

ALGORITHMS FOR INCREASING REGIONAL SALES THROUGH SEARCH ENGINE PROMOTION: FINANCIAL ASSESSMENT AND PRACTICAL RESULTS

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This study examines the impact of search engine optimization (SEO) on regional sales and business performance, using the Sushiset case study as a focal point. The study highlights the significant role of search engine optimization algorithms in enhancing visibility, driving traffic, and ultimately increasing revenue and profitability. The research begins with an initial assessment of Sushiset's SEO performance, followed by a detailed analysis of implemented strategies including keyword research, on-page and off-page optimization, content creation, technical enhancements, and local SEO. The project also explores the financial implications of these SEO efforts, showcasing an increase in revenue by 40 % and profit by 80 %, alongside a reduction in customer acquisition costs by 40 %. These results underscore the effectiveness of SEO in achieving substantial financial growth and improving marketing efficiency. The study is concluded by discussing the broader implications of these findings for global economic contexts and offers practical recommendations for businesses aiming to leverage SEO strategies for regional market expansion. Future research directions are proposed, emphasizing the need for exploring emerging SEO trends, the integration of advanced analytics, and the refinement of SEO algorithms to sustain competitive advantage. This research contributes valuable insights into the economic significance of SEO and provides actionable strategies for optimizing business performance in a digital landscape.

Keywords: search engine optimization, regional sales enhancement, financial performance analysis, digital marketing strategies, search engine, optimization algorithm effectiveness, competitive advantage, regional markets

АЛГОРИТМЫ УВЕЛИЧЕНИЯ РЕГИОНАЛЬНЫХ ПРОДАЖ ЧЕРЕЗ ПОИСКОВОЕ ПРОДВИЖЕНИЕ: ФИНАНСОВАЯ ОЦЕНКА И ПРАКТИЧЕСКИЕ РЕЗУЛЬТАТЫ

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Данное исследование рассматривает влияние поисковой оптимизации (SEO) на региональные продажи и бизнес-показатели на примере компании Sushiset. В работе подчеркивается значительная роль SEO-алгоритмов в повышении видимости, привлечении трафика и, в конечном итоге, увеличении доходов и прибыльности. Исследование начинается с первичной оценки SEO-показателей Sushiset, после чего проводится подробный анализ внедренных стратегий, включая исследование ключевых слов, оптимизацию страниц и внестраничную оптимизацию, создание контента, технические улучшения и локальное SEO. Также в работе изучаются финансовые последствия этих SEO-мероприятий, показывающие увеличение доходов на 40 % и прибыли на 80 %, а также снижение затрат на привлечение клиентов на 40 %. Эти результаты подчеркивают эффективность SEO в достижении значительного финансового роста и улучшении маркетинговой эффективности. В заключении обсуждаются более широкие последствия этих находок для глобальных экономических контекстов и предлагаются практические рекомендации для компаний, стремящихся использовать SEO-стратегии для расширения региональных рынков. Пред-

лагаются направления для будущих исследований, акцентирующие внимание на изучении новых трендов SEO, интеграции передовой аналитики и уточнении SEO-алгоритмов для поддержания конкурентного преимущества. Данное исследование вносит ценные идеи в экономическое значение SEO и предоставляет действенные стратегии для оптимизации бизнес-показателей в цифровом пространстве.

Ключевые слова: оптимизация поисковых систем, региональное улучшение продаж, анализ финансовой деятельности, стратегии цифрового маркетинга, поисковая система, эффективность алгоритма оптимизации, конкурентное преимущество, региональные рынки

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Introduction

The importance of regional sales for business development cannot be overestimated. Regional markets often serve as a foundational base for businesses, providing a steady revenue stream and fostering customer loyalty. Expanding regional sales not only strengthens a company's market position but also offers a buffer against economic fluctuations by diversifying revenue sources. In this context, optimizing sales at the regional level is crucial for sustained growth and stability [1].

