Impact of Search Engine Optimization Dimensions on SME Companies using Online Promotion in Malaysia

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Abstract: - This study aims to investigate the influence of Search Engine Optimization (SEO) aspects on Online Promotion among Malaysian SME companies. The literature identifies four SEO dimensions that influence Online Promotion: SEO Connectivity, SEO Competitiveness, SEO Experience, and SEO Techniques. The online survey received 153 responses from Malaysian SME service providers. In addition to descriptive statistics, the data were subjected to Partial Least Squares-Structural Equation Modelling (PLS-SEM) analysis. The proposed framework builds a strong relationship between SEO Dimensions and Online Promotion for Malaysian SME businesses. According to the analysis findings, there is a significant relationship between SEO Competitiveness and Online Promotion for Malaysian SME businesses. In addition, the data found a significant relationship between SEO Experience and Online Promotion. The value of SEO Competitiveness and SEO Experience, as well as the responses to the study, show that these tactics are frequently used in Online Promotion for SME companies in Malaysia. The findings will help company decision-makers enhance their internet presence and reach. It may result in decreased marketing expenses and a rise in new clients, consequently boosting the company's sales revenue.

Key-Words: - Search Engine Optimization, Online Promotions, SME, Malaysia.

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1 Introduction

In today's competitive world, Internet use is rising rapidly. It is almost hard to find information online without a search engine. SEO is a marketing strategy that tries to enhance the number of visitors to a website from search engines through unpaid, organic, editorial or natural search results. It seeks to improve a website's position on Search Engine Results Pages (SERP), [1]. SEO is a marketing strategy for raising the search rankings of web content. SEO in scientific publishing involves creating a document so search engines may easily find and send people to web content. SEO helps websites rank higher in SERPs. SEO is performed by using keywords strategically, best practices in website design, and the open-access nature of website content, [2]. It could also be beneficial in the studies of behaviour and preferences in browsing websites, [3], [4].

MCMC has reported that 88.7% of Malaysians utilise the Internet, [5]. Users between the ages of 16 and 64 spend an average of 9 hours and 17 minutes online daily, [6] and Google is the search engine of choice for 99.1% of users. Furthermore, 98.39% of Malaysians use the Internet to find information, [7] and 6% use a search engine before purchasing a final product, [8]. These statistics demonstrate how online information searching has become more popular over time. According to SME statistics, 98.5% of business establishments in Malaysia are SMEs, [9]. 38.9% of the GDP was contributed by SMEs in 2018, [10]. Only 30% of Malaysian SMEs employ SEO and other marketing tactics to reach external stakeholders. The impact of the Internet on technology is growing. The usage of the Internet for advertising and business is also expanding. It is important to stay ahead of the competition and serve a broad audience.

Due to the scarcity of research on the influence of SEO Dimensions and Online Promotion on SME businesses in Malaysia, it is difficult for small businesses to grasp the significance of SEO as an efficient digital marketing tool. Internet use for conducting business and advertising several types of organizations is also rapidly rising. As a result, it is critical to stay one step ahead of the competition and to cater to the demands of a diverse range of people. As Internet technologies continue to evolve at a breakneck pace, SMEs must invest in and exploit search engines to obtain access to global markets

and compete with larger enterprises in their area. This study aims to determine whether SEO Dimensions, which are SEO Connectivity, Competitiveness, Experience and Techniques significantly impact Malaysian SMEs that use online promotions.

1.1 Research Objectives

This study's objectives are to examine the influence of four SEO Dimensions on Online Promotion.

1) To examine the relationship between SEO Connectivity and Online Promotion for SME companies in Malaysia.
2) To examine the relationship between SEO Competitiveness and Online Promotion for SME companies in Malaysia.
3) To examine the relationship between SEO Experience and Online Promotion for SME companies in Malaysia.
4) To examine the relationship between SEO Techniques and Online Promotion for SME companies in Malaysia.

2 Literature Review

2.1 Mozlow's Hierarchy of SEO Needs

In 2019, Rand Fishkin, the co-founder of SEOmoz, came up with Mozlow's Hierarchy of SEO Needs. This model is based on a simple pyramid structure in which each piece is built on top of the previous one. It is a visual representation of the factors that should be considered when analysing the strengths and weaknesses of an organisation's organic search campaign. It is the most effective method for prioritising search engine Optimization efforts to maximise their effectiveness, [13].

