

Search Engine Optimization

Web Analytics (MIS 6344.5W1)

Final Report

Group 8

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INTRODUCTION

SEO: The process of making a website more visible and highly ranked in search engine results is known as search engine optimization, or SEO. When done well, search engine optimization helps to improve the visibility and ranking of websites on SERPs by focusing on things like keyword research, on-page optimizations, high quality content creation as well as backlinks building among others, which all aim at improving how well it ranks in various search engines per their set criteria.

Keywords: Helps in focusing on relevant keywords that people are probably going to utilize to find information on your website.

On-page optimization: The process of improving a website's content, URLs, headers (H1, H2, etc.), meta descriptions, and titles to make them more relevant to the target keywords.

Backlinks: Getting links from reliable and pertinent websites can help you build a solid backlink profile.

Technical SEO: The process of improving a website's technical elements in order to increase its indexability, crawlability, and general search engine performance.

Local SEO: It is all about getting a website to appear more often within search queries drawn from specific geographic areas typically made by individuals looking for stuff around such places online. Hence, it entails the process of having local citations adjusted, having Google My Business listings and ensuring that there is constant NAP (Name, Address, Phone Number) consistency.

User Experience (UX): It is prioritized to maintain the readership and prompt more people to interact with the content displayed on the website. Having an attractive website, that is mobile-friendly and easy to navigate with lucid CTA results in a user-friendly site, thus there will be longer visits and better SERPs.

Analytics & Monitoring: Essential tools that help in monitoring the performance of a website are Google Analytics alongside Google Search Console which are also known as analytical and monitoring tools. To include keyword rankings, organic traffic and user behavior, they should be used. Improvements can be identified through continuous tracking in addition to informing optimization decisions aimed at improving SEO effectiveness.

Internet Marketing: A broad range of various online tactics targeting the promotion of services through the internet is what constitutes internet marketing. One of the crucial parts of online marketing is SEO but still, it is among other business strategies. There are also many other methods like content marketing, social media marketing, email marketing, PPC advertising and affiliate marketing.

SEO significantly contributes to marketing on the World Wide Web by improving visibility of websites and pulling organic traffic from search engine users who are currently looking for information. Also, to a full marketing strategy, it brings valuable content for content marketing strategies and improves websites credibility through strong backlinks profile.

To sum up, SEO is essentially the key to online marketing. However, for businesses to satisfactorily realize their marketing objectives they ought to employ a wide range of strategies. By concentrating on SEO alongside other internet marketing strategies, firms can enhance their online presence, draw more qualified leads and consequently increase sales.

METHODOLOGY

A) REAL ESTATE COMPANY THAT RENTS APARTMENTS - GREYSTAR

BUSINESS MODEL

A leading global provider of rental housing specializes in managing and investing in multifamily real estate that attracts global recognition. Its areas of focus are parallel with factors like demographic parameters and elements of market demand. Availability and high occupancy rates

characterize the properties managed by this organization which also acts as a property management agent for other external stakeholders and developers. Greystar is an American MNC which provides hospitality services to student housing. Its investment arm looks for profitable opportunities by using its experience in real estate activities and market research. Grey star operates in the USA, Europe, Latin America and the Asia Pacific where the company makes use of worldwide data in promoting expansion and sustainable programs. Greystar is dedicated to the use of environmentally friendly practices by incorporating energy saving systems and green engineering in its projects.

STRENGTHS

- A diverse portfolio of rental properties, which shows consistent stability while adapting to economic conditions and demographic needs.
- Having a presence in several foreign real estate markets enables them to utilize various types of knowledge to fit in diverse regions.
- Focus on sustainability has helped the company attract people who care about the environment.
- Greystar stands out among the crowd as one of those reliable organizations because of its ability to manage, develop and invest in rental buildings effectively.

DRAWBACKS

- Market risk could pose a financial threat to Greystar which is subject to local market conditions as well as economic changes.
- It is complex for development or management of property because zoning, construction and landlord-tenant laws have to be complied with regulatory constraints.
- Greystar's competitors pose a challenge that requires the company to ensure that innovation, quality, and customer service distinguish it from them.
- Real estate investments in areas such as acquisition of land, building construction impose

capital-intensive costs.

- Tenant Turnover and Lease Risks apply.

RESULTS

The screenshot shows the SEMrush Keyword Magic Tool interface for the domain 'Greystar'. The left sidebar lists various SEO tools, with 'Keyword Magic Tool' highlighted. The main panel displays a list of keywords and their associated metrics. The table below represents the data shown in the 'All keywords' section.

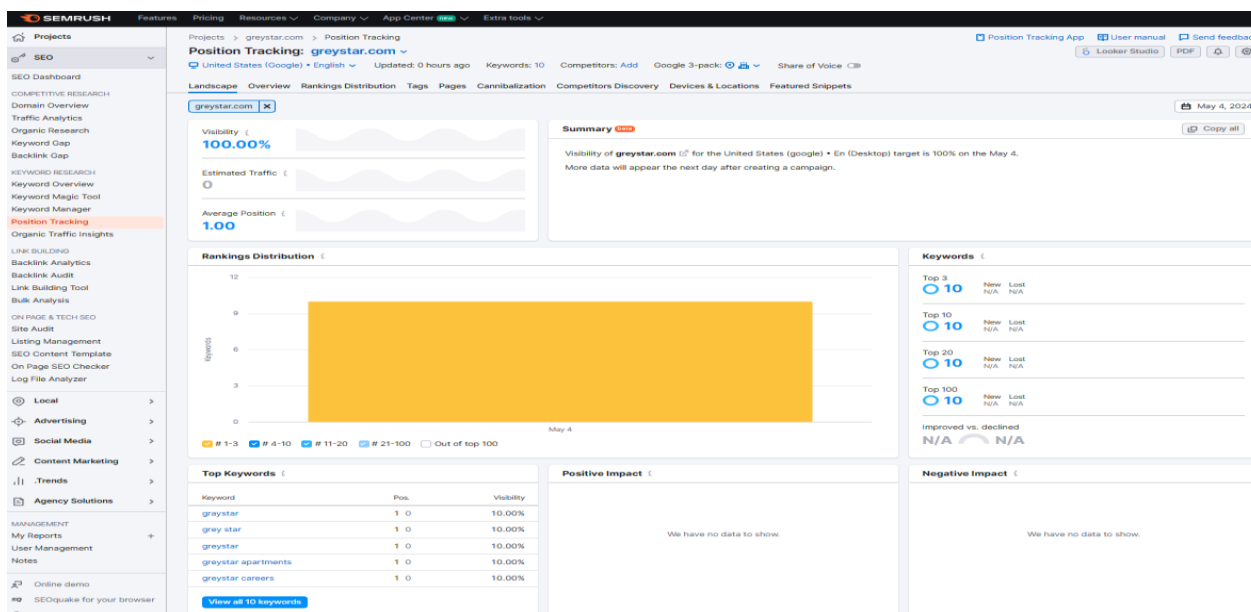
Keyword	Volume	KD %	CPC (USD)	SF	Updated
apartments	741				
management	594				
property	492				
com	310				
office	186				
corporate	180				
real	168				
estate	165				

Keyword Research: With keyword analysis performed using Keyword Magic Tool, we were able to advise content strategy by focusing on high-volume keywords with low competition depending on the company's reputation and help reach a potentially wider audience.

