



ENHANCING ORGANIC TRAFFIC USING SEO PRACTICES

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Abstract: Search Engine Optimization (SEO) has emerged as a critical digital marketing strategy for improving website visibility and driving organic traffic. This study examines the effectiveness of SEO practices in enhancing organic traffic. The research focuses on key SEO components such as keyword optimization, content quality, backlink strategies, and technical performance. Using a descriptive and analytical research design, data was collected through structured questionnaires and supported by secondary sources such as Google Analytics and Search Console. The findings indicate that effective implementation of SEO techniques significantly improves website ranking, user engagement, and overall digital presence. The study also highlights the importance of continuous optimization and data-driven strategies in achieving sustainable growth in a competitive online environment.

Keywords: Organic Traffic, Digital Marketing, Search Engine Optimization (SEO)

INTRODUCTION

In the digital era, search engines have become the primary source of information for users seeking services, products, and educational opportunities. Websites that rank higher in search engine results attract more visibility, credibility, and user engagement. Search Engine Optimization (SEO) plays a crucial role in achieving these outcomes by improving website ranking and accessibility. SEO is not limited to keyword placement; it includes a combination of on-page, off-page, and technical strategies that enhance the overall performance of a website. In the education sector, organizations like Right Educate depend heavily on SEO to reach potential learners and clients. As competition increases, adopting effective SEO strategies becomes essential for maintaining online visibility and achieving long-term success.

OBJECTIVES OF THE STUDY

To analyze the role of Search Engine Optimization (SEO) practices in enhancing organic traffic for Right Educate Company.

Secondary Objectives

- To study various SEO techniques such as keyword optimization, content marketing, and link building.
- To examine the existing SEO strategies implemented by Right Educate Company.
- To evaluate the impact of SEO practices on website traffic and user engagement.
- To identify the challenges faced in implementing effective SEO strategies.
- To suggest suitable measures for improving organic traffic and online visibility.

REVIEW OF LITERATURE

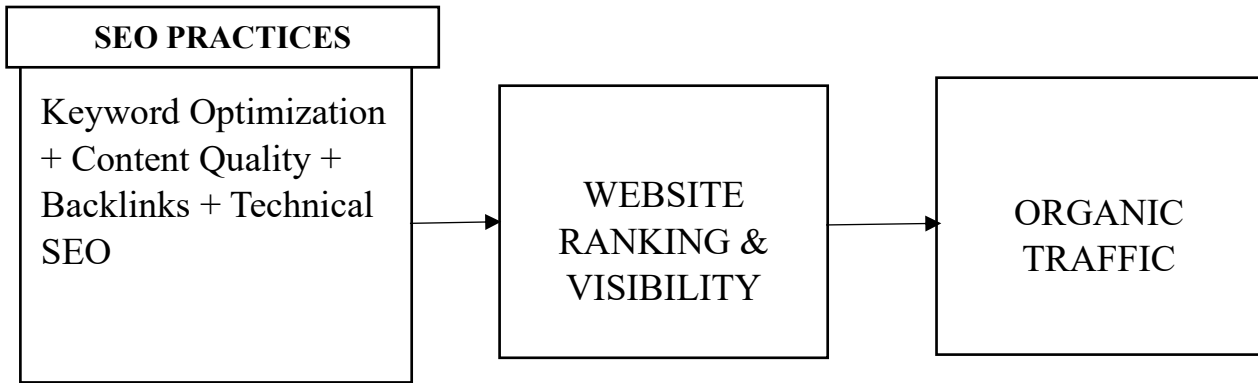
According to Chaffey (2022), SEO is a strategic approach that involves optimizing website content, structure, and performance to achieve higher rankings on search engine results pages (SERPs). The study emphasizes that effective keyword research and content relevance are crucial factors influencing organic traffic.

Fishkin (2020) explains that high-quality content and authoritative backlinks are key determinants of search engine ranking. The research suggests that websites with strong backlink profiles and valuable content tend to perform better in search engine algorithms.

Research by Kotler and Keller (2021) highlights the growing importance of digital marketing strategies, including SEO, in reaching target audiences. The study indicates that user experience, mobile responsiveness, and website speed significantly impact user engagement and search rankings.

Several studies also focus on technical SEO aspects. It has been observed that factors such as page load speed, mobile optimization, and secure browsing (HTTPS) contribute to better search performance and improved user satisfaction.

RESEARCH MODEL



RESEARCH DESIGN:

This study uses a descriptive research design to analyze the impact of SEO practices on organic traffic.

SAMPLING METHOD:

Non-probability sampling (convenience sampling) was used, and data was collected through an online structured questionnaire.

SAMPLE SIZE:

The study is based on responses from 103 respondents.

