

A Research on the Preparation Work in the Early Stage of Corporate Website Construction Based on SEO

Zhang Fan

*Philippine Christian University, Manila, Metro Manila, 1004, Philippine
Huanggang College of Science and Technology, Huanggang, Hubei, 438000, China*

Abstract: *In today's business milieu, it is imperative for every enterprise to possess an official website. The corporate website serves as both its digital façade and the paramount platform for showcasing its services and products. To establish an exceptional website, an extensive preparatory effort is requisite, encompassing an understanding of the enterprise's business operations, precise delineation of the website's positioning, and identification of the target audience. Consequently, effective preparatory work during the nascent stages of website development is of paramount significance, as these endeavors will determine the quality of the website and its future traffic. This research, rooted in Search Engine Optimization (SEO), aims to provide valuable insights into website development within the digital economic landscape.*

Keywords: *Preparation Work, Corporate Website Construction, Based on SEO*

1. Introduction

Information technology has rapidly advanced and permeated every aspect of our lives. The internet, a pivotal component of information and communication technology, has a significant influence and impact on our lives. Websites, which are a manifestation of internet technology, have evolved from passive repositories of information to active mediums for outwardly presenting information that supports a company's business processes.

Search Engine Optimization (SEO) is the process of optimizing websites to improve their search engine ranking and visibility. This includes aligning the website's content and structure with the search engine's algorithm and the information retrieval and reading experience expectations of corporate clientele. Dimitrios Chomerakis believes that the strategies and plans for publishing website content on news publishers and news websites are affected by SEO practices. User reading preferences, information consumption habits, and search engine algorithms determine the focus of website SEO^[1]; Carol Krol found through research that users' expectations of website quality are increasingly high. Users' expectations of the professionalism, aesthetics, and actual value of the website directly put forward higher requirements for website production^[2]; Juan José López García emphasizes that SEO is an effective way to improve website user loyalty and website attractiveness^[3]. So, Ensuring that the preparatory work for website construction aligns with the foundational requirements of SEO can significantly benefit the overall optimization and traffic acquisition for future websites.

In recent years, many enterprises have achieved steady growth and expanded their business operations into a wide range of diverse categories. Business operators have realized that their existing corporate websites no longer meet the demands of their business operations and promotional needs. Typically, decision-making bodies within these enterprises draft plans for their IT departments to develop new corporate websites that are tailored to the requirements of their business operations. When entrusted with this task, the IT department begins the website development process with the initial phase focusing on the preparatory groundwork for corporate website construction. This includes defining website operational objectives, identifying target customer segments, and conducting analytical assessments of competitors^[4].

This research, founded upon the principles of SEO, seeks to explore how, within the parameters set by search engine optimization rules and logic, valuable insights can be provided for the strategic preparatory phase of website construction in the context of the digital economy.

This research has explored how SEO principles can be applied to the strategic preparatory phase of website construction. The findings suggest that by ensuring that the preparatory work aligns with the foundational requirements of SEO, businesses can significantly benefit the overall optimization and traffic acquisition for future websites.

2. Website Construction Preparatory Work Content Research

Many website builders, in the process of website construction, are more likely to accept the design and ideas of their superiors, mistakenly believing that they can complete the website construction by executing the decisions of their superiors. In fact, this is a very wrong behavior. Because the users of the website are not the upper-level management, but the users of our company's products and the target customer groups that our company's website really faces. Therefore, in the early design of the website, we should pay more attention to three aspects: the operating goals of the website, the target customer groups of the website, and the competitors that the website will face^[5].

2.1. Website Target Positioning

Different websites pursue different goals on the Internet, and therefore they will obtain different returns. Whether it is an enterprise or an individual, establishing a website is for the long-term survival, development and profitability. Therefore, we first need to clarify the actual goals of the website, which should be operational and used to guide the design and operation of the website, rather than just general goals. Website goals must be clearly defined before construction. Website goals should be clear, specific and actionable, such as increasing revenue, promoting, attracting traffic or enhancing brand value. These goals need to guide the planning and design of the website. Here are three main website goals.