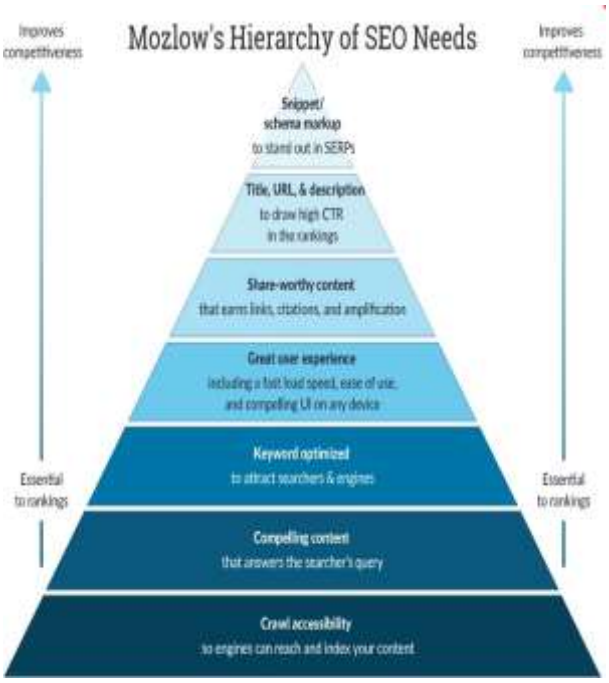

Fig. 1: Mozlow's Hierarchy of SEO Needs, [13]

2.2 Dependent and Independent Variables

The research focuses on Online Promotion as the dependent variable. For SEO dimensions relating to connectivity, user experience, competitiveness, and techniques will be independent variables.

2.2.1 Online Promotion

Sales promotion is organically increasing brand awareness, retaining, and acquiring customers through various channels, including television, radio, print media, social media, and websites, [14], [15].

The relationship between a website as a sales promotion medium and SEO is discussed in this research study to determine the extent to which SEO Dimensions affect Online Promotion. A simple relationship between SEO and sales promotion can be illustrated as needing to maintain websites to increase traffic and promote products or services. One of the most effective ways to gain brand consumer support is to combine a strong organic SEO strategy with an effective content strategy, [16]. Since the term sales promotion encompasses a broader range of activities, the preferred term is Online Promotion.

Other terms, such as web-based and online brand promotion, refer to activities conducted via the Internet and are thus considered synonymous with Online Promotion. Online Promotion is a type of marketing conducted via the Internet, [17].

2.2.2 SEO Competitiveness

The goal of SEO is to place a website in the top position. According to the Google Webmaster Tools manual, the earlier a page is ranked in search results, the higher chance for the company to gain customers. After assessing a search ranking from 1 to 20, 80% of new website visits originate from search engines, and 84% of that number never click to the second page or the advertising links created by the search results, [18].

Another study on digital marketing in the Chennai hotel business shows that hotel websites that are effectively and frequently optimized for search engines using SEO led to earlier placement on search engine result pages (SERPs) and gained new customers, [19], [1]. When compared to companies using traditional methods, companies that apply SEO to the market are getting more new customers, [20]. Thus, recognising competitiveness is a significant component in SEO and should be considered by businesses because appearing on the first page of Google will likely bring many visitors to their website.

2.2.3 SEO Connectivity

Web visitors desire quick answers and fast page loads. It is a squandered opportunity for many sites, especially since more than half of mobile visitors leave if a page takes over 3 seconds to load, [21]. Slow mobile experiences make real users less likely to find what they need or buy in the future.

Many people use search engines as a gateway to the Web, making search engines a critical link in the chain connecting content suppliers and users, [1]. The evaluation of search engine optimization (SEO) algorithms is heavily dependent on bookmarks, social signals, and the effect of content providers in order to determine the value of websites, [22]. Because of this finding, a website that implements SEO can increase traffic by gaining quality backlinks and increasing authority. Search engines have drastically impacted how Internet users access information, shop for goods and services, research, interact with others, and enjoy themselves online.

Websites optimised with SEO enhance the companies' brand equity and improve awareness of products and services provided by the companies, [23].

