

Evaluation of the relationship between the search habits of the consumers and companies use of SEO as a strategy for electronic marketing (applied to the Saudi market)

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Abstract: The current study aimed to investigate the problem of non-exploitation of Saudi sites for the habits of consumers in the search for products, which is the search through the free search engines (known as the strategy of search engine optimization), which is the preferred strategy of most consumers, and the result of this problem in the ineffectiveness of e-marketing strategies used in the Saudi market, and this was a strong phenomenon worthy of study and identify the causes.

The study was based on the analytical descriptive method with the distribution of a questionnaire to collect the primary data, and then the analysis of these data statistically, using some statistical methods used in the SPSS program.

The study showed that the Saudi sites and products did not appear to the consumers when they searched for the products in the way they prefer. They search through the free search engines. The appearance of the products requires the search engines to prepare their sites to appear in the first results of the search results, otherwise they become ineffective. This is what Saudi sites have overlooked and have not implemented.

The study also found that the reason why the e-marketing strategies are ineffective is that they do not give consumers confidence and confidence about the products. They do not promote them. They do not educate consumers about Saudi products. They do not use the preferred marketing strategies of consumers. Consumers of the Saudi market, and finally because it overlooked the steps to implement the strategy of the formation of search engines, and to address all these reasons lies in the use of the strategy of the formation of search engines. This is what Saudi sites do in practice.

The study recommended the adoption of companies on the strategy of creating the search engines as a preferred strategy for the users in e-shopping, and also recommended the need to follow the conditions constantly updated by the search engines, and not follow any methods that lead to deletion or even appearing in the latest results of the search as a fake links.

Keywords: search engine optimization, e-marketing, correct implementation of search engine optimization strategy, best e-marketing strategy, building trust and safety for consumers, raising brand awareness, search engine promotion.

1- Introduction:

E-marketing techniques are evolving day after day because it is wide spread and the means that will dominate marketing in the future. The most important of these methods is marketing using Search Engine Marketing (SEM). This method seeks to improve the appearance of the site that is marketed to appear in the first results on the Search Engine Results Pages (SERPs) page, which means more visitors and sales and

therefore more returns revenue for the site. The importance of search engine optimization is that more than 88% of Internet users search for their products through search engines, and we find that about 90% of the clicks on search results pages (SERPs) is the top five results on the first page, other than paid ads.

The website is configured for search engines in some steps until the site appears in the first search results. The user who searches for a product will enter a (Search Query) to reach the product he wants while the search engine displays results of sites closest to the subject of the search, but to make a website appear within these results, specific steps must be made.

1-1 Research Problem:

Electronic marketing is now an urgent marketing necessity and not just a type of complementary marketing. Organizations are now seeking to localize it, but the organizations that have used it for a longer time develop it and find the appropriate strategies to implement it completely and properly using easy search methods for the buyers who prefer such easy ways for searching for products.

Despite the advantages and assistance provided by the Saudi government to help companies in electronic marketing, Saudi market so far has a big problem of not using the electronic marketing for its benefit. And enterprises, especially small and medium enterprises cannot exploit the habits of consumers in electronic shopping and use them to attract buyers, as most consumers prefer free search engine strategy (known as Search Engine Optimization strategy) when shopping. This problem resulted in the ineffectiveness e-marketing strategies used in the Saudi market, because most of the Saudi products and companies have websites on the Internet but they do not appear to the buyers when searching for products and thus lose the opportunity to buy from them. Therefore, being online is useless for them as it has become a cost, not an advantage.

Therefore, the main question of the research is: "Are Saudi companies exploiting search habits of buyers and using search engine optimization techniques as an e-marketing strategy"?

Thus, the sub-questions of the research are:

- 1- Is Search Engine Optimization the best strategy for consumers to search for products?
- 2- Can Search Engine Optimization build trust and confidence among consumers towards the websites they use as an e-marketing strategy?
- 3- Can Search Engine Optimization raise the level of awareness of the brand of products displayed through the websites that use it as an e-marketing strategy?
- 4- Can Search Engine Optimization promote the products offered through websites (especially for small businesses) that use it as an e-marketing strategy?

- 5- Does the actual implementation of the stages of Search Engine Optimization, both inside and outside the website, help make it an e-marketing strategy?

2-1 Previous Studies:

This topic has been addressed by a few studies that dealt with the perspective of marketers and experts, which we will review in the next section.

