

Enhancing Website Engagement in B2B SaaS Marketing: The Role of SEO Visibility and Organizational Factors in Indonesia

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Abstract: This study examines the relationship between SEO visibility, website engagement patterns, and organizational factors in the content marketing of Dimensy, a B2B SaaS digital document security platform in Indonesia. The study uses a single-case, convergent mixed-methods design drawing on Google Analytics monthly reports, SEMrush visibility data, a content audit of five website articles, and semi-structured interviews with four internal stakeholders representing marketing, SEO, product management, and sales functions. Descriptive analysis of monthly data for January to June 2024 shows a general positive alignment between the SEMrush visibility index and the Google Analytics engagement rate, with April as a contextually explained exception: the month records the lowest visibility index of the period but sustains a moderate engagement rate attributable to returning authenticated users rather than new organic discovery. Website articles with higher SEO visibility scores consistently align with more views and higher engagement rates. Thematic analysis of stakeholder interviews identifies six organizational factors explaining the observed patterns: CPNS content used as a strategic awareness bridge; a reactive rather than strategically integrated SEO approach; uneven product and SaaS relevance across content assets; recognized gaps in consideration and decision-stage content; underdeveloped call-to-action design; and a measurement system focused on surface-level indicators rather than conversion-oriented events. The study contributes to B2B digital marketing literature by demonstrating that SEO visibility operates as a discovery condition rather than a direct driver of engagement, and that the capacity to interpret analytics patterns is inseparable from understanding the organizational processes that produce them. Practical recommendations are offered for developing more integrated SEO and content strategies in Indonesian B2B SaaS platforms.

Keywords: SEO visibility, website engagement, B2B SaaS, content marketing, digital analytics, Indonesia

I. Introduction

Search engine optimization is often treated in digital marketing practice as a primarily technical concern, managed through keyword selection, metadata, and backlink building. Research in the B2B context has begun to challenge this framing, showing that SEO functions as a strategic activity rather than a purely technical one. Yet the relationship between SEO visibility and website engagement in B2B SaaS contexts, where products are complex and buyer journeys are multi-stage and multi-stakeholder, remains poorly understood in emerging markets where digital maturity across the buyer base is uneven.

Indonesia presents a relevant setting. The country recorded approximately 221 million internet users in 2024 (Asosiasi Penyelenggara Jasa Internet Indonesia, 2024), but digital adoption among small and medium enterprises remains concentrated in marketing and sales functions rather than in operational processes such as document management (Anatan and Nur, 2023; Patma et al., 2021; Prihandono et al., 2024). For B2B SaaS platforms in digital document security, organic search can be a powerful discovery channel, but the audiences it attracts may be at very different stages of

readiness to evaluate a digital solution. Understanding how SEO visibility relates to website engagement behavior, and what organizational factors explain both the content strategy producing that visibility and the engagement patterns following from it, has direct managerial relevance.

Digital marketing performance measurement research suggests that web analytics should be interpreted as part of a broader performance management process rather than as isolated traffic statistics, and that analytics interpretation without organizational context leads to incomplete diagnoses of performance gaps. This study applies that logic to a single B2B SaaS case in Indonesia, examining not only what the analytics show but also why the patterns occur. The following section reviews the theoretical foundations of SEO visibility, website engagement, and organizational digital marketing capability, and develops the hypothesis examined in this study.

Three research questions guide the study. How are engagement patterns described in Dimensy's website analytics during January to June 2024? What is the relationship between monthly SEO visibility and website engagement rate during the same period? And what organizational factors explain the observed patterns? The study makes two contributions. It provides an empirically grounded account of how SEO visibility aligns with website engagement in an Indonesian B2B SaaS platform, including an interpretation of the April exception that a purely quantitative analysis could not explain. And it shows that organizational constraints, specifically a reactive SEO approach, narrow keyword clusters, and incomplete conversion measurement, collectively account for patterns that analytics data alone make visible but cannot interpret.