2.1.1. Displaying Corporate Image and Brand

This is the minimum requirement for corporate website construction. A beautiful and elegant website will invisibly enhance the company's reputation and reputation.

2.1.2. Obtaining More Target Customers

Most companies establish websites for the core purpose of marketing and acquiring potential customers. Websites are one of the important tools for attracting traffic. Everything in the marketing website is aimed at acquiring transaction customers, including website positioning, displaying corporate advantages, product selling points, customer pain points, profit models, and third-party testimonials. These considerations are intended to guide users to interact with the website actively, thus obtaining customer resources, as shown in Figure 1.



Figure 1: Presentational website

2.1.3. Website Functional Development

After the construction of a corporate website, the company can obtain more timely product, service, and market information through interaction with customers. This information can be used to improve product quality, improve service, grasp market information, and adjust business direction. In addition, custom modules can be added to the website according to customer needs, such as membership,

shopping cart, and order inquiry functions. Functional websites focus on experience, interaction, and overall usability, and have strong marketing functions. For example, Chinese e-commerce websites such as Lazada and JD.com, as shown in Figure 2.

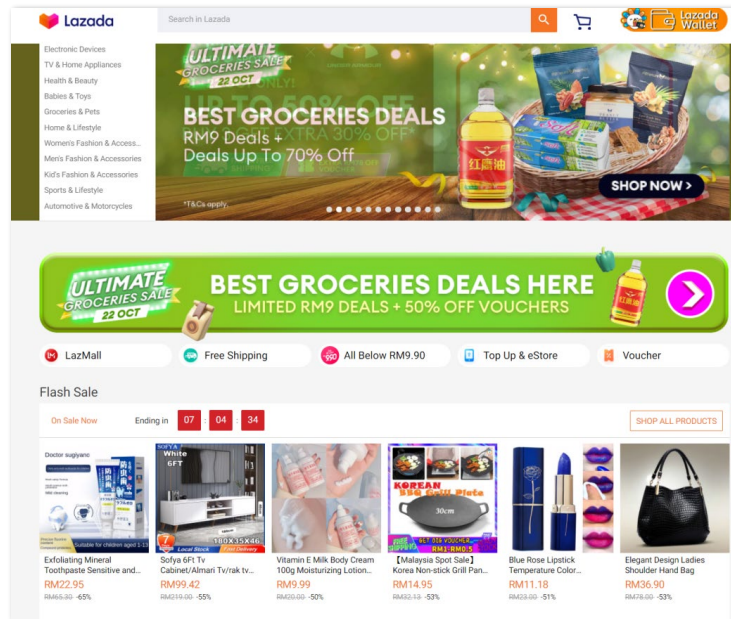


Figure 2: Functional website

2.2. Website Target Audience

Determining the target audience of a website requires a thorough understanding of the user habits and needs of that group. The target audience is the foundation for setting website content, functionality, service communication, content construction, and marketing strategy^[6]. When initially determining the target audience, it is necessary to consider the company's strategic goals:

The target audience can typically be divided into groups based on different needs, such as user age, education level, income level, geographic distribution, occupation, gender, marital status, and internet usage level. Based on different target audiences, the operating goals and nature of the website can be determined. Next, it is necessary to prioritize the overall target audience, identifying primary, secondary, and potential targets, as shown in Figure 3.