Kritzinger (2017), which aimed to identify the best e-marketing strategy, and found that the Search Engine Optimization strategy is the best since about 80% of consumers online prefer it to other strategies.

O'Connor, et al. (2017), presented some statistics by specialists that show the superiority of the Search Engine Optimization strategy. It showed that total sales through free search engines reached US \$ 12 billion in 2010 in the US and US \$ 2445 billion in 2016. Shih et al., (2017) also presented some statistics that show the superiority of the Search Engine Optimization strategy, which found that 80%-90% of online shoppers turn to search engines, and 90% of them go to the first two pages and about 80% of them only turn to the first five results of the first page of the search results and have the highest conversion rate. Based on this, marketers see that it is important to their website to appear in the first five results of the search results page and this is what Search Engine Optimization provides.

The study of (Kumar, et al., 2016) showed that the best strategy for e-marketing is search engines, especially free ones. (Visser et al. 2016) study found that companies believe that even if a consumer does not click on the link, they may gain a positive experience on the brand. Companies are, therefore, seeking to make search engines appear and benefit from the first results of the search.

Irfan et al. (2016) concluded that customer confidence management is a global trend in e-marketing and one of the main pillars of search engine optimization.

The study of (Tomasi, 2015) sees that the creation of search engines is a great opportunity for small and medium enterprises to appear in the first results, which are keen on that because it is an important marketing means through which to access the global market among large companies. The study of Matošević (2015), explains that the reason for consumers, as well as companies and experts, go to the first page of the search results and even the first five results is due to their belief that the company should be prominent and trustworthy to be listed on top search engine results.

Cheng (2014) studied the relationship between search engine optimization and the product brand, and concluded that companies believe that SEO will raise consumers' awareness of the brand of the product.

Clarke et al. (2014) found that more than 86% of online retailers believe that SEO is the best online promotional tool. Also, Sen (2015) found that 75% of shoppers go to free sites, compared to only 25% of paid sites.

The study (Moreno, et al., 2013), according to companies and experts, that consumers trust sites that show results on the front pages of search engines by eliminating all negative things on the site and realize positive points and even overcome any negative regarding the company, will also create new positive points constantly.

(Klinginger, et al., 2013; Killoran, 2013) has shown that when companies decide on the right implementation of search engines, they not to use the black hat strategy and always work with the white hat strategy. Social networks are important things that can include links to the website and even measured the importance of the site from the degree of consumers interaction with the website on social networks.

The study of (Christopher, 2012) sees that companies tend to use search engines optimization to show their positions in the first results, which are trusted by consumers and that becomes a distinctive promotional tool.

Gilmore (2012) focused on the importance of search engines optimization for small businesses where they believe that SEO may help small and medium-sized companies with unknown brands. Large, well-known brands do not necessarily appear in the search results of search engines. These large companies have the satisfaction of themselves that may not make them adopt search engine marketing or may not have vigilance of the importance of this strategy or may not meet the requirements and requirements of search engines optimization.

Paraskevas et al. (2011) aimed to identify which search engine marketing strategies were the best. The study concluded that most companies believe that free search strategy (SEO) is better than paid search strategy (pay per click) (PPC), which rely on paid advertising across search engines.

(Piccoli et al., 2011) compared all e-marketing strategies: search engine optimization (SEO), pay per click (PPC), online advertising, email marketing, blog marketing, marketing via Social media, online public relations, multimedia marketing, mobile marketing. This comparison found that most companies believe that the best strategy for e-marketing is search engine optimization as they include increasing and maintaining the ranking of the company's website on the first search results pages, and so, consumers get to them easily.

Agarwal, et al., 2011; Lee et al. (2011) added to previous studies that companies, in order to instill confidence in online shoppers, must not only seek to steer clear of negative rating but also make consumers realize everything regarding company's fame and reputation. And that is supported by appearing in the first results of the search. In the Enge et al. (2012) study, the correct implementation of search engine optimization, which ensures that it appears on the first pages of the search results, requires that the page be formatted with key words in the title, tagline, subset, content and web address. Or the same search sentences, as well as getting backlinks with keywords or search sentences from large websites in the industry.

The study (Dou, 2010) tried to identify the importance of (SEO) in the promotion of the company and the product from the point of view of companies, and found that consumers would prefer to trust them and fear of fraud from other sites and ad links such as banner ads, buttons, pop-ups, e-mail and advertising sites as these ways have dropped significantly, reaching less than 0.5%, and are expected to stop in the coming years because they are not feasible.

