

Digital Marketing Strategy using White Hat SEO Techniques



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Abstract

A journal service system's forum for a publisher platform, or journal publication, that disseminates data about scientific activity, is known as OJS (Open Journal System). By utilizing SEO, websites that already exist may also have their search engine rankings improved. Making it simpler for consumers to locate addresses for scientific journal websites is one technique to use White Hat SEO. This study tries to boost website traffic on sites that host scholarly journals. The White Hat SEO (Search Engine Optimization) strategy was employed in this study. This study was done on a website that had not yet implemented SEO strategies, then used White Hat SEO techniques such optimizing keywords in title tags, content, meta keywords, meta descriptions, and social media sharing. The outcomes of the examination of SEO implementation might make it easier to find websites for scientific journals.

Keywords: SEO, Journal Publication, White Hat SEO.

1. Introduction

The first step in publishing a paper is to look for the website URL. In the context of scientific publications that are going through a significant transformation. On platforms for scientific publication, there are still a lot of new websites that are hard for internet users to locate [1]. Due to these issues, there was less traffic, fewer people visiting the website, and less incoming paper. Therefore, by integrating SEO (Search Engine Optimization) on the website itself, issue resolution may be altered. The implementation of White Hat SEO on websites such as keyword optimization in title tags, content, meta keywords, meta descriptions, is expected to make it easier for users to find website addresses for scientific journal publications and become a digital marketing strategy to increase website visitors.



The author creates a multiuser web-based tool system by using Search Engine Optimization to online classifieds despite having few users in the fields of programming and search engine optimization [2]. The author seeks to provide research findings to promote innovation by developing the application of SEO on the official site of the International Journal of Cyber and IT Service Management based on these issues, the actions taken to support government programs in improving quality and community service, and (IJCITSM). White Hat SEO is being used with the goal of making it simple for consumers to locate the websites for scholarly journals. SEO is a series of processes that are carried out systematically which aims to increase the volume and quality of traffic visits through search engines to certain websites by utilizing the work mechanism or search engine algorithms [3].

White Hat SEO refers to the application of optimization strategies, techniques, and tactics that abide with the search engine's own guidelines. The website is anticipated to have a big chance to occupy the first page (page one) of the SERP (Search Engine Result Page) by employing the White Hat Seo strategy while performing onpage and offpage optimization in line with the regulations of the search engine itself [4].

Because there are so many websites already out there, it was previously problematic for users and search engines alike to discover the official IJCITSM website. These issues have been resolved by integrating this study. The need for this research is evident from the fact that people still have trouble finding the official IJCITSM website, necessitating the adoption of SEO tactics on the website itself.

2. Literature Review

A literature review is a compilation of hypotheses, conclusions, and results from previous or current research that serves as the foundation for additional research activities aimed at creating a framework for the issue being investigated [5].

The expansion of the internet has a favorable influence on society's technological advancement, particularly in the sphere of information and communication, which is periodically becoming more complex and advanced [6]. Utilizing the advancements in information technology benefits website proprietors. The benefit of adopting technology is that any job completed using a computer system will be completed faster and will become the most effective tool for competing in the current day [7].

Data that has been transformed into a form that is meaningful to the recipient and can be a fact or a valuable value is called information. Therefore, a method exists to convert data into information from input that is processed or managed and results in an output [8]. Information is anything that a person is aware of and comes from sensory perception. For the development and creation of entrepreneurial aspirations among younger ages, the amount of information may be regarded as one of the crucial aspects. In other words, it appears that one's degree of knowledge will have an impact on the expectations of a pioneer [9].

An information system is a repository of data that is user-friendly and accessible through the internet. Information systems are a tool that we use in daily life to make learning and purchasing simpler [10].

The SEO strategy is a tactic to improve one's position in search engine results and boost traffic [11]. This SEO technique is quite powerful since it may make it simpler for consumers to identify the URL of the desired website by using SEO on Page on the website [12].