2.2.4 SEO Experience

SEO plays a vital role in developing a robust foundation for businesses by developing an attractive website with a practical and clean user experience that can be easily discovered through the search engine, [24]. A combination of SEO process and experience is crucial to increasing users' experience that will benefit both customers and the company, [25]. The respondents of the studies are primarily experienced with the SEO strategy, and their experience with regularly used tactics positively impacts their company websites. SEO is a long-term strategy since it can have an instant impact on the company based on the actions taken; these future actions will have a long-term impact that will last for several years. With the market's evolution, it is vital for businesses to monitor changes and trends regularly. Even if the website does not follow all SEO suggestions, businesses may accomplish and deliver a satisfactory experience to online customers by following the fundamental stages, [24]. Thus, without a positive user experience, users will have difficulty locating information on company websites, creating a negative impression, [26].

2.2.5 SEO Techniques

One of the most common SEO strategies used to increase website ranking is on-page Optimization, which is a technique used by website developers to optimise or produce content for websites.

Since keyword factors would lead to website improvement, it is best to consider the SEO Techniques of keyword Optimization, e.g., usage of keywords, related keywords, prefix and suffix, and they should apply to the entire domain and must be used in search queries, [27].

In order to boost Google's ranking, website developers may also need to conduct regular content Optimization and structure Optimization, which include their URL, Meta page title, Meta description, and Site content besides keyword Optimization. Under these Optimizations, the design of excellent websites may increase visitor traffic relatively fast, [27].

Most of the SEO research is concentrated on SEO Techniques. According to Aleksandar's (2020), [24] research on applying SEO Techniques in Internet marketing, SEO techniques make websites easier to categorise and find. Two types of SEO strategies for increasing a website's non-sponsored search engine visibility: redesigning the site to make it more consumer-friendly or concentrating exclusively on methods that affect the search engine's quality ranking process, [28]. Search engines publish official guidelines to clarify which techniques are acceptable and which are not, [29]. In severe cases, search engines may remove websites that engage in Black Hat SEO activities from the organic list, [30].

White Hat SEO refers to SEO tactics that adhere to the guidelines and rules established by search engines and do not adversely affect a website's ranking, [31]. These techniques may not produce immediate results, but they gradually improve the SERP ranking and the likelihood of the website being declined by the search engines decreases. Additionally, the traffic generated by White Hat SEO is frequently superior, and Optimization lasts longer, [32]. To this end, even if a website offers high-quality products and services that benefit online customers' daily lives or work tasks and activities, the website will fail to succeed if online users cannot find and visit it.

2.2.6 Proposed Research Framework

The following conceptual framework serves as a springboard for further investigation. The relationship between Online Promotion and the SEO Dimensions, which include SEO Connectivity, SEO Experience, SEO Competitiveness, and SEO Techniques, is depicted in Figure 2.

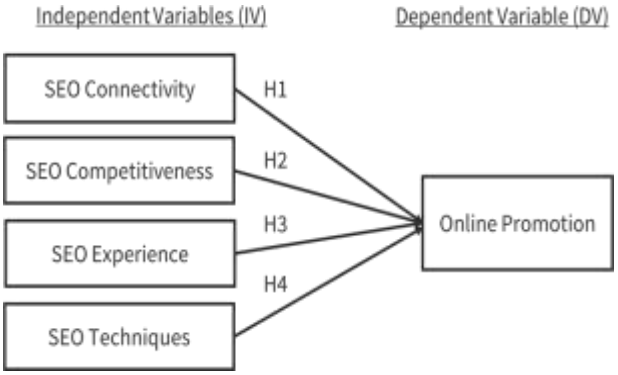

Fig. 2: The Study's Proposed Theoretical Framework

The proposed theoretical frame is extended to PLS-SEM analysis. Figure 3 is for the labels used in the PLS-SEM analysis.

