THEME: Which Methods And For Which Reasons Will You Choose The Paid Search And The Commercial Links, Or The Services Of People Specialized In The Strategies Of Optimization Of The Search In SEO?

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Abstract:
The creation of the website is becoming increasingly dense, the race to the top places in the results of search engines demonstrates a very active digital competition. Internet marketing is changing very rapidly and must continually adapt to the pace and evolution of technology, new ideas and the behavior of the consumer with nothing new. In this context, the focus is on the major trends in online marketing, which is expected to continue in one form or another for a long time to come. The optimization of the web strategy goes through two important elements of importance, the natural referencing (SEO) and the paid search (SEA), it is a set of techniques to optimize the visibility of a web page in the results of research. These techniques seek to improve the understanding of the theme and content of one or all pages of a website by the indexing robots, and increase the natural (organic) traffic of the site, which results generally to a better visibility of the company as well as an increase in turnover. Faced with such a rapid evolution, we can ask ourselves which of these techniques we should use to achieve the goal of optimizing our web strategy. SEO or paid? Why and how?

Keyword(s): Methods, Reasons, Paid SEO, Sponsored Links, Optimization Strategies

Context
Over the past two decades, digital marketing has become increasingly important in business. Also called e-marketing or digital marketing, digital marketing includes all marketing practices used on digital media and channels: we talk about web marketing. In an environment where digitalisation has taken the next step, e-marketing has become an essential means of communication. Today more than ever, businesses need to heal their e-reputation and establish a permanent interaction with their customers if they want to have a place in this new digital age. Soon, almost all consumers will only use digital channels to make their purchases. Without resorting to digital marketing, a business is simply doomed to failure. The digital marketing disciplines are mainly aimed at developing the customer relationship in order to optimize the reputation of the company and boost the turnover through methods including those which are the subject of our work paid referencing (SEA) and SEO (SEO).

Problem
Which choices to adopt in the objective of optimization of the web strategy? Paid search or SEO? Why and how?

Introduction
Without a doubt, today marketing favors digital. Companies with the goal of maximizing their sales, expanding their visibility, improving their brand image are turning to web strategies: such as website creation, corporate social media page and application creation. However, are these above-mentioned web strategies alone effective for commercial visibility? The presence of the company on a search engine tel Google, and Yahoo, requires certain practices referred to as SEO policies.

➢ What is SEO?
➢ Why SEO?
Which SEO strategies to adopt for an optimization of our site?

Let's discuss these points in turn by highlighting the methods and reasons for choosing each of the existing SEO strategies.

**Literature Review**

In his book *Successful SEO SEO Strategy and Technical SEO (Edition 2015)*, Olivier Andrieu establishes a postulate. For him, optimizing a site goes through rich content. Hence the adage the content is ROI. Thus, web pages become loyal and honestly positioned and more reactive on search engines; that's the good SEO policy. Knowing that the search platform Google search takes into account the analysis of site content and links for any ranking, it would be wise to think content to generate traffic. To do this, Olivier Andrieu proposes several approaches. The first is to entrust the management of its site (its content) to a SEO SEO specialist provider. This ensures that your site is taken into account by the search engines. As for the second, it will apply when a site is already online but not optimized at all. In this situation, the author suggests several intermediate solutions including the rewrite of the titles of the pages tags "titles" that do not change the graphic of your site or reset the tags "hn" and meta description.

This approach remains controversial by other authors including Fred Colantonio in his book *SEO, e-marketing and web visibility: 30 practices for decision-makers*, which argues that SEO, although it would position itself on a search engine, can not impose his rank or even that of the first rank. For Fred, when we talk about working on content, it's alluding to SEO; paid search.

Given the current state of research, the aim of our work is to present the advantages and disadvantages of each approach in order to make the optimal choice in terms of strategic orientation for referencing or even generate traffic.

