

MIDOCEAN UNIVERSITY

College of Media and Marketing

Master of Digital Marketing



Boosting Online Visibility in the Heavy Machinery Market: An Applied Study on SEM

Effectiveness for EJAR - The Machinery Alternative Company

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Aim of the Researcher's study

The primary aim of this study is to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the *Ejar* website in achieving top-ten rankings on Google's search results. By analyzing the impact of specific keyword strategies and SEM practices, the study seeks to determine how these efforts influence *Ejar*'s ranking positions, user engagement metrics, and overall online visibility in the competitive property rental market. Additionally, it aims to identify key factors that contribute to ranking improvements and highlight the SEM tactics that best align with *Ejar*'s objectives.

Research problem

The study **Purnomo (2023)** confirmed that digital marketing has a privileged position in the marketing strategies of most companies. Implementing digital marketing practices allows companies to reach a much larger audience than they would with traditional marketing strategies. Digital marketing has much lower costs than traditional marketing. This makes digital marketing a particularly convenient option for small businesses, as this type of marketing allows them to expand with fewer resources.

Therefore, the research problem can be defined through the following question:

What is the impact of The SEM tool on the heavy equipment industry?

Research Questions

This study is guided by the following research questions:

1. How effective was the SEM campaign in positioning Ejar in Google's top ten search results for specific keywords?
2. What keywords proved most successful in achieving desired rankings, and why?
3. What was the effect of ranking improvements on user engagement metrics, such as click-through rate and bounce rate?

Survey Questions:

General Perceptions of SEM	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
SEM campaigns are an effective tool for improving a company's online visibility.					
Using SEM allows businesses in the heavy equipment industry to attract more potential customers.					
Search Engine Marketing is more cost-effective than traditional marketing strategies.					
SEM strategies are essential for remaining competitive in today's digital marketplace.					
Effectiveness of SEM Campaigns	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Ejar's SEM campaign successfully positioned the website in Google's top ten search results for specific keywords.					
he keywords used in Ejar's SEM campaign were relevant to the target audience.					
The SEM campaign significantly improved the visibility of the Ejar website.					
The SEM campaign led to an increase in overall traffic to the Ejar website.					
User Engagement Metrics	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Improvements in Ejar's search rankings resulted in a higher click-through rate (CTR).					

The SEM campaign reduced the bounce rate for the Ejar website.					
The increase in rankings translated into a better user experience for visitors to the Ejar website.					
Evaluation of SEM Strategies	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The SEM tactics employed aligned well with Ejar's business objectives.					
Targeting specific keywords is the most important factor in improving search rankings.					
The cost of running an SEM campaign is justified by the results it delivers.					
SEM campaigns should be prioritized over traditional marketing methods for similar industries.					
Future Improvements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Ejar could achieve better results by refining its keyword strategy					
Additional SEM tools and practices should be explored to optimize future campaigns.					
Regular monitoring and adjustment of SEM strategies improve campaign effectiveness.					