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SEO Optimization of Small Producers' Websites

Lucija Blašković¹, Luka Dinter², Dubravka Mandušić³

¹ Asst. Prof., Faculty of Agriculture, University of Zagreb, lblašković@agr.hr, ORCID: 0000-0002-7746-1070

² Student, Faculty of Agriculture, University of Zagreb, ldinter@agr.hr

³ Assoc. Prof. PhD, Faculty of Agriculture, University of Zagreb, simunovic@agr.hr, ORCID: 0000-0003-0451-0932

Abstract:

In today's digital environment, characterised by intensifying competition and rapid technological change, small producers face the challenge of strengthening their market position and achieving sustainable growth. Search Engine Optimization (SEO) is a key digital marketing strategy that improves website visibility in search engine results, increasing organic traffic and making products more accessible to potential customers. Higher search rankings enhance online presence and contribute to greater brand credibility. The effectiveness of SEO is further enhanced when combined with social media marketing and e-commerce platforms. Social media enables direct interaction with consumers, supports brand awareness, and fosters long-term customer relationships. At the same time, e-commerce platforms provide the infrastructure necessary for online sales, efficient distribution, and access to broader markets. The integration of these digital tools creates a comprehensive online ecosystem that improves customer engagement, expands market reach, and supports business resilience in a rapidly evolving digital economy. Consequently, adopting integrated digital strategies has become an essential prerequisite for small producers seeking to improve competitiveness, increase sales opportunities, and ensure long-term business success.

Keywords: Search Engine Optimization (SEO), social media, e-commerce platforms, small producers

Introduction and Literature review

In today's digitally connected world, having an online presence has become a fundamental factor for success, especially for small producers seeking to improve their business performance, expand their market reach, and increase sales. Traditional methods of advertising and selling are becoming less effective as consumer behavior continues to evolve. Customers increasingly search for products online, seek recommendations through social media, and make purchases via online stores. To remain competitive, small producers must adapt to the digital environment and take advantage of the opportunities it offers. By utilizing tools such as Search Engine Optimization (SEO), social media, and e-commerce platforms, producers can significantly improve the visibility of their websites, strengthen relationships with customers, and increase sales without requiring substantial initial investments. The objective of this paper is to demonstrate and explain how website optimization works and how it can improve the visibility, traffic growth, and user experience of small producers' websites. The paper will



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illustrate how Search Engine Optimization (SEO), social media, and e-commerce platforms can influence small producers and transform a website into a powerful instrument for business growth and development. The research utilizes descriptive and comparative analysis to evaluate how Search Engine Optimization (SEO) impacts the online visibility and business growth of small producers (Lalitha, K. R., & Sundari, T. T., 2025). Through a comparative study of optimized and non-optimized websites, the paper demonstrates that effective SEO strategies lead to significantly higher search rankings and revenue. The study concludes that integrating SEO, social media, and e-commerce platforms is essential for small producers to remain competitive and ensure sustainable growth in a digital environment. This research involves a detailed review and analysis of existing scientific and professional literature. It describes various SEO techniques, such as keyword research, on-page optimization, and mobile responsiveness, explaining how they work and their role in improving website visibility. We also use a comparative method to analyze and compare different SEO techniques to determine their impact on business growth; the practical application of this method is shown in the comparison between an optimized website and a non-optimised website. By comparing metrics like search ranking (1st vs. 10th position) and conversion rates (3.5% vs. 0.5%), the research demonstrates the significant difference in monthly and annual revenue generated by each approach. The ultimate goal of using these methods is to identify the most effective digital marketing practices that help small producers enhance their competitiveness in the digital marketplace (Nagaraj, R. 2022).

Materials and Methods

The research design of this study is grounded in a dual-methodological framework comprising systematic descriptive analysis and comparative evaluation, aimed at identifying effective digital growth strategies for small producers. The descriptive component involves an exhaustive review of relevant scientific and professional literature to synthesize the theoretical foundations of Search Engine Optimization (SEO), social media integration, and e-commerce platform functionalities (Barakar, S, 2014.) . This approach is justified by the necessity of categorizing technical SEO requirements—such as keyword research, on-page optimization, and technical site architecture—into a coherent strategic model that addresses the specific resource constraints and market opportunities inherent to small-scale production. To ensure the transparency and academic rigor required for an original scientific paper, a systematic search for materials was conducted across primary academic databases, including Google Scholar, Web of Science, and Scopus, complemented by authoritative professional publications. The selection of sources was restricted to a timeframe between 2014 and 2026 to ensure the inclusion of contemporary search engine algorithms and evolving digital consumer behaviours. Search parameters were defined using specific keywords and phrases, including "Search Engine Optimization," "small producers," "digital growth strategies," and "e-commerce visibility". Inclusion criteria were strictly limited to peer-reviewed journal articles, technical manuals, and verified case studies that provided measurable data on digital performance.

