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Study on Digital Marketing Strategies for Business Success

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ABSTRACT: This research paper investigates digital marketing strategies through an action research study conducted at NG Web Technologies. The project evaluates SEO performance, content quality, Meta Ads targeting, and graphic design impact on business outcomes. Real-world data from four months of internship activity was analyzed. Findings show structured SEO increases ranking stability, human-written content drastically improves user engagement, and manually targeted Meta Ads yield higher- quality leads compared to automated systems. The study concludes that integrated, data-driven digital marketing is essential for sustainable business growth.

KEYWORDS: Digital Marketing, SEO, Meta Ads, Content Strategy, Lead Generation

I. INTRODUCTION

Digital marketing has become an essential pillar for modern business operations. As competition increases and digital adoption accelerates, companies must rely on performance-driven online strategies to reach, convert, and retain customers. NG Web Technologies, a growing digital agency, provided an opportunity to analyze practical implementation of these strategies.

This study focuses on SEO optimization, paid advertising, content creation, website performance, and graphic design. By integrating these techniques, organizations can create measurable improvements in visibility, engagement, and conversion. The purpose of this paper is to explore how these strategies impact business outcomes using real internship-generated data.

II. LITERATURE SURVEY

A. Digital Marketing Frameworks
Digital marketing frameworks emphasize the synergy of SEO, PPC, content, and social media in enhancing business visibility (Chaffey, 2019). Marketing researchers highlight the importance of data-driven strategy formulation and the integration of analytics for performance measurement.

B. SEO and Content Optimization
Search Engine Optimization (SEO) is considered a foundational driver of long-term traffic growth. Literature suggests that on-page elements such as keyword density, metadata, content depth, and internal linking influence ranking significantly. Furthermore, research shows that human-written, high-quality content performs better than automatically generated text, due to Google's E-E-A-T standards.

C. Paid Advertising & Targeting
PPC platforms like Meta Ads and Google Ads provide instant visibility but require precise targeting to remain cost-effective. Studies demonstrate that automated ad systems optimize for volume rather than quality, making manual targeting necessary for high-intent lead acquisition in competitive sectors.

D. Graphic Design & Brand Trust
Visual design influences user perception and brand credibility. Consistent branding, color usage, and layout enhance user trust and engagement, contributing to higher conversion rates .

III. METHOLODOGY/ APPROACH

A. Research Design
This research uses an action-research methodology, where real-time changes were implemented and monitored within NG Web Technologies. This approach allows continuous optimization and analysis based on observed performance.

B. Tools & Platforms
Data was collected using Google Analytics, Search Console, Meta Business Suite, WordPress CMS, SEO tools, and Canva. These platforms provided metrics for ranking, engagement, impressions, lead quality, and content performance.

C. Data Sources
Primary data: SEO dashboards, ad campaign results, website performance logs. Secondary data: Competitor websites, client pages, industry research papers, and online marketing resources.

D. Scope of Study
The study focuses on improving SEO ranking, content performance, paid advertising efficiency, and brand engagement for a service-based digital agency. It does not include market surveys or
large-scale statistical sampling.

IV. RESULTS & DISCUSSION

A. SEO Performance Improvement
SEO performance improved significantly across all client keywords. The combination of on- page and off-page strategies resulted in higher ranking, visibility, and traffic.
Key improvements included: keyword optimization, backlink creation, internal linking, and technical enhancements such as page speed optimization.
Example keyword ranking progress:
- Visa Services in Pune: Rank improved from 5 to 3
- Visa Agents in Pune: Rank improved from 8 to 2
- Certificate Apostille Service Pune: Rank improved from 26 to 16

B. AI vs Human Content
Human-written content outperformed AI-generated text across all measures, including bounce rate, time-on-page, and keyword stability. AI content lacked depth, context, and semantic richness, while human content fulfilled Google's search intent expectations.

C. Meta Ads – Manual vs Automated Targeting
Automated Advantage+ ads produced low-cost leads but poor conversion rates. Manual targeting using refined interest filters, demographics, and local targeting produced fewer but higher-quality leads, thus lowering the true cost per acquisition.

D. Graphic Design & Engagement
Social media posts and advertisements with professional graphic design performed better than text- only or low-quality visual creatives. Consistent branding increased trust, improved click-through rates, and contributed to stronger audience engagement.

V. CONCLUSION

The study concludes that digital marketing success depends on integrated strategy execution. SEO, human-written content, targeted paid ads, and consistent graphic design collectively enhanced brand visibility and lead quality at NG Web Technologies. The findings reinforce the importance of data-driven decision-making and continuous optimization in digital campaigns.

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