
February	2544	3156	24.06
March	2728	3888	42.52

January 1, 2019 – March 31, 2019, we saw an increase in organic traffic by 25.65%. The development of organic traffic was mainly visible at the end of the reporting period (March) when all external backlinks from the Linkbuilding strategy were indexed. The aim of increasing organic traffic were accomplished. Implemented technical SEO audit and active Linkbuilding had a positive impact on increasing organic traffic, and therefore we advised the client to continue actively in receiving backlinks.

Tab. 4 The total turnover of the woodworking company website Drevenyprofil.

Month	Total turnover (2018) in €	Total turnover (2019) in €	Increase in total turnover in €
January	11987.90	12891.93	904.03
February	12180.32	14579.32	2399
March	11983.34	15930.46	3947.12

The total turnover for the first quarter we compared year-on-year. In March, sales increased by 3947.12 €, which was attributed to increased organic traffic and a focus on conversion and relevant keywords. The owner of the Drevenyprofil website was advised to take further steps to optimize the website, as we saw the potential in linkbuilding and other

SEO activities. We can evaluate search engine optimization as effective. Choosing relevant keywords had a positive impact on the overall turnover of Drevenyprofil woodworking company. The boosting organic traffic and overall website turnover were evaluated with Google Analytics application. The total turnover for the first quarter grew by 7250.15 € year-on-year, which is very beneficial for a medium-sized enterprise.

CONCLUSION

In recent years, online advertising has become an integral part of large and small business marketing. Weak investment or absence in online marketing often results in a fall in turnover over competitors. Search engine optimization and focus on relevant and conversion keywords had a positive impact on the development of visits and the overall turnover of the woodworking company Drevenyprofil.

The assumption that an increase in the visits to the website of the woodworking company Drevenyprofil ensures the growth in turnover was confirmed.

The aim of an increase in organic traffic and in a turnover can be met through the selection of relevant keywords, technical optimization of the search engine website and active linkbuilding. We can identify search engine optimization as effective and meaningful for the future. Active linkbuilding strengthens the website domain. Thereby, the positions of not only selected keywords but of all the keywords on which the woodworking company Drevenyprofil's site is placed are improved.

Since the strategy was chosen correctly, we recommend the client for focusing on the next comparator sales channel. Comparators such as Heureka have competitor products that have a higher selling price than the selling price of Drevenyprofil's products. In this channel, we see the opportunity not only to increase the overall turnover of the Drevenyprofil website but also to make the brand more visible.

Optimization had a positive impact on the metrics under review, which proved to be effective and thus fulfilled the stated main aim.

Digital marketing methods can be effective in the case that enough attention is paid to it. Even with small changes to the website that are acceptable to search engines, it is possible to outperform your competitors to increase your sales or services offered.

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