

The corporate strategy of increasing the visibility of websites by implementing digital marketing

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Abstract: Increasing the visibility of websites by implementing digital marketing is deeply affecting every sphere of life, especially in all economic activities. Websites with more community-focused pages—such as blogs, forums, and connections to other social media sites—are seen more frequently Pant et al. (2017). By utilizing an e-commerce website for digital marketing, business owners may more effectively promote their items and quickly see sales figures Supriyatin, W., & Wisessa, K. (2022). The main aim of the study is to analyze the importance of the increasing the visibility of websites by implementing digital marketing in case of business. The methodology used consist on qualitative method. Primary data were used to test the hypotheses in the study, while the online questionnaire was used as the research tool for data collection. The questionnaire was prepared in "google forms" and covered a six-month time period for data collection. Respondents were randomly selected after the questionnaire was administered online to a random sample of 150 participants. The study finds that the impact on increasing the visibility of websites in the selection of a search engine by implementing digital marketing is more than just a search. Internet searches in the visibility of specific pages, are a key element in the company's relationship with consumers, which represent perceptions and feelings of consumers about a product or service in which it is related to their performance, which represent everything that means for the product or service to consumers.

Keywords: Digital marketing, Marketing, Social networks, Website optimization.

JEL Classification: M31; M37; M39.

1. Introduction

The rapid development of technology, including the Internet, which, due to daily changes, caused a large part of traditional marketing to switch to digital marketing by presenting product or service advertisements through digital channels. Monitoring and adapting to these changes is necessary because marketing, without digital marketing, would no longer make sense today, because ads would not be seen in a desirable percentage, which, of course, would not lead to satisfactory sales. Since the basic meaning of marketing is the attempt to know the needs and wants of consumers and to offer products that will satisfy them, it had to develop in accordance with the changes in the market (Scott 2021). Digital marketing is the fastest growing and most exciting branch of marketing today and a different way of thinking about connecting people, as well as connecting people to media and the world around them. Advertisements displayed on websites, but also other types of online activities such as email and social networks, present the availability of information, the desire to contribute through more user-friendly technology that have made the change of marketing from the essence (Strokes, 2013). Search engine optimization is related to adapting to changes and thereby increasing efforts to improve the position of a website in the most popular search engines on the Internet. Ads are in most cases personalized, the audience can be segmented very precisely and participate in the interaction more than ever before. Behaviors are therefore being modified in the way people shop or purchase goods and

services, so the future lies in innovative and creative ways of operating, such as brand digitalization, that will modify existing behavior (Bytyçi et al. 2021).

The paper will explain in detail the terms related to increasing website traffic using digital marketing and internet search engine optimization. In addition to the work, research was also conducted on the probability of tracking links to websites from social networks. In the first part of the paper, the goals of the research are defined, the research questions are established, the research sample is described and the terms related to digital marketing and web search engine optimization are explained.

According to Verma et al. (2020), in order to increase website traffic, it is imperative that search engines display a website in their top search results. In a highly competitive industry, search engine marketing (SEM) and search engine optimization (SEO) seek to offer the tactics and demonstrate to be a successful means of expanding a company's clientele.

On the other hand, Sharma & Tripathi (2023), states that, a website that is hard to navigate, unclear, or takes a long time to load can lead to a bad user experience, which in turn causes a loss of leads or customers. On the other hand, a user-friendly, well-structured, and mobile-friendly website may assist increase user engagement, increase conversion rates, and ultimately improve the success of digital marketing campaigns.

With a focus on mobile devices, precise surveillance of site performance indicators, and active development of video marketing, digital marketing efficiently boosts the profit of online retailers (Levchenko & Danilenko, 2023).

The main aim of the study is to analyze the importance of the increasing the visibility of websites by implementing digital marketing in case of business. The study objectives are as follows:

1. To identify the strategies for increasing the visibility of websites
2. The importance of digital marketing towards sales growth for business

The study research questions are:

1. Does digital marketing help businesses to grow?
2. Does increasing the visibility of websites help the business for faster growth?