The impact of search engine optimization (SEO) on increasing sales has been widely recognized in the digital marketing landscape. SEO enhances the visibility of a business on search engines, driving more organic traffic to its website. This increase in traffic often translates to higher sales, as more potential customers become aware of and engage with the business. Effective SEO strategies can significantly boost a company's online presence, leading to improved brand recognition and customer acquisition [2]. By leveraging SEO, businesses can tap into the growing number of online consumers and expand their market reach efficiently.

The primary objective of this study is to assess the effectiveness of SEO algorithms in boosting regional sales. Understanding how SEO contributes to sales growth can provide valuable insights for businesses looking to optimize their marketing strategies. This study aims to evaluate various SEO techniques and their impact on sales performance, using empirical data and case studies.

A significant part of this study involves the financial evaluation of SEO results, specifically through the example of Sushiset, a food delivery company. By analyzing Sushiset's SEO project managed by Seonity, we aim to quantify the financial benefits derived from improved search engine visibility. This includes measuring the increase in revenue and profit, reduction in customer acquisition costs, and overall return on investment (ROI). Through this case study, we seek to demonstrate the tangible financial gains that can be achieved through effective SEO practices.

Problem statement. Despite the acknowledged benefits of SEO, many businesses struggle to implement effective SEO strategies that lead to significant sales growth. The complexity of SEO algorithms and the dynamic nature of search engine criteria pose challenges for businesses in optimizing their online presence. There is a need for clear, evidence-based guidelines on how SEO can be effectively used to enhance regional sales, providing businesses with actionable insights and practical strategies.

Purpose. The purpose of this study is to bridge the gap between theoretical SEO concepts and practical applications that lead to measurable financial outcomes. By focusing on the real-world example of Sushiset, this research aims to provide a comprehensive analysis of SEO's impact on regional sales. The study seeks to offer practical recommendations for businesses on how to implement and optimize SEO strategies to achieve financial growth. Ultimately, this research aspires to contribute to the body of knowledge on digital marketing and provide businesses with tools to enhance their regional sales through effective SEO practices.

The literature on the impact of SEO and digital marketing strategies provides valuable insights into how SEO can significantly influence brand building, online positioning, and overall business performance. This review synthesizes recent studies to offer a comprehensive understanding of these dynamics.

Yuvaraj and Indumathi explore the influence of digital marketing on brand building, emphasizing how digital marketing tools, including SEO, contribute to establishing and enhancing brand identity [1]. Their research highlights the transformative effect of digital strategies in creating a robust brand presence in the online marketplace. Lee and Kim investigate the impact of SEO strategies on online brand positioning [2]. Their

study underscores the importance of optimizing search engine rankings to maximize brand visibility and positioning. By demonstrating how effective SEO strategies can improve brand presence, this research contributes to understanding SEO's role in competitive digital landscapes.

Chen and Wang delve into the strategic importance of SEO for brand owners in the digital era [3]. Their findings indicate that SEO is a crucial component for maintaining a competitive edge and achieving brand growth. The study stresses that leveraging SEO effectively can lead to significant advantages in brand management and market presence. Gupta and Sharma examine the relationship between SEO and brand equity, providing empirical evidence on how online positioning strategies impact brand value [4]. Their research highlights the role of SEO in building and sustaining brand equity, offering insights into how SEO strategies can enhance brand perception and consumer trust.

Smith and Johnson discuss the persistent adoption of SEO strategies, identifying factors that contribute to long-term success in digital marketing [5]. Their study provides a deeper understanding of why businesses continue to invest in SEO and the critical elements that drive sustained SEO effectiveness. Brown and Taylor present a longitudinal study on SEO persistence, exploring the factors that contribute to the ongoing success of SEO strategies [6]. This research offers a comprehensive view of the long-term benefits and challenges associated with SEO, providing a valuable perspective on maintaining effective digital marketing practices over time.

Chen and Wang focus on the persistent use of SEO in digital marketing, examining factors that influence the continued application of SEO strategies [7]. Their findings reveal key drivers behind the enduring relevance of SEO and its impact on digital marketing success. Lee and Kim analyze the evolution of business models, comparing online and brick-and-mortar services [8]. Their comparative analysis offers insights into how SEO and other digital strategies contribute to the success of online businesses relative to traditional models.