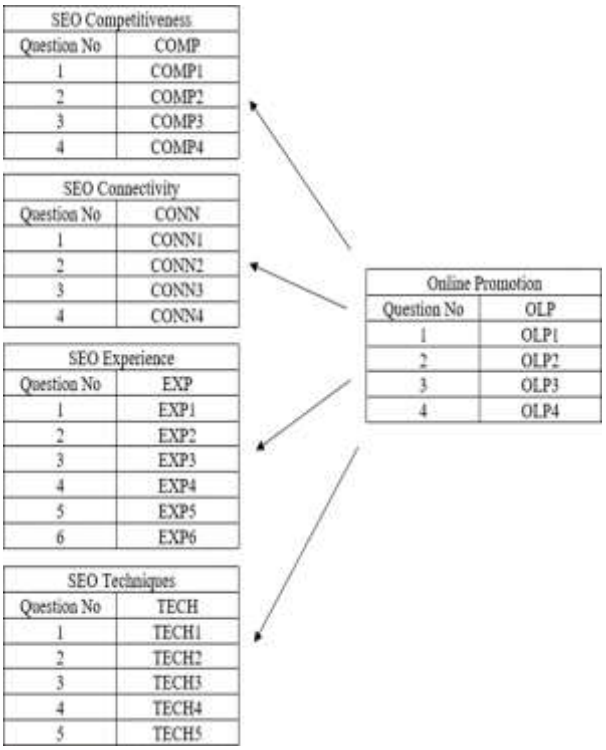

Fig. 3: Labels used in PLS-SEM Analysis

2.2.7 Hypotheses Development

H1: There is a significant relationship between SEO Connectivity and Online Promotion for SME companies in Malaysia.

H2: There is a significant relationship between SEO Competitiveness and Online Promotion for SME companies in Malaysia.

H3: There is a significant relationship between SEO Experience and Online Promotion for SME companies in Malaysia.

H4: There is a significant relationship between SEO Techniques and Online Promotion for SME companies in Malaysia.

3 Methodology

This study uses quantitative analysis to identify the impacts of SEO Dimensions as independent variables —Competitiveness, Connectivity, Experience, and Techniques—on Online Promotion, a dependent variable. Each variable is quantified using a total of 33 questions that employ both nominal and Likert scales. The research questionnaire was designed to address the study's four objectives and is divided into three sections: Section A (demographic information), Section B (independent variables), and Section C (dependent variable). Section A contains ten questions designed to elicit information about the respondents. This section will categorise respondents and their companies by gender, years of experience in digital

marketing, job title, business type, company size, annual revenue, number of sales and marketing employees, annual SEO budget, SEO usage, and type of search engine used. Section B contains 19 questions that examine the factors that most significantly affect Online Promotion for Malaysian SME businesses. Four distinct variables will evaluate respondents: connectivity, experience, competitiveness, and techniques. The questions assist businesses in gaining a better understanding of the variables associated with Online Promotion. Finally, Section C includes four questions about the dependent variable: Online Promotion, all of which ascertain respondents' approval of the overall impact of SEO strategy on their companies' Online Promotion.

The questionnaires for the independent variables for this study are based on an instrument developed by Dinesh & Senthil Murugan, 2018, [33] and Kittur & Mane, 2019, [34]. The dependent variable is based on an instrument developed by Bhandari & Bansal, 2018, [19] and Lockett, 2018, [35]. The questions were answered using the Likert scale, which quantifies respondents' agreement with a set of statements about the variables being measured.

Convenience sampling is used for this study. The population for this study is drawn from lists published by the Malaysian Digital Economy Corporation (MDEC) Sdn. Bhd and the Selangor Information Technology and Digital Economy Corporation (SIDEC). Based on Krejcie & Morgan, 1970, [36]; Bukhari, 2021, [37], a sample size of 153 respondents is necessary to achieve a confidence level of 95% with a margin of error of 5% for a list of 250 SME digital marketers. The collected data will be analysed based on descriptive and inferential statistics. After the data cleaning, the data will be examined with a reliability test, frequency distribution, central tendency and variability measurement, normality test, and partial least square analysis.

4 Results And Discussion

4.1 Respondents' Demographics Analysis

According to Table 1, 69.3% of the sample consisted of males. 57.5 % of respondents had fewer than four years of experience in Digital Marketing, and approximately 37.3% were employed in business development, sales, or marketing. With (48.4%) of the businesses provide Digital Marketing and e-Commerce services. Over (36.6%) of companies are medium size (30 to less than 75 employees), and (56.9%) generate between RM300,000 and RM3,000,000 in annual revenue. (57.5%) of the company reviewing their website SEO performance over 4 times annually. Most respondents (97.4%) use the Google search engine.