The methodological framework was further strengthened through a comparative analysis designed to quantify the impact of digital optimization on business outcomes. This involved the evaluation of two distinct models: an optimized digital presence (Company A) and a non-optimized presence (Company B). These models were analyzed against a set of established Key Performance Indicators (KPIs), including monthly search volume, search engine ranking positions, click-through rates (CTR), and conversion rates. By utilizing data from specialized tools such as Google Keyword Planner, SEMrush, and Ahrefs, the research provides an empirical basis for comparing how strategic SEO interventions translate into significant differences in monthly and annual revenue (Ahmad U.F., et al., 2022). In accordance with

institutional ethical requirements, the authors declare that this research was conducted with full integrity and that no conflicts of interest exist. Furthermore, in compliance with the journal's AI disclosure policy, it is stated that artificial intelligence tools were utilized solely for linguistic editing and structural refinement to enhance the clarity and academic tone of the manuscript. The core conceptualization, data interpretation, and final synthesis of the findings remain the exclusive work of the authors. This comprehensive methodology ensures the reproducibility of the study and provides a robust foundation for evaluating the efficacy of digital tools in the modern business environment

Search Engine Optimization (SEO)

For small producers to successfully attract as many visitors as possible to their websites, it is necessary to implement a range of Search Engine Optimisation (SEO) techniques. By applying these techniques, websites become more appealing not only to potential customers but also to search engines (Schwartz E., 2021). Search Engine Optimization (SEO) is a key process for improving a website's visibility in search engine results, making it easier for users to find the website when searching for specific products, information, or services. SEO encompasses a variety of strategies and techniques aimed at optimization both the design and content of a website to ensure alignment with search engine preferences and algorithms, such as Google's (Barakat, S. 2014). To effectively implement any SEO strategy, it is essential to have a basic understanding of how search engines operate. Modern search engines rely on hundreds of ranking factors and algorithms to generate search results that best satisfy users' queries. Increasingly, search results are no longer limited to traditional web pages but also include direct answers presented as Knowledge Panels or Featured Snippets. Therefore, websites should contain relevant content and keywords that closely match users' search intent (Ahmad U.F. et al. 2022). The higher a website ranks in search engine results, the greater the likelihood that users will discover and visit it. This can lead to increased website traffic and higher revenue. Consequently, Search Engine Optimization (SEO) is not only about improving online visibility but also about fostering business growth by attracting a larger number of potential customers.

Table 1. Difference Between an Optimized and a Non-Optimized Website,

Metric	Company A	Company B
Monthly search volume for the business category on Google	10,000	10,000
Google search ranking position	1	10
Number of clicks based on ranking position (34% for 1st position, 1% for 10th position)	3,400	100
Call-to-Action (CTA) buttons on the website	Yes	No
Website conversion rate	3.5%	0.5%
Monthly inquiries based on website traffic and conversion rate	119	0.5 (1 inquiry every 2 months)
Conversion rate of quotations into sales	20%	20%
Total completed sales per month	24	0 (1 sale per year)
Average order value	2000 €	2000 €
Monthly revenue	47 745 €	0 €
Annual revenue	573.363,86 €	2000€

Source: Kaputić, D. (2026, May, 30). Usporedba: web stranica koja zarađuje 4 milijuna kn i druga koja ne zarađuje ništa

Keywords in SEO Optimization

Keyword research is a necessary step in order to successfully perform search engine optimization. Keywords lay the foundation for creating content that resonates with the target audience, drives traffic, and improves search engine rankings. Keyword research ensures that the keywords used are relevant and aligned with the goals of the website. Effective research also helps in understanding what users are looking for when they search for information or products related to the optimized website's business. Keywords allow us to create content that is not only optimized for search engines, but also meets the needs of users. (Gašparić K., et al, 2021.)

1. Defining goals: The first step in any keyword research process is to clearly define the goals. What do you want to achieve with SEO optimization? Some possible goals are increasing sales, attracting more visitors, and increasing the relevance of the content. By understanding the goals, the right keywords can be selected that are in line with the website's goals.
2. Brainstorming: The process begins with brainstorming a list of words and phrases that are related to the manufacturer's business or products. You need to think about the terms that users might use in search engines when searching for offers.
3. Competitor research: This step involves reviewing the keywords used by your competitors. It is useful to review their websites, paying attention to their titles, meta descriptions, content, and key elements of the pages.
4. Using keyword research tools: Keyword research tools such as Google Keyword Planner, SEMrush, Ahrefs, and Moz Keyword Explorer provide valuable data such as search volume and related keywords. Such data can be used for better keyword research and planning.
5. Relevance and competition analysis: You need to assess the relevance of the keywords to the website's business (whether the words are in line with the offers on the website). It is also useful to analyze the level of competition for each keyword. Keywords with low competition may be easier to rank for, while keywords with high competition may require more resources or a stronger SEO optimization strategy.