Digital marketing strategies are of great interest for business and costumers. The research gap in this area is that the links shared from social media to folo a website is not well accepted from the customer. In this kind of view the paper will bring information about the increasing the visibility of websites by implemeting digital marketing

The paper is structured as follows: the fors section presents the scope of the study including researcha ims and objective, research questions and the importance of the study. The second section presents the literature review. The third section prenets the research methodology. The fourth section presents the results and discussion. The fifth section presents the conclusions of the study.

2. Literature Review

Technological advancements in this digital age have fundamentally altered the corporate paradigm, particularly in the e-commerce sector. One of the primary channels by which many businesses now offer their goods and services online is e-commerce. But in order to boost sales conversion and obtain a competitive edge, businesses must have an efficient marketing plan given the growing number of rivals on e-commerce platforms Purnomo, (2023). The business used digital marketing techniques including CRM, ASO, SEM, and SEO to raise the visibility of its mobile applications and websites (Nurcahyo, 2023). Verma et al. (2020) stated that Both search engine optimization (SEO) and search engine marketing (SEM) can help websites rank higher in search results. Online advertising has a direct influence on customers' intent to purchase through the Lazada website (Wuisan & Handra, 2023).

Presenting a business case for expanding your online presence and outlining the advantages of doing so through digital marketing is known as "sell, serve, speak, save, and sizzle." A website is becoming increasingly necessary for businesses as the market shifts to an electronic one. Digital marketing is the means by which we connect with and reach this audience. Over three billion people now use the internet, and it is still expanding quickly and smoothly across international borders Burghate, (2018).

A study from Jelena, (2015). examines the relationship between users' knowledge of the brand featured on a website, how long they stay on it, and whether or not they plan to purchase the advertised item or service. It is proven that a brand's perception and purchase intention are influenced by both demographic traits and amount of time spent on the website.

Carroll's pyramid shows that the CSR aspects have a favorable effect on consumers' purchasing decisions, with technology functioning as a moderator and brand loyalty and cause-related marketing as mediators (Štreimikienė & Ahmed 2021). Brand sustainability is favorably impacted in services industries by online digital media advertising, which includes email, mobile phone, search engine optimization, and social media marketing Ahmed et al. (2019).

With the advent of new digital technologies in recent decades, marketing tools and tactics have taken digital forms. The development of technologies and innovations happen every day, both in other industries and in digital marketing. This is why digital marketing was initially defined as the projection of conventional marketing and its online tools (Pineiro – Oterio, T., Martinez Rolan, X 2016). However, with the development of digital technologies, communication channels and formats emerged that created new tools and strategies that are impossible to produce conventionally, without the use of digital technologies. Communication via the Internet must be interesting and relevant to the reader, otherwise it will be ignored (Jones, A. T., Malczyk, A., Beneke, J. Internet Marketing, 2011). Therefore, digital marketing today is not considered a subtype of conventional marketing, but a new phenomenon that combines personalization and mass distribution to achieve marketing goals. Today's digital marketing is: user-oriented, measurable, ubiquitous and interactive (Pineiro – Oterio, T., Martinez Rolan, X 2016). Following new trends and knowing their value is the key to success. The components of digital marketing vary depending on trends and are currently current: content marketing, social media marketing, e-mail marketing, search engine optimization, search engine advertising and web analytics (Jadahav, V. S., Yallatti R. M., A, 2018). Content marketing is a strategic marketing approach aimed at creating and distributing valuable, relevant and consistent content in order to attract and retain a clearly defined audience and initiate profitable customer action. Increasing the visibility of websites by implementing digital marketing. Content marketing is a strategic marketing approach aimed at creating and distributing valuable, relevant and consistent content in order to attract and retain a clearly defined audience and initiate profitable customer action (Content Marketing Institute 2012). Choosing the best one will depend on the content marketing that the customer has encountered on those sites or social networks (Jadahav, V. S., Yallatti R. M., A, 2018). People are easy to identify with each other, so it's no surprise that word of mouth was once the only but the best marketing, and even now plays a big role in customers' decisions to buy products. . A good reputation can bring in new potential customers, but a bad reputation can also scare them away. The emergence of social networks has greatly expanded the power of word of mouth recommendation. Online reviews and conversations on social media can make or break a business faster than anything else (Netmark 2016). It is evident that digital marketing today has its dominant features that must be recognized and respected in order to use its potential for more successful business. In accordance with the above, it is possible to create several digital marketing strategies that will improve the business of individuals and organizations. The only thing that is constant in digital marketing is change.