Jansen et al. (2008) believes that the website should provide comprehensive information about the product, and that search results can be a means for consumers to collect information about trademarks.

Jansen et al. (2007), which aimed -by experts help- to identify how to create search engines and explained that proper implementation is done through two basic stages: the first stage: On-page SEO, which in turn is divided into several steps including: Content, URL (Uniform Resource Locator), images, the title that appears in the search engine of the website, a simplified explanation of the website, the title of some pages in the website, links. Stage 2: Off-page SEO.

Jansen et al. (2006) aimed to identify the optimal strategy for e-marketing from the point of view of the experts and concluded that search engine optimization (SEO) can bring more traffic to the website than other e-marketing strategies.

Summary of previous studies:

The previous studies concluded on the importance of Search Engine Optimization (SEO) for companies. All studies dealt with the issue of Search Engine Optimization (SEO) from the point of view of companies and experts and completely overlooked the most important point of view, namely the point of view of consumers, and those who companies seek to satisfy and to meet their wishes. Therefore, this study will cover this aspect and address the issue of Search Engine Optimization (SEO) from the point of view of consumers.

3-1 Literature review:

- Search Engine (Talal, 2015): A computer program designed to find documents that have been pre-stored on the Internet and may be located on a particular file management website and retrieves information from the databases being searched.
- Types of Search Engines (Mohammad, 2016):
 - A. Global search engines: They search for information on the Internet, most notably Google, Yahoo, Bing, Live Search, DuckDuckGo, but Google is the most important.
 - B. Internal search engines: They are of a small scope for an enterprise and are searched within the local network.

- C. Medium-range search engines: They are linked to more than one website, where information is searched through linked sites or through web site directories.
- Search Engine Optimization (SEO) (Gregurec, 2012): A type of e-marketing or e-commerce, which means the implementation of some steps until the site appears in the results of the first search engine (Search Engine Results Pages, SERPs), which means more visitors and then more sales and profits.
- Search Engine Marketing Strategies (Malaga, 2007): There are two strategies, Paid Search Method (PPC) and Free Search or Search Engine Optimization (SEO).
 - Search Engine Optimization Steps (Telang, 2004): These steps are in two basic stages:
 - The first stage (On-page SEO): which consists of several steps:
 - A. Content: When we talk about Search Engine Optimization, we immediately talk about the content, which means a coordinated and arranged page and divided into a title containing carefully-selected search words suitable for the subject, which are designed to attract the shopper to complete the search for the product, and then the sub-title which explains about a product that contains other sentences and words associated with the product, then the text, which also contains sentences or keywords related to the product and puts another explanation of the product.
 - B. URL (Uniform resource locator): A indicator to the whereabouts of the product page, which identifies the page and what inquires you are giving to the search engine.
 - C. Pictures alt tag: It is necessary to write the name of a picture and some details using a tag.
 - D. A Title that appears a search engine (Title Tag): If the site has more than one page, each of them has a title.
 - E. A simple description of the website (Meta description): A description of the products submitted through it, which is first seen by the search engine until it identifies the product page.
 - F. Links to internal website pages (Internal linking) : It is preferable to be made in a blog.
 - The second stage: Off-page SEO: The most difficult stage as it depends on the existence of relationships with other sites, and other sites indicate to the website of the product or a page inside. It is also useful to link it to the social media through the creation of pages on social networking sites, which is very useful because search engines are very interested in interacting through social networking sites as increasing the number of visits to the website through these links improves the order of the website of the product.

2- Study hypotheses:

It was revealed through previous studies and the problem of the study the ineffectiveness of e-marketing strategies used in the Saudi market due to some of the reasons in which formulates the following hypotheses:

Several studies like (Kumar, et al., 2016; Panda, 2013) have shown that Search Engine Optimization strategy gives consumers the confidence and security of websites and products that appear in the first results of the results pages because search engines set conditions that must be met as well as because it excludes any websites that do not meet these conditions or carry out any fraudulent acts. Thus, the first hypothesis can be formulated as follows:

"There is no significant relationship between building consumer confidence and confidence towards websites and Search Engine Optimization as an e-marketing strategy".

