

Chapter 5

Search Engine Optimisation for Social Marketing

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ABSTRACT

Social marketing is among the scientific disciplines whose professional and scientific institutions have grown significantly in recent years. However, there are still only twelve national and regional institutions worldwide whose online presence must be made more visible insofar as the keyword ‘social media marketing’ shadows it. Moreover, when labelled correctly as ‘social marketing associations,’ there is less visibility than other professional associations concerning the same social problems. Therefore, the present chapter sets out the objective of analysing the main SEO metrics of the most important social marketing associations worldwide. With this aim in mind, this book chapter is divided into five sections. Firstly, there is an introduction to set out the research objectives. Secondly, a section on theoretical systematisation. Thirdly, a methodological section. Fourthly, the authors share the empirical evidence obtained and answer the research questions. Fifthly, we indicate the practical implications. Finally, it acknowledges the limitations and suggests future lines of research.

1. INTRODUCTION

Social marketing is among the scientific disciplines whose professional and scientific institutions have seen significant growth in recent years. However, there are fewer than fifteen national and regional institutions worldwide, and their online presence needs more visibility. For this, it is important for social marketing institutions to digitalise and employ a good SEO strategy. This technique is based on a no-cost advertising strategy. Which, according to some authors, is based on keyword optimisation (Tewari, 2023;

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Yalçın, 2010;). Keywords are the terms that are used to perform a navigational search (Chen, 2023). Therefore, it is important that the website contains certain specific terms to position a website in the first results of search engine result pages (SERPs) (Erdmann et al., 2022; Oliveira & Teixeira, 2023). Hence, certain metrics and technical conditions are based on the website to be ranked highly (Mladenović et al., 2023) so that it increases its visibility.

The present case study aims to analyse the main SEO metrics of the most important social marketing associations worldwide. Moreover, it hopes to give some pointers to improve the social marketing positions on the internet and, in turn, bring the benefit of employing social marketing technologies and approaches to enhance people's quality of life effectively and efficiently.

To structure and drive the steps followed by this paper, eight sets of research questions are raised as follows:

- (1) Social marketing? What is social marketing?
- (2) What are the structural SEO similarities between the social marketing organisations? This question will be answered by considering structural, performance and output metrics.
- (3) What are the performance SEO similarities between the social marketing organisations?
- (4) What are the output SEO similarities between the social marketing organisations?
- (5) What are the structural SEO differences between the social marketing and psychology organisations?
- (6) What are the performance SEO differences between the social marketing and psychology organisations?
- (7) What are the output SEO differences between the social marketing and psychology organisations?
- (8) Is it possible to aggregate and segment the social marketing and psychology organisations by considering the SEO features?

In addition to the introduction, this case study is divided into four sections. Firstly, the case development section aims to define and systematise key search engine notions. Also, we will define what social marketing is and outline why we have chosen to establish a comparison between the social marketing and psychology associations. Secondly, it deals with methodological content to describe the fieldwork, the measuring instruments, and the research context. Thirdly, we show the statistical analysis and share the obtained empirical evidence. Fourthly, we draw some conclusions by attempting to answer the research questions and so ignite insightful thinking, highlight practical implications, and encourage future courses of action. Finally, we offer a list of bibliographical references whose inspirational sources are therein acknowledged.

2. THE CASE DEVELOPMENT SECTION

Undoubtedly, it is not social marketing's online ranking that matters most, but rather how Search Engine Optimisation for social marketing associations can help solve a wide range of social problems. Insofar as the term 'social marketing' is hugely misused on the internet, we need help putting solutions into orbit. To address the problem, there must be a wide range of measures. However, it all starts with two simple steps. Firstly, we need to raise awareness about what social marketing is so that we get to grips with this scientific discipline. Secondly, we need to build a theoretical framework that might especially be employed by those involved with social marketing's professional associations.

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