People are easy to identify with each other, so it's no surprise that word of mouth was once the only but the best marketing, and even now plays a big role in customers' decisions to buy products. A good reputation can bring in new potential customers, but a bad reputation can also scare them away. The emergence of social networks has greatly expanded the power of word of mouth recommendation. Online reviews and conversations on social media can make or break a business faster than anything else (Netmark 2016).

Search engine optimization is the marketing of a company's website to the most popular search engines on the Internet. The main goal of search engine optimization is to increase the traffic on a website by optimizing the website to achieve the highest possible ranking in the list of search results. None of the major search engines disclose the elements they use to rank a page, but there are many articles stating that Google uses more than 200 different elements in its algorithm to determine relevance and ranking in the search results list (Strokes R., eMarketing, 2013). Keywords are the basis

of search. When a user types a query into a search engine, he uses words that he thinks are relevant to that query. The search engine then returns those pages it believes are most relevant to the search terms.

When choosing keywords, it's important to think of words that best describe the site, and the best way to do this is by brainstorming. Brainstorming is an indispensable technique for decision making, generating new ideas and finding solutions. Once the keywords and phrases have been chosen, you need to ensure that the page includes the content that will be searched for. Content is the most important part of websites and should be properly structured, relevant and targeted for selected keywords. Website content should provide information to visitors, interest them and persuade them to do what the site creator wants. The keywords in the content of the website must be formed so that the search engines can recognize and understand them.

Since 2008, social media marketing has grown drastically and social media itself has become some of the most powerful communication channels on the Internet. Brands and digital marketers use many social networks to increase brand awareness, build relationships with potential and existing customers, drive website traffic, and sell products and services directly. Some of the most popular social networks include Facebook, Twitter, LinkedIn, Instagram. The widespread use of social networks can be easily explained as it offers many benefits. The fact that most social networks are free, easy, fast and efficient leads to the possibility of real-time communication, which is extremely important for different brands and companies for an effective business.

3. Research Methodology

The research methodology means the scientific road is attended to conduct the research article. In this kind of view, upon the research problem statement is followed by the literature review gap, the literature review at all, the research method used is specified and the tool for data collections. In this article the data used are primary data and the online questionnaire as used for data collections.

This study has a special importance for the sake of the phenomena that deals with and correlates the optimization of hearings and visibility of websites that use digital marketing, and which are the subject of debate, but very little tested in Kosovo and the Region. In this prism, the scientific research methodology starts from the review of local and international literature, books and scientific articles, various reports from local institutions and continues further with the determination of the research method.

To answer the research questions, and to achieve the study objectives the primary data were used, for which the most common research method for collecting primary data, the questionnaire, was used. In this study, the questionnaire was prepared online through googleform in a random sample with structured questions, Likert scale and an open question where researchers were asked how they perceive the impact of digital marketing on sales optimization through increasing page visibility. of the internet. The survey lasted from October to December 2023 to collect data and reach the target number of responses. The target number of questionnaires was 200. Of this number, 9 of them do not use social networks, so they were not taken into account when analyzing the answers for connections on social networks, and 42 of the respondents did not fully answer the requested questions. Therefore, the number of completed and valid questionnaires is 150.