II. Literature Review

SEO visibility and website engagement in B2B digital marketing

SEO visibility refers to the discoverability of digital content through organic search, an antecedent condition that must be satisfied before audiences can encounter and engage with content (Järvinen and Karjaluoto, 2015; Almohammed et al., 2025). Web analytics and search visibility perspectives treat search ranking, keyword position, and related discoverability indicators as useful signals for understanding whether content reaches its intended audience (Järvinen and Karjaluoto, 2015; Chaffey and Ellis-Chadwick, 2016). Erdmann et al. (2022) show that long-term, intent-aligned keyword strategy shapes the quality of organic traffic over time, in contrast to short-term demand-chasing, which tends to attract broad audiences that convert less efficiently. Schultheiss and Lewandowski (2021), based on expert interviews with search engine optimizers and content providers, find that SEO's strategic contribution is often poorly understood outside specialist teams, which can leave SEO activity disconnected from wider content and marketing strategy. Applied to a B2B SaaS setting, these perspectives suggest that visibility functions as a discovery condition rather than a direct driver of engagement: content must first be found before its quality and journey fit can generate a behavioral response. This reasoning motivates the hypothesis examined in this study.

H1: SEO visibility is positively associated with the website engagement rate of Dimensy's content assets.

Website engagement as a performance outcome

Digital marketing performance measurement research holds that web analytics indicators, such as engaged sessions, engagement time, and bounce rate, should be interpreted as part of a broader performance management process rather than as isolated traffic statistics (Järvinen and Karjaluoto, 2015; Azman and Albattat, 2023). Drivas et al. (2020), in an analysis of 171 websites, show that on-site behavioral indicators, including engagement time, are closely associated with content quality and the degree to which delivered content matches user search intent. Koob (2021) similarly identifies practical value and audience alignment as central determinants of content effectiveness. Together, these perspectives support treating website engagement rate as a downstream behavioral response that reflects both the audience a visibility-driven channel attracts and the quality of the content that audience encounters, rather than as a metric that visibility alone can explain.

Organizational capability and digital marketing integration

Analytics interpretation without organizational context risks incomplete diagnoses of performance gaps (Järvinen and Taiminen, 2016). Homburg and Tischer (2023) and Jie et al. (2024) conceptualize customer journey management capability as a supplier's ability to create and monitor value at each touchpoint, and show that firms with higher journey management capability achieve better performance outcomes, including engagement and retention, than firms without it. Lundin and Kindström (2024) identify seven supplier capabilities for managing digitalized touchpoints across a B2B customer journey, underscoring that a coherent journey requires coordinated capability across channels rather than isolated channel-level optimization. Applied to this study, these perspectives suggest that the organizational

processes producing SEO visibility and website content, and the measurement systems used to interpret engagement, are themselves a necessary explanatory layer alongside the quantitative visibility-engagement relationship captured in H1. This reasoning motivates the qualitative strand of the study, which examines organizational factors descriptively rather than through a separately tested hypothesis.

III. Materials and Methods

Study design and case selection

This study uses a single-case, convergent mixed-methods design in which quantitative and qualitative data are collected and analysed in parallel, then integrated through joint interpretation (Creswell and Plano Clark, 2018; Yin, 2018). Dimensy was selected as the focal case because of its accessibility for data collection, its operation in a regulated Indonesian digital document security market, and its analytical relevance as a B2B SaaS platform relying on content marketing and organic search to generate website visits among Indonesian SMEs. The single-case design is used for analytic generalization rather than statistical generalization to a broader population of firms (Yin, 2018).

Quantitative data sources

The quantitative strand draws on three sources, all associated with Dimensy's official website (dimensy.id), the platform's primary owned digital channel for organic and referral traffic. Google Analytics monthly reports for January to June 2024 provide active users, new users, average engagement time per active user, engagement rate, bounce rate, session starts, and page views at the monthly level; this six-month window represents a full census of the available GA reporting period rather than a drawn sample. GA page-level data provide views, average engagement time, and engagement rate for individual page titles within the reporting period. SEMrush monthly export data for the same six-month window provide organic keyword count, top-ten keyword positions, organic traffic estimates, and a visibility index, which reflects the proportion of potential organic search impressions that the domain captures; the dominant keyword theme for each month is also recorded from SEMrush. Together, GA and SEMrush function as the study's quantitative measurement instruments in place of a survey questionnaire, providing platform-reported behavioral and discoverability indicators rather than respondent self-report.