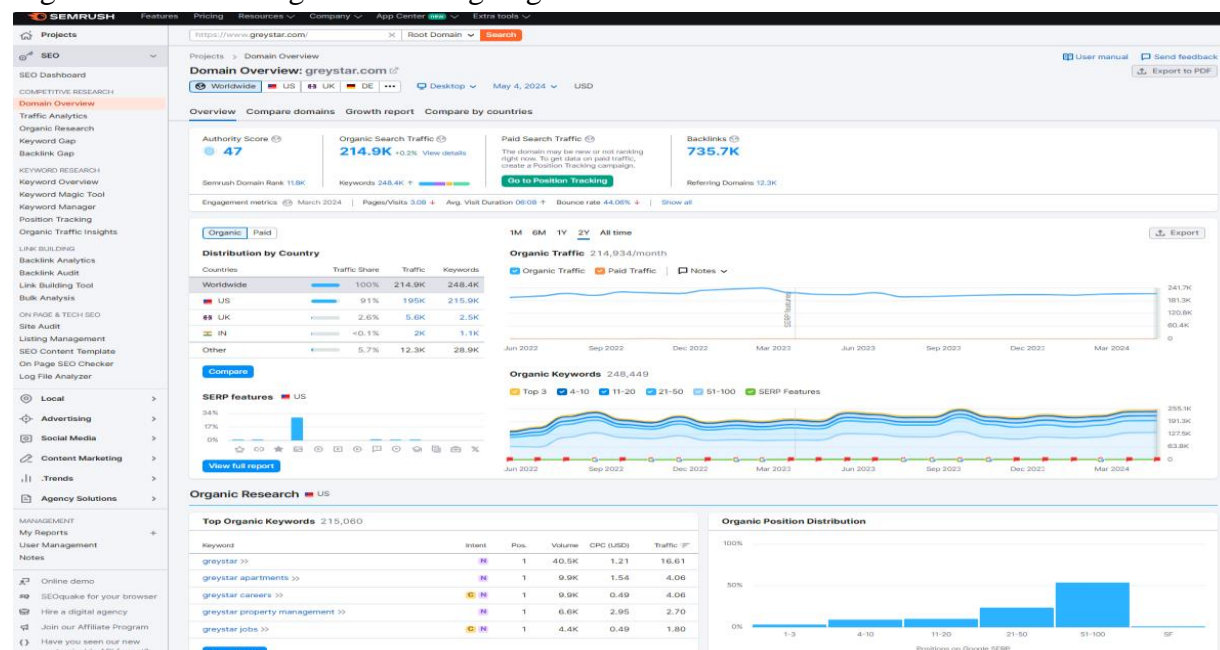
The screenshot shows the SEMrush Keyword Gap Analysis interface. The left sidebar lists various SEO tools, with 'Keyword Gap Analysis' highlighted. The main panel displays a comparison of keyword performance between 'https://www.greystar.com' and 'modernmsg.com'. The table below represents the data shown in the 'All keyword details for' section.

Keyword	Intent	Volume	KD%	CPC	Com.	Results
enclave apartments		86	14.8K	44	0.80	0.08 30M
cedar ridge apartments		91	8.1K	22	1.29	0.05 15.4M
pier 33		44	8.1K	23	0.41	0.18 154M
wildwood apartments		79	8.1K	31	1.16	0.07 11.9M
willow lake apartments		67	8.1K	25	0.64	0.07 9.6M
campus edge		76	6.6K	42	0.47	0.06 443M
shadow ridge apartments		79	6.6K	31	0.87	0.07 10.7M
the summit apartments		68	6.6K	23	0.74	0.06 171M
aspen heights		77	5.4K	35	1.38	0.03 9.9M
cambridge square apartments		54	5.4K	28	0.89	0.04 37M
forest glen apartments		56	5.4K	21	1.02	0.07 17.1M

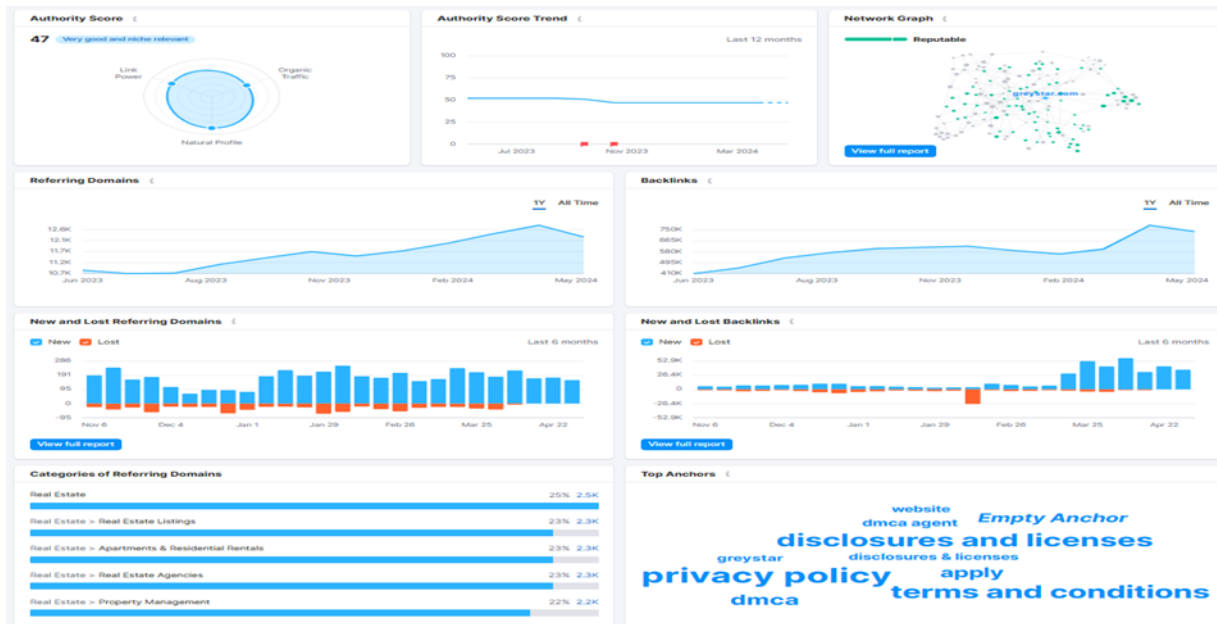
Keyword Gap Analysis: Displays the comparison for keyword gap analysis between domain “greystar.com” and other competitors in terms of keyword ranking. The view is concentrated on the keyword optimization performance of shared, missing, weak, strong, unique and total keywords.



