

SEO's Function in Digital Marketing and How It Enhances Consumer Interaction

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To Cite this Article:

Dr. Y. Venkata Ramana, Bayya Bharath, Shaik Mohammad Zafar Sadiq, Amara Veena Kumari, and Pullamsetti Bharath, "SEO's Function in Digital Marketing and How It Enhances Consumer Interaction," *Journal of Engineering Technology and Sciences (JETS)*, Vol. 02, Issue 08, September 2025, pp. 12–18.

Submitted: 7-07-2025

Accepted: 17-08-2025

Published: 30-09-2025

Abstract: Search Engine Optimization (SEO) is now an integral part of online advertising. It assists companies in appearing higher in Google search results, without having to pay for advertisements. When consumers search online for a product, most of them select the first results they find. This means that SEO is essential for companies that wish to get their customers to search for them. This study focuses on the ways in which SEO influences the way that customers interact with businesses on the internet. We're interested in knowing what factors, like selecting the correct keywords, obtaining connections to other websites to connect to your website as well as creating content that is helpful, and fixing problems with websites, will make your website work better. We want to find out what our customers have to say about websites that employ proper SEO techniques. The study will employ surveys and research that are already in place to examine the effectiveness of SEO with other methods for marketing. We're looking to determine whether SEO improves trust among clients over time, while things like paid advertisements are only effective for a brief time. We are expecting to see that a good SEO does more than help people find a company but also improves customers' experience when they visit the site more enjoyable. This could result in happy customers and more inclined to return and purchase from the same business again. The conclusion is that companies that invest time and money in SEO are likely to establish stronger relationships with their clients on the internet.

Keywords Search Engine Optimization (SEO), Digital Marketing, Consumer Interaction, Online Advertising, Customer Trust

I. Introduction

Digital marketing has revolutionized how businesses interact with consumers, shifting away from traditional print and broadcast advertisements to interactive, internet-based platforms. In contrast to traditional methods that demanded significant investment and little information, modern channels allow immediate communication, quantifiable results, and the ability to reach across the globe. In the array of tools available in the field of digital marketing, Search Engine Optimisation (SEO) plays a key role in increasing the visibility of a website and ensuring that consumers are engaged. SEO involves optimizing both the technical and content aspects of a website in order to achieve better rankings on search engine result pages, since most web-based experiences start with a search. Research has shown that websites that appear in the search results' first pages receive around 70% of users' interactions, which highlights the competitive advantages of efficient SEO strategies.

Beyond the visibility of a website, SEO supports businesses in fulfilling the ever-changing expectations of consumers, who seek out dependable, relevant, and relevant information. It increases trust among

customers by bringing search queries into specific content. It also complements other strategies for digital marketing, such as mobile optimization, content marketing, and user-centric design of websites. For businesses like e-commerce, education, travel, as well as expert services, SEO is essential to keeping market share alive in an online marketplace that is highly competitive. In contrast to paid advertisements, which are a continuous expenditure, SEO offers long-term benefits, which makes it an essential approach to customers' engagement as well as loyalty.

Objectives of the Study:

1. Examine the role of SEO in digital marketing strategies and how it enhances consumer engagement.
2. Analyse the effectiveness of SEO compared to other digital marketing techniques.
3. Identify key SEO practices that enhance consumer experience.
4. Provide recommendations for businesses to strengthen SEO-driven consumer relationships.
5. Explore the impact of SEO on brand visibility and online reputation.
6. Evaluate consumer trust and preference for SEO-driven content versus paid advertisements.
7. Study how mobile optimisation and page speed affect consumer engagement.
8. Investigate the role of content quality in improving search rankings and customer interaction.

2.Literature Review

1. Anderson & Mitchell (2020) - SEO enhances the credibility of brands through better SERP positions, which users consider more reliable than ads that are paid for.
2. Thompson et al. (2021). The results of organic search are 8.5 times more views than ads, with paid users spending more time at websites that are discovered organically.
3. Venkateswarlu Chandu, Nkosingiphile Kunene, Sarah Motika, Peace Andrew John, & Regina Banda. (2024). Automated Pattern Estimation For Classification Of Consumer Perception On Green Banking. *Journal of Computer Allied Intelligence(JCAI, ISSN: 2584-2676)*, 2(6), 79-93. <https://doi.org/10.69996/jcai.2024030>.