Table 1. Respondents' Demographics

Demographics	Frequency	Percentage %
Gender.		
Male	106	69.3
Female	47	30.7
Total	153	100
Years of Experience in Digital Marketing		
1 – 4 years	88	57.5
5 – 9 years	49	32.0
10 – 15 years	14	9.2
More than 16 years	2	1.3
Total	153	100
Job Title		
Top Management	34	22.2
Business Development / Sales / Marketing Manager	57	37.3
Web Designer / Programmer / IT Personnel	42	27.5
Other	20	13.1
Total	153	100
Type of Businesses		
Hotels and restaurants	3	2.0
Professional and ICT services	49	32.0
Private education and health	3	2.0
Financial intermediation	4	2.6
Engineering & technology	20	13.1
Digital Marketing and e-Commerce	74	48.4
Total	153	100
Company Size (Employee No)		
Less than 5 full-time employees (Microenterprise)	19	12.4
Full- Time Employees from 5 to less than 30 (Small)	56	36.6
Full- Time Employees from 30 to less than 75 (Medium)	78	51.0
Total	153	100.0
Company Annual Sales in RM		
Less than RM300,000	38	24.8
RM300,000 to less than RM3 million	87	56.9
RM3 million to less than RM15 million	19	12.4
RM15 million and above	9	5.9
Total	153	100.0
Number of Company Staff working under Sales & Marketing and Technical (e.g., web designers, developers etc.)		
Less than 5 Full- Time Employees	73	47.7
5 to less than 10 Full – Time Employees	46	30.1
10 to less than 20 Full – Time Employees	18	11.8
20 Full – Time Employees and above	16	10.5
Total	153	100
Company Annual Budget for Search Engine Optimization in RM		
less than RM10,000	60	39.2
RM10,000 to less than RM20,000	46	30.1
RM20,000 to less than RM30,000	25	16.3
RM30,000 and above	22	14.4
Total	153	100
How many times you review your website SEO performance in a year?		
Low - (once a year)	14	9.2
Moderate - (3 times in a year)	51	33.3
High - (4 times or more in a year)	88	57.5
Total	153	100
Which search engine do your company use most often?		
Google	149	97.4
Yahoo	-	-
MSN	1	.7
Bing	-	-
Others	3	1.9
Total	153	100

4.2 Reliability Test, Centre of Tendency and Variability

According to Table 2, all Cronbach's Alpha values are greater than 0.7, indicating that all employed instruments have a high degree of internal consistency. The mean for the variables OLPR (4.019), COMP (4.164), CONN (4.072), EXP (4.193), and TECH (4.095). All mean values are relatively close to 4, indicating that respondents agreed with the questions. Additionally, the standard deviations for OLPR (0.448), COMP (0.450), CONN (0.182), EXP (0.385), and TECH (0.489) are small, indicating that the variation of data is small. All variables have skewness values ranging from +0.152 to +0.867, indicating that the data are slightly skewed to the right. The range of kurtosis values for competitiveness, experience, and techniques are between -0.451 and -0.162, indicating that the data have somewhat light tails. Connectivity (0.769) and online promotion (0.403) kurtosis values imply that the data have fairly heavy tails.

Table 2. Reliability Test, Normality Test, Skewness, Kurtosis, Mean and Standard Deviation

Variable	Cronbach's Alpha	Skewness	Kurtosis	Mean	Std Deviation
Competitiveness	0.792	0.298	-0.451	4.164	0.451
Connectivity	0.754	0.943	0.769	4.072	0.182
Experience	0.762	0.838	-0.176	4.193	0.385
Techniques	0.761	0.152	-0.162	4.095	0.489
Online Promotion	0.867	0.717	0.403	4.019	0.448

4.3 Normality Test

The hypothesis statements for the normality test are shown below:

H_0: The sample variable is normally distributed.

H_1: The sample variable is not normally distributed.

Table 3 shows that the calculated p-values for the Shapira-Wilk, Anderson-Darling and Lilliefors tests are less than the significance level alpha=0.05; hence the null hypothesis H0 should be rejected, and the alternative hypothesis H1 should be accepted. It can conclude that all variables do not follow a normal distribution. Thus, a different approach is needed to reach a more vital conclusion. Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS was used for additional analysis.