Position Tracking: Monitoring positions on Greystar offers important angles into the company's online presence and how it performs in the search results page (SERPs). It also helps in identification of trends so that one can optimize their SEO strategies that would help increase organic search ranking while driving targeted traffic to their site.



Competitive Research: Greystar appears as one of the top players in the property sector, showing great search visibility and a dominating online presence. Their digital footprint spans across an array of keywords as well as high-quality optimized content which implies a strategic way of doing things in terms of Search engine optimization.



Backlink Analysis: This analysis identified many strong backlinks originating from reputable domains, hence reflecting the company's aggressiveness in link building as well as how it has managed its online presence. So, it is easier to locate through search engines.

B) VIDEO STREAMING COMPANY - NETFLIX

BUSINESS MODEL

Netflix is run on a model that requires a subscription fee for access to a wide range of films, series and original programs that is charged every month. There are several pricing categories which cater to different customers as per needs. It is principally known for getting involved in original programming and purchasing licenses that allow them to tailor their offerings using data analytics. It guarantees an experience without advertisements, thus maintaining high rates of customer satisfaction while also establishing its veteran position in video streaming space.

STRENGTHS

- Netflix ensures steady revenue from its subscription model while investing in original content to build loyalty.
- Customizing content can be done globally due to operating on global scale and data analytics support unique individual experiences.

DRAWBACKS

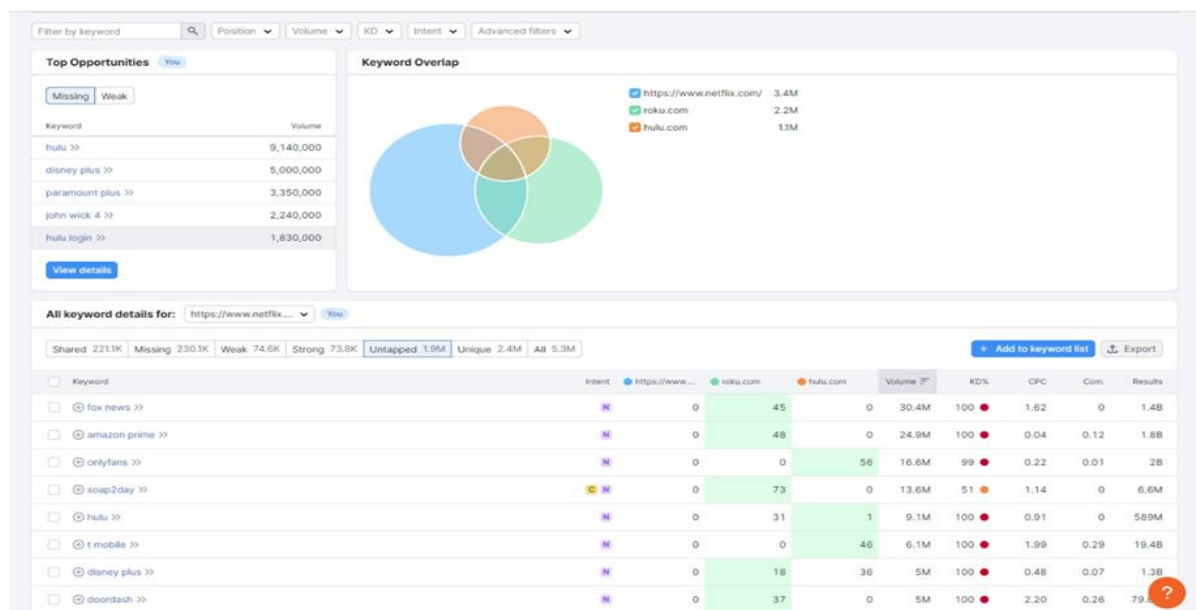
- Over-reliance on the internet which increases use of data bundles amid falling internet charges.
- Netflix is faced with hot streaming competition from Disney's site that cannibalizes content and customers, pushing growth as blockbusters and other diversification maneuvers.
- The company's regulatory and cultural challenges when expanding across borders raise issues in relation to content strategy and market penetration.

RESULTS

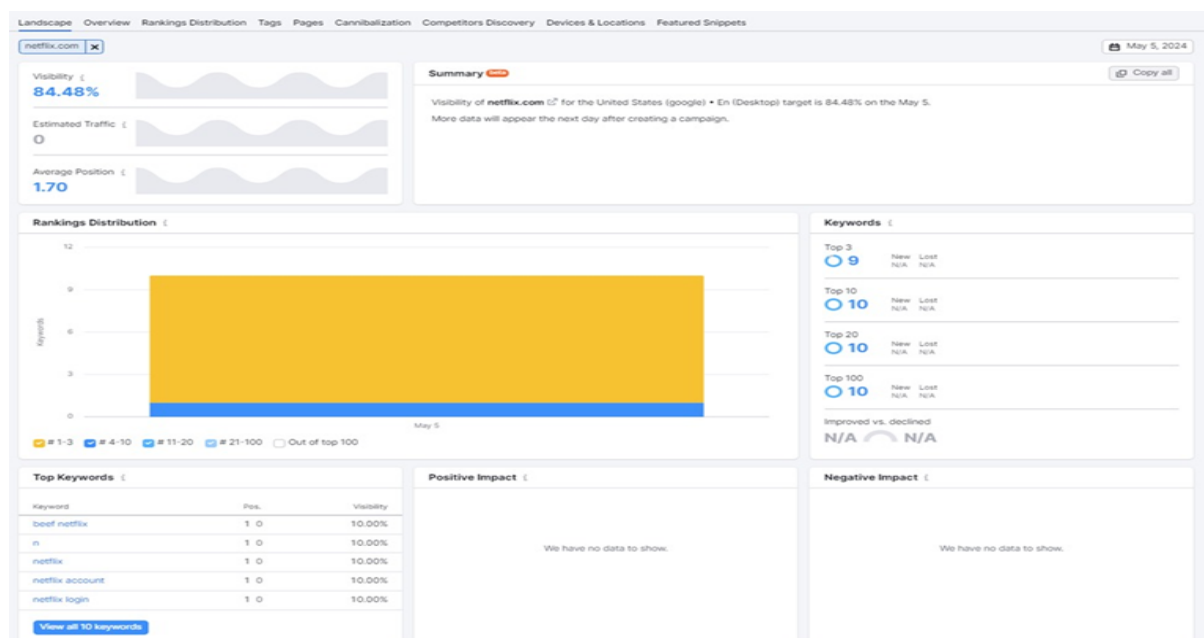
The screenshot shows the SEMrush Keyword Magic Tool interface for the keyword 'netflix'. The tool displays a list of related keywords with their search volume, KD %, CPC, and SERP features. The top keywords include 'movie', 'series', 'show', 'season', 'best', 'watch', 'tv', 'new', 'can', 'film', '2', 'release', 'documenta...', and 'cast'. The 'netflix' keyword has a search volume of 16,600,000 and a KD % of 100. Other keywords like 'netflix login' and 'netflix account' also show high search volumes and KD %.