- Jones (2013) found that consumers' awareness of products increases through the appearance of product websites through search engines for their first results, since the website provides a lot of information about the product that increases the knowledge and awareness of consumers about the product. This information is an important consideration that results in the appearance of sites in the first results of search results pages, which can only occur through Search Engine Optimization for these sites. Thus, the second hypothesis can be formulated as follows:

"There is no significant relationship between raising the level of awareness of the brand of products displayed through websites and Search Engine Optimization as an e-marketing strategy".

- Jansen (2009) finds that the emergence of products with the first results of the search engine pages caused by Search Engine Optimization is in itself the promotion of products, especially in medium and small companies, which find this strategy suitable for them to face the fierce competition of large companies. Accordingly, the third hypothesis can be formulated as follows:

"There is no significant relationship between the promotion of products displayed on websites and Search Engine Optimization as an e-marketing strategy".

- Dehkordi et al. (2012) concluded that the Search Engine Optimization strategy has many steps to be implemented correctly and efficiently. It comes with what is hoped for, namely, the appearance of sites with the first results of the results pages. There are these steps inside the product page, what is outside the page. Hence, the fourth hypothesis can be formulated as follows:

"There is no significant relationship between the correct implementation of the stages of Search Engine Optimization inside or outside the website and Search Engine Optimization as a strategy of electronic marketing".

- Pavlou et al., 2016 (Zhang, et al., 2017) concluded that Search Engine Optimization strategy is the preferred strategy for most consumers, preferring it to other strategies such as paid search engine strategy, ad banner strategy, banners and other strategies. Hence, the fifth hypothesis can be formulated as follows:

"There is no significant relationship between consumer preference, Search Engine Optimization, and Search Engine Optimization as an e-marketing strategy".

3- **Study variables:** Through the study hypotheses, the study variables can be deduced as follows:

- a. Independent variables: The study has more than one independent variable: building consumers' confidence and security towards websites, raising the level of awareness of the brand of products displayed through websites, promoting products displayed through websites, correct implementation of the Search Engine Optimization stages inside or outside the website, Consumers preference of Search Engine Optimization as an e-marketing strategy.
- b. The dependent variable: The study has a single dependent variable, namely, Search Engine Optimization as an e-marketing strategy.

The following figure illustrates the model of the study variables.

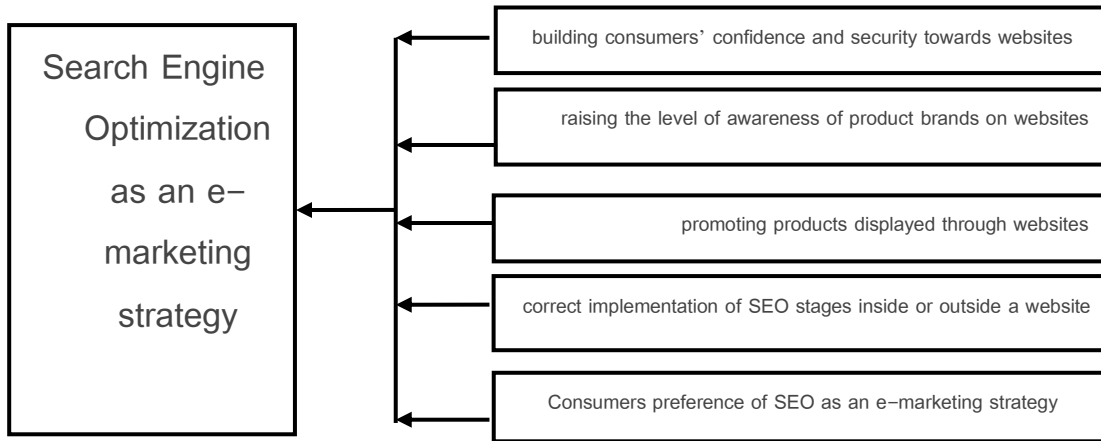


Figure (1) Study Model

- 4- **Objectives of the study:** The study aims to:
 - a. To explain whether consumers prefer search engines (especially search engine optimization) as an ideal marketing strategy.
 - b. To identify the relationship between Search Engine Optimization as an e-marketing strategy and build confidence and security among consumers towards the websites they use.

- c. To identify the importance of Search Engine Optimization as an e-marketing strategy and raising the level of awareness of the brand of products displayed through the websites it uses.
- d. To identify the possibility of using Search Engine Optimization as an e-marketing strategy as a promoter of products displayed through the websites.
- e. To explain the relationship between the correct implementation and the correct stages of Search Engine Optimization and their benefit as an e-marketing strategy.

