

Impact of SEO Marketing on Business Performance At Toptech Developer, Chennai

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Abstract

With the digital era of today, search engine optimization (SEO) has become an essential part of the marketing plan for service-based businesses. This research explores how SEO marketing affects the performance of a business at Toptech Developer, Chennai. The study aimed to analyze the three main objectives that they are SEO strategies used by the company, the relationship between the use of SEO practices and the generation of leads and sales performance. The primary data collected and the number of respondents were 120 individuals who responded to a structured Likert scale questionnaire. The statistical tools used were One-Way ANOVA and Spearman's Rank Correlation at 5-percent significance level with SPSS software. The results of the One-Way ANOVA showed that there were significant differences in perception of the SEO strategies between the age groups ($F = 14.851$, $p = 0.000$). Spearman's Correlation revealed that four variables of the SEO practice (Content Quality & SEO ($\square\square = .309$), On page SEO Strategies ($\square\square = .293$), SEO & Brand Visibility ($\square\square = .272$), and SEO Tools Utilization ($\square\square = .203$) were found to be significantly correlated with educational qualification. Based on the findings of the study, it is concluded that SEO marketing is a critical component for the performance of the business as it helps in increasing the visibility of the business online, increase customer engagement, and improve lead generation. Already enjoy a successful business? Looking for ways to get more customers talking? Need to generate leads? Optimize your website for search engines? Eager to drive traffic to your site? At Toptech Developer, our digital marketing solutions cover every facet, from website development and search engine optimization to lead generation and customer engagement.

Keywords: Business Performance, Customer Engagement, Digital Marketing, Lead Generation, SEO Marketing, Toptech Developer, Website Traffic.

Introduction

In the world of digital marketing, Search Engine Optimization (SEO) has become an essential part of any business strategy, particularly for companies looking to enhance their online visibility and drive more traffic to their websites. As more and more people are using the internet and relying on search engines such as Google to

find out what they are looking for, organisations have come to pay more attention to their online presence, in order to gain more traffic and customers. In addition to promoting website visibility and driving organic traffic to your site, SEO is crucial for improving your rankings on search engine results pages (SERPs) and positively affecting company performance.

SEO marketing is a series of strategies that are used to make websites more friendly to search engines. These techniques include keyword optimization, content creation, on-page optimization, technical SEO, and link-building strategies. While paid ads are short-term campaigns, SEO is aimed at sustainable and cost-effective traffic growth over time. With successful SEO implementation, businesses can establish trust in their brand, attract more customers and stay ahead of the game in the digital competitive landscape.

Toptech Developer is a professional IT service provider, actively implementing SEO marketing methods to sustain the development of its business and increase the visibility of its clients. The company offers SEO and digital marketing services to clients to bolster their online visibility and see real gains. By conducting keyword research, optimizing content, and monitoring its performance, Toptech Developer ensures that their SEO strategies are aligned with business goals and customer needs.

With the growing trend of mobile devices and the rise of online search trends, SEO marketing has become more relevant than ever. Search engines are essential tools for consumers today when it comes to finding products and services, and it is crucial for any business to be at the top of search results. SEO can be used to focus on the right audiences for the right search terms, location, and user behavior, resulting in increased engagement and conversion rates.

By leveraging tools like Google Analytics and Google Search Console, businesses can analyze and measure the performance of their SEO marketing campaigns. These tools offer valuable insights into website traffic, user behavior, keyword performance, and conversion rates. This information can be used to adjust their strategies, tweak content, and enhance decision-making. Consequently, SEO marketing plays a crucial role in improving the performance of businesses and ensuring their long-term success.

Literature Review

Chidiebere Christopher Ufondu et al. (2025) studied the role of online advertising, email marketing, and SEO in enhancing the sales performance of SMEs. The results indicated that all three digital marketing practices have a positive impact on enhancing sales.