Keyword	Volume	KD %	CPC (USD)	SERP Features	Updated
movie	363,859	100	1.62	1	Last week
series	166,904	83	0.94	1	Last week
show	163,840	100	1.17	1	Last week
season	153,714	100	0.20	1	Last week
best	98,900	73	0.00	1	Last week
watch	95,563	98	1.59	1	Last week
tv	84,014	56	0.04	1	Last week
new	89,269	93	0.00	1	Last week
can	79,672	100	1.55	1	Last week
film	71,785	79	2.97	1	Last week
2	70,237	100	0.05	1	Last week
release	61,797	100	1.55	1	Last week
documenta...	61,000	97	0.04	1	Last week
cast	54,571	94	0.04	1	Last week

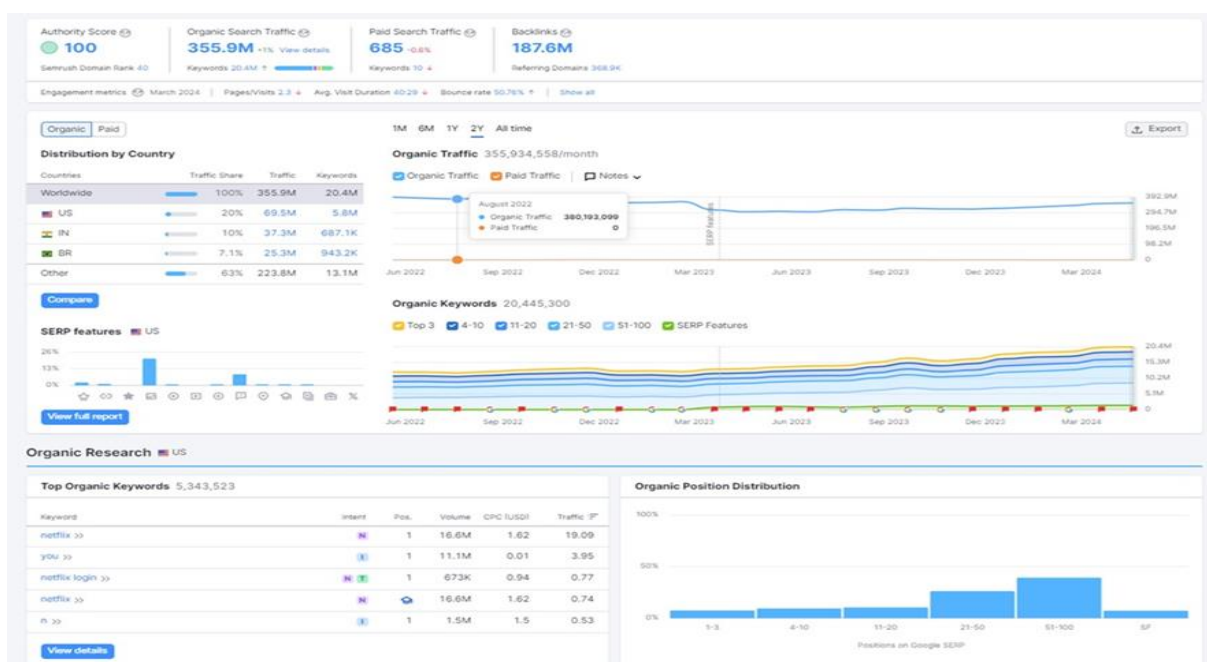
Keyword Research: Netflix and Netflix login -> high search volumes which shows users' frequent use and brand recognition is strong. We can see that most keywords are informative, which shows users are searching for trouble shooting Netflix content.



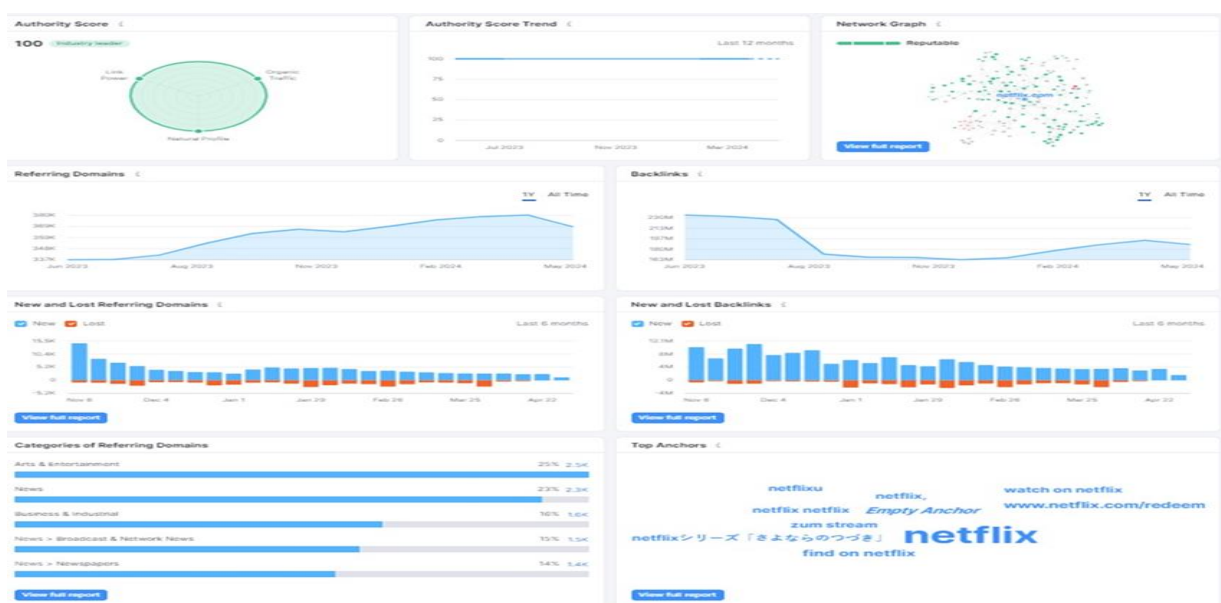
Keyword Gap Analysis: The keyword gap analysis has shown that Netflix can focus on key words that relate to its competitors such as Disney+ and Paramount Plus. Netflix can catch the attention of possible customers who want content from similar firms by creating materials that explain variations between its offerings and those from rivals.



Position Tracking: Results from a position analysis indicated that Netflix is ranking well on search engines when it comes to popular search terms such as "Netflix". This shows that many people are looking for this brand and it has therefore been well optimized.



Competitive research: Netflix's efficient SEO shows how they attained the highest positions in crucial keywords and established their influence in countries such as the United States and India. It reminds us about the chance to raise the stakes on their worldwide presence by using regional advertising and marketing strategies which are custom made for specific markets.



Backlink analysis: Netflix's indicates a robust profile of steady rise in referring domains illustrating an efficient link-building strategy that improves SEO and bolsters its dominance on online platforms more so on Arts & Entertainment and News categories.