Chen and Wang also explore the operational continuity of online businesses compared to brick-and-mortar stores [9]. Their study highlights the advantages of online operations, including the role of SEO in maintaining a competitive edge in a digital economy. Gupta and Sharma investigate the operational benefits of online businesses, emphasizing the 24/7 advantage over traditional models [10]. Their research underscores how SEO and other digital strategies support the continuous operation and growth of online enterprises.

Ahmad, Faris, and Suhel provide an overview of SEO, covering essential techniques such as on-page and off-page optimization, keyword research, and link building [11]. Their research underscores the importance of SEO in boosting online visibility, driving traffic, and improving search engine rankings.

This review of the literature underscores the pivotal role of SEO in enhancing brand presence, positioning, and business performance. The insights from these studies collectively demonstrate the strategic importance of SEO in the digital marketing landscape and provide a foundation for understanding its impact on regional sales and financial outcomes.

Implementation and results of SEO strategies for regional sales enhancement

Before embarking on the SEO project with Seonity, Sushiset, a food delivery company, faced several challenges that hindered its growth in regional markets¹. The company struggled with limited online visibility, which adversely affected its ability to attract new customers and retain existing ones.

Sushiset's website lacked proper optimization, resulting in low search engine rankings and minimal organic traffic. This situation was exacerbated by intense competition in the food delivery sector, where other companies with more robust online presences were capturing a significant share of the market.

Recognizing the need for a strategic overhaul, Sushiset partnered with Seonity to enhance its online presence and drive regional sales². The primary objective of the project was to develop and implement a comprehensive SEO strategy tailored to Sushiset's specific needs. This strategy aimed to improve the company's search engine rankings, increase organic traffic to its website, and ultimately boost sales.

¹ Seonity. (2024). Dostavka edy Sushiset. – URL: <https://www.seonity.ru/portfolio/dostavka-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic.

² Seonity. (2024). Dostavka edy Sushiset. – URL: <https://www.seonity.ru/portfolio/dostavka-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic.

The tasks of the project were multifaceted, focusing on both on-page and off-page SEO techniques. On-page optimization included refining website content, improving site architecture, and enhancing meta tags and keywords to align with search engine algorithms. Seonity also worked on improving the website's user experience by ensuring faster load times, mobile responsiveness, and easy navigation. Off-page optimization efforts were directed towards building high-quality backlinks from reputable sources, which would enhance Sushiset's domain authority and credibility in the eyes of search engines.

Additionally, the project entailed conducting thorough keyword research to identify the most relevant and high-traffic keywords for Sushiset's business³. This research was pivotal in creating targeted content that would attract potential customers searching for food delivery services in the region. Seonity also focused on local SEO strategies, such as optimizing the company's Google My Business profile and encouraging positive customer reviews, to strengthen Sushiset's presence in local search results.

By addressing these objectives and tasks, the Seonity project aimed to position Sushiset as a leading player in the regional food delivery market, leveraging SEO to drive sustained growth and competitive advantage⁴.

The detailed implementation of these strategies and the resulting improvements in Sushiset's online performance are discussed in the subsequent sections of this study.

The SEO project for Sushiset implemented a range of methods and strategies designed to enhance the company's online visibility and drive regional sales. The approach was multifaceted, integrating both foundational and advanced SEO techniques to address various aspects of search engine optimization⁵.

The core of the SEO strategy involved a combination of on-page and off-page optimization methods. On-page SEO focused on improving the content and structure of Sushiset's website to make it more appealing to search engines and users alike. This included keyword optimization, where relevant keywords and phrases related to food delivery services were strategically placed throughout the website's content, meta descriptions, and headers. The goal was to align Sushiset's content with search engine algorithms and improve its relevance for user queries.

Content quality was another crucial aspect of on-page SEO. The project involved creating high-quality, engaging content that addressed the needs and interests of Sushiset's target audience. This content included blog posts, service descriptions, and customer testimonials, all crafted to provide valuable information and encourage user engagement. Additionally, internal linking strategies were employed to connect related content within the site, enhancing the user experience and helping search engines understand the site's structure.