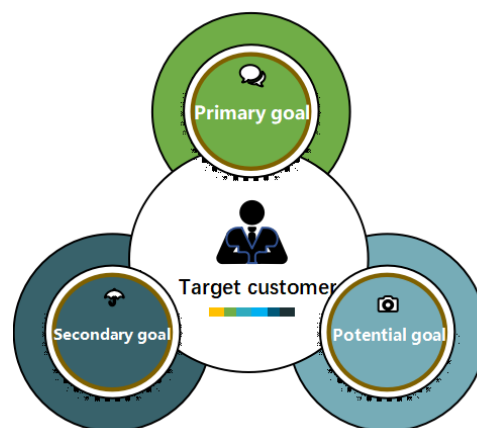


Figure 3: Website goal

The primary target audience is the group of users who are most likely to be interested in the website's products or services. They are typically characterized by the following factors:

High purchase potential: These users are likely to purchase the product frequently or in large quantities.

Strong interest in the company's products or services: These users are likely to be interested in the website's products or services.

High willingness to pay: These users are likely to be willing to pay a premium for the website's products or services.

The primary target audience is the most important group for the website to focus on. By understanding the needs and wants of this group, the website can be designed and optimized to meet their specific needs. This will help the website to achieve its goals and reach its target audience.

2.3. Competition Analysis

Businesses compete, and their websites inevitably compete with each other. Understanding the operating status of competitors is a key part of website construction and operation, because only by knowing yourself and your enemy can you win every battle. In order to be invincible in website construction and operation, you must first understand the overall operation of the competitor's website, and then combine the company's own situation to determine the goals, plan and build a website and operating process that meet the company's development needs. The website can be understood from the following aspects:

2.3.1. Website design and user experience:

Analyze the competitor's website design style, page layout, color scheme, and visual effects, evaluate whether the user experience is smooth and intuitive, and compare it with your own website. Understanding the design concepts and practices of competitors can borrow from the excellent parts, and think about how to improve the attractiveness and usability of your website based on this.

2.3.2. Content strategy and optimization:

Analyze the competitor's content strategy, including the types of content on the website, its update frequency and quality. Understanding their keyword optimization strategy, SEO techniques, and user interaction methods, you can learn and explore your own website's content positioning and optimization direction, to provide valuable information and attract traffic.

2.3.3. Marketing channels and tools:

Study the competitor's marketing channels and tools, including advertising, social media campaigns, and email marketing, to understand their promotion methods, engagement, and effectiveness. From this, you can identify their strengths and weaknesses, and think about how to borrow from or surpass their marketing strategies to stand out in the market.

2.3.4. Customer relationship management:

Analyze the competitor's customer relationship management methods on the website, such as online customer service, user feedback mechanisms, and after-sales service. Understanding how they interact with customers and solve problems can help businesses improve their own customer relationship management system and enhance user satisfaction and loyalty.

2.3.5. Data analysis and monitoring:

This will help businesses improve their own data analysis system and better understand the operating effectiveness of their own websites.

By understanding the competitor's website in a comprehensive way, you can provide more targeted guidance for your own website construction and operation.

3. Website Preparation Case Study

3.1. Case Study of Website Goal Setting

Step 1: For example, a certain college: First, communicate with the college leadership and relevant departments to understand the college's mission, vision, core values, and major business goals. This information can be used as the basis for determining the website goal, and then determine whether to build a school official website or a platform that provides student resources and campus life information. Determining the website's goals and functions will help with subsequent planning and design, as shown in Figure 4.



Figure 4: College homepage focus image

Step 2: Collect and prepare website content, including school introductions, professional information, faculty, and college news. Quality content is essential for user experience and search engine optimization, as shown in Figure 5.