Some alternative research methods may be useful for further research such as: the companies or groups that have effectively used digital marketing techniques to raise the exposure of their websites.

Compile comprehensive data on the digital marketing tactics these companies use. PPC campaigns, social media strategies, SEO techniques, content marketing, and other digital approaches may fall under this category and also to examine the ways in which every tactic enhanced the visibility of the website. Examine data like conversion rates, engagement rates, and traffic growth. As an alternative method there may be used the efficacy of various tactics employed in the case studies. Find the commonalities or special strategies that contributed to the outcome.

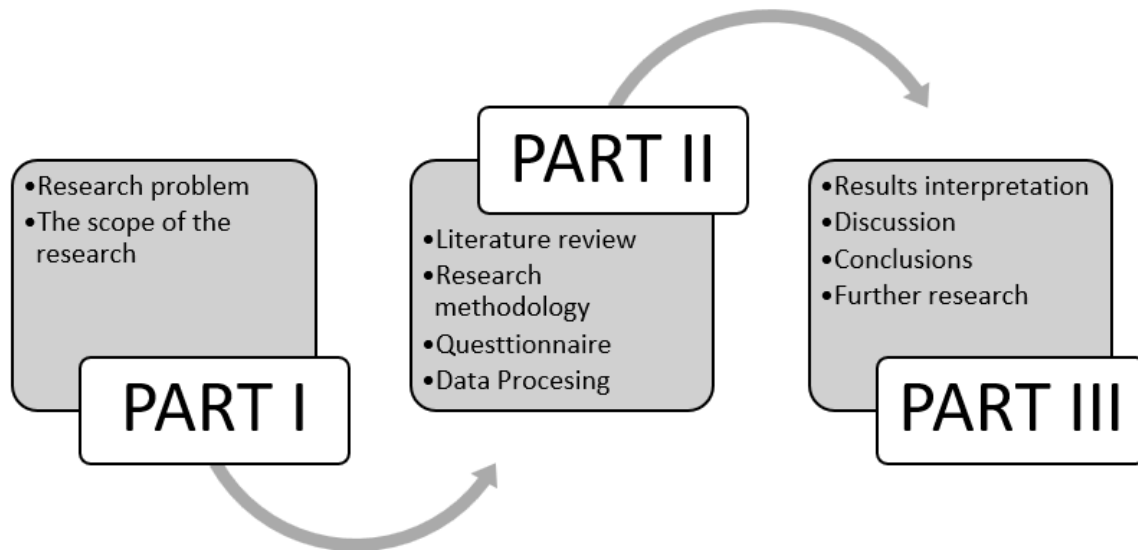


Figure 1.
Research framework.

4. Results

In this part, the findings of the study are presented based on the answers of the respondents in the questionnaire administered google forms in a random sample of 150 participants.

The primary data were processed on the disk where the process of coding and preparing the data set for the SPSS program continued. Findings were tested and then presented in tabular form including: descriptive statistics, frequency of variables, T-test for hypothesis testing and Cronbach's alpha for evaluating Likert scale questions.

Further in this chapter, the findings and their discussion are presented, as well as the testing of the hypotheses raised in this study.

Table 1.
Demographic data of respondents.

	N	Minimum	Maximum	Mean	Std. deviation
Your Gender	150	1	2	1.52	0.501
You are employed:	150	1	4	1.62	0.882
Your educational level:	150	1	4	2.44	0.818
Your age	150	1	5	2.36	1.174
Your marital status	150	1	2	1.43	0.496
Valid N (Listwise)	150				

The table above presents descriptive statistics of demographic variables. The number of respondents in this study includes a total of 150. In all cases the minimum is one course the maximum reaches from two to five.

Table 2.
Gender of respondents.

