

Exploring the Effectiveness of Search Engine Optimization Tactics for Dynamic Websites in Sri Lankan Context

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Visibility of a business, both in online and offline are important to grow businesses. In this modernizing digital era, businesses need to understand the significance of web presence in search engines through SEO strategies where it can make better ROI compared to traditional marketing. Therefore, than the international methodical SEO strategies, locally tactics have to optimize singly. The purpose of this study is to explore SEO tactics for dynamic websites in Sri Lankan context & evaluating its effectiveness than international SEO practices in terms of Google.lk. The main objective of this research is to investigate state-of-art SEO practices for dynamic websites to make search engines friendly with regards to rank it in Google search engines and examine which SEO optimization factors affecting the most. Further, the methodology of this study aimed to develop a conceptual framework to experiment the propositions. The mix approach used and survey questionnaire was distributed to 20 SEO experts out of 123 & 100 internet users from 2,400 who were supported to gather the experimental data for www.officestationery.lk. The research proceeded with simple random sampling technique and SPSS and MS Excel were used to analyze the data. Based on the SEO checklist it was implemented over the experimental website of www.officestationery.lk and proved that content optimization from on-page factors and backlinks from off-page factors are the underlying factors to rank in Google.lk. The findings of the literature review and the case study analysis indeed revealed to constructs and established the important factors out of all elements. This also revealed that there is no sense of keep relying on outdated SEO tactics as Meta tags or deep technical factors to rank in search engines. Therefore, for any dynamic website these primitive findings and recommendation approach are significantly important to be visible in Google.lk.

Keywords: Search engine optimization, On-page optimization, Off-page optimization, Dynamic website, Search engine, Google.lk