C) FINTECH COMPANY – STRIPE

BUSINESS MODEL

With powerful APIs, scalability and global reach in over 135 currencies, Stripe simplifies online payments for merchants. A transaction-based revenue model provides support for numerous offerings including subscription billing and fraud prevention among others. Key things such as stripe radar have made it the best platform in the market. How stripe ensures this is by being more focused on its customers as well as being able to adapt quickly making sure they remain ahead of everyone else in any circumstances.

STRENGTHS

- Payment solutions get easily combined into the Stripe's scalable platform which supports diverse payment methods across the globe.
- The company is globally expanding as we speak.
- They are known for their constant innovation with technology and product features.

DRAWBACKS

- Small businesses avoiding its intricate pricing system while dealing with financial laws is hard.
- Stripe must keep on changing its innovation efforts due to pressure put by competition.
- Reliance on the internet economy leaves them exposed to volatility.

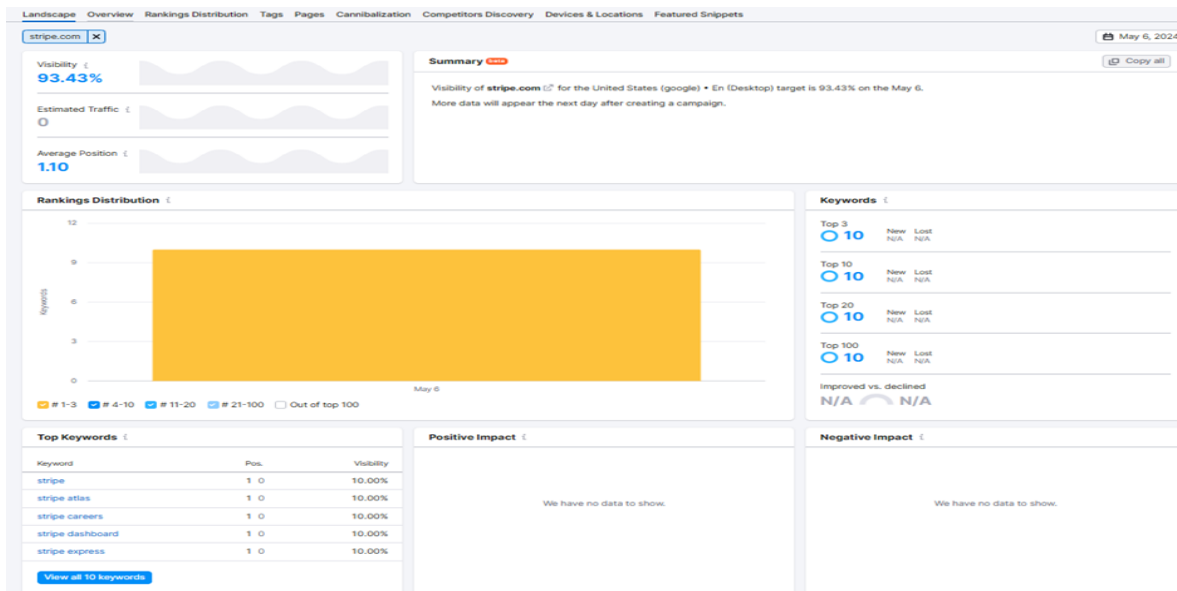
RESULTS

The screenshot displays the SEMrush Keyword Magic Tool interface for the keyword 'stripe'. The left sidebar shows various project and tool options. The main area shows a list of keywords with their respective metrics: Volume, KD %, Intent, CPC, SERP Features, and Updated. The table includes columns for 'All keywords', 'By number', and 'By volume'. The 'All keywords' column lists various terms related to 'stripe', such as 'stripe chat', 'stripe', 'gaza stripe', 'stripe club', 'stripe club near me', 'las vegas stripe', 'the boy in the striped pajamas', 'stripe clubs', 'stripe login', 'command strips', 'las vegas hotels on the stripe', 'las vegas stripe hotels', 'stripe', 'stripes', and 'crest white stripes'. The 'By number' column shows the volume for each keyword, ranging from 1,952,171 to 28,002. The 'By volume' column shows the KD % for each keyword, ranging from 55 to 77. The 'Intent' column shows the search intent for each keyword, with values like 'N', 'I', 'C', and 'T'. The 'CPC' column shows the cost per click for each keyword, ranging from 0.00 to 1.15. The 'SERP Features' column shows the number of SERP features for each keyword, ranging from 0 to 3. The 'Updated' column shows the last update date for each keyword, with values like 'Last week' and 'Last week +3'.

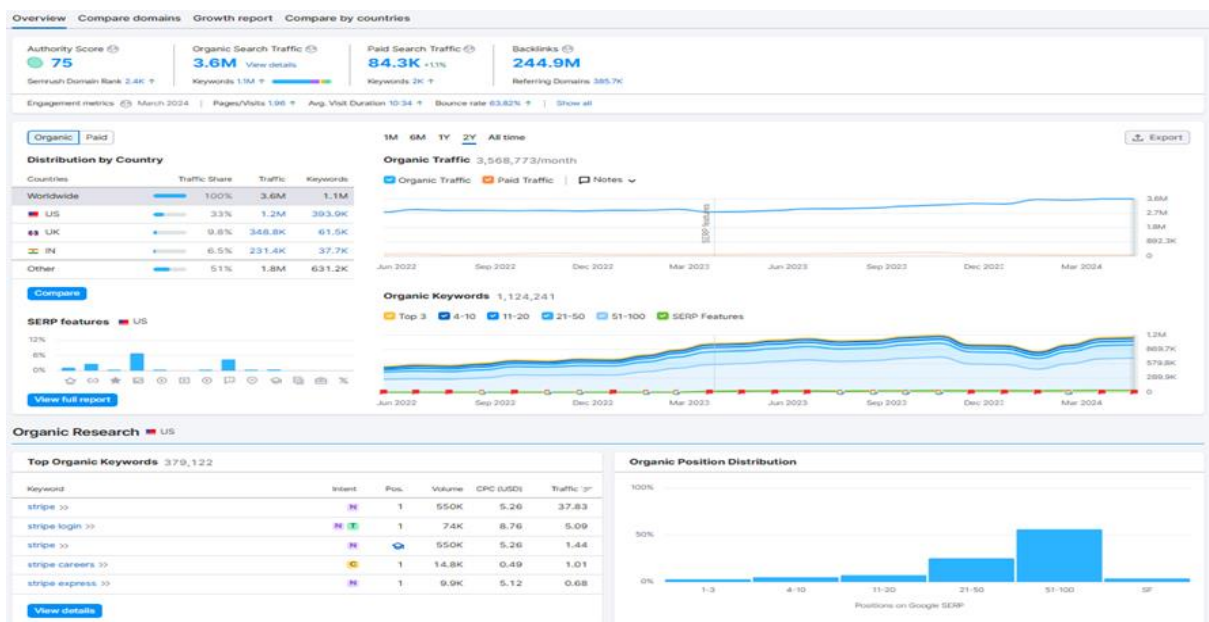
Keyword Research: It is almost impossible to make this better. However, I think looking into how developers utilize Stripe's API in developing tailor-made content solutions may be beneficial in improving API user friendliness and eliminating the necessity of coding.