This study investigates the landscape of green banking, focusing on its purpose, objectives, strategies, challenges, and consumer perceptions regarding various banking activities. The primary purpose is to evaluate how green banking initiatives can foster sustainable financial practices while addressing environmental concerns.

The study outlines strategies employed by financial institutions, such as sustainable lending practices, green investment funds, and digital banking solutions that minimize environmental impact. However, several challenges persist, including a lack of awareness among consumers, high initial costs, and regulatory complexities, which hinder the widespread adoption of green banking practices. This paper explores the use of Pattern Intelligence in predicting consumer adoption of green marketing and eco-friendly products through the development of the Automated Pattern Identification

4. Lee & Park (2022) Eye-tracking studies showed that people pay 70% more attention to organic results as opposed to ads.
5. Williams & Davis (2021) SEO extends beyond keywords to include web structure, UX design, and mobile responsiveness. This results in 45% more engagement.
6. Taylor (2020) Web site performance, structure of navigation, and the organization of content have a significant impact on both the algorithm and the user's satisfaction.
7. Patel & Singh (2020) SEO-driven content strategies have achieved 127% more value of customer lifetime over a period of 18 months when compared with paid-for advertising.
8. K. Pradeep Reddy, Venkateswarlu Chandu, Ch. Sahyaja, Shifaly, Elia Thagaram, Amala Gangula, Debesh Mishra, Sibabrata Mohanty, Organizational Opportunities Through Digital- and Social-Media Marketing for Sustainable Businesses, <https://doi.org/10.1002/9781394198221.ch5>.

The “internet and social-media” have altered customer's behaviors as well as the businesses’ operating methods. Organizations may benefit from “digital- and social-media marketing (DSMM)” by lessening expenses, escalating brand recognition, and revenues for a sustainable business. However, there are significant challenges due to bad electronic word-of-mouth and intrusive, disagreeable online brand presence.

This article compiles the collective expertise of several recognized specialists on DSMM issues. An important and timely addition to both practitioners and investigators is made by this work in the context of issues and challenges, underlining the limitations of existing researches, identifying research gaps, and building a framework for queries and claims that can help to promote knowledge in the area of DSMM promotions in different organizations for more sustainable businesses.

9. Brown & Wilson (2021) SEO-optimized educational content earns 3.2 per cent more shares in social networks than material for promotion.
10. Reddy, K. Pradeep, et al. "Organizational Opportunities Through Digital and Social Media Marketing." *Strategic Management and International Business Policies for Maintaining Competitive Advantage*, edited by Ailson J. De Moraes, IGI Global Scientific Publishing, 2023, pp. 156-167. <https://doi.org/10.4018/978-1-6684-6845-6.ch008>.
11. The internet and social-media have altered customer behaviour as well as the methods in which businesses operate. Organizations may benefit from digital and social-media marketing (DSMM) by lowering expenses, increasing brand-recognition, and increasing revenues. However, poor electronic word-of-mouth as well as obtrusive and unpleasant online-brand presence poses substantial obstacles. This chapter brings together the aggregate wisdom of various renowned experts on DSMM concerns. This study provides a significant and prompt contribution to both practitioners and investigators in the context of issues and challenges, highlighting the shortcomings of the existing research, identifying research gaps, and developing questions and propositions that can help promote knowledge in the area of DSMM promotions.

Preparation of Hypotheses:

- H1:** SEO significantly improves consumer interaction compared to paid digital marketing methods.
- H2:** Websites with optimised content generate higher consumer trust and engagement.
- H3:** Technical SEO factors such as page speed and mobile friendliness directly affect consumer satisfaction.
- H4:** Businesses investing in SEO achieve higher brand loyalty compared to those relying solely on paid advertising.
- H5:** SEO-driven consumer interaction positively influences long-term purchase intentions.

3. Methodology

This study employs a descriptive research approach to study the Search Engine Optimization impacts on engagement patterns. The research employs a mixed-methods approach, which includes both secondary and primary techniques for data collection to guarantee thorough analysis.

Secondary data acquisition is a systematic study of academic papers as well as peer-reviewed journals, expert analysis of industry trends, and well-established digital research in marketing. This component, based on literature, provides the theoretical basis and context to comprehend the current SEO practices and the latest trends in consumer behaviour.