Black Hat SEO employs aggressive and frequently "illegal" strategies that are solely concerned with the inner workings of search engines rather than actual website users. White Hat SEO, on the other hand, employs a safer technique by emphasizing established standards and guidelines when developing content for web sites that users would access [13].

Digital marketing is a type of marketing that makes use of online digital media, such as the web, social media, e-mail, databases, mobile devices, and digital television. Digital marketing may expand your target market and help you identify the profile, behavior, product

value, and customer loyalty of your target market [14]. Marketing is an activity used to advertise, market, and direct a firm in operating its enterprise to improve revenues and success [15].

A search engine is a piece of software or computer code created with the purpose of assisting people in finding information online [16]. Search engines may look for information in the form of files, photographs, videos, or other sorts of files that have been published and are needed by inputting keywords, and the search engine will then automatically look up material connected to these keywords to help people locate information quickly. This skill is in handy when trying to locate information within papers, each of which has a unique structure [17].

A collection of documents dispersed online is known as the web. Typically, this file is referred to as (HTML page). Links to other pages on the internet are located on every page. Hypertext refers to a web page that links to another page. Hyperlinks are strings that point to other pages [18]. A website is a group of pages that show text information, still or moving picture information, animation information, sound, video, and/or a mix of all of these, both static and dynamic, to create a network-connected collection of linked structures. page networks [19] with hyperlinks.

In order to further investigate a subject, analysis is a business activity that is carried out in-depth and fully. This research focuses in particular on the Digital Marketing Strategy Using Search Engine Optimization (SEO) Techniques on the International Journal's Official Website. employing White Hat SEO techniques to analyze.

SEO is crucial since it makes a website visible on page 1 of search engine results, increasing the likelihood that users will visit the site [20]. Visitors will view, appreciate, and feel at ease on the website and may even promote it to others if they have been effectively steered by SEO to a website that fits what they desire.

Table 1. Name of the table

Service Name	Description	Service Provider
LAN Network	Service incident handling of network connection using cables.	IT Infrastructure Section
WLAN Network	Services for handling wireless intranet network connections.	IT Infrastructure Section
Data Center	Services providing physical facilities for application storage.	IT Infrastructure section

3. Method

White Hat SEO, a technique to optimize a website to rank at the top of search results, particularly in organic research, is the research methodology employed in this study. Users may do organic searches by typing search terms into their browsers or the Google search engine.

The International Journal Of Cyber And IT Service Management (IJCITSM) website uses the White Hat SEO method, which implements SEO strategies using the on-site optimization method, which consists of four crucial components: keyword optimization, website page directory structure optimization, and content optimization. improving the use of links on web pages and the content of websites (backlinks). Whereas over 95% of consumers utilize search engines for internet activities like surfing and browsing. Therefore, having a high website ranking will result in a large number of visits, which will have a beneficial effect by raising the popularity of a website page.

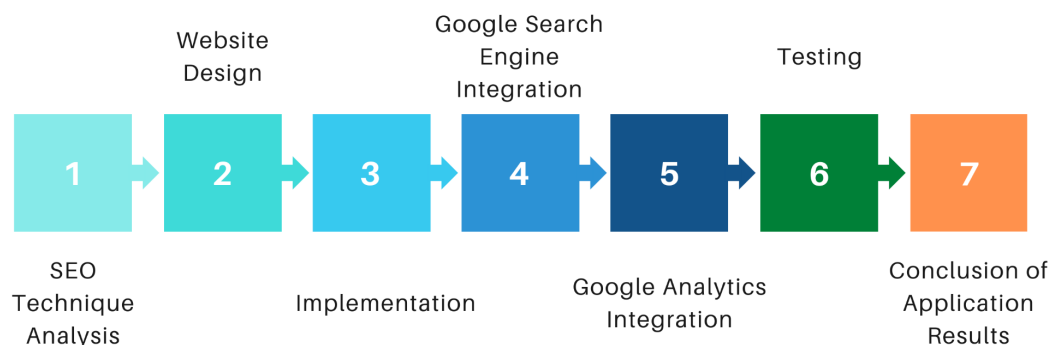


Figure 1. Research Method Flow

Analysis of White Hat SEO approaches, website design, implementation, Google Search Engine integration, integration with Google Analytics, testing, and conclusion of implementation outcomes are the initial steps in the process.