2. www.atelierdudead.com
3. Marcus Österberg, *Web strategy for everyone*

### II-) Difference Between Payment Reference (Seo) And Natural Referencing (Sea).

<table>
<thead>
<tr>
<th>ADVANTAGES</th>
<th>DISADVANTAGES</th>
</tr>
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<tbody>
<tr>
<td>- 30 to 50% of the traffic of a site</td>
<td>- Technical and editorial constraints</td>
</tr>
<tr>
<td>- Free, qualified and sustainable traffic</td>
<td>- Long returns</td>
</tr>
<tr>
<td>- Guaranteed conversion rate</td>
<td>- No guarantee</td>
</tr>
<tr>
<td>- Win a brand image</td>
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### II-2) Paid referencing (SEA)

<table>
<thead>
<tr>
<th>ADVANTAGES</th>
<th>DISADVANTAGES</th>
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</thead>
<tbody>
<tr>
<td>- Speed and guaranteed results (Visibility)</td>
<td>- Higher and higher costs</td>
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<tr>
<td>- Few constraints</td>
<td>- Click fraud</td>
</tr>
<tr>
<td>- Generate traffic</td>
<td></td>
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<tr>
<td>- Cost per click</td>
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Methodology

A web strategy is a long-term strategic plan that indicates how to create and develop an online presence of a company. In other words, to be found by your users, the website must be "connected" to search engines, social networks, industry sites, etc. This connection is made through links (incoming & outgoing) and site content, which will make relevant on key words & phrases.

Web optimization is the science of optimally combining all the other disciplines of the web. It's the art of marrying the goals and constraints of a business to find the best strategy that will be most effective on the web.

Web optimization is the optimization of visibility, SEO in search engines, pay per click campaigns, ergonomics, user experience, speed, design, content, conversion ...

The goal of good web optimization is to deliver real business results

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Natural Referencing

SEO is a powerful tool to acquire, engage, convert and retain customers.

The web has more than one billion websites. In this context, any company wishing to stand out and position itself optimally should master SEO strategies and put in place tactics to reach and attract Internet users to its website.

We present three strategies and three tactics that have been proven to redirect the flow of Internet users to a given website.

The optimization of natural referencing requires the implementation of the following tactics:

• Using concepts to target your customers, drive traffic and convert potential customers.

• Optimization of the technical elements and design of your web pages to improve your positioning.

• Audience knowledge to provide a website tailored to the needs of your customers.

To attract more visitors to a website, SEO is a crucial step. A good SEO will indeed help you to be well positioned in the results of search engines, the keywords representative of your offer. A SEO strategy relies on:

• SEO optimization of content created for a site

• a technical optimization of your web pages (HTML code, URL, etc.)

• the choice of relevant keywords.

A well-conducted SEO strategy should allow you to reach a targeted audience, and thus to intelligently increase the traffic of your site (needless to have thousands of visitors, if they are not interested in your offer!).

I- Analysis Of The Results

Like SEO, paid search also has its advantages and disadvantages.

➢ The advantages of SEO are:

- No fee insofar as one does not consult an agency
- Credible if the website arrives on the first page of Google on strategic keywords

- Satble, because once at a good position, we understand that the good practices dictated by Google have been respected ...

To come to the disadvantages of natural referencing, we note 3 points.

It is unpredictable, long and complex.

By unpredictable, we find that the results are never guaranteed.

Long because a good SEO can take months and finally complex because it requires technical knowledge, high quality content and notoriety.
Let’s talk about paid search. It also has advantages and disadvantages.

- Instantly, your website can appear on the front page of Google
- Through efficiency, it is possible to capture a large share of traffic and finally, by the profitability it is possible to measure the CPA (Cost By Acquisition) of new customers and to optimize it.

Let’s come to the disadvantages. They imply the fact that paid search is expensive, and complex. Indeed, the interface is complex, deep and therefore long to take in hand. In addition, to exploit well, it is also necessary to use Google Analytics, Google Tag Manager. We could also add Google Optimize. In addition to being profitable, you will need a well optimized landing page.

II-) Analysis Of Approaches; Our Point Of View

Every project and web goal is different. From one project to another, some will tend to focus on SEO to limit acquisition costs sometimes expensive for a preferred position on a search engine. On the other hand, others will prefer to obtain immediately and without great effort a good position that the natural results can offer.

However, knowing the advantages and the shortcomings of each strategy, we will advise to treat the SEO and the SEA like complementary acquisition channels.

A mixed strategy (SEO and SEA) can best meet your traffic and conversion needs. For example, set up a SEA policy while smartly investing resources on your natural positions for a long-term result with SEO. By combining natural and paid SEO you significantly increase the number of Internet users reached.

Conclusion

Optimizing the SEO of your site is a must for any company that wants to have visibility and expand its markets. Other strategies and tactics may be added to what has been presented above. However, any SEO strategy requires time and expertise to deliver tangible results. It is therefore appropriate that your company consider combining its strategy with paid tools to accelerate the achievement of its business objectives.

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Internet reference
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