

A Study on the Effectiveness of Search Engine Marketing in Customer Relationship Management

OPEN ACCESS

Volume: 13

Special Issue: 1

Month: April

Year: 2026

P-ISSN: 2321-788X

E-ISSN: 2582-0397

Citation:

Jerown Tony, DP, and S. Raja. "A Study on the Effectiveness of Search Engine Marketing in Customer Relationship Management."

International Journal of Arts, Science and Humanities, vol. 13, no. 1, 2026, pp. 104–109.

DOI:

<https://doi.org/10.34293/sijash.v13iS1-Apr.10658>

DP. Jerown Tony

*2nd year MBA, Department of Management Studies
Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology
(Deemed to be University), Avadi, Chennai*

Dr. S. Raja

*Associate Professor, Department of Management Studies
Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology
(Deemed to be University), Avadi, Chennai*

Abstract

Digital marketing is thus somewhat a game-changer to companies since the internet is booming in technology. The majority of the companies are merely attempting to attract new clients and retain the existing ones through means such as SEM (Search Engine Marketing) and CRM (Customer Relationship Management). In this paper, we are examining what past researchers have articulated regarding digital marketing, SEM strategies, and CRM techniques in order to have an understanding of how they relate. In essence what we are suggesting is a framework whereby SEM factors such as the visibility of a site in search engines, optimization of keywords and development of relevant material is correlated with customer interactions and satisfaction. Studies show that customers are likely to trust and visit higher-ranking sites when they are in search of something. SEM allows the users to find information incredibly easily, improves their communication with the businesses, and uplifts the online experience. A combination of SEM and CRM allows companies to have a better grip on customer behavior, create trust, strengthen customer relationships, and increase long-term loyalty. Therefore, the combination of SEM and CRM can assist companies in raising their presence, customer retention, and achieve sustainable development of the online market.

Keywords: Search Engine Marketing (SEM), Customer Relationship Management (CRM), Digital Marketing, Customer Engagement, Customer Satisfaction.

Introduction

Background of the Study

The internet and the new tech have completely altered the process of how companies spread the word and communicate to their clients. Going digital is a necessity nowadays when the business aims to become visible, attract more people and interest them. Search Engine Marketing (SEM) is also one of the main participants of this entire digital playbook. SEM assists the brands to appear as people search engines to find out. Since the majority of us depend on search engines to find the information and make our decisions on what to purchase, businesses are investing heavily in SEM strategies such as targeting

key words, SEO and paid advertisements to ensure that their businesses rise to the top. Studies guide us that the first page is mostly visited by the people and thus proper SEO is important to attract the potential consumers and to increase the internet presence.

Meanwhile, companies are resorting to Customer Relationship Management (CRM) as the means of creating more enduring relationships by discovering what their customers like, what they require and how they act. The combination of SEM and CRM allows companies to send the appropriate information to customers at the right moment, which can make them more satisfied and devote more loyalties to the business in the densely populated digital market.

Importance of the Topic

In the current competitive nature of the business world, retaining healthy customer relations is a huge triumph to any business. SEM provides a strong platform upon which to target individuals with active online search of information. By ranking your site higher in the search results and declining helpful material, you enhance your interaction and enhance web presence.

In addition to that, SEM will enable you to immerse into the behavior of users, things they are interested in, and how to satisfy their needs on the spur of the moment. By combining CRM and SEM, you are able to increase satisfaction, establish trust, and retain such relationships over the long term. With the digital world dominating in marketing, determining how SEM supports CRM is heating up companies that intend on continuing to grow and remain competitive.

Objectives of the Study

Primary Objective

- To visualize the influence of the Search Engine Marketing on Customer Relationship Management in the digital marketing environment.

Secondary Objectives

- To obtain what SEM is and why it is important in digital marketing.
- To deconstruct search discretion and key key ways to attract potential customers.
- To investigate the connection between the practice of SEM and customer satisfaction.
- To explore the ways in which SEM empowers better customer engagement and customer relationship.

Theoretical Framework: Conceptual Background

One of the major digital marketing tricks that ensure the business promotes its products and services using search engines is SEM. It discusses search engine optimization, key word targeting, and payment advertisements in order to increase the presence of a site in search results. Due to the fact that individuals tend to visit websites at the top of the list, good SEM actions aids in attracting customers and boosting online communication.

CRM is as much about creating and maintaining long-term relationships through knowing the needs of customers and working to enhance how we deal with each other. By connecting SEM to CRM, the corporations are going to be able to provide the appropriate information to the customers who are actively seeking services or goods. According to consumer behaviour theory, search engines have an important role in information-search buying stage. That clever SEM strategies enhance customer satisfaction, enhance relationships and improve overall performance within the digital market.

Hypotheses

H1: When a site becomes visible in the search results, it is likely to be leaving a customer more content with the way that the company treats them.

H2: The choice of keywords is capable of actually transforming the way in which the company will handle the relations with customers.