The screenshot displays the SEMrush Keyword Gap tool interface. The top section shows 'Top Opportunities' with a list of keywords and their volumes. The 'Keyword Overlap' section shows a Venn diagram with four overlapping circles representing different domains: 'https://stripe.com/' (blue), 'gocardless.com' (green), 'tipalti.com' (orange), and 'staxpayments.com' (purple). The 'All keyword details for: https://stripe.com/' section shows a table of keywords with their respective metrics: Shared, Missing, Weak, Strong, Unmapped, Unique, and AB. The table includes columns for 'Keyword', 'Intent', 'Volume', 'KD%', 'CPC', 'Com.', and 'Results'. The 'Keyword' column lists various terms related to 'stripe', such as 'po', 'drawings', 'roblox login', 'standard deviation', 'xoom', 'independent variable', 'netsuite login', 'hubris', 'netsuite', 'gross income', 'invoice template', 'sales tax calculator', 'attrition', 'dcl', 'ebilda', 'erp', 'laissez faire', and 'procurement'. The 'Intent' column shows the search intent for each keyword, with values like 'I', 'N', 'C', and 'T'. The 'Volume' column shows the volume for each keyword, ranging from 1,300 to 1,100K. The 'KD%' column shows the keyword difficulty for each keyword, ranging from 0 to 100. The 'CPC' column shows the cost per click for each keyword, ranging from 0.00 to 1.37. The 'Com.' column shows the number of competitors for each keyword, ranging from 0 to 0.13. The 'Results' column shows the number of results for each keyword, ranging from 0 to 805M.

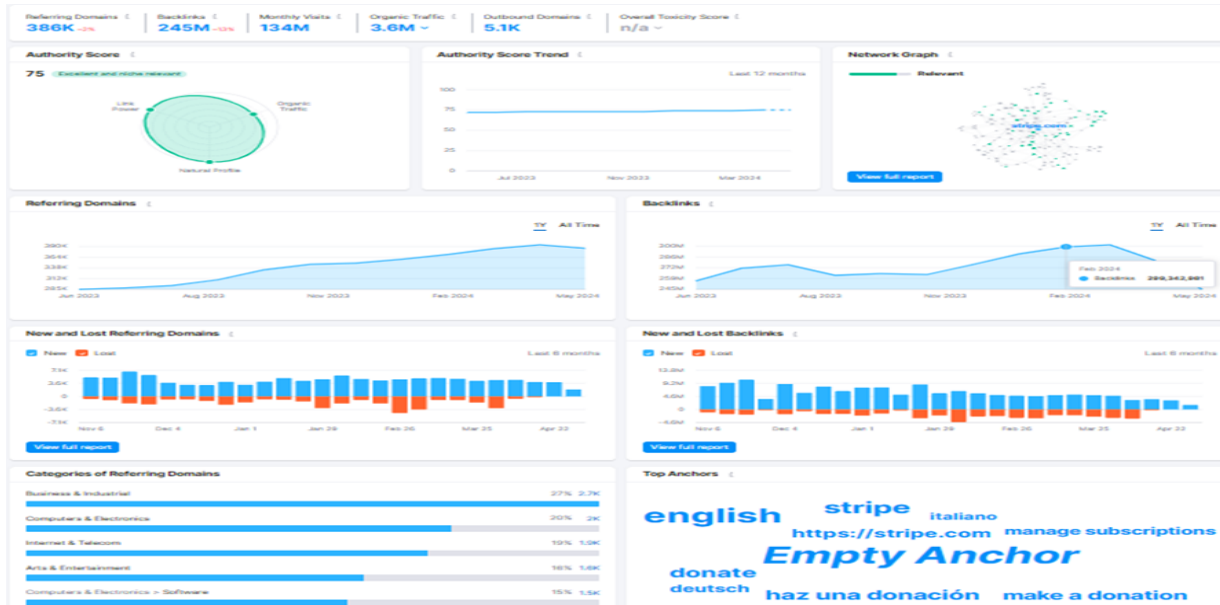
Keyword gap: The best way to help Stripe grow is for it to consider talking about aspects of finance such as accounting systems or receivables because this could broaden stripe's appeal, expand its market reach as well as cement its status as a complete finance solutions provider.



Position tracking: An amazing SEO efficacy has accompanied Stripe's position tracking whereby it achieves a visibility score of 93.43% with majority of its key terms like "stripe", "stripe atlas", "stripe careers" being in the top ranking. This implies an extensive online presence, making sure competing troubles are kept at bay.



Competitive research: Stripe maintains an Authority Score of 75, with a significant U.S. market share seen in its competitive research. Its organic traffic decreased, but it still ranks high for crucial keywords showing that it has been influential and having effective SEO.



Backlink Analysis: A vigorous and varied profile is demonstrated by Stripe’s backlink analysis, showing considerable growth in referring domains across multiple industries, pointing to strong reputation and effectiveness in outreach: functionalities include stripe, donate and manage subscriptions which make it popular in financial services on the internet.

D) E-COMMERCE COMPANY – INSTACART

BUSINESS MODEL

Instacart is an e-commerce company that distributes groceries primarily in the United States and Canada. Customers can order meals from Instacart and have it delivered or picked up via its in-app platform. The organization collaborates with top grocery stores and retail partners to provide a wide range of consumer products that are accessible from locations in your neighborhoods.

Instacart has multiple revenue streams like delivery charges, revenue sharing, Dash Pass (premium subscription), in-app advertising and price markups. Under a revenue-sharing arrangement, Instacart and its retail partners agree on variable fees that are determined by the volume of transactions each shop processes.

STRENGTHS

- Instacart specializes in fast delivery and provides products from a variety of retailers.
- Using a sophisticated app and website with a seamless user interface improves the consumer experience.
- Rapid expansion into new geographic areas without the need of warehouse management.
- Personalized shopping experience caters to consumers' individual demands.

DRAWBACKS

- Changes in partnership agreements have the potential to interrupt service and product supply.
- Instacart often charges higher costs for products compared to in-store prices.
- The online grocery delivery business is very competitive, with firms such as Amazon Fresh and Walmart.