A content audit of five website articles published between January and July 2024 was conducted using a rubric assessing SEO visibility (keyword relevance, search intent alignment, and discoverability indicators), content quality (clarity, relevance, accuracy, visual richness, and practical value), and decision journey fit (stage appropriateness and CTA alignment), each scored from 1 to 5. These five articles represent the full set of Dimensy website articles documented during the observation window, not a drawn sample. Article-level scores were compared against views and engagement rates from GA to examine the relationship between scored indicators and observed performance.

Qualitative data sources

Qualitative data were collected through semi-structured interviews with four internal stakeholders purposively sampled from Dimensy and its operating company, PT Digital Prima Sejahtera, following established guidance for purposive sampling in qualitative business research (Palinkas et al., 2015). Participants were selected to represent distinct functional roles relevant to the content, SEO, product, and sales processes under study: the marketing and content lead (INT-01), the SEO and digital marketing staff member (INT-02), the product and business lead (INT-03), and the sales and client-facing staff member (INT-04). Interviews were conducted online between February and April 2026, each lasting approximately 55 to 62 minutes. The interview guide covered content planning rationale, SEO strategy and tool usage, audience understanding, engagement interpretation, and perceived gaps in the current content approach (Merriam and Tisdell, 2015).

Interview transcripts were analysed using thematic analysis (Braun and Clarke, 2006), with an initial coding template derived from the research framework and additional codes emerging inductively from participant accounts. The resulting themes are used to interpret the quantitative analytics patterns and to explain organizational factors that the data alone cannot reveal.

A note on temporal design is warranted. The analytics period covers January to June 2024, while the interviews were conducted in early 2026. Retrospective interviews carry a recall-bias risk. To mitigate this, interview questions were framed around content strategy approach and organizational constraints in general, and participants were provided summary analytics data before each session to support reflective discussion of the specific period under examination.

IV. Results

Website engagement patterns from Google Analytics

Table 1 presents the monthly GA and SEMrush summary for January to June 2024. Active users ranged from 113 in April to 338 in February. Average engagement time per active user ranged from 28.6 seconds in April to 77.9 seconds in May. The GA engagement rate, defined as the proportion of sessions qualifying as engaged sessions, varied between 54.8 percent in March and 65.4 percent in June. April is the weakest month across nearly all indicators, while June shows the strongest engagement rate combined with the highest SEMrush visibility index.

Table 1. Monthly Google Analytics and SEMrush data, January to June 2024

Month	Active users	Avg. engagement time	GA engagement rate (%)	SEMrush visibility index	Organic keywords	Dominant keyword theme
January 2024	255	34.7 sec	58.2	0.42	14	e-meterai CPNS
February 2024	338	48.1 sec	61.6	0.48	18	e-meterai registration
March 2024	260	38.8 sec	54.8	0.45	17	e-meterai example
April 2024	113	28.6 sec	57.1	0.34	12	digital signature
May 2024	184	77.9 sec	63.5	0.39	15	e-signature
June 2024	171	50.2 sec	65.4	0.56	21	CPNS documents

Note: GA engagement rate = percentage of sessions qualifying as engaged sessions (10 seconds or more, two or more page views, or one or more conversion events). SEMrush visibility index = proportion of potential organic impressions captured by the Dimensy domain (0 to 1 scale, higher = more visible). Organic keywords = number of keywords for which the domain appears in organic results.

At the page level, the page titled “DIMENSY - Masuk akun dimensy” (“DIMENSY - Log in to Dimensy account,” the account login page) accounted for 2,170 views out of 3,119 total page views across the January to July 2024 export, representing approximately 70 percent of all views. The main Dimensy homepage accounted for 783 views. GA recorded only one click event across the full reporting period, indicating either minimal click behavior or incomplete click-event configuration in the analytics setup. First visits totaled 680, and scroll events totaled 995, suggesting that some proportion of users consumed page content beyond the initial landing screen.