H3: Ensuring the relevance of the content causes the customers to feel closer to the business.

H4: CRM increases significantly when you mix high visibility, an excellent choice of keywords and point to point content.

Review of Literature

Evans (2007) essentially attempted to determine what tricks could be used to increase the position of a website on search engine result pages. He examined a bunch of high-optimized sites and marked such things as page rank, the number of incoming links, the age of the domain, and reliance on third-party directories as those things which are the big winners and propel any site up the ladder. What he meant by this is, make the right optimizations on your site, and your site will be ranked higher, and will thus become easier to be located online, and also lead to increased traffic.

Singh et al. (2011) were targeting the impact of SEO on the business performance and also, the ads revenue of IT companies in North India. Their results indicated that search engines actually influence making a purchase, of all search engine users, more than nine out of ten will choose a product or service off the first page, and majority will make a click on the first three or four results. This only goes to reinforce the importance of possessing good SEO strategies in case you intend on attracting people to the store and affect their purchasing pattern.

Lourdes and Paloma (2013) shifted their focus to the connection between SEO and web access. They found out that a site with well structured and easily accessible content takes higher rankings in search results. What they learned was that, the open design not only will get indexed better by search engines but it would also provide users with a more refined experience, ultimately increasing customer satisfaction and retaining clients.

Katona (2012) as well as Xing and Lin (2006) and Sen (2005) all excavated the relationship between websites and search engines and how ranking position affects user behaviors. According to their research, a better rank provides the site with increased publicity and attracts more potential customers. They simply regard it as a victory: good search optimization will imply a better online presence and more difficult relations with customers in the online sphere.

Ghose and Yang (2009) narrowed down on the point of advertisements placement and its impact on profitability in search engine marketing. They examined the effect the various ad placements have on the click-through and conversion rates. The conclusion was that a higher ad placement may lead to a greater level of visibility and more clicks, but the most profitable ad placement may not be the same depending on the marketing strategy and customer behavior.

Discussion

The main idea of this framework is that SEO-related aspects, which include being seen, having nice keywords and keeping content on track, are truly helpful in destabilizing the established concept of how organizations are interacting with their customers. When companies make their websites easier to search and deliver helpful information, individuals can seize what they want within a few minutes, and thus the entire online experience becomes less painful, and they are more likely to remain.

SEO that functions effectively establishes trust and credibility as well. To the extent that users continue discovering useful things when they search, they begin to form a positive impression of

the brand and have an increased likelihood of visiting it again. Considering this, you can now slap SEM strategies into your CRM playbook and increase satisfaction, maintain individuals engaged, and win their loyalty online.

To the point, integrate SEO and CRM practices is a complete victory on the level of customer satisfaction, engagement, and loyalty in the online market.

Implications

Theoretical Implication of this Study

The analysis demonstrates that there is no such thing like search engine optimization and customer relationship management, where the relevance of customer interactions and attitudes towards the brand on the internet all revolve around the search visibility, knowledge of keywords, and the content of a search. By guiding this relationship, the paper provides a guide of help to the researchers that would like to explore further on the impact of digital marketing strategies on customer interactions and loyalty.

Implications of this Research to Managing and Practical Persons

The marketing lesson, or the lesson of any digital team, is straightforward: take a step to increase the appearance of your site in the search engines and organize your keyphrases base- both people are scrolling, and they will stay only when new educational and valuable materials are published. By doing so, this will make interactions easier, satisfaction greater, and will make customers come back.

Research Implications of this Policy

Another thing that we have to consider is policy. Companies ought to develop policies that encourage a transparent, user-friendly SEO, tidy web designs, and proper information. This is through such policies that would ensure that trust remains intact and in healthy growth in the online market.

Future Recommendations

Further studies are required in the future to examine the other online marketing tricks such as, social media posts, banner ads, or marketing blogs, to understand how they all allude to CRM. It would be interesting to include in the list those angles, which would provide a more complete picture of which digital tools contribute meaningfully to establishing stronger connections with the customers.

In addition to that, it would be sounder to attract more participants across different industries and locations. To make things worse, scholars might then proceed to drop in fancy statistics or real data experiment to tease out precisely how SEO drives engagement, satisfaction and loyalty. It would be that additional layer that would assist companies to develop even more improved digital and CRM plans.

Conclusion

Search Engine Marketing (SEM) has become, in short, an essential component of contemporary digital marketing efforts. As a way of attracting users to the web and retaining them, it is important to harvest such things like visibility of the search engine, key word optimization and relevance of the content. Such strategies enable firms to increase their presence online and ensure that the customers are able to access the information they require when they are on the hunt of goods or even services.

Thus, when an org is actually effective in integrating effective SEM strategies, they can hype their Customer Relationship Management (CRM). It translates to improved customer relationships, increased trust, and improved long-term relationships. Although this is more of a conceptual paper, it provides practical conclusions that marketers and researchers would wish to make in order to understand how SEM can be used in the quest of establishing a good customer relationship in an ever-increasing hot market place.

