

Field of Study Social Sciences, Business and Administration			
Degree Programme Degree Programme in Business Administration, International Business			
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Title of Thesis Search engine optimization and business performance			
Date	31.5.2019	Pages/Appendices	37
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Client Organisation /Partners -			
<p>Abstract</p> <p>Search engine optimization is a digital marketing channel with great potential to drive traffic to the business website. The objective of this thesis was to provide insight on how search engine optimization can be used, how businesses can improve their digital marketing efforts and what are the basics of search engine optimization. The purpose of the thesis was to create a link between search engine optimization and business performance and understand how these two can be used together to improve business.</p> <p>Research was done by collecting secondary data from various sources that track search metrics and have collected data, and experience in various aspects of search engine optimization. The focus of the research was on Google search optimization, as it is the most common search engine. The thesis presents theories such as search intent, sales funnel and return on investment and the benefits the models bring when linked to search engine optimization.</p> <p>The results of the study show that with a good search engine optimization strategy companies can drive more high-quality traffic to their website, with less investment than related digital marketing channels require. The research shows potential ways on how search engine optimization can be integrated with digital marketing strategies such as content marketing. Further research could be done to collect more data on peoples' purchasing behaviour to understand search intent better.</p>			
Keywords Search engine optimization, SEO, Digital marketing			