Table 3. Normality Test Result

Variable\Test	Shapiro-Wilk	Anderson-Darling	Lilliefors
AVR COMP	**< 0.0001**	**< 0.0001**	**< 0.0001**
AVR CONN	**< 0.0001**	**< 0.0001**	**< 0.0001**
AVR EXP	**< 0.0001**	**< 0.0001**	**< 0.0001**
AVR TECH	**< 0.0001**	**< 0.0001**	**< 0.0001**
AVR OLP	**< 0.0001**	**< 0.0001**	**< 0.0001**

4.4 PLS-SEM Analysis and Results

According to Wong (2019), [38], PLS-SEM analysis is used when the sample size is limited and the data distribution is skewed. The PLS path modelling estimation in the following Figure 4 are the observations.

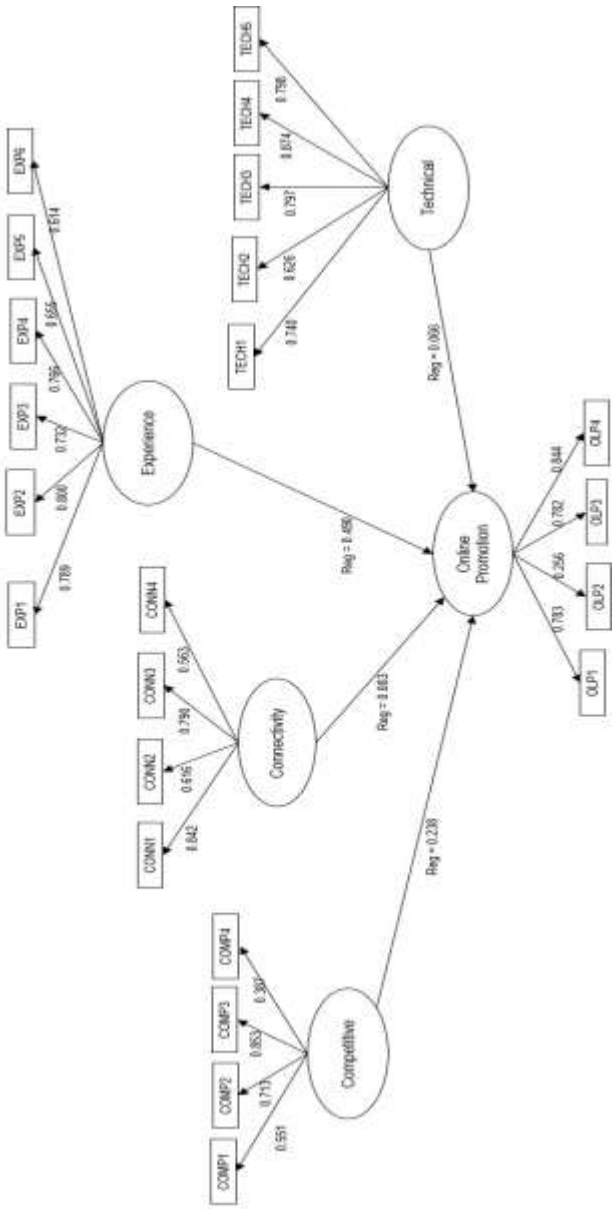

Fig. 4: PLS-SEM Results

4.4.1 Target Endogenous Variable Variance

According to table 4, the endogenous latent variable Online Promotion has a Coefficient of Determination, R-Square = 0.549. This means that the four latent variables SEO Competitiveness, SEO Connectivity, SEO Experience, and SEO Technical moderately explain 54.9% of the variance in Online Promotion.

4.4.2 Inner Model Path Coefficient Measurement and Significance

According to the PLS-SEM results in Figure 4 and Table 4, the p-value for the inner model path coefficient SEO Experience (0.490) and SEO Competitiveness (0.238) is less than 0.05. It can conclude that there is a significant relationship between SEO experience and online promotion, as well as between SEO competitiveness and online promotion, for SME companies in Malaysia. The p-value for the inner model path coefficients for SEO Connectivity (0.083) and SEO Techniques (0.066) is greater than 0.05, indicating no significant relationship between SEO Connectivity and Online Promotion and between SEO Techniques and Online Promotion for Malaysian SME companies. It can also be proved that its standardized path coefficient is smaller than 0.10.