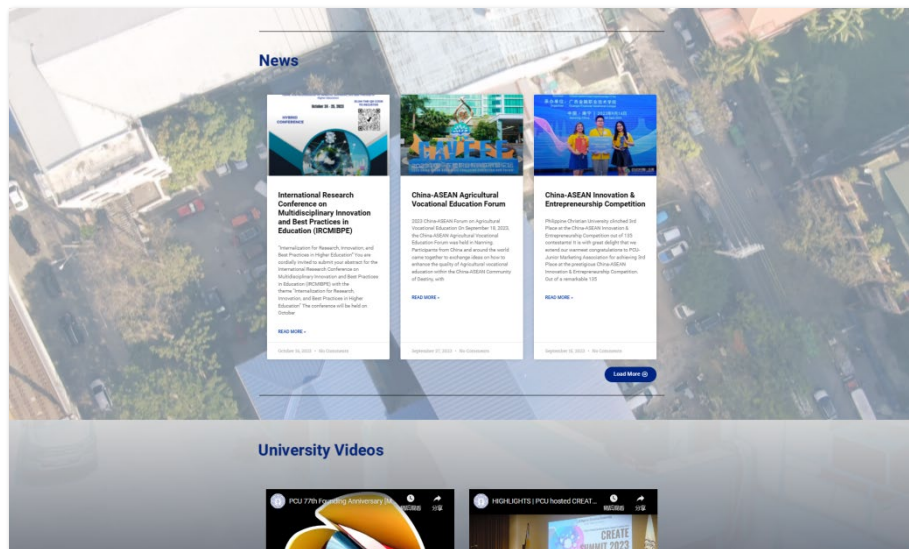


Figure 5: College news module

Step 3: Conduct competitive analysis to understand their website goals and positioning. By understanding the strengths and weaknesses of competitors, you can find your own differentiated advantages and positioning space, as shown in Figure 6.

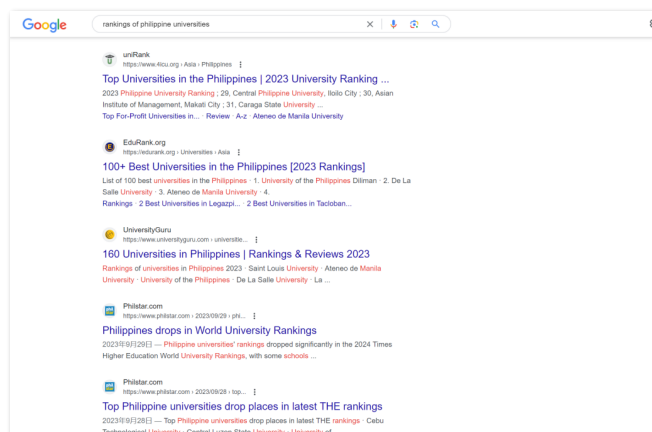


Figure 6: Competitor analysis

3.2. Case Study of Identifying Customer Target Groups

Step 1: Find the core audience of the enterprise website. For example, the main audiences of a certain college are as follows:

Students are one of the main audiences of the college website. They may want to get information about admissions, enrollment, course schedules, campus life, and student activities from the website. The website can provide student services and resources, such as student handbooks, class schedules, learning resources, and information about club activities, to provide students with the support and help they need.

Faculty and staff: including teachers, administrators, and other staff. They may need to access information about teaching, recruitment, administrative information, and teaching resources through the website. The website can provide channels for faculty and staff to publish information, as well as access to internal systems, to facilitate communication and collaboration with departments and faculty within the school.

Prospective students and parents: The website can serve as a window for prospective students and parents to learn about the college. They may be interested in the college's programs and course offerings, the college's reputation and qualifications, admissions policies, and admission standards. The website can provide information about the college, academic preparation advice, application process, and admissions information, to help prospective students and parents make decisions.

Alumni: The college's alumni group is also a target audience. They may want to keep in touch with their alma mater through the website, get information about alumni activities, alumni resources, job opportunities, and donation projects. The website can provide information about alumni affairs and the establishment of alumni networks, to promote communication and cooperation among alumni.

The general public: In addition to the above groups, the new website of the college may also attract the interest of other members of the public. For example, the media, corporate partners, and industry professionals may be interested in the college's important news, research results, and employment situation. The website can provide information about college news releases, cooperation opportunities, research results display, and campus culture, to enhance the college's reputation and influence.

