A PROJECT REPORT ON

"A STUDY ON SEARCH ENGINE OPTIMIZATION AND ITS IMPACT ON ACQUIRING NEW CUSTOMERS WITH SPECIAL REFERENCE TO AMAZON INDIA"

Submitted By

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(4AL21BA103)

Submitted To

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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MAY-2023

CERTIFICATE

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
(A Unit of Alva's Education Foundation ®,Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **VARADA** bearing **USN 4AL21BA103** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON SEARCH ENGINE OPTIMIZATION AND ITS IMPACT ON ACQUIRING NEW CUSTOMERS WITH SPECIAL REFERENCE TO AMAZON INDIA"** is prepared by her under the guidance of **Mr. Johnson Fernandes, Assistant Professor** PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I, VARADA, hereby declare that the Project report entitled **"a study on search engine optimization and its impact on acquiring new customers with special reference to amazon India"** with reference to "**Amazon India**", prepared by me under the guidance of Mr. Johnson Fernandes, Assistant Professor PG Department of Business Administration, Alvas Institution of Engineering and Technology, Mijar. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Signature of the Student

Place: Mijar

Date: 4/9/23

ACKNOWLEDGEMENT

Preparing this project report has been a wonderful experience all together without the assistance of certain special people it would be impossible for me to present this project in its current format. To thank them all individually would be a pleasant task but an Endeavour that would fall short of its mark even with the best intentions however I would like to acknowledge a few key people who have been instrumental in my preparation of this project report.

Firstly, I express my heartfelt thanks to the Visvesvaraya Technological University for including project work as a compulsory paper for MBA students that made me get a best knowledge and it will help me for my better future.

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EXECUTIVE SUMMARY

The project work on "**a study on search engine optimization and its impact on acquiring new customers with special reference to amazon India**". The project was done on Amazon India. In the realm of contemporary business operations, where online presence plays a paramount role, the implementation of effective Search Engine Optimization (SEO) strategies emerges as a pivotal determinant in acquiring new customers, driving substantial website traffic, and ultimately bolstering sales. This comprehensive analysis has substantiated the profound influence that SEO exerts across various dimensions of digital commerce.

The organisation is developing day by day. From this project work on "a study on search engine optimization and its impact on acquiring new customers with special reference to amazon India" I learnt on examining and analysing various SEO tactics to determine how they affect attracting new clients, increasing website traffic, and boosting sales. This comprehensive analysis underscores the profound symbiosis between effective SEO practices and the overarching success of businesses in the dynamic realm of online commerce. As the digital ecosystem continues to evolve, embracing robust SEO strategies remains a non-negotiable imperative for companies aspiring to thrive and flourish.

This project is divided into five chapters, each of which covers a distinct area of the company. The initial chapter introduces the industry and company context, highlighting key aspects like company leadership, vision, and offerings. It outlines operational areas, infrastructure, competitors, and potential growth, supported by a SWOT analysis. This chapter sets the stage for understanding the company's position and future possibilities.

In the second chapter, I delved into the theory that supports our study and explored existing research on the topic. We reviewed at least 20 different studies to understand what's already known and identify gaps in the research. This helped us see where our study fits in and what questions still need answers. By looking at a wide range of literature, we gained insights that guided our research and highlighted areas that haven't been explored thoroughly.

In the third part, I defined the main problem, reasons for conducting the study, and set clear goals. We also outlined what our study covers, how we'll conduct it, and the assumption.s we're testing. While exploring the topic's boundaries, we acknowledged potential constraints that might affect the study's outcome.

In the fourth chapter, I thoroughly studied the gathered data and used helpful tables and graphs to explain it better. These visuals made it easier to understand important trends and connections in the information. By looking closely at the data, we could figure out the main points we were investigating. These graphs and tables also helped us explain our findings more clearly and made it simpler to make important decisions based on the results.

The fifth chapter summarizes my discoveries, drew conclusions, and provided valuable suggestions and recommendations. This chapter serves as a condensed guide for implementing insights gained from the study.