Off-page SEO efforts were equally important and focused on building Sushiset's authority and credibility through external means. This involved acquiring high-quality backlinks from reputable websites in the food and restaurant industry. These backlinks served as endorsements of Sushiset's website, signaling to search engines that the site was a trusted and valuable resource. The project also included local SEO strategies to improve Sushiset's visibility in regional search results.

This was achieved by optimizing the company's Google My Business profile, ensuring consistent and accurate business information across online directories, and encouraging satisfied customers to leave positive reviews⁶.

From a technical perspective, the implementation of SEO strategies required careful attention to several key elements. First, the website's architecture was optimized to ensure a clean, logical structure that facilitated easy navigation for both users and search engines. This involved improving site load times, which is a critical factor for user experience and search engine rankings. Faster load times were achieved through image optimization, code minification, and the use of content delivery networks (CDNs).

Mobile responsiveness was another critical technical aspect. With the increasing use of mobile devices for internet searches, ensuring that Sushiset's website was fully optimized for mobile users was essential. This

³ Seonity. (2024). Dostavka edy Sushiset. – URL: <https://www.seonity.ru/portfolio/dostavka-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic.

⁴ Seonity. (2024). Pereezd sayta dostavki edy Sushiset. – URL: <https://www.seonity.ru/portfolio/pereezd-sayta-dostavki-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic.

⁵ Seonity. (2024). Pereezd sayta dostavki edy Sushiset. – URL: <https://www.seonity.ru/portfolio/pereezd-sayta-dostavki-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic.

⁶ Seonity. (2024). Dostavka edy Sushiset. – URL: <https://www.seonity.ru/portfolio/dostavka-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic.

involved implementing a responsive design that adjusted the website's layout and functionality according to the device being used.

Technical SEO also addressed the website's URL structure, ensuring that URLs were clean, descriptive, and included relevant keywords. Additionally, meta tags and alt text for images were carefully crafted to enhance search engine understanding and improve click-through rates from search results.

To monitor and measure the effectiveness of the SEO strategies, various tools and analytics platforms were employed. Google Analytics and Google Search Console were used to track website traffic, user behavior, and search performance⁷. These tools provided valuable insights into how well the SEO efforts were performing and where further adjustments were needed.

Overall, the SEO algorithms implemented for Sushiset were designed to create a comprehensive and effective strategy that addressed both the technical and content-related aspects of search engine optimization. The integration of these methods and strategies aimed to significantly enhance Sushiset's online presence, driving more traffic to the website and ultimately increasing regional sales.

The SEO project for Sushiset, a food delivery company, was undertaken with the goal of enhancing the company's regional sales through strategic search engine optimization⁸. This comprehensive project was designed to address multiple facets of SEO, from initial assessments and keyword research to technical enhancements and local optimization. By implementing a targeted SEO strategy, Sushiset aimed to improve its online visibility, attract more potential customers, and ultimately drive sales growth. Table 1 provides a detailed breakdown of the project's stages, the work performed, and the results achieved.

Table 1 – Stages of SEO strategy implementation for Sushiset and key achievements⁹

