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Impact of Search Engine Optimization (SEO) in creating brand
awareness.

A study on a Sri Lankan Private Education Institutes

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ABSTRACT

With the immediate growth of information technology, search engine optimization has gained a lot of attention. SEO is a very powerful technique for the web site to boost rank in search engine. There are a lot of ways to increase the rank in search engine. Search engine optimization is generally used to generate organic traffic and increases online brand awareness. Online brand awareness means the identification and association of a potential consumer towards online products and services. This paper presents the effect of SEO in creating brand awareness in the private education institutes in Sri Lanka. Private educational institutions are always looking for various methods to establish their brand. This research questionnaire has been used to collect the data in the survey. According to the findings, there is an important relationship between search engine optimization and brand awareness of private education institutes. The paper contributes to finding out the effectiveness of search engine optimization in terms of creating brand awareness in private institutes by identifying and exploiting the main types of search engine optimization.