4. Results

The procedures for implementing or applying the White Hat SEO strategy method will be carried out in a planned and sequential manner during the research preparation stages in order to attain the best outcomes possible. The planning phases for employing White Hat SEO strategies on websites are listed below and are depicted in Figure 2.

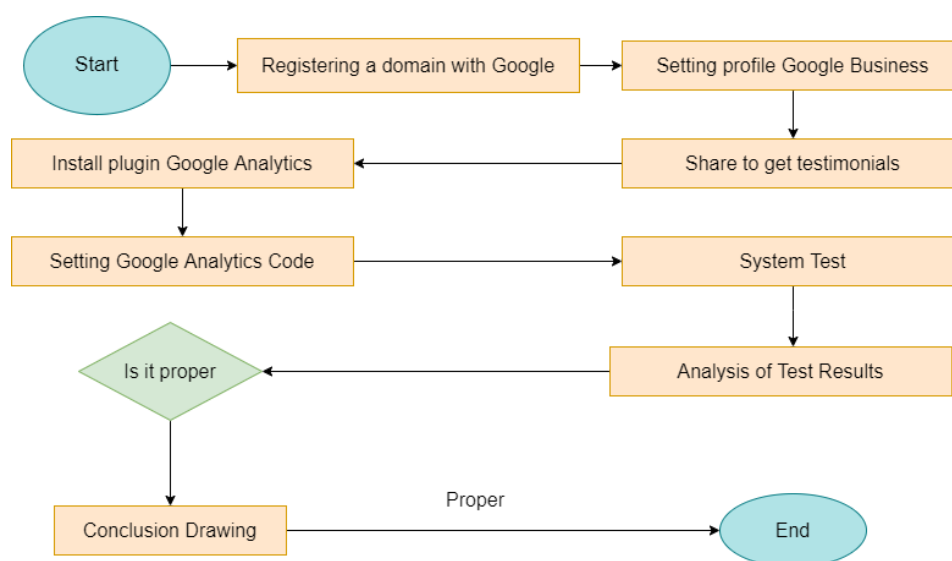


Figure 2. Flowchart of White Hat SEO Implementation Stages

The planning steps of White Hat SEO are depicted in a flowchart in Figure 2 that goes from registering a domain with Google to making decisions. The system can run till the stage is complete if it is running successfully or functioning as expected. The procedure then goes back to the first step of the investigation, which is the stage of registering a domain with Google, if it is still not acceptable.

The acronym SERP stands for search engine result page. In other terms, a SERP is a page that lists the top keywords from search engines like Google, Bing, Yahoo, etc. The

purpose of the SERP is to gauge the caliber of our website or blog. The higher the quality of your website or blog, the higher its position in search engine results (SERP).