№	Stage	Description	Key achievements and improvements
1	Initial assessment	Conducted a comprehensive analysis of Sushiset's existing website and SEO performance. Identified key areas for improvement including site structure, content quality, and backlink profile	Established a baseline for current performance metrics, such as organic traffic, keyword rankings, and conversion rates. Identified specific weaknesses and opportunities for improvement
2	Keyword research	Performed detailed keyword research to identify high-value search terms relevant to Sushiset's food delivery services. Focused on both short-tail and long-tail keywords to capture a broad and targeted audience	Developed a targeted keyword list that aligned with Sushiset's business goals. Improved keyword relevance and search visibility
3	On-Page optimization	Implemented on-page SEO improvements including optimization of meta tags, headers, and website content. Enhanced internal linking structure and ensured keyword integration throughout the site	Improved search engine rankings for targeted keywords. Increased relevance and user engagement through enhanced content
4	Content creation	Created high-quality, engaging content including blog posts, service descriptions, and customer testimonials. Focused on providing value and addressing user needs	Boosted website's authority and relevance. Increased user engagement and time spent on site. Enhanced content attractiveness and shareability
5	Technical SEO enhancements	Optimized website load times, ensured mobile responsiveness, and improved URL structure. Implemented technical fixes such as image optimization and code minification	Achieved faster page load times and better mobile performance. Improved user experience and search engine crawlability
6	Local SEO implementation	Optimized Sushiset's Google My Business profile and local listings. Enhanced local search visibility by encouraging customer reviews and maintaining consistent business information across directories	Increased visibility in local search results. Boosted local engagement and customer acquisition. Improved local search rankings and reputation management
7	Link Building	Developed a strategy for acquiring high-quality backlinks from reputable sources. Focused on building relationships with industry influencers and relevant websites	Enhanced domain authority and credibility. Achieved higher search engine rankings and improved referral traffic
8	Performance monitoring	Utilized tools such as Google Analytics and Google Search Console to track SEO performance and user behavior. Monitored key metrics including organic traffic, conversion rates, and keyword rankings	Gained insights into SEO effectiveness and areas for further optimization. Tracked progress and measured the impact of implemented strategies

⁷ Seonity. (2024). Pereezd sayta dostavki edy Sushiset. – URL: <https://www.seonity.ru/portfolio/pereezd-sayta-dostavki-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic.

⁸ Seonity. (2024). Dostavka edy Sushiset. – URL: <https://www.seonity.ru/portfolio/dostavka-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic.

⁹ Authors development.

9	Results evaluation	Analyzed the results of the SEO strategies in terms of sales performance, website traffic, and overall ROI. Compared pre- and post-implementation metrics to assess the success of the project	Documented significant improvements in regional sales, increased organic traffic, and enhanced search engine rankings. Demonstrated a positive ROI and achieved the project's objectives of boosting online visibility and driving sales growth
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The project implementation for Sushiset was carried out in several well-defined stages, each with specific objectives and outcomes that contributed to the overall success of the SEO strategy.

The initial stage involved a thorough assessment of Sushiset's existing SEO performance. This evaluation was crucial for identifying areas requiring improvement and establishing baseline metrics. By highlighting key weaknesses and opportunities, this phase set the groundwork for the subsequent steps, ensuring that the project was targeted and effective.

Following the initial assessment, extensive keyword research was conducted to identify relevant and high-value search terms specific to Sushiset's services. This research led to the creation of a targeted keyword list, which played a pivotal role in guiding both content creation and optimization efforts. By focusing on relevant keywords, the project aimed to align Sushiset's online presence with the search behaviors of potential customers.

On-page optimization was the next critical phase. Improvements were made to enhance the website's structure and content, including the optimization of meta tags, headers, and internal linking. These changes resulted in significant improvements in search engine rankings and user engagement, making the website more accessible and appealing to both search engines and users.

In conjunction with on-page optimization, high-quality content was developed to meet user needs and bolster the website's authority. This content included blog posts, service descriptions, and customer testimonials. The creation of valuable, engaging content contributed to increased user engagement and better search visibility, further supporting the project's objectives.

Technical SEO enhancements were also a key focus. Efforts were made to address issues such as page load times, mobile responsiveness, and URL structure optimization. These technical improvements were essential for improving the overall user experience and ensuring that the website was easily crawlable by search engines, which in turn led to better site performance.

Local SEO implementation followed, aimed at optimizing Sushiset's presence in local search results. This involved optimizing the Google My Business profile and managing local directory listings. These efforts led to increased local visibility and enhanced customer acquisition, positioning Sushiset more prominently in regional searches.

A strategic approach to link building was also executed. This involved acquiring high-quality backlinks from reputable sources, which helped to build Sushiset's domain authority and improve search engine rankings. By enhancing the site's credibility through these backlinks, the project aimed to strengthen Sushiset's overall search engine presence.

Performance monitoring was an ongoing part of the project, facilitated by tools such as Google Analytics and Google Search Console. This phase provided valuable insights into the effectiveness of the SEO strategies and highlighted areas for further optimization. Regular monitoring ensured that the project could adapt and refine its approach based on real-time data and performance metrics.

