

Exploration of Search Engine Optimization Technology Applied in Internet Marketing

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Abstract

As the Internet becomes the important media of international communication in the world, the internet marketing competition pattern is also gradually changing as a consequence. The exploration aims at designing an easy-to-use set of Information Publishing System and Standard Operational Procedure by the application of Search Engine Optimization Technology, so that we shall be able to achieve the goal that we can automatically add web content with the minimum of man power and material resources, to increase the website's Indexed Pages accessed through search engines, and advance the rank of total web pages surfed via main search engines such as Google and Yahoo etc.

Taking our self-built experimental website www.CityTour.tw as an example in the study, the website began to optimize the search engines continuously, since the final completion of the building of the website with the name of WhyPark formally on August 20th, 2008. It was not until September 28th, 2008 that when we typed in the keyword "HsinChu Citytour", we got the search result that the number of total web pages ranked the first by a Google search, while the second by a Yahoo one respectively.

In this research we suggest that an independent website should be used by the city government, and that an English travel information website for foreign tourists (www.iHsinChu.tw for example) should be set up with the help of Search Engine Optimization Technology to ensure every web page to be found via almost every search engine, upgrading the opportunities to be clicked by foreign visitors. In the study we are trying to set up a website as quickly as we can so as to promote the competitive power of the city with the minimum of money and man power by WhyPark.com and with Search Engine Optimization Technology.

Keyword : Search Engine Marketing, Search Engine Optimization, Internet Marketing