Your gender		Frequency	Percent	Valid percent	Cumulative percent
Valid	Woman	122	81.33	81.33	81.33

	Man	28	18.67	18.67	100.0
	Total	150	100.0	100.0	

Out of the total of 150 respondents included in the study, 18.67 percent of them were male and 81.33 were female.

Table 3.

Form of employment of the respondent.

You are employed:		Frequency	Percent	Valid percent	Cumulative percent
Valid	Private sector	102	68.67	68.67	68.67
	Public sector	48	31.33	31.33	100.00
	Total	150	100.0	100.0	

Regarding the employment status, 68,67 respondents stated that they are employed in the private sector and 31,33 of them stated that they are employed in the public sector.

Table 4.

Educational level of the respondents.

Your educational level:		Frequency	Percent	Valid percent	Cumulative percent
Valid	High school	28	18.67	18.67	18.67
	Bachelor	57	38.00	38.00	56.67
	Master	53	35.33	35.33	92.00
	PHD	12	8.00	8.00	100.00
	Total	150	100.0	100.0	

Regarding the level of education 18.67 percent of the respondents have secondary education or 28 of them expressed with frequency, 38.0 are with bachelor education, 35.33 percent are with second cycle master education and a smaller part only 8.0 for percent are with the highest level of doctoral education.

Table 5.

Your age.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	18-21	29	19.33	19.33	19.33
	22-25	80	53.33	53.33	72.67
	26-29	28	18.67	18.67	91.33
	30 - +	13	8.67	8.67	100.00
	Total	150	100.0	100.0	

The table above presents the data of respondents categorized according to their age. As we can see from the data generated 19.33 percent of the total respondents are aged 18-21, 53.33 are aged 22-25, 18.67 are aged 26-29; 8,67 are aged 30-+.

Table 6.

Your marital status.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Married	87	58.0	58.0	58.0
	Unmarried	63	42.0	42.0	100.0
	Total	150	100.0	100.0	

In the presented data generated on the marital status of the respondents or participants in the married research are 58.0 percent while unmarried are 42.0 percent.

Table 7.
Number of family members who share the same living space.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	I live alone	2	1.33	1.33	1.33
	2-4	78	52.00	52.00	53.33
	5-7	67	44.67	44.67	98.00
	8-10	3	2.00	2.00	100.0
	Total	150	100.0	100.0	

The table above shows the frequencies and percentage of respondents according to their number of family members who share the same living space where 1.33 percent of the total stated that they live alone, 52.0 percent stated that they live from 2-4 people in one houses, 44.67 reported living with 5-7 members and 2.0 percent reporting living above 8-10 in the same house or sharing the same dwelling.

Table 8.
Display of respondents' reasons for shopping online.

Reason for online purchase:					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Save money	20	13.33	13.33	13.33
	Saving time	38	25.33	25.33	38.67
	Diversity of offer	48	32.00	32.00	70.67
	Ease of purchase	41	27.33	27.33	98.00
	None of the above	3	2.00	2.00	100.00
	Total	150	100.0	100.0	

When asked by the survey questionnaire to state the most important reason for shopping online, respondents most often mentioned the diversity of the offer, highlighting the availability of products that are not normally sold in the city/state where they live, as an advantage of online shopping. (32.00%). Given the increasingly demanding consumers, it is not surprising to foresee this reason. The reason for ease of purchase is in second place with 27.33%, followed by saving time with 25.33%, and finally saving money with 13.33%. About 2% of respondents answered that their reason for online shopping is different.

Table 9.
Frequency of online shopping?

		Frequency		Percent	
		Woman	Man	Woman	Man
Valid	One or more a week	2	6	7.14	4.92
	One or more times a month	8	34	28.57	27.87
	One or more per year	14	68	50.00	55.74
	I have never shopped online	4	14	14.29	11.48
	Total	28	122	100.0	100.0

The above table reflects the findings from the time point of view of how much the research participants buy online, as we can see in the chronology all the questions addressed in the questionnaire are within the scope of the study, in which case online shopping will be followed by the need to buy and

the knowledge about online purchases during their experiences or even from friends or marketing done on how such purchases can be made.