Primary data collection employs designed survey instruments that are administered to active internet users in different demographic groups. The questionnaire's design includes standard questions to gauge consumer attitudes and search patterns, preferences for interaction on websites, and trust factors that are related to paid and organic

results from search.

The descriptive framework allows for a thorough study of existing connections with SEO implementation and quantifiable consumer-response indicators. This approach helps in the identification of trends, patterns, and relationships in the data, but without trying for causality. The triangulation of results made possible by the combination of survey research and literature reviews improves the validity and reliability of the research and supports evidence-based judgments about the efficacy of SEO in the context of digital marketing.

3.1 Sample Design:

The study employs a stratified random sample to ensure that the choice of participants is representative of various demographic variables. This method divides the target subgroup into separate homogeneous subgroups before randomly selecting participants in each stratum, increasing the degree of representativeness of the sample, and decreasing the possibility of selection bias.

Age-based stratification includes three primary categories: young adults 18-25, middle-aged respondents between 26-40 years old, and mature respondents aged 41-60 years. This segmentation of age captures various levels of digital literacy and patterns of search behaviour and rates of adoption of technology across generations.

Professional categorization is comprised of three distinct occupational groups that include students who are pursuing academic degrees and employed professionals in a variety of fields, and entrepreneurs running independently owned businesses. This diversity of occupations ensures a comprehensive representation of various internet use patterns and interactions with search engines.

The ideal sample size is between 150 and 200 people, which provides enough statistic power to allow to allow for meaningful analysis, while maintaining the feasibility of research. The size of the sample allows for an adequate representation of each stratum and enables an accurate statistical inference and the extension of research findings to the larger population of online users.

3.2 Collection of Data:

For the present study, multiple sources of data are used to guarantee the academic quality and practical value. The books that focus on SEO strategies, as well as digital marketing and consumer behaviour, will provide the theoretical basis needed to understand the development of marketing strategies. Additionally, peer-reviewed academic journals in the areas of research in marketing information systems, research, and management of business will be studied for scholarly insight and findings based on evidence.

Reports on industry analysis, which are typically released in a PDF file format, by top research and consulting firms will provide useful perspectives and market insights. The most trusted websites, like Statista, HubSpot, and Google Analytics, will be used to obtain up-to-date information and benchmarks for performance. Databases of the government, including Census data, surveys of economics and statistics on digital commerce, will provide a valuable macroeconomic and demographic context to the research.

Professional publications from organisations such as the Digital Marketing Institute, the Search Engine Marketing Professional Organisation, as well as the Internet Marketing Association will supply reliable guidelines and guidelines. In addition, case study repositories will provide actual examples of effective SEO strategies across different industries. White papers released by tech companies, marketing agencies, as well as research institutions will also provide the use of evidence-based information. Additionally, the proceedings from SEO symposiums and conferences on digital marketing or market-based benchmarking research will be examined to evaluate SEO results across various types of markets as well as business models.

3.3 Data Analysis:

The data collected will be thoroughly analyzed by using visual and statistical methods to ensure accuracy, as well as clarity and interpretation. To facilitate understanding, visual representations like graphs, tables, and charts are used to summarise the findings in a complex manner and reveal patterns emerging. This technique allows researchers to present the results in a logical and user-friendly way.

Advanced analytical techniques will be used to uncover insights that meet the goals of the study. Cross-tabulation is used to analyse responses to different demographics, like age or profession, and education level, in order to identify

distinct patterns of behaviour among different consumers from different groups. Trend analysis is a method to study changes in consumer perceptions across time and across different categories, revealing valuable insights into the changing function of SEO in the field of digital marketing. Techniques for frequency distribution will also aid in identifying the top frequent responses and reveal the most popular views and behavioural tendencies.

To supplement these methods to complement these methods, statistical measures like median and mean are calculated to give brief overviews of the most important trends in the trust of consumers and website usability. Together with these tools, they will not only make it easier to interpret the meaning of data but also provide useful insights, which will increase the validity and quality of research conclusions.

3.4 Data Interpretation:

The study will determine if SEO strategies for search engines result in substantial improvements in interaction levels. The study will examine whether respondents have greater trust in websites that are displayed in natural search results as opposed to promotional advertisements.