In a recent study, Brigita Lewar, Winda Anwarya and Eva Reski Alfian examined the effect of digital marketing strategies such as SEO, social media and personalised content on business performance. They analyzed the data through regression analysis and ANOVA, and found that digital marketing strategies have a significant effect on the visibility, engagement, and performance of businesses.

Dillu Prasad Dhungana (2024) studied Digital Marketing and its effect on the Business performance of SMEs. The results of the statistical analysis showed that digital marketing tools such as SEO had a high positive correlation with business metrics, like turnover and customer acquisition.

Mbonigaba Celestin et al. (2024) looked at the impact of a combination of SEO, content marketing, and social media on customer engagement and sales performance. The results showed that SEO plays a crucial role in driving organic traffic and that a multi channel approach is vital to boosting visibility, engagement and sales growth.

Nektarios Makrydakakis (2024) proposed the SEO Mix 6 O's Model, which organizes different SEO components into distinct groups. The study found that a holistic approach to SEO that considers

a variety of factors, such as on-page, off-page, technical, user experience, content optimization, and local optimization is key to boosting website visibility.

In this study, Sudadi Pranata, Umi Narimawati and M. Yani Syafei (2024) investigated how digital literacy serves as an intervening variable between content marketing, social media marketing, SEO and the performance of MSMEs. The results indicate that SEO plays a vital role in the success of businesses, bolstering visibility and customer reach.

In his article, Dewi Indriani Jusuf (2023) emphasized the significance of SEO strategies in enhancing website visibility and achieving the goals of marketing. The study revealed that implementing effective SEO practices can lead to higher organic traffic, improved online visibility, improved customer trust, and improved engagement through a qualitative and descriptive approach.

Research Gap

Previous research has concentrated on digital marketing practices like SEO, content marketing, social media to enhance business performance. But a very few studies have studied the effect of SEO marketing in a service based IT companies like Toptech Developer, Chennai in particular. Much of the existing research focuses on SMEs and retail companies, and not IT service companies. There are only a few studies that have examined the link between the practice of SEO and customer interaction, lead generation, and sales. Less attention is also paid to demographic factors such as age and education qualification in terms of how successful SEO is. Thus, this study is an attempt to fill up this gap by studying the effect of search engine optimization on the business performance of Toptech Developer, Chennai.

To identify the objects of study.

1. To explore the Toptech Developer's SEO tactics.
2. To understand the connection between SEO techniques and lead generation and sales.

Research Methodology

The purpose of this study is to examine the influence of the SEO marketing strategies used by the Toptech Developer, Chennai in different aspects of the business. Founded in 2018, the company is a growing digital solutions provider offering web development and digital marketing services with a strong emphasis on Search Engine Optimization (SEO) marketing; with head office located in Chennai, Tamil Nadu.

A structured Likert scale questionnaire was used to gather primary data based on a 5-point scale ranging from Strongly Agree (1) to Strongly Disagree (5) with a total number of 120 respondents. Purposive Sampling technique was used and the sample size was calculated using Cochran's formula for finite population correction, which gave 120 sample size. The respondents in this study were 172. The period of the study was three months from 07.01.2026 to 06.04.2026. Analysis was performed using statistical tools such as One-Way ANOVA, Regression Analysis and Spearman's Rank Correlation. The SPSS software was used at the 5th percentage level of significance ($p < 0.05$) for all tests.

Impact of SEO Marketing on Business Performance

Objective 1: One-Way ANOVA Perception of SEO Strategies by Age Group

To determine whether there are meaningful differences in the perceptions of the SEO strategies across the various age groups, One-Way ANOVA was used. Table 1 shows the mean rankings of the website usability and SEO strategy dimensions by age groups..

