



**CREATING AWARENESS AND UNDERSTANDING
IMPORTANCE OF GOOGLE RANKING: TRAVEL
AGENCY AND INTERIOR DESIGN COMPANIES IN
JOHOR**

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ABSTRACT

Google Ranking Services (so called SEO, Search Engine Optimization) is a service that helps to improve the visibility of a website or a web page in search engine. The purpose of this study is to create awareness and understanding importance of Google ranking to Travel Agency and interior design Companies in Johor. Case studies derived from Ad Google Media Company where data were drawn by interview that being held on the travel agency and interior design companies in Johor. Problem statement for this study is businesses misunderstood between Google Ranking and SEO, businesses have their own method gaining new customer, & businesses didn't want to sign in with Google Ranking. The method for this research paper uses qualitative study. To conduct the qualitative study, interview session were conducted. The usage of qualitative is to create awareness and understanding importance of Google ranking. The findings showed that the businesses aware about the importance of Google Ranking to the businesses where it can make the company visible and be more popular on Google search. From the research, researcher can conclude that not all business type suitable on doing Google ranking as their marketing.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines. There are many aspects to SEO, from the words on the page to the way other sites link to the web. Sometimes SEO is simply a matter of making sure the site is structured in a way that search engines understand.

The majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo!. Although social media and other types of traffic can generate visits to the website, search engines are the primary method of navigation for most Internet users. This is true whether the site provides content, services, products, information, or just about anything else.

Search engines are unique in that they provide targeted traffic where people looking for what the business offer. Search engines are the roadways that make this happen. If search engines cannot find the site, or add the business content to their databases, the businesses miss out on incredible opportunities to drive traffic to their site.

Google Ranking Services (so called SEO, Search Engine Optimization) is a service that helps to improve the visibility of a website or a web page in search engine (Google, Yahoo, Bing, etc.) through the organic or natural search results. In most cases, the more frequently any website appears in the search engine result list, the more visitors it will receive from the search engine's users.

An appropriately optimized website, it will benefit in the long run with significantly increased traffic and brand awareness which will translate into increased online enquiries. Google ranking (SEO) has been proven to yield a higher ROI and more cost-effective in terms of getting targeted traffic to your website and leads acquisition. The cost of Google ranking (SEO) is relatively fixed as you do not need to pay additional search engines for click. With millions of searches conducted each day, your site that appears at the top of the search results essentially getting free website advertising.