SEO visibility and website engagement rate

SEO visibility was measured using the SEMrush visibility index described in the Methods section (proportion of potential organic impressions captured by the Dimensy domain, 0 to 1 scale); website engagement was measured using the GA engagement rate (share of sessions qualifying as engaged sessions). The monthly comparison in Table 1 shows a general positive direction between the two indicators, consistent with H1. January (visibility 0.42, ER 58.2 percent) through February (0.48, 61.6 percent) shows upward alignment, with June (0.56, 65.4 percent) representing the strongest month on both indicators simultaneously. March shows a modest decline in both relative to February. April is the exception: the visibility index falls to its lowest point (0.34) but the engagement rate (57.1 percent) remains moderate rather than declining proportionally. May shows a different configuration: a moderate visibility index (0.39) is accompanied by the highest average engagement time in the period (77.9 seconds), suggesting content consumed in May was read more deeply than in other months. Figure 1 displays the monthly visibility index and engagement rate together, highlighting the April exception.

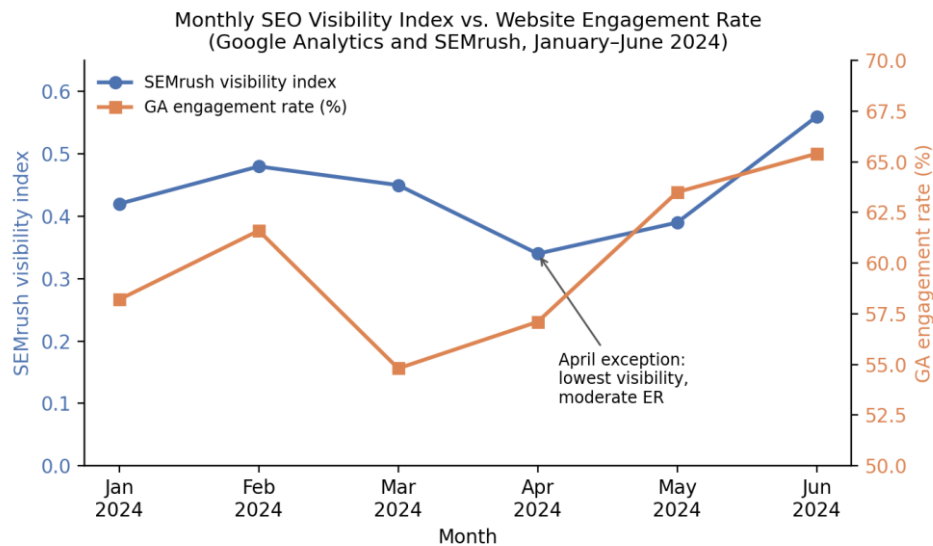


Figure 1. Monthly SEO visibility index (SEMrush) and website engagement rate (Google Analytics), January to June 2024.

The non-branded keyword share grew from 66 percent in January to 72 percent in June, indicating that more of the organic traffic in later months came from users searching for topic-related terms rather than the Dimensy brand name. The dominant keyword themes shifted from e-meterai CPNS in the early months toward CPNS documents by June, reflecting the seasonal peak in CPNS-related search demand around the announced recruitment timeline.

Website article performance

Table 2 presents the five audited website articles with their scores, view counts, and engagement rates. The article with the highest SEO visibility score (4.0, ART001) also records the highest views (178) and the highest engagement rate (64 percent). The article with the lowest SEO visibility score (3.5, ART005) records the lowest views (89) and the lowest engagement rate (56 percent). The directional relationship between SEO visibility score and observed performance is consistent across all five articles, in line with H1. Figure 2 displays the SEO visibility score and engagement rate for each article.

Table 2. Website article performance: SEO score, views, and engagement rate (topics translated into English)

Article	Date	Topic (English translation)	Journey stage	SEO score	Views	Engagement rate (%)
ART001	4 Jan 2024	How to Register for e-Meterai via Dimensy for CPNS	Consideration	4.0	178	64
ART002	9 Jan 2024	How to Pay for e-Meterai for CPNS Registration	Consideration	3.8	144	61
ART003	11 Jan 2024	Examples of Genuine e-Meterai for CPNS	Awareness/Consideration	3.7	126	62
ART004	16 Jan 2024	How to Affix e-Meterai for P3K	Consideration	3.6	116	59
ART005	29 Jul 2024	2024 CPNS Formation: Opportunities in Central Government Agencies	Awareness	3.5	89	56

