

**AN INVESTIGATION ON THE INFLUENCE OF
ORGANIC SEARCH ENGINE MARKETING ON
WEBSITE CONVERSION BEHAVIOUR: THE CONTEXT
OF ONLINE START-UP FITNESS SUPPLEMENT
BUSINESSES IN SRI LANKA**

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Abstract

In today's challenging and competitive industry, businesses tend to focus more on its marketing activities. A large number of web-based businesses have emerged with the growth of internet and technology, which has allowed marketing activities to be carried out with internet as well. Search engine marketing is one of the key marketing elements being adopted by many businesses to help increase the visibility on the internet, drive traffic to the website and increase conversions. To investigate how organic search engine marketing influences website conversions, a deductive study approach has been used, this approach has been used to gather data from 155 respondents. Based on the study it was concluded that elements of organic search engine marketing such as on-page and off-page search engine optimisation, do in fact have a positive impact on website conversions.