5- Importance of study:

The importance of the study is divided into scientific importance and practical importance, as shown below:

- a. Scientific importance: The scientific importance comes from the scarcity of Arab researches in this field, where the researcher found only some articles that talk about an important subject such as Search Engine Optimization, which is one of the most important strategies of e-marketing at the moment, which should receive a lot of attention in our Arab market which lack the proper use of e-marketing for their products and which allow them to attract profits. Foreign researches also are very deficient as they have not addressed this topic from consumers point of view as the current study covers it while all existing researches only covered it from companies' point of view.
- b. Practical importance: The importance of practical research is:
 - The importance of electronic marketing, which is no longer a luxury for companies, but has become an imperative to attract revenues and profits to our Arab market, which suffers from lack of marketing capabilities and fierce competition and must have solutions to keep pace with global competition and overcome it too, and the most appropriate for this time is electronic marketing.
 - The practical importance of the importance of the subject of Search Engine Optimization, stems from the importance of electronic marketing, which is considered by many companies the most ideal strategy and most important for electronic marketing and is able to attract profits to companies that use it as it increases the number of visits and thus increase the number of buyers and purchases and then revenue and profits.

3. Research Methodology:

- 1- Study Approach: The study was based on the descriptive analytical approach. The study identified the previous studies on the topic and then completed the points that were not addressed and thus determining the hypotheses and then collecting the preliminary data by distributing a questionnaire to

prove the correctness of the hypotheses. And to reach the conclusions and recommendations of the study.

- 2- Study Population and Sample: The study population is all consumers who shop in Saudi Arabia. A questionnaire was distributed electronically via websites. The responses were very high for an electronic questionnaire. The responses reached about 5,100 questionnaires, and respondents interested in the questionnaire was noted.

But there is a criterion for selecting the size of the sample where the size of the sample can be determined by using the table of Morgan (1970). The sample size in the case of a population of more than 100,000 is 370, and the appropriate sample size for an unknown population -We cannot determine the number of those who are shopping online- like the one this study is dealing with is:

$$S = \frac{Z^2}{ME^2} * P(1-P)$$

As:

S: Sample Size

Z: The standard value at a desired confidence level (1.96) at Level of significance 0.05

ME: Margins of Error which is (0.05) at Level of confidence 95%

P: population proportion (0.05)

So the sample size is:

$$S = \frac{(1.96)^2}{(0.05)^2} * 0.5(1-0.5) = 384$$

To increase the certainty and obtain more reliable results, the researcher increased the sample to reach 510. The diversity between the regions within the Kingdom and the diversity between the gender and the age of the consumers were observed, all of which are correct.

- 1- Type and sources of data collection: Two types of data were:
 - A. Secondary data: The study was based on research, books and references that dealt with this topic, to create a good literature review on the topic of the research.
 - B. Primary Data: The study was based on the distribution of a questionnaire on the research items.
- 2- Methods of data analysis: The study used some descriptive statistical analysis and the statistical methods included in the SPSS program, where the correlation coefficient was obtained using: Beta test, T test, F test, R2 identification factor, R correlation coefficient.
- 3- Limits of the study: The limits of the study are:

- Topic-related limits: The study focuses on the study of the strategy of Search Engine Optimization only, excluding the other strategies of e-marketing because it is the ideal strategy for the buyers at the moment and can be relied on unlike other strategies.
- Time Limits: The study was conducted during the time period from February 2018 to the beginning of June 2018.

6- Discussion:

To verify the validity or error of the study hypotheses, the researcher prepared a field study and the results were as follows:

7-1 Statistical Analysis of Data: Some statistical methods were used in the SPSS program.

7.1.1 Indicators of validity and reliability:

- Measurement tool validity: The accuracy of the research in measuring the purpose for which it was designed for. To verify the accuracy of the measurement instrument, the questionnaire was presented to a number of professors in the field of marketing.
- Measurement tool reliability: The possibility of obtaining the correct and reliable results when used in scientific research. To ensure the reliability of the measurement tool the researcher used Alpha Cronbach analysis, which means acceptance of the items of more than 60%, and the results are as shown in the following table.