Table 4. Inner Model

R^2 (OLP / 1):

R^2	F	Pr > F	R^2 (Bootstrap)	Standard error	Critical ratio (CR)	Lower bound (95%)	Upper bound (95%)
0.549	16.711	0.000	0.599	0.117	4.669	0.341	0.830

Latent variable	Value	Standard error	t	Pr > |t|	f^2	Value (Bootstrap)	Standard error (Bootstrap)	Critical ratio (CR)
COMP	0.238	0.114	2.089	0.041	0.079	0.267	0.111	2.137
CONN	0.083	0.152	0.545	0.588	0.005	0.102	0.137	0.605
EXP	0.490	0.164	2.994	0.004	0.163	0.441	0.149	3.292
Tech	0.066	0.125	0.531	0.598	0.005	0.085	0.149	0.447

4.4.3 Explanation of Outer Model Loading

The outer model illustrates the relationship between the latent variables SEO Competitiveness, SEO Connectivity, SEO Experience, and SEO Techniques and their respective indicators. From the result in table 5, the indicators of COMP3 (0.853) and COMP2 (0.713) had the highest path coefficients for SEO Competitiveness, followed by COMP1 (0.551) and COMP4 (0.387). This demonstrates that both COMP3 and COMP2 strongly correlate with SEO Competitiveness. Meanwhile, correlations between indicators and the latent variable range from moderate to strong for SEO Connectivity; indicator CONN1 scored 0.842, followed by CONN3 (0.790), CONN2 (0.616), and CONN4 (0.563). Correlation values are significant for SEO Experience, with EXP2 (0.800) having the highest correlation with the latent variable. EXP1 (0.789), followed by EXP4 (0.766), EXP3 (0.732), EXP5 (0.655), and EXP6 (0.614). Similarly, for SEO Techniques, all indicators demonstrate a significant correction with the latent variable, with TECH4 exhibiting the greatest correlation value of 0.874, followed by TECH5 (0.798), TECH3 (0.797), TECH1 (0.740), and TECH2 (0.626).

4.4.4 Indicator Reliability

The term "indicator reliability" refers to the proportion of indicator variance that the latent variable may explain. A reliability score of at least 0.4 is deemed appropriate for exploratory research. Competitiveness, COMP2 (0.509), and COMP3 (0.728) are all reliable measures of competitiveness. As a result, COMP1 (0.304) and COMP4 (0.150) are unreliable indicators of competitiveness. CONN1 (0.710) and CONN3 (0.624) are reliable for evaluating connectivity variables. CONN2 (0.379) and CONN4 (0.317) are not reliable indicators of connectivity. EXP1 (0.622), EXP2 (0.640), EXP3 (0.536), EXP4 (0.586), and EXP5 (0.429) are all reliable for evaluating experience variables, but EXP6 (0.377) is not. Online Promotion demonstrates that OLP1(0.612), OLP3(0.611), and OLP4 (0.713) are reliable indicators, while OLP2 (0.065) is unreliable for evaluating variables associated with Online Promotion.

4.4.5 Composite Reliability and Average Variance Extracted (AVE)

In social science research, Cronbach's alpha has been used to measure the reliability of internal consistency, but it gives a conservative estimate when PLS-SEM is used. Previously published literature has advocated using Composite Reliability as a substitute, [39]. As shown in Table 5, all composite Reliability values are more than 0.6, demonstrating the high internal consistency reliability of all five reflective latent variables. Each latent variable's Average Variance Extracted (AVE) is analysed to determine convergent validity. All AVE values exceed the permissible threshold of 0.5, demonstrating convergent validity.

4.4.6 Discriminant Validity (Fornell-Larcker Criterion)

Discriminant validity is demonstrated by evidence that measures of constructs that theoretically should not be highly related to each other are, in fact, not found to be highly correlated to each other. The goal

of discriminant validity evidence is to be able to discriminate between measures of dissimilar constructs, [11]. The Fornell-Larcker criterion is one of the most popular techniques used to check the discriminant validity of measurement models, [12]. Discriminant validity can be established if the square root of the AVE in each latent variable is greater than the other correlation values among the latent variables, [40]. This is accomplished by manually calculating the square root of AVE and bolding it on the table's diagonal.