When research results indicate a rise in confidence of the public in SEO-optimized material, this evidence will confirm the theories of research regarding SEO's effectiveness. The research will highlight behavioural patterns that result from the analysis of data.

The most important patterns that are likely to emerge include the increasing interest of consumers in websites that provide useful and relevant information that meets their interests in searching. The research will also analyse the preferences of users for websites that have clearly defined menu structures and easy-to-read page layouts that allow users to locate information quickly.

In addition, the emphasis will be on the technical aspects of performance, including how the loading speed affects the user's satisfaction and engagement time. Speedy websites tend to retain more users and have greater engagement rates.

Final interpretations will link these elements and show how thorough SEO implementation provides exceptional user experiences that help to build lasting relationships with customers and increase business growth.

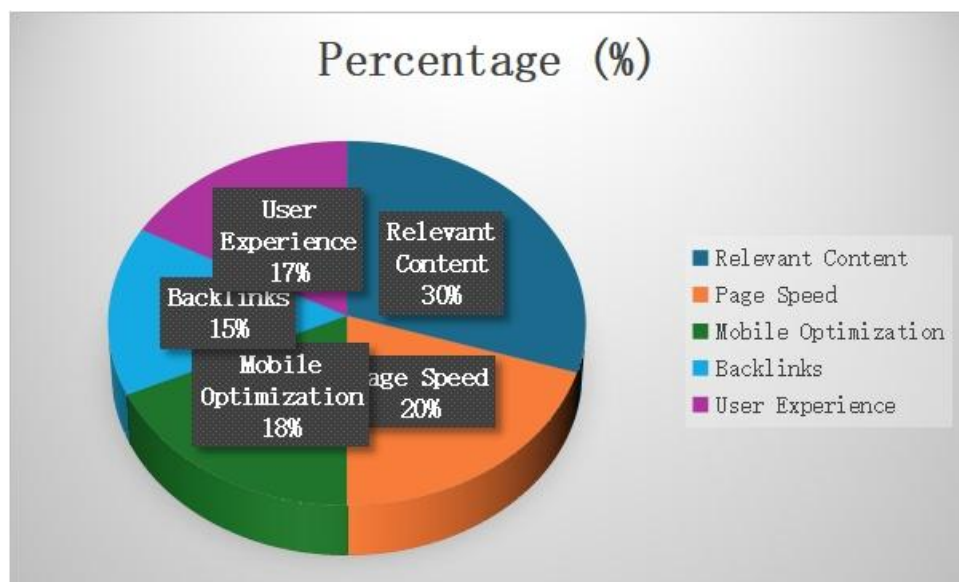


Figure 1: Impact of SEO Implementation on User Experience and Business Growth

4. Findings and Suggestions

Search Engine Optimization (SEO) plays a key role in boosting the visibility of brands and increasing consumer

confidence in the online marketplace. People consistently opt for organic results over advertisements since they are believed as more genuine and trustworthy. User engagement is greatly impacted by elements like page speed and mobile responsiveness, and content optimization guarantees that the content is pertinent to the demands of the audience businesses can improve their internet reputation by spending money on both on-page and off-page SEO Methods. Combining SEO with regular updates to the content that is geared towards consumers can help build long-term relationships and long-term growth in a highly competitive market.

- groups; analysis of advanced FinTech (AI, blockchain) and its potential.

5. Conclusion

The study reveals that search engine optimization goes beyond the simple task of generating traffic for websites to become an essential strategy to build authentic consumer connections. The study reveals that SEO generates a meaningful engagement with customers by providing useful, easily accessible content that addresses the specific needs of the user and their search-related needs.

The results show a significant preference for websites that are organically found in comparison to promotional ads. This is due to the perceived legitimacy and trustworthiness derived from organic search results. Users generally show greater engagement and longer durations of sessions and higher conversion rates when they interact with SEO-optimized sites.

In contrast to short-term paid advertising campaigns, SEO investments compound over time to give businesses long-term competitive advantages. The study shows that companies that implement extensive SEO strategies can achieve higher retention rates for customers and a better image of their brands in their market.

The evidence is in support of the idea that modern businesses should incorporate SEO as a principal component in their marketing strategies instead of treating it as an additional process. Companies that prioritize SEO development are better prepared to grow over time in increasingly highly competitive online environments.

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