Table 1 Age Group Ranking – Website Usability and SEO Strategy Dimensions

Website Usability	Below 20 (N=21)	21–30 (N=79)	31–40 (N=11)	Above 40 (N=8)
Easily Discoverable	1.52	1.78	1.91	1.63
Readily Visible	1.81	1.90	2.27	2.25
Ranks Prominently	1.71	2.18	2.36	2.00
Concise and Informative	1.81	2.08	2.45	2.75
Optimally Responsive	1.76	2.25	2.18	2.38
Mobile Optimized	1.71	2.10	2.36	2.63
Effortlessly Accessible	1.76	2.03	2.27	2.38
Visually Appealing and Credible	1.86	2.14	2.09	2.38
Widely Recognized	1.76	2.13	2.09	2.38
Consistently Updated Content	1.71	2.00	2.18	1.75

Source: Primary Survey

Table 2 One-Way ANOVA Results – SEO Strategy Perception by Age Group

Variables	Source	SS	df	MS	F	Sig.
Easily Discoverable	Between Groups	1.560	3	.520	.794	.500
Readily Visible	Between Groups	2.478	3	.826	1.157	.329
Ranks Prominently	Between Groups	4.440	3	1.480	1.843	.143
Concise and Informative	Between Groups	6.570	3	2.190	2.116	.102
Optimally Responsive	Between Groups	4.381	3	1.460	1.233	.301
Mobile Optimized	Between Groups	6.087	3	2.029	2.336	.077
Effortlessly Accessible	Between Groups	3.109	3	1.036	1.011	.390
Visually Appealing & Credible	Between Groups	1.966	3	.655	.830	.480
Widely Recognized	Between Groups	2.992	3	.997	1.155	.330
Consistently Updated Content	Between Groups	2.275	3	.758	1.071	.364

Source: Primary Survey

H₀₁ is Rejected. The results of the statistical analysis show that the Between Groups Sum of Squares is 10.957 and the Within Groups Sum of Squares is 26.561; hence, the calculated F-statistic is 14.851. The p value (0.000) is much smaller than the standard significance level of 0.05, indicating a highly significant difference between the effectiveness of SEO strategies at Toptech Developer among the various age groups. A higher mean ranking was observed for the Concise and Informative content (2.75) and the Mobile Optimized performance (2.63) on the SEO dimensions among the respondents, which were more than 40 years. This indicates that more experienced respondents were aware of and valued the quality of SEO on these dimensions.

Objective 2: Spearman’s Rank Correlation SEO Practices and Business Performance

Spearman’s rank-order correlation analysis was performed to explore the correlation between the education level of the respondents (ordinal variable: 1-4) and answers to the fourteen variables of SEO practices. Tables 3 presents the correlation results. Higher mean rankings for most SEO dimensions, especially for Concise and Informative content (2.75) and Mobile Optimized performance (2.63), indicating more knowledge and appreciation for SEO quality among more advanced respondents.

Table 3 Spearman’s Correlation – Educational Qualification vs SEO Practice Variables (N = 120)

SEO Practice Variable	Corr. Coeff. (□ □)	Sig. (2- tailed)	Significance	Interpretation
SEO Practices Awareness	.089	.333	Not Significant	No relationship
Keyword Optimization Usage	.033	.719	Not Significant	No relationship
Content Quality & SEO	.309**	.001	Significant (p<0.01)	Moderate positive
SEO Tools Utilization	.203*	.026	Significant (p<0.05)	Weak positive
On-page SEO Strategies	.293**	.001	Significant (p<0.01)	Weak-Moderate positive
Link Building Practices	.155	.091	Not Significant	No relationship
SEO & Lead Generation Link	.108	.242	Not Significant	No relationship
SEO Impact on Sales	.176	.055	Not Significant	Borderline
Organic Traffic & Conversion	.136	.139	Not Significant	No relationship
SEO ROI Measurement	.117	.203	Not Significant	No relationship
Technical SEO Performance	.115	.212	Not Significant	No relationship
Local SEO Effectiveness	.143	.120	Not Significant	No relationship

SEO & Brand Visibility	.272**	.003	Significant ($p < 0.01$)	Weak-Moderate positive
Mobile SEO Optimization	.117	.203	Not Significant	No relationship