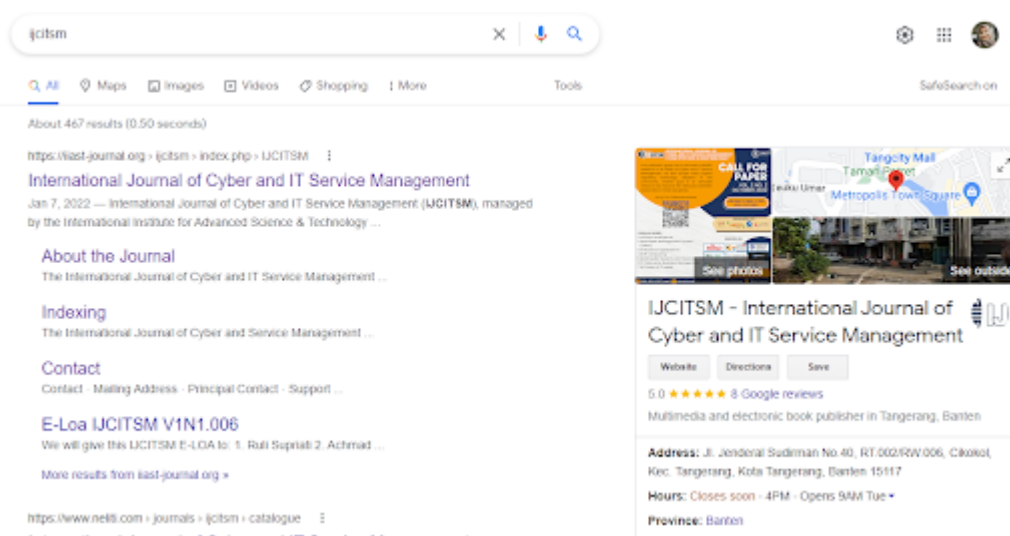


Figure 3. SERP Display After SEO is Applied

Figure 3 depicts how the SERP appears once SEO is used. The first IJCITSM website emerges once SEO is used. The Google Business profile with the website, directions, save, number of reviews, location, opening hours, etc. also displays on the left side of the search results page.

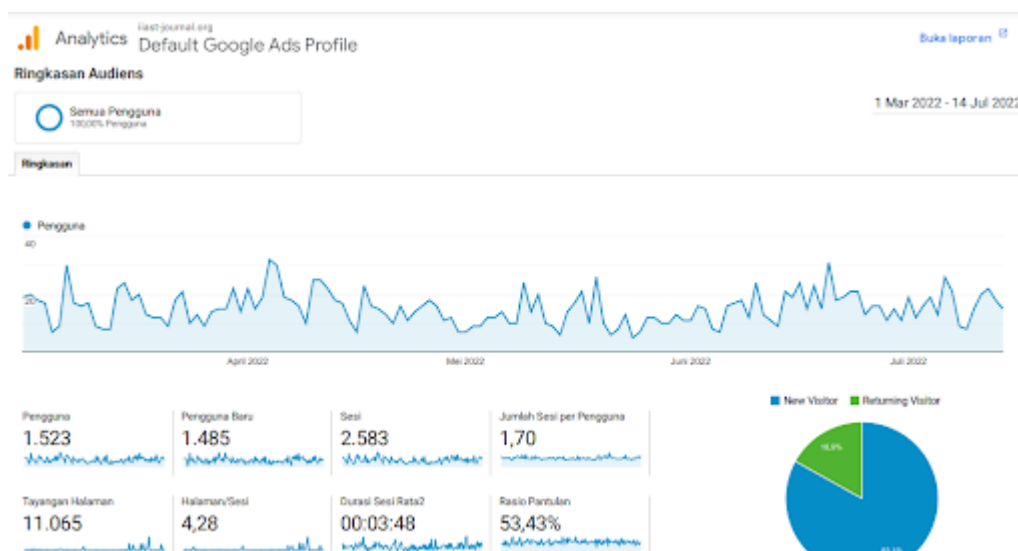


Figure 4. 2nd to 6th Month Use of Google Analytics

A perspective of Google Analytics use from the second to the sixth month is shown in Figure 4. An overview of viewership statistics from the last five months includes up to 1,523 users. Since the start of usage in the first month, there has been a 5-fold growth.

Google Analytics may be used to determine the growth in website traffic, readers of a website, or the number of social networks that are linked to Google. Owners of websites and blogs frequently use Google Analytics to examine website performance based on the statistical data presented.

Google Analytics Plugin X

With this plugin enabled Google Analytics may be used to collect and analyze web site usage and traffic. Please note that this plugin requires that you have already setup a Google Analytics account. Please see the [Google Analytics site](#) for more information.