STATISTICAL TOOLS:

- Correlation
- Regression
- Chi Square

CORRELATION

Null Hypothesis (H₀): There is no significant association between the effectiveness of **social media platforms** and the users intention to visit the brand’s website.

Alternative Hypothesis (H₁): There is a significant association between the effectiveness of **social media platforms** and the users intention to visit the brand’s website.

Correlations			
		Search Engine Optimization helps users learn about the services offered by Right Educate Company	SEO strategies motivate users to explore the official website of Right Educate Company.
SEO is an effective approach for learning about Right Educate Company’s offerings.	Pearson Correlation	1	0.298
	Sig. (2-tailed)		0.002
	N	103	103
SEO strategies motivate users to explore the official website of Right Educate Company	Pearson Correlation	0.298	1
	Sig. (2-tailed)	.002	-
	N	103	103
Correlation is significant at the 0.01 level (2-tailed).			

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	SEO content on Right Educate's website is relevant to user needs, SEO efforts create awareness of the brand		Enter
a. Dependent Variable: SEO strategies increase the number of visitors to Right Educate's website.			
b. All requested variables entered.			

INTERPRETATION:

The correlation analysis indicates a positive relationship between the effectiveness of SEO practices and users' motivation to explore the company's website. With a Pearson correlation of 0.298, this moderate, statistically significant relationship ($p = 0.002$) suggests that as SEO efforts improve, users are more likely to engage with the official website. However, the correlation is not extremely strong, indicating that other factors may also play a role in user motivation.

REGRESSION

Null Hypothesis (H_0): There is no significant association between the effectiveness of **social media platforms** and the users intention to visit the brand's website.

Alternative Hypothesis (H_1): There is a significant association between the effectiveness of **social media platforms** and the users intention to visit the brand's website.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.246 ^a	.060	.042	.818
a. Predictors: (Constant), SEO content on Right Educate's website is relevant to user needs, SEO efforts create awareness of the brand.				
b. Dependent Variable: SEO strategies increase the number of visitors to Right Educate's website.				

Coefficients ^a							
Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Beta	Tolerance
1	(Constant)	2.973	.347	8.577	.000		
	SEO efforts create awareness of the brand	.172	.092	1.866	.065	.740	1.351
	SEO content is relevant to user needs.	.049	.094	.529	.598	.740	1.351
a. Dependent Variable: SEO strategies increase the number of visitors to Right Educate's website.							

INTERPRETATION:

The regression analysis shows an R value of 0.246 and an R Square of 0.060, indicating that 6% of the variation in website visitors is explained by SEO awareness and content relevance. The ANOVA significance value (Sig. = 0.044) suggests that the overall model is statistically significant.

Among the predictors, SEO efforts that create awareness ($\beta = 0.210$, Sig. = 0.065) have a stronger influence compared to content relevance ($\beta = 0.060$, Sig. = 0.598).

Thus, SEO awareness plays a more important role in increasing website visitors for Right Educate Company.

CHI-SQUARE

Null Hypothesis (H₀): There is no significant relationship between gender and the opinion that SEO strategies increase the number of visitors to Right Educate Company’s website.

Alternative Hypothesis (H₁): There is a significant relationship between gender and the opinion that SEO strategies increase the number of visitors to Right Educate Company’s website.

Crosstabulation							
Count							
		Gender × SEO strategies increase website visitors					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Gender	Male	0	0	7	21	7	35
	Female	2	5	15	37	9	68
Total		2	5	22	58	16	103

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.458 ^a	4	0.348
Likelihood Ratio	6.642	4	0.156
Linear-by-Linear Association	3.460	1	0.063
N of Valid Cases	103		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 0.68.			

INTERPRETATION:

The Chi-square value is 4.458 with a significance level (Sig.) of 0.348, which is greater than 0.05. This indicates that there is no significant association between gender and the opinion that SEO strategies increase website visitors for Right Educate Company.

FINDINGS:

1. There is a positive and significant relationship between SEO effectiveness and users’ motivation to visit Right Educate Company’s website. This indicates that SEO practices successfully drive organic traffic.
2. SEO awareness and content relevance have a small but positive impact on increasing website visitors. Among them, SEO strategies that create awareness show a relatively stronger influence on website traffic.
3. There is no significant relationship between gender and opinions about SEO strategies. Both male and female respondents have similar views regarding the role of SEO in increasing website visitors.

CONCLUSION

The study concludes that SEO practices play a crucial role in enhancing the online visibility of Right Educate Company and increasing organic traffic. Effective keyword optimization, quality content, and continuous website optimization help attract users and improve search engine rankings.

By implementing strong SEO strategies and regularly updating them based on search engine trends, the company can strengthen its digital presence and achieve sustainable growth in a competitive online environment.

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