Out of a total of 150 respondents, 28 men and 122 women participated in the questionnaire. The results of online purchases according to the gender of the respondents and the questions posed in the survey questionnaire, the data show that 7.14 percent of men and 4.92 percent of women buy "one or more orders per week", while 28, 57 percent of men and 27.87 percent of women buy "one or more times a month". While, in the answers received to the question, "how many times in a year do they order", 50.0 percent of men and 55.74% of women agree on these questions. While 14.20 percent of men and 11.48 percent of women declare that they have never bought or ordered products or services online.

Table 10.
Sharing a link to a specific website that is not in your area of interest.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	I completely agree	60	40.00	40.00	40.00
	Agree	54	36.00	36.00	76.0
	Neutral	28	18.67	18.67	94.67
	I do not agree	3	2.00	2.00	96.67
	I completely disagree	5	3.33	3.33	100.0
	Total	150	100.0	100.0	

From table no. 10, processing the answer to the question "If one of your friends, people, or sites you follow shares a link to a specific website that is not in your area of interest, how likely are you to click on the link or if the same link is shared on in the form of an advertisement, 76.00% of the respondents indicated that they would not follow this link, which can be seen in the physical number of respondents 114. While, according to the cases or are neutral on this question, we have 18.67 percent to the respondents.

Table 11.
An ad on social media that is not in your area of interest, how likely are you to click on the link.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	I completely agree	108	72.00	72.00	72.00
	Agree	31	20.67	20.67	92.67
	Neutral	8	5.33	5.33	98.00
	I do not agree	2	1.33	1.33	99.33
	I completely disagree	1	0.67	0.67	100.0
	Total	150	100.0	100.0	

Regarding the question posed "If you see an ad on social media with a link to a specific website that is not in your area of interest, how likely are you to click on the link?" According to the responses shown in Figure 3, 74.00% of respondents confirmed that they would follow a friend's link if it was in their area of interest. 20% of respondents scored in the middle, meaning they neither want nor will follow the link. Only 2.00 % of respondents will not follow a friend link that is in their area of interest.

Table 12.
If the websites you follow share a link to a specific website that is in your area of interest, how likely are you to click on the link?"

		Frequency	Percent	Valid percent	Cumulative percent
Valid	I completely agree	60	40.00	40.00	40.00
	Agree	52	34.67	34.67	74.67
	Neutral	29	19.33	19.33	94.00
	I do not agree	3	2.00	2.00	96.00
	I completely disagree	6	4.00	4.00	100.0

Total	150	100.0	100.0	
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From the table above we see that most respondents agree with the statement specifically in the answers obtained from the question "If one of your friends, people or sites you follow shares a link to a specific website that is in your area of interest, how likely have you clicked on the link?", the results of the answer to the question of monitoring advertising-type links in the field of interest of the respondents, show that if the link is advertising-type, the link tracking will be less than the link tracking of a friend. 77.00% of the respondents will follow the link, 20% of the respondents are undecided, while only 3.00% of the respondents will definitely not follow the link.

Table 13.

If you see an ad on social media with a link to a specific website that is in your area of interest, how likely are you to click on the link.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	I completely agree	24	16.00	16.00	16.00
	Agree	50	33.33	33.33	49.33
	Neutral	45	30.00	30.00	79.33
	I do not agree	20	13.34	13.34	92.67
	I completely disagree	11	7.33	7.33	100.0
	Total	150	100.0	100.0	

As seen from the presentation of the findings in the table above, for the question posed "If you see an ad on social media with a link to a specific website that is in your area of interest, how likely are you to click on the link?" 16.0 agree completely, 33.33 percent agree, 30.0 percent do not have an answer, while 20.67 percent declare that they do not agree or do not agree completely.

Table 14.