RESULTS

Keyword Magic Tool: instacart
Database: United States Currency: USD

View search history

All Questions All Keywords Broad Match Phrase Match Exact Match Related Languages: **en**

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

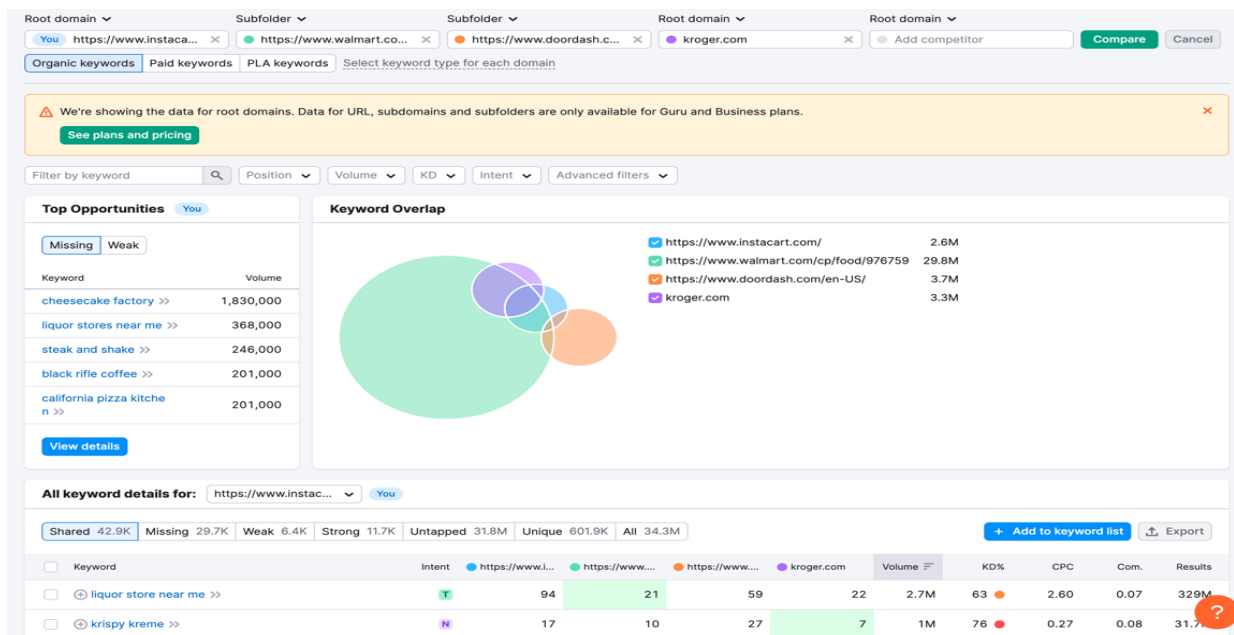
By number By volume

All keywords: 56,436 Total volume: 4,148,640 Average KD: 43%

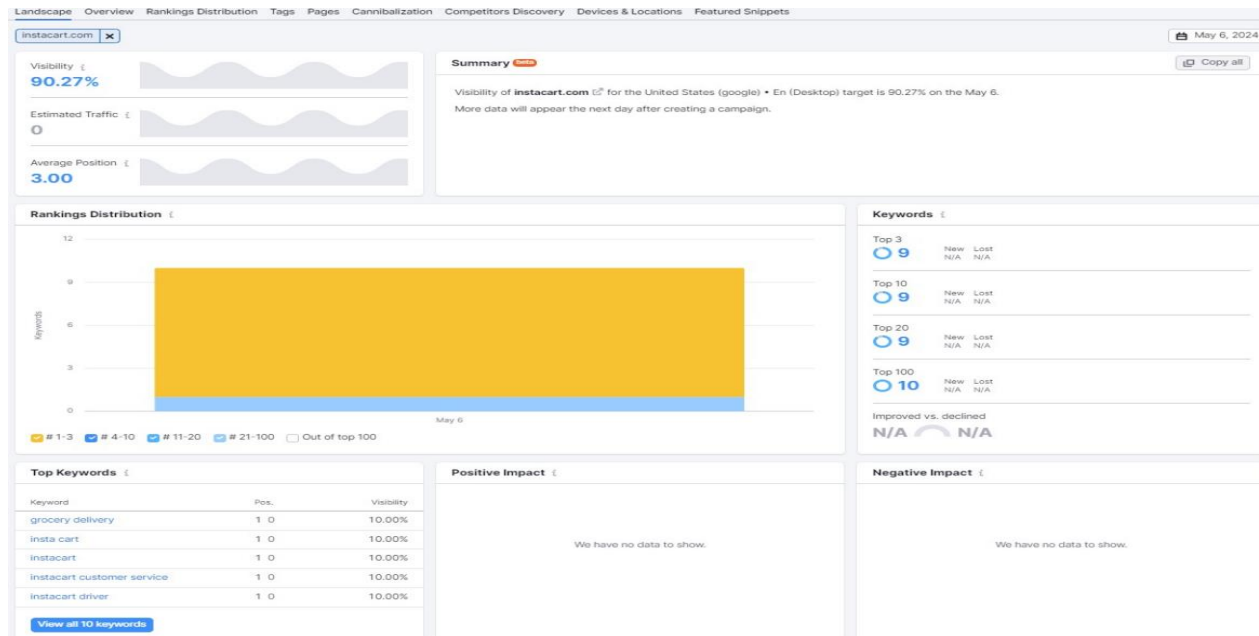
+ Add to keyword list Update metrics 0/1,000 Manage columns 7/10 Export

Keyword	Intent	Volume	KD %	CPC (USD)	SERP Features	Updated
shoppe		3,392				
can		3,245				
order		3,234				
delivery		2,798				
code		2,472				
com		2,135				
promo		2,036				
store		1,964				
tips		1,861				
card		1,625				
pay		1,598				
get		1,560				
much		1,552				
https		1,504				
www		1,467				
work		1,442				
instacart		2,240,000	91	2.52		Last week
instacart promo code		74,000	75	0.94		Last week
instacart shopper		74,000	77	1.86		Last week
instacart customer service		60,500	67	2.34		Last week
instacart login		49,500	73	1.10		Last week
instacart stock		33,100	55	2.09		Last week
instacart driver		27,100	79	1.01		Last week
instacart ipo		22,200	86	2.76		Last week
instacart customer service number		18,100	75	2.52		Last week
instacart jobs		18,100	41	0.99		Last week
instacart phone number		18,100	77	2.86		Last week
public instacart		18,100	62	2.79		Last week
instacart public		14,800	61	2.55		Last week
aldi instacart		12,100	35	1.53		Last week
costco instacart		12,100	67	2.07		Last week
instacart careers		12,100	64	1.47		Last week