By defining clear goals, thinking about relevant terms, researching competitors, using keyword research tools, and analyzing relevance and competition, you can build a solid foundation for successful SEO optimization. Good keyword research helps to find the right audience, increase traffic, and increase your chances of ranking higher in search engine results. (Ahmad U.F. et al. 2022)

Methods of Applying SEO Optimization

Applying SEO optimization on websites focuses on the strategic and effective presentation of content. When done properly, SEO ensures that the site is not only user-friendly, but also optimized for search engines. By adhering to key elements on the page and optimally structuring your site, you can create an organized and systematic site that increases readability for visitors and facilitates effective indexing of content by search engines. Elements that significantly contribute to the quality of a website are:

- Title Tag: The title tag is one of the most important SEO elements on a website. The title tag is one of the first elements that users and search engines encounter and provides them with a concise description of the content of the page. A well-crafted title tag not only accurately reflects the content of the page, but also includes relevant keywords, helping both users and search engines understand the content of the page. Optimizing the title tag is crucial for ensuring a clear appearance in search results.
- Meta Description: Although the meta description does not directly affect rankings, it is crucial for attracting users to click on the website. Meta descriptions consist of short snippets that summarize the content of the page and should be written in a way that is compelling, concise,

and includes relevant keywords.

- **Content Headings:** Properly structured content headings help organize the content into sections. This improves readability for users and ensures that search engines can easily understand the structure and relevance of the content.
- **Content:** High-quality, well-written content that is both informative and relevant to the user's query can significantly improve a website's SEO performance. Including the right combination of targeted keywords and engaging visual elements encourages visitors to spend more time on the website.
- **Images:** Images improve the visual appeal of a website, but they also need to be optimized for SEO. Image file sizes can be reduced for faster loading. Optimized images improve the user experience and increase the likelihood of appearing in image search results.
- **Internal Links:** Internal links help connect users to other relevant pages. This improves navigation and allows search engines to understand the relationship between different pieces of content.
- **URL:** URLs should be simple, readable, and descriptive. An optimized URL structure helps users and search engines understand the topic of the page more easily. Including keywords in the URL can improve search engine discovery, while a short URL contributes to a better user experience.
- **Mobile SEO:** With the increasing use of mobile devices, optimizing a website for mobile devices has become a necessity. A mobile-friendly design ensures that a website is accessible to users on all devices, improving the user experience and contributing to better search rankings.
- **Website loading speed:** Fast loading times are crucial for both user experience and SEO. Websites that load quickly have lower bounce rates because users are more likely to abandon websites that load slower.

SEO methods present content in a way that is not only readable by users, but also understandable by search engines. It creates an organized and efficient website that improves both the user experience and search engine performance. (Barakat, S., 2014)

How SEO Optimization Increases Visibility and Growth

Search engine optimization (SEO) is a key process for improving the visibility of a website in search results using search engines like Google, which ultimately makes it easier for users to find the page when they are looking for specific products or information. SEO includes a series of strategies and techniques aimed at adjusting the design, structure, and content of websites to make them aligned with search engine algorithms and relevant to users (Kestane, S.U. et al., 2025). For small manufacturers who want to increase their website traffic and expand their reach on search engines, implementing SEO techniques becomes extremely important. In a world where users search the Internet every day to find products or necessary information, a high position in search results brings a competitive advantage. The higher the position of a page, the greater the chance that users are more likely to discover and visit it, which can directly affect the increase in traffic and revenue. SEO is not a one-time task, but an ongoing process of monitoring trends, user behavior, and adjusting strategies to stay competitive. For small manufacturers, proper implementation of SEO techniques can be a significant step towards digital presence, increased recognition, and long-term business growth. Quality SEO optimization not only increases the visibility of a website, but also contributes to building trust, quality of user experience, and converting visitors into customers. In the digital age, investing in SEO is a long-term investment in business success (Enge E., et al. 2015)

Result and Analysis

The analysis of Table 1, titled "Difference Between an Optimized and a Non-Optimized Website," provides a quantitative demonstration of how Search Engine Optimization (SEO) and user experience (UX) design directly influence the business performance of small producers. The data compares two entities, Company A (Optimized) and Company B (Non-Optimized), operating within the same market. The data can be analyzed across three critical dimensions:

1. Visibility and Traffic Acquisition

Despite both companies targeting a market with a monthly search volume of 10,000, their visibility on search engine results pages (SERPs) creates a vast disparity in traffic:

- **Ranking Impact:** Company A holds the 1st position on Google, while Company B is in the 10th position.
- **Click-Through Rate (CTR):** Because of its top ranking, Company A achieves a 34% CTR, resulting in 3,400 monthly visitors. In contrast, Company B's 10th-place ranking yields only a 1% CTR, or 100 visitors.
- **Insight:** Achieving the top position results in 34 times more traffic than the bottom of the first page, highlighting that visibility is the first essential step for digital growth.