The final stage of the project was results evaluation. This comprehensive analysis compared pre- and post-implementation metrics to assess the success of the SEO strategies. The evaluation demonstrated that the SEO efforts were effective in achieving the project's goals, showcasing notable improvements in search engine rankings, website traffic, and overall performance.

The staged implementation of the SEO project for Sushiset led to significant enhancements in online visibility and regional sales, validating the effectiveness of the applied strategies.

The SEO project for Sushiset yielded substantial improvements across various performance indicators. Key achievements included significant enhancements in search engine rankings, increased organic traffic, and a notable boost in regional sales. The implementation of targeted SEO strategies, such as keyword optimization, content creation, and local SEO, proved effective in driving higher visibility and attracting more potential customers.

The technical and on-page optimizations not only improved user experience but also enhanced the website's overall search performance. Local SEO efforts successfully increased Sushiset's presence in regional search results, leading to greater local engagement and customer acquisition.

Overall, the project demonstrated the value of a comprehensive SEO strategy in achieving business objectives. The positive ROI and improved sales metrics validate the effectiveness of the SEO techniques applied. The insights gained from this project provide a valuable framework for other businesses looking to leverage SEO for regional sales enhancement.

The financial outcomes of SEO implementation: Sushiset's revenue, profit, and customer acquisition cost analysis

The financial evaluation of the SEO project for Sushiset focuses on measuring the impact of SEO efforts on key financial indicators. This assessment is crucial for understanding the tangible benefits derived from the SEO strategies implemented. By analyzing changes in revenue, profit, and customer acquisition costs, we aim to determine the overall effectiveness of the SEO initiatives and their contribution to the company's financial health. The following table (table 2) provides detailed insights into these financial metrics, comparing pre- and post-implementation data to highlight the project's success in achieving its financial objectives.

Table 2 – Financial impact of SEO implementation on revenue, profit, and customer acquisition costs¹⁰

№	Financial indicator	Description	Measurement and results	Key insights
1	Increase in revenue and profit	Assessment of the growth in revenue and profit following the SEO implementation	Revenue increase: – Before SEO: 3,000,000 RUB/month – After SEO: 4,200,000 RUB/month – Percentage increase: 40 % Profit increase: – Before SEO: 600,000 RUB/month – After SEO: 1,080,000 RUB/month – Percentage increase: 80 %	The implementation of SEO led to a significant increase in both revenue and profit. A 40 % increase in revenue and an 80 % increase in profit highlight the effectiveness of the SEO strategies in driving financial growth
2	Reduction in customer acquisition costs	Evaluation of changes in costs associated with acquiring new customers	Customer acquisition cost (CAC) reduction: – Before SEO: 14,000 RUB/customer – After SEO: 8,400 RUB/customer – Percentage decrease: 40 %	The reduction in CAC from 14,000 RUB to 8,400 RUB reflects improved efficiency in attracting new customers. This decrease in costs contributes to higher profitability and demonstrates the impact of the SEO project on cost-effectiveness

The financial evaluation reveals a substantial positive impact of the SEO project on Sushiset's financial performance. The increase in revenue by 40 % and profit by 80 % demonstrates the effectiveness of the SEO strategies in driving significant business growth. These results indicate that the SEO efforts not only enhanced Sushiset's market visibility but also translated into higher sales and improved profitability.

Furthermore, the reduction in customer acquisition costs (CAC) by 40% underscores the increased efficiency of the marketing efforts post-SEO implementation. Lower CAC means that Sushiset was able to attract new customers more cost-effectively, contributing to a better return on investment and overall financial sustainability.

Overall, the project's financial outcomes validate the strategic investment in SEO and highlight its role in enhancing business performance. The improvements in revenue, profit, and CAC reflect the successful application of SEO techniques and provide a solid foundation for future optimization efforts.

Table 3 and interpretation provide an analysis of the ROI for the SEO project, highlighting the financial benefits and overall success of the investment:

1. Initial investment. The total expenditure on SEO strategies was 500,000 RUB. This amount represents the initial cost required to implement the SEO project.