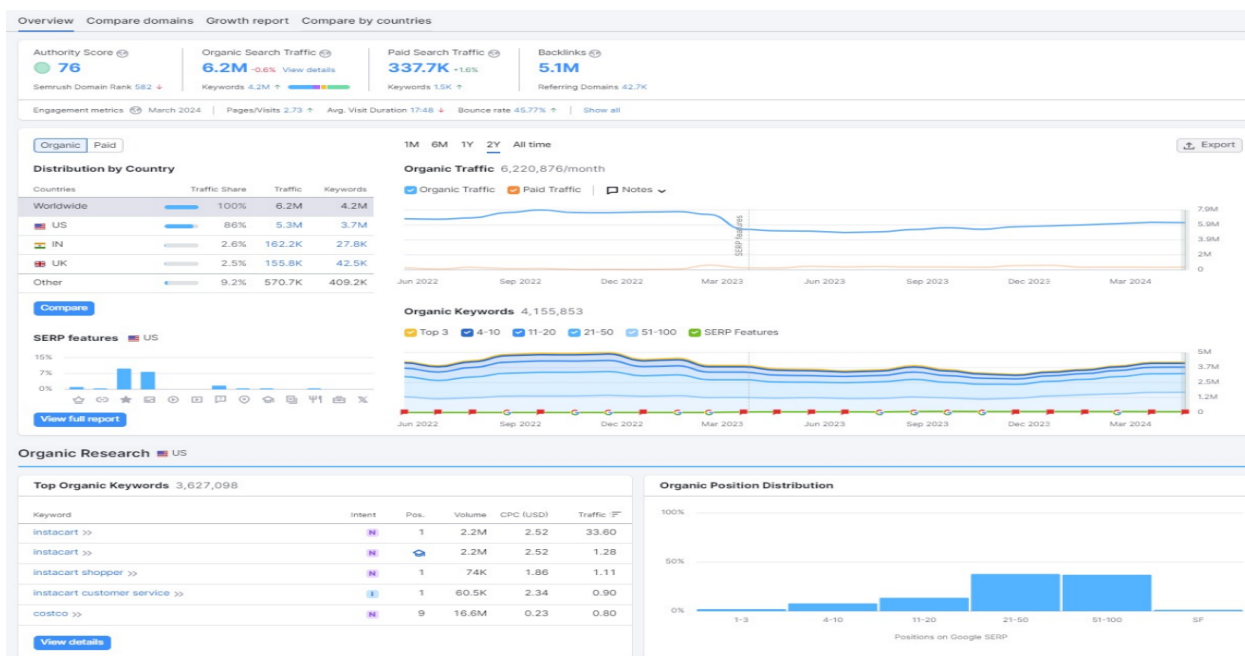
Keyword Research: Many search terms are related to their service. This shows that the word alone has a search volume of about 2240000 monthly searches which suggests that the brand is well known, and many people are looking either for it or to use it in different ways.



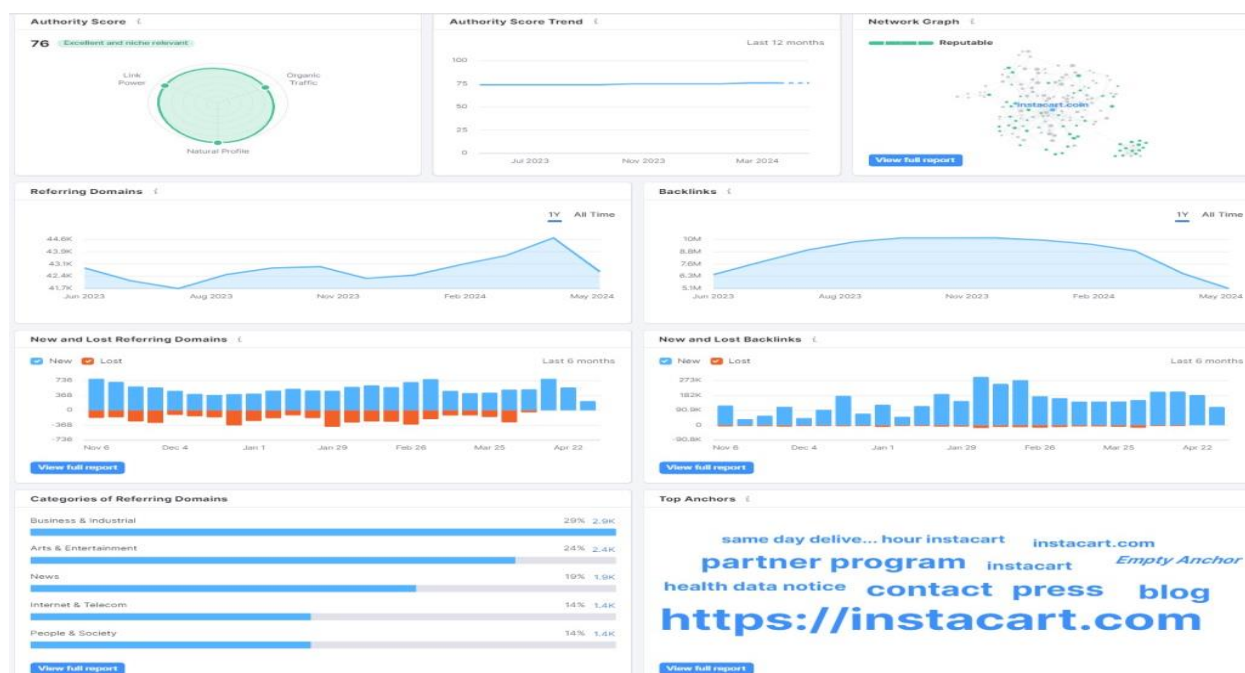
Keyword Gap: One of the findings is that Instacart has more in common with Walmart, Kroger, or Doordash. Using both common and undiscovered sides, the chart highlights areas of competition and potential future paths for these businesses.



Position Tracking: SEO is strong with an awesome visibility rating of 90.27%. Their groceries website maintains an average place number 3.0 among all tracked phrases. Each of these leading keywords occupies the topmost position in search engine results page.



Competitive Research: A clear, comprehensive SEO strategy with good data on performance indicators. Meaning that it holds an authority score of 76 and it is getting about 6.2 million of organic search traffic a month, with most (86%) of these coming from the U.S.



Backlink Analysis: A robust and dynamic SEO profile indicating great link strength and robust organic traffic. Largely dependent on the quality and trustworthiness of its linked domains, which are highlighted in a network graph.

RECOMMENDATIONS

- Greystar should consider changing the direction towards service creation by investing in technologies such as digital platforms for tenant management with a view to boosting building efficiency.
- Netflix needs to track back to develop new features and types of content that are capable of outdoing others and perform effectively among the changing trends with regard to watching series online especially relating to trends of beyond such as interactive media.
- Stripe needs to be innovative on security, global expansion as well as financial tools in relation to bitcoin integration or blockchain technology.
- Instacart should broaden its service palette with technological details that feature some AI shopping assistant alternatives or meal-kit delivery services to obtain an equal share of the market while catering for different client preferences.

COMPARATIVE ANALYSIS OF COMPANY STRATEGIES

DIFFERENCES IN STRATEGIES:

- Netflix makes content and platform innovation its number one priority to keep subscribers engaged.
- Instacart ventures into fresh product divisions and advances its technology to promote efficiency in operations and provide tailored experience for shoppers.
- Greystar invests in technology that caters to tenants to deliver high-quality dwellings that can be managed easily.
- Stripe relies on secure payment methods and technological advancements that can ensure complex financial transactions are done smoothly.

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