Table (1) The Alpha Cronbach analysis shows the reliability of Measurement tool

Dimension	Number of items	Alpha Cronbach
building confidence towards websites	6	%73
Promoting website	7	%76
Raising level of awareness of a website	7	%81
Correct use of SEO strategy	17	%85
Ideal e-marketing strategy for consumers	5	%92

7.1.2 Descriptive data statistics: The results of the descriptive analysis of the question of the preferred method of buying online. The results show that about 80% of the sample uses the free search engines method, 18% use the search method in search engines, 2% use the banner method, 3% use the sign method, 1% use the buttons method, 7% use Email method (multiple answers allowed).

7.1.3 Analysis of the results of the research hypotheses:

The first hypothesis: There is no significant relationship between the building of confidence and security of consumers towards websites and Search Engine Optimization as a strategy for e-marketing.

Multiple regression analysis was used to establish the validity or error of hypothesis, and its results are shown in Table (2).

Table (2) shows the multiple regression analysis of the first hypothesis

The dependent variable	R	R ²	Beta	F		T		Explanation
				F Calculated	Sing F	T Calculated	Sing T	
Building confidence towards websites	0.892	0.752	1.22	185.254	0.000	99.291	0.003	There is a correlation between the independent and the dependent variable

From the previous table, there is a very strong correlation between the dependent variable and the independent variable where R is approximately 90%. The R2 results show that 75% of the change in the dependent variable is due to the change in the independent variable, and the rest is due to other factors. There is also a significant correlation between the dependent variable and the independent variable. This is indicated by the calculated F value, which is greater than its tabular value, and the significance of the model is shown in terms of T. Thus, the nullity is rejected and the alternative hypothesis is accepted.

Second hypothesis: There is no significant relationship between raising the level of awareness of the brand of products displayed through websites and Search Engine Optimization as a strategy for e-marketing.

The acceptance or rejection of the hypothesis was based on multiple regression analysis, the results of which are shown in Table.(3)

Table (3) shows the multiple regression analysis of the second hypothesis

The dependent variable	R	R ²	Beta	F		T		Explanation
				F Calculated	Sing F	T Calculated	Sing T	
Raising level of awareness of a website	0.741	0.623	2.13	314.214	0.000	89.771	0.005	There is a correlation between the independent and the dependent variable

From the previous table, there is a strong correlation between the dependent variable and the independent variable, which is apparent from the R coefficient, which is 74%. The percentage attributed by the change in the dependent variable, which is due to the independent variable, was 62%, which is indicated by R2, To other factors. There is a significant relationship between the dependent variable and the

independent variable. This is evidenced by the calculated value of F, which exceeds its tabular value at a significant level of 0.05. The model is significant since the calculated T value exceeds the table. Thus, the nullity is rejected and the alternative hypothesis is accepted.

Third hypothesis: There is no significant relationship between the promotion of products displayed through websites and Search Engine Optimization as a strategy for e-marketing.

The acceptance or rejection of the hypothesis was based on multiple regression analysis, the results of which are shown in Table.(4)

Table (4) shows the multiple regression analysis of the third hypothesis

The dependent variable	R	R ²	Beta	F		T		Explanation
				F Calculated	Sing F	T Calculated	Sing T	
promotion of products displayed through websites	0.813	0.728	1.97	174.23	0.000	98.231	0.004	There is a correlation between the independent and the dependent variable

The value of R in the previous table shows a strong correlation between the dependent variable and the independent variable. The value of R2 shows that the percentage of change in the dependent variable due to the change in the independent variable is 73% and the rest is due to other factors. The value of T calculated above the scale indicates the significance of the model. Thus, the nullity is rejected and the alternative hypothesis is accepted.

Fourth hypothesis: There is no significant relationship between the correct implementation of Search Engine Optimization inside or outside the site and Search Engine Optimization as a strategy for e-marketing.

The acceptance or rejection of the hypothesis was based on multiple regression analysis, the results of which are shown in Table.(5)

Table (5) shows the multiple regression analysis of the fourth hypothesis

The dependent variable	R	R ²	Beta	F		T		Explanation
				F Calculated	Sing F	T Calculated	Sing T	
correct implementation of Search Engine Optimization inside or outside the site	0.904	0.853	2.45	216.879	0.000	114.32	0.000	There is a correlation between the independent and the dependent variable

From the results of the previous table, it is clear that there is a very strong correlation between the dependent variable and the independent variable, which is evident from the value of R, which is 90%. The percentage of change in the dependent variable due to the change in the independent variable is 85% The

calculated value of F, which is greater than the tabular value, indicates that there is a significant relationship between the dependent variable and the independent variable. The model is significant in terms of the calculated T value, which exceeds the tabular value.