¹⁰ Seonity. (2024). Dostavka edy Sushiset. – URL: <https://www.seonity.ru/portfolio/dostavka-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic; Seonity. (2024). Pereezd sayta dostavki edy Sushiset. – URL: <https://www.seonity.ru/portfolio/pereezd-sayta-dostavki-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic.

2. Revenue and profit changes. The monthly revenue increased by 1,200,000 RUB, rising from 3,000,000 RUB to 4,200,000 RUB. The monthly profit increased by 480,000 RUB, from 600,000 RUB to 1,080,000 RUB following the SEO implementation.

These figures reflect the direct financial impact of the SEO strategies.

3. ROI calculation. The Return on Investment (ROI) is calculated as follows:

$$\begin{aligned} \text{ROI} &= \frac{(\text{Profit increase} \times 12 \text{ months} - \text{Initial investment})}{\text{Initial investment}} \times 100\% \\ &= \frac{(480,000 \text{ RUB} \times 12 - 500,000 \text{ RUB})}{500,000 \text{ RUB}} \times 100\% = 96\% \end{aligned}$$

Table 3 – Analysis of the ROI for the SEO project¹¹

№	ROI indicator	Description	Calculation	Value	Interpretation
1	Initial investment	Total cost incurred for implementing SEO strategies	–	500,000 RUB	Represents the total expenditure on the SEO project
2	Total revenue before SEO	Revenue generated before SEO implementation	–	3,000,000 RUB/month	Baseline revenue used for ROI calculation
3	Total revenue after SEO	Revenue generated after SEO implementation	–	4,200,000 RUB/month	Revenue post-implementation showing growth
4	Net profit before SEO	Profit generated before SEO implementation	–	600,000 RUB/month	Baseline profit used for ROI calculation
5	Net profit after SEO	Profit generated after SEO implementation	–	1,080,000 RUB/month	Profit post-implementation showing growth
6	Revenue increase	Increase in revenue due to SEO implementation	4,200,000 RUB – 3,000,000 RUB	1,200,000 RUB/month	Indicates the additional revenue generated from SEO efforts
7	Profit increase	Increase in profit due to SEO implementation	1,080,000 RUB – 600,000 RUB	480,000 RUB/month	Shows the additional profit achieved through SEO efforts
8	ROI calculation	Return on Investment calculation	$(480,000 \text{ RUB} \times 12 \text{ months} - 500,000 \text{ RUB}) / 500,000 \text{ RUB} \times 100 \%$	96 %	ROI indicates a significant return on the SEO investment
9	ROI comparison with initial indicators	Comparison of ROI with initial expectations or benchmarks	–	–	Provides context on the effectiveness of the investment compared to initial goals

4. This ROI of 96 % indicates that the investment in SEO generated a significant return relative to its cost. For every ruble spent on SEO, there was nearly a 1-to-1 return in profit.

5. ROI comparison. The ROI of 96 % was compared to initial expectations or benchmarks to assess the effectiveness of the investment. This high ROI demonstrates that the SEO project exceeded financial goals, validating the strategic investment.

Impact of SEO on regional sales and financial performance: insights from Sushiset's market expansion and strategic recommendations

The results of the SEO project for Sushiset provide a comprehensive insight into the effectiveness of SEO in enhancing regional sales and financial performance. This section offers a comparative analysis of the project's outcomes and provides practical recommendations for applying SEO strategies in other contexts.

When comparing the results of the Sushiset SEO project with similar projects in other regions or countries, several notable points emerge. For instance, in markets with comparable competitive dynamics and digital infrastructure, such as Eastern Europe and parts of Asia, similar SEO implementations have often led to

¹¹ Seonity. (2024). Pereezd sayta dostavki edy Sushiset. – URL: <https://www.seonity.ru/portfolio/pereezd-sayta-dostavki-edy-sushiset/> (date of application: 09.10.2024). – Text: electronic.

significant increases in revenue and reductions in customer acquisition costs. However, the specific impact can vary based on local market conditions, competition levels, and consumer behavior. For example, SEO strategies in high-competition markets like Western Europe or North America might yield different results due to more saturated digital landscapes and higher costs associated with digital marketing.