If you search through Google or another search engine and do not find adequate results on the first page, what is the probability that you will go to the second search page.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	I completely agree	23	15.33	15.33	15.33
	Agree	17	11.33	11.33	26.66
	Neutral	36	24.00	24.00	46.66
	I do not agree	35	23.34	23.34	74.00
	I completely disagree	39	26.00	26.00	100.0
	Total	150	100.0	100.0	

The table above shows the findings on the statement that the respondents in this research that "When searching, most users are more inclined to go to another search page than to change the search keywords", it shows that 26, 0 percent of respondents do not fully agree to go to the second page of the search, 23.34% with a rating of disagree, 24% with a rating of neutral, 11.33% with a rating of agree and 15.33% with a rating of fully agree, which will said that most respondents would go to another search site.

Table 15.

If you search through Google or another search engine and don't find adequate results on the first page, how likely are you to change your search keywords?.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	I completely agree	68	45,33	45,33	45.33
	Agree	52	34,67	34,67	80.00
	Neutral	20	13,34	13,34	93.34
	I do not agree	5	3,33	3,33	96.67
	I completely disagree	5	3,33	3,33	100.0

Total	150	100.0	100.0
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From the table we see the possibility of changing search keywords. 45.3% of the respondents gave this probability a rating of completely agree, 34.67 percent of the respondents gave an agree rating, 13.34 percent of the respondents gave a neutral rating, 3.33 percent of the respondents gave a disagree rating and 3.33 percent of the respondents an assessment I strongly disagree with. These results indicate that most respondents will change their search keywords. The total number of respondents who will change their search terms is 80%, while the total number of respondents who will go to the second search page is 19.9%. These data may refute the third hypothesis.

5. Discussion

Companies perceive the Internet as the main channel for market expansion. There are a growing number of new tools and strategies, as well as technologies that influence customer decisions. To become the best, users search for information about offers and prices through social networks, communicate with each other, watch videos and reviews of products. On the other hand, individuals or companies earn money by providing information and helping to make online purchases. To survive in an environment full of changes, competition, updating, professionalism and attractiveness are needed.

From the results obtained from the research of links from social networks to websites, the research has determined the ratio by which shared links in social networks result in a visit to the website. In the survey with the participation of 150 respondents, of which 5 do not use social networks, so they were not taken into account when analyzing the answers about connections in social networks. The answers to the questions in the research questionnaire are analyzed and the most important conclusions are presented in diagrams. The research concluded that most respondents are more likely to follow links that are in their area of interest, as well as their friends' links, as opposed to advertising links. 77.3% of respondents have confirmed that they will follow a friend's link if it is in their area of interest, while 47.6% of respondents have confirmed that they will follow an advertising link if it is in their area of interest.

In addition to the analysis of answers related to following links from social networks to websites, the answers to questions related to the probability of going to another search page and the possibility of changing search keywords were also analyzed. The research found that the total number of respondents who will change their search words is 80%.

Several important conclusions from research on using digital marketing to increase website exposure are highlighted. To start with, search engine optimization (SEO) and content marketing are essential for raising organic traffic and search engine ranks. Visibility is improved by addressing user intent through excellent content and efficient SEO techniques. The importance of social media interaction is noteworthy as well, since it enhances search performance and expands brand reach in addition to driving direct traffic. Another successful tactic is pay-per-click (PPC) advertising, which offers instant visibility and high-quality leads but needs constant optimization to be cost-effective. User experience (UX) is important; research indicates that well-designed websites that load quickly and are optimized for mobile devices rank better and draw in more people. Better overall results are also obtained by merging several digital marketing platforms, such email marketing, social media, and SEO. Investigate