Fifth hypothesis: There is no significant relationship between consumer preference of Search Engine Optimization as an e-marketing strategy and Search Engine Optimization as an e-marketing strategy.

The acceptance or rejection of the hypothesis was based on multiple regression analysis, the results of which are shown in Table.(6)

Table (6) shows the multiple regression analysis of the fifth hypothesis

The dependent variable	R	R ²	Beta	F		T		Explanation
				F Calculated	Sing F	T Calculated	Sing T	
There is a correlation between the independent and the dependent variable	0.968	0.959	2.89	298.25	0.000	156.258	0.000	consumer preference of Search Engine Optimization as an e-marketing strategy

The results showed that there is a very strong correlation between the dependent variable and the independent variable, which is evident from the value of R, which is about 97%. It also showed that the percentage of change in the dependent variable due to the change in the independent variable was 95% The remaining values are due to other factors. The calculated value of F indicates that there is a significant correlation between the dependent variable and the independent variable. The results also show the significance of the model in terms of the calculated T value, which exceeds the scale. Thus, the nullity is rejected and the alternative hypothesis is accepted.

8. Results of the study:

Through the field study we conclude the following results of the study:

- 1- The results showed that consumers prefer the free search engine strategy when searching for products online and indicated that they only look at the first results and often on the first page of results, especially in 5: 7 results on the first page only. But the reality is that they do not find Saudi products through these results. They do not even know whether they are online or not because they do not appear to them, even though they want to buy them.
- 2- The study showed that consumers believe that it is necessary to implement the correct strategy of the Search Engine Optimization so that it becomes fruitful. The correct implementation is divided into steps within the page and the most important content and internal links between the pages and keywords and

site design ... etc, and other important steps are outside the page and most important work links across networks Social networking as well as free or paid links through sites for other products.

But the reality of Saudi products is quite different. The sample showed that when searching for a Saudi product via the Internet through the name of the company (and not through the free search engines because it is not ready to appear), the consumer faces the fact that the existing is an ad about the company and its products and perhaps some small images that do not live up to their expectations which requires enough images and illustrations of the product to be recognized by the consumer because they see it across the network and not in reality. There is no interest in the content and there are no internal pages of the sites and no external links to it and no keywords to allow the consumer reach the product through typing them. It is necessary to know the name of the company and write it. When arriving in this way, we find an ad about the name of the company and the product and a telephone number only. This shows that the Saudi products do not appear through the search engines, where there is no Search Engine Optimization which requires, as mentioned earlier, many steps.

3- It was also revealed through the field study that consumers believe that the appearance of sites within the first results of the search results pages is in itself the promotion of products especially for small and medium-sized companies, as they identify many products through it.

In fact, Saudi products are different because they do not appear in the results of the first search engines and they miss the opportunity to promote themselves, especially since many of them are medium and small.

The results showed that consumers trust the results of the free search engines so they use when searching for products because of the procedures followed by the search engines to ascertain the extent to which these sites adhere to the correct steps and effective and not fraud.

And the reality of the Saudi sites is otherwise, as they do not follow these procedures and do not comply with any of these steps mentioned above and if they appears in any other way to the consumer (unlike the free search engines) they will not trust them and do not guarantee that they are non-fraudulent sites.

4- The study showed that consumers believe that the free search engine strategy helps them to identify and increase awareness about the products, since the content provided should provide all the information about the product, which lets the consumer know the product adequately, especially for the new products that are not previously known to consumers.

However, the reality of the Saudi market is different. It is noticed that consumers are less aware of Saudi products because these sites do not follow the strategy of SEO that is preferred by consumers and therefore websites do not show their products to consumers and they do not recognize them.

9. Study Recommendations:

After reviewing the study results, the study gives some recommendations:

1. Companies should pay attention to using Search Engine Optimization strategy to promote their products, providing search results with search engines first.
2. Consumers should use free search engines because search engines only show trusted sites within their first results.
3. Companies should also follow this strategy for building consumer confidence.
4. Companies should rely on the strategy of Search Engine Optimization as they increase consumers' awareness of their products through the information they provide them through the site.
5. Companies should provide distinctive content and contain all the information that consumers need in identifying the product, which increases their awareness of the product.
6. Companies should work on Search Engine Optimization and adhere to the search engines' conditions and requirements for Search Engine Optimization.
7. Companies should implement the correct Search Engine Optimization strategy.
8. Companies must follow the proper implementation terms within the page for Search Engine Optimization by taking care of many things such as content, internal pages and internal links within the page.
9. Companies must follow the conditions of proper implementation outside the page, which is very important where links are made on other sites, either through the exchange of links between sites or link to some pages with material compensation.
10. Increasing interest in publishing links to the pages through social media, which is considered by the search engines are the most important things that work on the emergence of sites on the front pages of search results.
11. Companies should not use hidden and fake links as they are easily discovered by search engines through their modern applications, especially Google, and then delete the site or even appear in the backlog of search results.
12. Companies must rely on Google as it is the most famous and advanced and most of other engines emanate from it.
13. Consumers have to use Google when they search for products because they have modern apps that detect and delete fake sites, and even sites that have fake pages that use black hats, which are fake links. The search engine excludes sites or even links and does not arrange results based on these fake links.

Future Studies:

- Identify the impact of search engines on the conversion rate of landing pages.
- Identify the role of search engine optimization strategy for medium and small businesses.
- The impact of the strategy of the search engines on the performance rates of companies.

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تقييم العلاقة بين عادات البحث لدى المشتريين واستغلال الشركات لتقنيات تهيئة محركات البحث كاستراتيجية للتسويق الإلكتروني بالتطبيق على السوق السعودي

الملخص: هدفت الدراسة الحالية إلى البحث في مشكلة عدم استغلال المواقع السعودية لعادات المستهلكين في البحث عن المنتجات والمتمثلة في البحث عبر محركات البحث المجانية (والتي تعرف باستراتيجية تهيئة محركات البحث) حيث تُعد الاستراتيجية المفضلة لدى أغلب المستهلكين، وتظهر نتيجة هذه المشكلة في عدم فعالية استراتيجيات التسويق الإلكتروني المستخدمة بالسوق السعودي، وكانت هذه ظاهرة قوية تستحق الدراسة والتعرف على أسبابها.

واعتمدت الدراسة على المنهج الوصفي التحليلي مع توزيع استبيان لجمع البيانات الأولية، ومن ثم تحليل هذه البيانات إحصائياً والتي استخدم فيها بعض الأساليب الإحصائية المستخدمة في برنامج (SPSS).

ومن خلال الدراسة تم التوصل إلى عدم ظهور المواقع والمنتجات السعودية للمستهلكين عند بحثهم عن المنتجات بالطريقة المفضلة إليهم وهي البحث عبر محركات البحث المجانية، حيث إن ظهور المنتجات يتطلب تهيئة محركات البحث لمواقعها حتى تظهر في النتائج الأولى لصفحات نتائج البحث وإلا تصبح بلا فعالية. وهذا ما أغفلته المواقع السعودية ولم تنفذه.

وتوصلت الدراسة أيضاً إلى أن سبب عدم فعالية استراتيجيات التسويق الإلكتروني المستخدمة أنها لا تعطى ثقة وأمان للمستهلكين حول المنتجات، كما أنها لا تروج لها، ولا تقوم بتوعية المستهلكين عن المنتجات السعودية، وكذلك أنها لا تستخدم الاستراتيجية التسويقية المفضلة لدى المستهلكين واستخدمت استراتيجيات أخرى بعيدة عن عادات وتقاليد مستهلكي السوق السعودي، وأخيراً لكونها أغفلت خطوات تنفيذ استراتيجية تهيئة محركات البحث، وعلاج جميع هذه الأسباب يكمن في استخدام استراتيجية تهيئة محركات البحث. وهذا ما مالم تفعله المواقع السعودية في الواقع العملي.

وأوصت الدراسة بضرورة اعتماد الشركات على استراتيجية تهيئة محركات البحث كاستراتيجية مفضلة لدى المستهلكين في التسويق الإلكتروني، كما أوصت بضرورة اتباع الشروط المحدثة باستمرار من قبل محركات البحث، وعدم اتباع أي أساليب تؤدي إلى حذفها أو حتى ظهورها في آخر نتائج البحث كعمل روابط مزيفة.

الكلمات المفتاحية: تهيئة محركات البحث، التسويق الإلكتروني، التنفيذ الصحيح لاستراتيجية تهيئة محركات البحث، الاستراتيجية المثلى للتسويق الإلكتروني، بناء الثقة والأمان للمستهلكين، رفع درجة الوعي بالعلامة التجارية، الترويج عبر محركات البحث.