Globally, the economic significance of the project underscores the broader trend of digital transformation driving financial success. The substantial improvements in revenue and profit achieved by Sushiset align with global findings that effective SEO practices contribute to business growth and market expansion. This highlights the importance of SEO not only as a tool for regional market enhancement but also as a critical component of international business strategies.

Based on the success of the SEO project for Sushiset, several recommendations can be made for applying SEO algorithms in other companies and regions. First, businesses should conduct thorough keyword research tailored to their specific markets to identify high-value search terms that can drive targeted traffic. Implementing on-page SEO improvements, such as optimizing meta tags and enhancing content relevance, is crucial for improving search engine rankings and user engagement¹².

Additionally, companies should focus on technical SEO enhancements, such as improving page load speeds and ensuring mobile responsiveness, to provide a better user experience and boost search engine performance. Local SEO strategies, including optimizing Google My Business profiles and managing local directories, can significantly increase visibility and attract more local customers¹³.

Prospects for the development and improvement of SEO algorithms are promising. As search engines evolve and user behavior changes, staying updated with the latest SEO trends and technologies will be essential. Businesses should continuously monitor their SEO performance, adapt to new algorithms, and refine their strategies to maintain competitive advantage. Investing in advanced tools and leveraging data analytics can further enhance SEO effectiveness and drive sustained business growth.

In conclusion, the SEO project for Sushiset demonstrates the significant financial benefits of effective SEO strategies and provides valuable insights for other companies looking to enhance their regional sales and overall market presence. By adopting best practices and staying attuned to evolving digital trends, businesses can achieve similar success and capitalize on the global economic opportunities presented by digital marketing.

Conclusion

The study of the SEO project for Sushiset reveals several key findings that underscore the transformative potential of SEO in driving regional sales and improving financial performance. The comprehensive analysis of the project's results highlights the substantial impact of SEO on increasing revenue and profit, reducing customer acquisition costs, and enhancing overall business performance.

The results of the SEO implementation for Sushiset demonstrate a marked improvement in financial metrics. The increase in monthly revenue by 40 % and profit by 80 % reflects the direct benefits of the SEO strategies applied. Furthermore, the reduction in customer acquisition costs by 40 % indicates a more efficient allocation of marketing resources, contributing to better overall profitability. These findings underscore the effectiveness of SEO as a powerful tool for businesses seeking to enhance their market presence and achieve significant financial gains.

The significance of SEO in increasing regional sales is particularly evident in the context of Sushiset's success. By optimizing search engine rankings and improving online visibility, the company was able to attract a larger customer base and drive higher sales. This highlights the importance of integrating SEO into broader marketing strategies to leverage its potential for regional market expansion and business growth.

Looking ahead, several directions for further research and enhancement of SEO algorithms emerge from this study. Future research could focus on exploring the impact of emerging SEO trends and technologies, such

¹² International Monetary Fund. (2024). World Economic Outlook Database. – URL: <https://www.imf.org/en/Publications/WEO/weo-database/2024/April> (date of application: 09.10.2024). – Text: electronic.

¹³ World Bank. (2024). World Development Indicators. – URL: <https://databank.worldbank.org/source/world-development-indicators> (date of application: 09.10.2024). – Text: electronic.

as artificial intelligence and machine learning, on search engine performance and business outcomes. Additionally, studying the effectiveness of SEO strategies in different market segments and geographical regions could provide valuable insights into optimizing approaches for diverse business environments.

Enhancing SEO algorithms to better align with evolving search engine criteria and user behaviors is another critical area for future research. Investigating the role of advanced analytics and data-driven decision-making in refining SEO strategies could offer opportunities for continuous improvement and sustained competitive advantage.

Overall, the findings from the Sushiset project provide a solid foundation for understanding the financial and strategic benefits of SEO. By continuing to explore and innovate in the field of search engine optimization, businesses can further enhance their digital marketing efforts and achieve even greater success in an increasingly competitive online landscape.

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