As shown in Table 6, the latent variable CONN is found to be 0.713. This value is greater than the correlation values in the CONN column (0.548, 0.196, 0.374) and greater than the correlation values in the CONN row (0.328). Similar observations are made for the latent variables COMP, EXP, TECH, and OLP. As a result, discriminant validity appears to be well-established.

Table 5. Summary of Outer Models Loading, Indicator and Composite Reliability and Average Variance Extracted

Latent Variable	Indicators	Loading	Indicator Reliability	Composite Reliability	AVE
Competitive (COMP)	COMP1	**0.551**	0.304	0.731	0.423
	COMP2	**0.713**	0.509		
	COMP3	**0.853**	0.728		
	COMP4	**0.387**	0.150		
Connectivity (CONN)	CONN1	**0.842**	0.710	0.8	0.508
	CONN2	**0.616**	0.379		
	CONN3	**0.790**	0.624		
	CONN4	**0.563**	0.317		
Experience (EXP)	EXP1	**0.789**	0.622	0.871	0.532
	EXP2	**0.800**	0.640		
	EXP3	**0.732**	0.536		
	EXP4	**0.766**	0.586		
	EXP5	**0.655**	0.429		
	EXP6	**0.614**	0.377		
Technical (TECH)	TECH1	**0.740**	0.548	0.879	0.595
	TECH2	**0.626**	0.392		
	TECH3	**0.797**	0.635		
	TECH4	**0.874**	0.765		
	TECH5	**0.798**	0.637		
Online Promotion (OLP)	OLP1	**0.783**	0.612	0.781	0.5
	OLP2	**0.256**	0.065		
	OLP3	**0.782**	0.611		
	OLP4	**0.844**	0.713		

Table 6. Fornell-Larcker Criterion Analysis for Checking Discriminant Validity

	COMP	CONN	EXP	Tech	OLP
COMP	**0.650**				
CONN	0.328	**0.713**			
EXP	0.173	0.548	**0.729**		
Tech	0.159	0.196	0.438	**0.771**	
OLP	0.267	0.374	0.482	0.273	**0.707**

From the analysis of PLS-SEM, it can be concluded that SEO Competitiveness and SEO Experience significantly impact Online Promotions.

5 Conclusion and Recommendations

According to the OECD's 2019 report, Online Promotion offers significant potential for SMEs, from global reach to "targeting" techniques based on advanced analytics and user data, which online platforms excel at. Understanding the dimensions of SEO on Online Promotions is critical for being found when customers are looking for a competitor and for being a dependable member of the World Wide Web. It is unknown what effect search engine optimization (SEO) has on marketing. Since SEO is associated with organic traffic, which refers to unpaid or free listings, it is critical to investigate its effect on Online Promotion. This study examined how four SEO dimensions affect online promotion in Malaysian SME businesses. PLS-SEM revealed the hypotheses H2: There is a significant relationship between SEO Competitiveness and Online Promotion for Malaysian SMEs, and H3: There is a significant relationship between SEO Experience and Online Promotion for Malaysian SMEs. In addition, the research found that hypotheses H1 and H4 are not supported. The relationship between SEO Connectivity, Techniques and Online promotion is insignificant. According to the finding, the research objectives of this study were achieved. Malaysian SMEs may expand their reach and visibility through Online Promotion by applying the dimension of SEO Competitiveness and SEO Experience. This could result in lower advertisement costs and increase more
new customers, boosting the company's sales revenues. Due to the underrepresentation of this subject in Malaysia's commercial and academic worlds, particularly in SMEs, this research outcome will be able to generate sufficient incentives to merit future recognition and implementation.

Based on the study's findings and conclusions, future research should develop more SEO criteria based on academic industry-related studies of SEO

in Malaysia's SMEs, focusing on the most effective SEO strategies. It is recommended that the research be conducted with a larger sample size that accurately represents the genuine population of SMEs in Malaysia who employ SEO tactics. It is recommended that future research use a mixed method approach, which combines quantitative and qualitative methods to learn more about the topic of the research. Data, yet effective in obtaining reliable responses.

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Conflict of Interest

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