It should be noted that the above groups are just general examples, and the specific scope and characteristics of the target customer group still need to be analyzed and determined in more detail based on the college's positioning, major settings, and market demand.

Step 2: We can use third-party tools such as Baidu Index to find out, for example: as shown in Figure 7.



Figure 7: Audience demographics

Step 3: Through the above analysis, we can see that the main audience of the website is students and parents. The quality of the website's content and the style of design will directly affect whether it can attract the attention and recognition of this part of the audience. Therefore, the new website of the college needs to comprehensively meet the needs of different audiences, provide relevant information and resources, improve user experience, and realize effective communication and interaction between the college and the audience.

3.3. Website Competitive Analysis

Step 1: Identify Key Competitors

When conducting SEO work, the first step is to identify key competitors. This can be done by searching for core keywords on Google and then simply viewing the first five pages of articles to get a rough idea of the main competitors' websites. In addition, information about competitors can also be collected through business contacts. Once the main competitors have been identified and their websites have been collected, the website analysis phase can begin. The following case study will use "PCU" as an operating case to illustrate the specific steps.

Step 2: Comprehensive Website Analysis

Enter the website address you need to view. Please note that there is a difference between "www" and "no www". They represent different sites, and the search results will also be different. Therefore, please enter the full URL.

The page will list the basic data of the competitor's website, such as Organic Traffic, Organic Keywords, Paid Keywords, as shown in Figure 8.

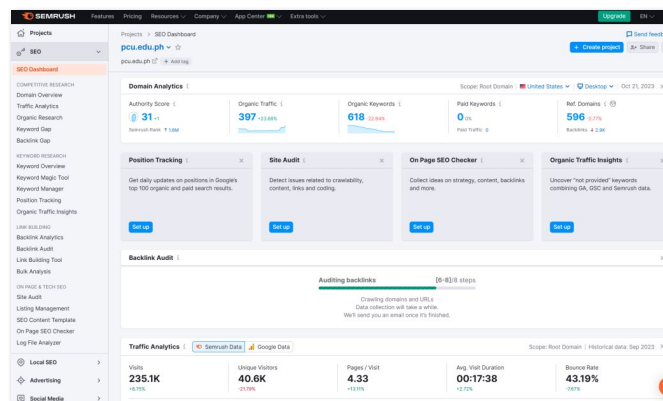


Figure 8: Comprehensive data

Among them, the most useful part is the keyword part, which allows us to know the keywords through which the competitor's traffic is obtained, as shown in Figure 9 and Figure 10.