2. Conversion Efficiency and User Engagement

The table further illustrates that attracting visitors is insufficient if the website fails to engage them:

- **Strategic Elements:** Company A utilizes Call-to-Action (CTA) buttons, whereas Company B does not.
- **Conversion Rates:** These optimizations allow Company A to reach a 3.5% conversion rate, generating 119 inquiries per month. Company B, lacking these features, suffers from a low 0.5% conversion rate, resulting in only 0.5 inquiries per month (approximately one inquiry every two months).
- **Insight:** An optimized site is 7 times more effective at converting passive visitors into active leads through better structure and clear engagement triggers.

3. Financial Outcome and Business Growth

The most significant finding is the cumulative effect of these metrics on the bottom line, even though both companies share the same average order value (2,000 €) and sales closing rate (20%):

- **Sales Volume:** Company A completes 24 sales per month, while Company B averages only one sale per year.
- **Revenue Disparity:** Company A generates a monthly revenue of 47,745 €, leading to an annual total of 573,363.86 €. Company B generates 0 € monthly revenue and only 2,000 € annually.

The data proves that SEO is not merely a technical adjustment but a transformative business strategy. For a small producer, the difference between an optimized and a non-optimized website is the difference between a powerful instrument for sustainable growth and a digital presence that provides almost no market value. The transition from the 10th to the 1st position, combined with on-page conversion tools, represents the primary driver for competitiveness in the modern digital marketplace

Discussions

The results of this study demonstrate that Search Engine Optimization (SEO) is a fundamental driver of business growth for small producers. The comparative analysis reveals that visibility on the first page of search results creates a definitive competitive advantage. Specifically, the disparity between achieving the 1st position (Company A) versus the 10th position (Company B) results in a 34-fold difference in website traffic (3,400 vs. 100 monthly visitors), despite both entities targeting the same market volume. This confirms that high search rankings are essential for transforming a website from a static digital presence into an active traffic-generating tool. Furthermore, the data illustrates that visibility alone is insufficient without on-page optimization for user engagement. The implementation of Call-to-Action (CTA) buttons and optimized site structures allowed Company A to achieve a 3.5% conversion rate, significantly outperforming the 0.5% rate of the non-optimised Company B. This shift in conversion efficiency is critical for small producers, as it directly impacts the number of monthly inquiries and leads generated. The most significant implication of these findings is the cumulative financial impact on business sustainability. While both companies shared the same average order value and sales closing rate, the optimized approach led to a monthly revenue of over €47,000, compared to zero revenue for the non-optimized site. This massive gap highlights that digital strategy is not merely a technical option but a strategic necessity for small producers to remain relevant and competitive in an evolving marketplace where consumer behavior is increasingly online-driven. In conclusion, the integration of SEO, social media, and e-commerce platforms provides small producers with the technical infrastructure required to expand their market reach. By grounding these efforts in strategic keyword research and quality content, producers can establish a strong online identity that ensures sustainable growth and long-term business development.

Conclusion

In today's digital environment where competition is increasing, small manufacturers must strategically approach their online presence to ensure growth and recognition. Using SEO optimization, social networks, and e-commerce platforms can help achieve visibility, stronger customer connections, and greater market reach. SEO optimization can help a small manufacturer's website stand out in search results, increasing the number of visits and the potential for converting visitors into customers. Properly selected keywords, quality content and technical adaptation of the site ensure a better position in search engines, which is crucial in a digital environment where users most often choose the first results displayed. Social networks enable direct contact with the target audience, building trust and an emotional connection with the product. Platforms such as Facebook, Instagram and YouTube offer the opportunity to creatively present products, encourage interaction and create a community of loyal customers. Regular and quality communication via social networks further strengthens the presence of the product and contributes to a long-term relationship with users. E-commerce platforms provide the technical infrastructure for sales, allowing manufacturers to offer their products online and reach customers regardless of location. Whether using a simple platform with templates or more advanced open source solutions, e-commerce enables rapid entry into the market and provides users with a safe, fast and pleasant shopping experience. By using these elements, small manufacturers can not only build a strong digital presence, but also pave the way for sustainable development, greater competitiveness and more successful business. Investing in digital tools is no longer an option, but a necessity for those who want to remain relevant and grow their business in the modern business environment.

Conflict of interests

Authors declare no conflict of interest.

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