6. Conclusion

Competition, duration, professionalism and attractiveness are necessary to survive in an environment full of changes. Poor digital marketing will not only eliminate profits, but can become detrimental to the overall image of the company. The purpose of this study was to examine the influence of predictors of gender, education, price perception, reinforcement, social media and reviews on online shopping with a mediating role of consumer attitudes towards online shopping. The research results suggest that attitude towards online shopping plays an important role in making online shopping decisions regarding certain situations/factors. Also, the literature has shown that there are many important factors for online shopping and that attitudes towards online shopping can be a good

predictor of online shopping itself, but this research has been rare. This paper addressed some selected factors in the context of online shopping, which were considered to more accurately describe the sample surveyed, i.e., the young population. SEO is the practice of modifying a website to improve visibility in popular search engines. As more visitors discover new websites on search engines, search engine rankings have become a critical method of advertising for many businesses. To optimize the position of a website in search engines, it is necessary to understand the evaluation criteria used by search engines and to improve them on the website. The existence of marketing and digital activities in social networks leads to an increase in the visibility of websites. In this case, the data on the access to the website for sale, which is relevant for the different event, has been measured and analyzed. For example, SEO is done well in the beginning, so to search for certain terms related to the name of an event, almost all the first page results in Google search show a website about that event or similar, articles about this event or social networks that describe the same field. As part of this topic, a study was conducted on tracking links from social networks to websites. The research determined the ratio by which shared links on social networks result in going to a website.

The answers to the questions in the research questionnaire were analyzed and the most important conclusions were presented in diagrams. The research concluded that most respondents are more likely to follow links that are in their area of interest, as well as their friends' links, as opposed to advertising links. 77.3% of respondents confirmed that they would follow a friend's link if it was in their area of interest, while 47.6% of respondents confirmed that they would follow an advertising link if it was in their area of interest.

In addition to analyzing responses related to tracking social media links on websites, responses to questions related to the probability of going to another search site and the likelihood of changing search keywords were also analyzed. The research found that the total number of respondents who will change their search terms is 80%, while the total number of respondents who will go to the second search page is 19.9%.

Additionally, a study from finds that digital marketing is particularly significant for the phenomena that deals with and correlates with the optimization of hearings and visibility of websites that use digital marketing. These websites are controversial but haven't been thoroughly tested in Kosovo or the surrounding area. These days, marketing operations are conducted online, which benefits customers worldwide and makes business operations easier. Customers may access a variety of leisure options and obtain accurate information and statistics about goods and services much more quickly and easily. Consequently, it can be claimed that digital marketing has taken the position of conventional marketing in the modern day Rustemi et al. (2021).

Also, Ahmeti (2015) finds that due to the country's high internet penetration rate, pro-digitalization sentiment, and need for digital marketing experts, Kosovo offers the potential to be a lucrative and low-cost marketing market

This study covered most of the factors that influence the increase of website visibility by implementing digital marketing. These factors are generally explained and analyzed in practical examples of web pages of economic activities. Future research could be devoted to a more detailed study of individual effectiveness factors and the specific features that influence these factors. For example, visual appearance as a factor of website effectiveness offers many more segmented problems such as the effective use of space, background, color, etc., which researchers can devote themselves to in the future. Also, due to the strong development of digital technologies, new interactive features that affect the effectiveness of websites are constantly appearing. The way in which these features affect the effectiveness of websites in different areas of the economy can also be the subject of future research. Due to the fact that there are different types of economic activities (for example: manufacturing, commercial, then service activities) it is important to highlight the limitations of the research carried out. Taking this into account, it can be concluded that not all website features are equally important for all economic activities. Future research can be devoted to comparing a concrete economic activity with the same way of doing business.

Author Contribution:

Authors' individual contribution: Conceptualization — S.B., J.K, V.S., and E.M; Methodology — S.B., J.K, V.S.; Formal., Analysis — S.B., J.K, V.S.; Writing — Original Draft — S.B., V.S., J.K and E.M.,; Writing — Review & Editing - S.B., J.K, V.S., and E.M. Declaration of conflicting interests: The Authors declare that there is no conflict of interest

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