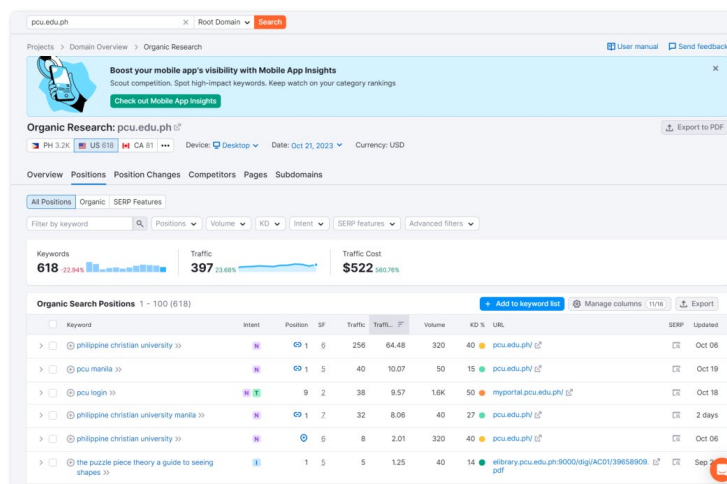


Figure 9: Keywords

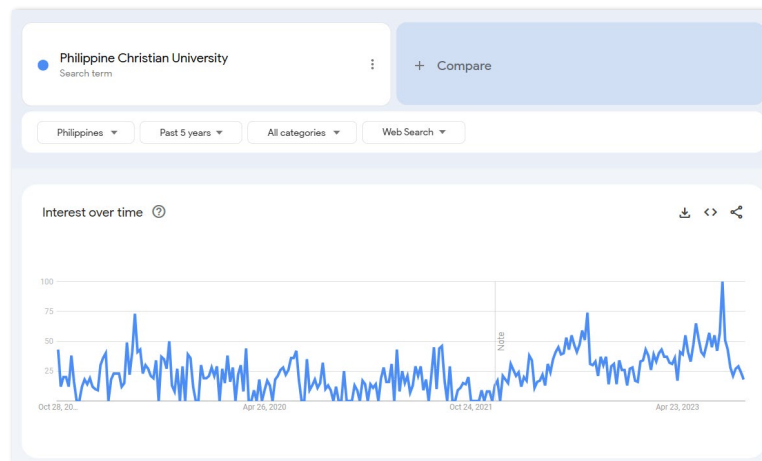


Figure 10: Search keyword index

4. Research Findings and Implications

In the era of digitalization, the importance of corporate websites is becoming increasingly evident. Through the ideas and steps described in the previous section, enterprises can clarify their goals in the initial planning work of website construction, better meet the needs of potential customers, improve usability and experience, and thus increase consumption intention and repurchase rate. This not only has a positive impact on the display of corporate image, products and services, but also plays an important role in the promotion and marketing of enterprises and brand building.

In addition, by understanding the websites of competitors, enterprises can better position themselves in the competitive position in the market, find gaps and opportunities, and then formulate website strategies in a more targeted manner. This helps enterprises to attract more traffic and convert it into potential customers, promote business growth and development.

In general, a corporate website with a clear positioning, reasonable planning, and good user experience is not only a tool for information transmission, but also a key factor for enterprise success. It not only helps enterprises to stand out in the market, but also lays a solid foundation for future growth. Therefore, carefully planning and designing corporate websites is an indispensable part of enterprise business strategy, which will have a profound impact on the long-term development of enterprises.

5. Conclusion

Through the summary of the above ideas and steps, we emphasize the importance of the initial stage of corporate website construction, which can not only improve the online display effect of enterprises, but also enhance the competitiveness of enterprises in the market, lay the foundation for future success. Therefore, enterprises should carefully think and plan in the initial stage of website construction, and make full use of this powerful planning and strategy to gain more traffic and potential customer orders, lay a solid foundation for business development, and let the website itself produce its true value.

References

- [1] Giomelakis, D.; Karypidou, C.; Veglis, A. *SEO inside Newsrooms: Reports from the Field*. *Future Internet* 2019, 11, 261. <https://doi.org/10.3390/fi11120261>
- [2] Król, K.; Zdonek, D. *Aggregated Indices in Website Quality Assessment*. *Future Internet* 2020, 12, 72. <https://doi.org/10.3390/fi12040072>
- [3] López García, J.J.; Lizcano, D.; Ramos, C.M.; Matos, N. *Digital Marketing Actions That Achieve a Better Attraction and Loyalty of Users: An Analytical Study*. *Future Internet* 2019, 11, 130. <https://doi.org/10.3390/fi11060130>
- [4] Wang Xiaoke. *Search Engine Optimization Strategies in Corporate Website Promotion*. *Information and Computer* .24(2018):58-59. doi:CNKI:SUN:XXDL.0.2018-24-027.

[5] Zhang Fan. *Analysis based on search engine optimization workflow*. *Computer and Network* 44.14(2018):48-49. doi:CNKI:SUN:JSYW.0.2018-14-044.

[6] Lu Chaodong, Su Yatao. *Keyword mining and layout analysis of small and medium-sized enterprise websites based on user behavior*. *Journal of Tonghua Normal University* 43.08(2022):76-80. doi:10.13877/j.cnki.cn22-1284.2022.08.013.