Please note that Google Analytics may require up to 24 hours before statistics are collected and reported. During this period, the 'Check Status' function may not accurately report whether it has detected the required tracking code.

UA-213733934-1

Account number

OK Cancel

* Denotes required field

Figure 5. Google Analytics Plugin View

The Google Analytics Plugin's view in OJS is seen in Figure 5. When signing up for Google Analytics and configuring it, a code (account number) is acquired. Every website visitor must be tracked by Google Analytics, which requires the entry of this code. Google operates Google Business, an online tool for business owners, to make it simple for people to look for our company on Google. Through evaluations on Google Business, Google Business may also obtain feedback from users and clients. A Google Business profile view is seen in Figure 6. Data about Google Business visitors' performance is available, including total views and activity.

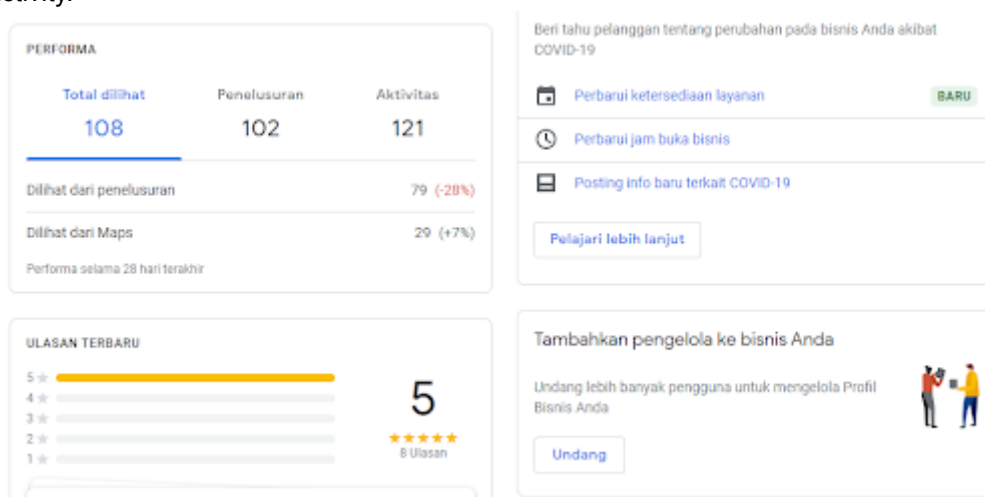


Figure 6. Google Business Profile View

5. Conclusions and Recommendations

5.1 Conclusions

On the official website of this international journal, the White Hat SEO strategy is used, and it optimizes the usage of links on website pages by focusing on four main areas: keyword optimization, website page directory structure optimization, website content optimization, and

website optimization. (backlinks).

Using search engine optimization, SEO (search engine optimization) is one of the advertising strategies we use to get our newly developed website to the top of the search engine results page or to the first page. Internet surfers were still having trouble discovering the desired web page since Google had not previously indexed the website. The website was effectively indexed by Google on the second page in the second month after employing the White Hat SEO technique for around 3 months, and on the top page in less than 3 months. The audience summary statistics from Google Analytics shows 1,523 users during the past 5 months. There has been a 5-fold increase since the first month of use, which was 262 users.

In order to compare the number of website visitors before and after the implementation of SEO, it is discussed in this study how to position the website at the top of the first page of Google SERP (Search Engine Result Page) by maximizing the performance of implementing SEO On page and SEO Off page methods on the website.

5.2 Recommendations

The suggestions put forward are expected to improve results that are more satisfying and useful for the community to search for a desired website with a top position in the Google and Bing search engines. It is also beneficial for website owners, namely increasing website visitors and paper quantity. Here are some suggestions that can be submitted:

1. More active in updating content or the contents of a website.
2. The SEO concept applied to the ToffeeDev website can be implemented on other website displays and can apply google ads.
3. Using new SEO methods that do not exist on other websites.

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