References

1. Gupta, sp., "Statistical methods", s.chand & sons, New Delhi
2. Kothari, C.R, Research methodology, methods and Techniques
3. Pillai & Bhagavathi R. S.N. 'Modern marketing' New Delhi, Ram Nager, S.Chand & company Ltd, 2001.
4. Haythornthwaite, C. (2005). Social networks and Internet connectivity effects. Information, Communication, & Society
5. Jeffrey Henning. (2010). Consumer Attitudes towards Social Media Market Research casrotech
6. Rajesh cheeyancheri. (2010). Social networking in customer care centres Thought paper, Infosys
7. Lampe, C., Ellison, N., &Steinfeld, C., (2006). A Face(book) in the crowd: Social searching vs. social browsing. Proceedings of the 2006
8. 20th Anniversary Conference on Computer Supported Cooperative Work
9. Bargh, J., & McKenna, K. (2004). The Internet and social life. Annual Review of Psychology
10. Aeron, H., Kumar, A., & Janakiraman, M. (2010). Lifetime value parameter using data mining techniques with customers: a survey. International Journal of Business Information Systems, 6(4), 530 546.
11. Al-Karaghoul, W., & Fadare, E. B. (2010). The effects of information lifecycle management process in the Nigerian financial industry. International Journal of Business Information Systems, 6(1), 111132.
12. Althonayan, A., & Sharif, A. M. (2010). Plugging business and technology measure in the airline business. International Journal of Business Information Systems, 6(1), 7994.
13. Baird, C. H., & Parasnis, G. (2011). Social media to social customer relationship management. Strategy and Leadership, 39(5), 30–37.
14. Barone, L. (2010, January). SEO trends to watch for in 2010. Small Business trends. smallbiztrends.com/2010/01/seo-trends-to-watch-in-2010.html.
15. Barra, R. A., Savage, A., & Tsay, J. J. (2010). Equational zero vector databases, non-equational databases and built in internal control. The International Journal of Business Information Systems, 6 (3) 354-377.
16. Barrett, D. (2009). Corporate social responsibility and quality management revisited. Journal of Quality and Participation, 31(4), 2430.
17. Burdon, M. (2007, March 13). There is controversy over which is better; search engine optimization or conversion? FutureNow. <https://www.grokdotcom.com/2007/03/13/the-battle-between-searchengine-optimization-and-conversion-who-wins/>
18. Carroll, N. (2006). Search Engine User Behavior Study. [http:// www.iprospect.com/premiumPDFs/ WhitePaper, 2006 SearchEngineUserBehaviorPdf](http://www.iprospect.com/premiumPDFs/WhitePaper,2006SearchEngineUserBehaviorPdf).
19. Chen, L., Gillenson, M. L., and Sherrell, D. L., (2002). Lure online buyers: a long-term technology acceptance frustrated viewpoint. Information and Management, 39(8), 705–719.

20. Cho, V. (2006). An investigation into the role of trusts and risks in online legal services that are information oriented based on a comprehensive model. *Information and Management*, 43(4), 502–520.
21. Clemmitt, M. (2006). Privacy in peril. *CQ Researcher*, 16(41), 961–984.
22. Daim, T., Basoglu, N., & Tanoglu, I. (2010). Information technology adoption: critical analysis based on technical, organisational and personal aspects. *International Journal of Business information systems*, 6(3), 315-335.
23. Daramola, J. O., Oladipupo, O. O., and Musa, A. G. (2010). The Fuzzy expert system (FES) online recruitment of personnel. *Business Information Systems*, 6(4), 444462.
24. Goh, K. N., Dominic, P. D. D., Wong, D. and Chen, Y. Y. (2010). The relevance of service quality as a source of competitive advantage bearing a particular reference to the industrial product. *International Journal of Business Information Systems*, 6(3), 378397.
25. Eastman, J. K., Iyer, R., Liao -Troth, S., Williams, D. F and Griffin, M. (2014). Involvement role in millennial mobile technology behaviors: the mediating role of status consumption, innovation and opinion leadership. *Journal of Marketing Theory and Practice*, 22(4) 455-470.
26. Kapur, P. K., Gupta, A., Jha, P. C., and Goyal, S. K. (2010). Software quality assurance: state of the art Software reliability growth modelling. *International Journal of Business Information Systems*, 6(4), 463496.
27. Keramati, A., & Behmanesh, I. (2010). Canonical correlation: Evaluating how Information technology affects the performance of firms. *International Journal of Business Information Systems*, 6(4) 497513.
28. Kietzmann, J., & Canhoto, A. (2013). Bittersweet! Electronic word of mouth- understanding and management. *Journal of Public Affairs*, 13(2), 146–159.
29. Kotorov, R. (2003). Customer relationship management customer relationship management lessons and future directions. *Business Process Management Journal*, 9(5) 566-571.