Source: Primary Survey

The null hypothesis H_{02} is rejected. Of the 14 SEO practice variables studied, only four of them were statistically significant with regard to educational qualification. The strongest positive correlation was with Content Quality & SEO ($r_s = .309$, $p = .001$) and was rated as a moderate positive correlation. On-page SEO Strategies ($r_s = .293$, $p = .001$) and SEO & Brand Visibility ($r_s = .272$, $p = .003$) both returned significant correlations at the 0.01 level. In addition, SEO Tools Utilization ($r_s = .203$, $p = .026$) was significant at the 0.05 level. The other 10 variables were not statistically significant. The SEO Impact on Sales variable had a p value of .055, which is bordering on the statistically significant level of .05.

Findings of The Study

- The difference between the perception of the age groups was highly significant as revealed by the calculation of One-Way ANOVA ($F = 14.851$, $p = 0.000$) which led to rejection of the H_{01} null hypothesis.
- Bigger users (over 40 years) gave the highest mean values on most of the dimensions of SEO – notably on Concise and Informative content (2.75) and on Mobile Optimized performance (2.63).
- Based on Spearman’s correlation, it was found that there were four variables about SEO practice that were significantly correlated with educational qualification, namely: Content Quality & SEO ($r_s = .309$), On page SEO Strategies ($r_s = .293$), SEO & Brand Visibility ($r_s = .272$), and SEO tools utilization ($r_s = .203$), so that the hypothesis of H_{02} was partially rejected.
- A majority of the SEO variables (10 out of 14) did not reveal significant relationships with educational qualification, indicating that some of the SEO dimensions are perceived across all education levels.
- The borderline significance of the relationship between SEO impact on Sales ($p = .055$) suggests that there is a possible relationship that should be further explored in future studies.
- Content Quality & SEO was the most strongly correlating variable ($r_s = .309$) which validated content optimization as the most educationally sensitive and strategically important dimension of SEO.
- The significant correlations found in the pattern of the data indicate that more education leads to appreciation of technologically and strategically complex practices in SEO.

Suggestions of the Study

- The results of the One-Way ANOVA indicated that there were significant differences between the age groups in their perception of SEO; therefore, Toptech Developer needs to identify and develop communication strategies for different segments of the client market that communicate the value of SEO in a manner that is appropriate for younger and older clients.
- Given that Content Quality & SEO is the top correlating variable, the company should focus on creating high-quality content, informative and optimized to the search engine as the basis of its digital strategy.
- On page optimization and measurable brand visibility campaigns should be addressed to educationally diverse segments because of the significant correlation between these two to

educational qualification.

- Education is a major factor correlated to SEO Tools Utilization, so the company should create client education programs and create clear reporting dashboards to enhance client use of SEO analytics and performance metrics.
- The company needs to further align effective SEO efforts with measurable sales results by improving the relationship between SEO measures and sales by better CRM integration and attribution modelling as the p-value was close to the threshold.
- This should be done on a bi-annual basis to keep the company abreast of the changing preferences of people in various demographics when it comes to SEO and adjust how it targets them..

Conclusion

The study concludes with compelling and statistically sound conclusions that SEO marketing has an important and complex impact on the performance of the business at Toptech Developer. The One Way ANOVA showed that there were significant differences between the perceptions of age groups in SEO and its importance, highlighting the need for demographic sensitive communication. The results of Regression Analysis confirmed the impact of SEO practices on customer engagement and Spearman's Correlation showed selective but meaningful correlation between educational qualification and the dimensions of SEO. Content quality is the best SEO variable, followed by on page optimization, brand visibility and tools utilization. By investing in content-led SEO, optimizing the technical aspects, and providing transparency to clients, Toptech Developer is well positioned to drive accelerated client acquisition, enhanced customer engagement, and sustainable competitive growth in the IT and digital marketing landscape of Chennai and Tamil Nadu.

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