

Role of Search Engine Optimization (Seo) in Driving Online Business Growth - Amman-Try

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ABSTRACT

Search Engine Optimization (SEO) has become a fundamental component of digital marketing, playing a vital role in enhancing online business growth. This study examines the impact of SEO techniques on improving website visibility, increasing organic traffic, and driving customer engagement. With the rapid expansion of online platforms, businesses are increasingly relying on search engines to reach potential customers, making SEO a critical strategy for sustainable growth.

KEYWORDS: Search Engine Optimization (SEO), Organic Traffic, SERP (Search Engine Results Page), Keyword Research, On-Page SEO, Off-Page SEO.

INTRODUCTION

Search Engine Optimization (SEO) has emerged as one of the most influential digital marketing strategies in the modern business environment. With the rapid growth of internet usage and online purchasing behavior, organizations increasingly depend on search engines to connect with potential customers. SEO refers to the systematic process of improving a website's visibility in search engine results pages through organic methods such as keyword optimization, quality content creation, technical improvements, and link building. Effective SEO helps businesses attract relevant traffic, enhance brand credibility, and achieve sustainable online growth.

REVIEW OF LITERATURE

Another systematic review (2024) reported that businesses adopting SEO strategies experienced up to a **30% increase in website traffic**, while proper keyword optimization improved **click-through rates by 20–40%**, demonstrating SEO's direct contribution to customer engagement and online visibility.

Research published in 2025 on the evolution of SEO strategies indicates a shift from traditional keyword-based optimization to a more **user-focused approach**, where content relevance, technical SEO, and user experience play a critical role in ranking performance. This highlights the importance of integrating **content quality and technical improvements** for sustainable business growth.

A study focusing on SEO and website performance (2024) found that SEO practices significantly enhance **digital visibility and overall website performance**, enabling organizations to reach wider audiences and improve their competitive position in the market.

Earlier foundational research (2022) also supports the long-term value of SEO, emphasizing that **strategic keyword selection and optimization contribute to brand positioning and customer acquisition**, making SEO a cost-effective marketing investment over time.

SCOPE OF THE STUDY

The scope of the present study is confined to analyzing the role of Search Engine Optimization (SEO) in driving online business growth with special reference to Amman-Try. The study primarily focuses on understanding how various SEO practices influence the company's online visibility, website traffic, and customer engagement. It examines the effectiveness of organic search strategies rather than paid digital marketing methods.

The scope of the present study is centered on analyzing the role of Search Engine Optimization (SEO) in driving online business growth, with special reference to Amman-Try. In the context of increasing digitalization, SEO has become a critical factor for enhancing online visibility attracting targeted audiences, and improving overall business performance.

STATEMENT OF THE PROBLEM

In the present digital business environment, online visibility has become a critical factor influencing organizational growth and competitiveness. While many companies invest in digital marketing, the effective implementation of Search Engine Optimization (SEO) remains a major challenge. Organizations often struggle to align SEO strategies with changing search engine algorithms, customer search behavior, and business objectives. As a result, potential benefits such as increased organic traffic, higher conversion rates, and improved brand recognition may not be fully realized.

OBJECTIVES OF STUDY

The primary aim of this study is to explore the role of Search Engine Optimization (SEO) in driving online business growth, with a specific focus on Amman-Try. In the modern digital landscape, SEO has become a fundamental strategy for enhancing website visibility, attracting targeted traffic, and engaging potential customers. The study seeks to understand how SEO practices directly influence online business performance and contribute to achieving organizational goals.

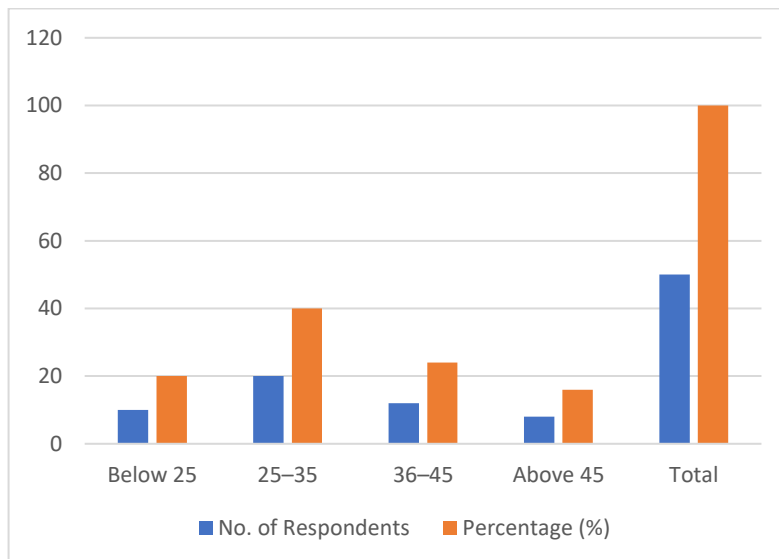
RESEARCH METHODOLOGY.

Research methodology refers to the systematic and structured approach adopted to collect, analyze, and interpret data in order to achieve the objectives of a study. In this research, the methodology is designed to examine the role of Search Engine Optimization (SEO) in driving online business growth, with specific reference to Amman-Try. The methodology provides a clear framework for understanding how various SEO practices influence website visibility, customer engagement, and overall online business performance.

The study follows a step-by-step approach, beginning with the identification of the research problem and formulation of specific objectives. Once the objectives were defined, the methodology was structured to gather both primary and secondary data to ensure a comprehensive understanding of SEO practices and their effectiveness. Primary data were collected through structured questionnaires administered to employees and digital marketing professionals associated with Amman-Try. These questionnaires were designed to capture insights on SEO strategies, technical practices, content optimization, and the perceived impact of SEO on customer acquisition and brand visibility.

ANALYSIS AND INTERPRETATION

Age Group	No. of Respondents	Percentage (%)
Below 25	10	20
25–35	20	40
36–45	12	24
Above 45	8	16
Total	50	100



Interpretation

The table shows that the majority of respondents belong to the 25–35 age group, indicating a young and digitally active workforce. This age distribution supports better awareness and adaptability toward SEO and online business strategies.

FINDINGS

The study on the role of Search Engine Optimization (SEO) in driving online business growth at Amman-Try provides several valuable insights into the organization's current digital marketing practices and their impact on business performance. The findings are based on primary data collected from employees and digital marketing personnel, analyzed to assess awareness, implementation, and effectiveness of SEO strategies.

SUGGESTIONS

Based on the findings of this study, several recommendations are proposed to enhance the effectiveness of Search Engine Optimization (SEO) strategies at Amman-Try and further support sustainable online business growth. These suggestions focus on improving both the strategic and operational aspects of SEO implementation to maximize website visibility, customer engagement, and brand credibility.

CONCLUSION

The present study concludes that Search Engine Optimization (SEO) plays a pivotal role in driving online business growth at Amman-Try. In today's highly competitive digital environment, SEO has emerged as a cost-effective, sustainable, and strategic marketing approach that significantly enhances online visibility, attracts targeted website traffic, and improves customer engagement. By analyzing the SEO practices implemented within Amman-Try, the study highlights the substantial impact of well-structured SEO strategies on the company's digital performance and overall business outcomes.

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