Note: SEO visibility score assessed on a 1 to 5 rubric covering keyword relevance, search intent alignment, and discoverability indicators. Engagement rate from Google Analytics. Five articles represent the full set of Dimensy website articles documented between January and July 2024. Original article titles were published in Bahasa Indonesia, Dimensy's primary audience language; English translations are provided by the author for this manuscript. CPNS (Calon Pegawai Negeri Sipil) is Indonesia's civil servant candidate recruitment process; P3K (Pegawai Pemerintah dengan Perjanjian Kerja, also known as PPPK) refers to government employees engaged under a fixed-term work agreement rather than as permanent civil servants.

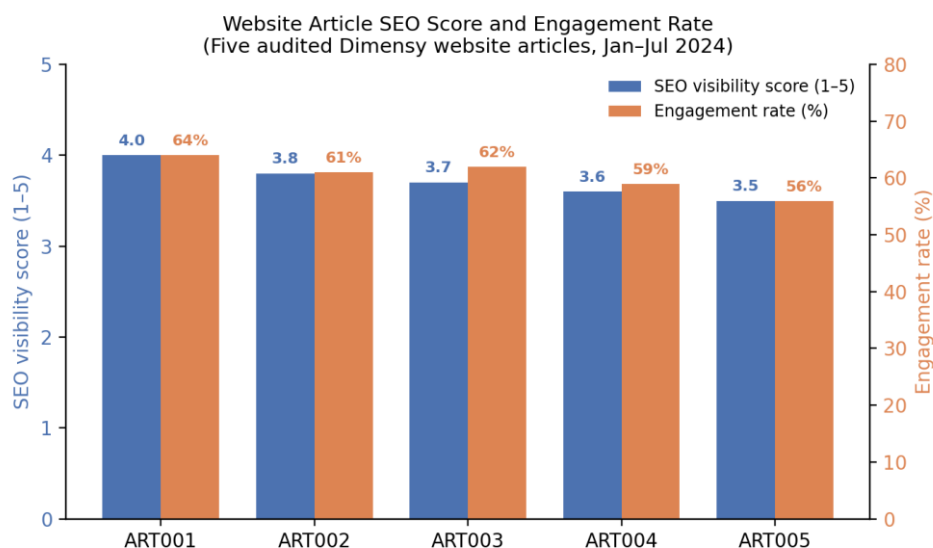


Figure 2. SEO visibility score and engagement rate for the five audited Dimensy website articles, January to July 2024.

Content quality and decision journey fit scores for the same articles show a parallel pattern: ART001 has the highest scores on all three dimensions, while ART005 has the lowest. This convergence across three independently assessed dimensions suggests that ART001's stronger performance is not attributable to SEO optimization alone but to a combination of search-relevant topic, practical content quality, and closer alignment with the consideration-stage needs of users searching for specific e-Meterai guidance.

Stakeholder interview themes

Table 3 presents the six themes derived from thematic analysis of the four internal stakeholder interviews. Together they constitute an organizational explanation for the patterns observed in Tables 1 and 2.

The first theme establishes that the content strategy during the observed period was not purely opportunistic: the use of CPNS content as an awareness bridge reflects a deliberate intent to enter a search-demand space connected to e-Meterai. However, INT-01 acknowledged that this approach attracted a broader audience than the intended B2B buyer, and that converting awareness traffic into product evaluation required a content pathway that was not fully developed. The second theme, reactive rather than strategically integrated SEO, explains why the keyword cluster remained narrow throughout the six months: articles were written around identifiable demand rather than built toward a planned keyword architecture covering the full B2B buyer journey.

The third theme, uneven product relevance, helps explain why the April exception in Table 1 did not produce a proportionally lower engagement rate: a portion of the April website activity was likely sustained by returning authenticated users rather than by SEO-driven new discovery, which the login-page dominance in the page-level data supports. The fourth and fifth themes confirm what the content audit and SME validation (reported in the companion study on Instagram engagement) also showed: the content portfolio during this period was heavily oriented toward awareness, with consideration and decision-stage content recognized as absent by all four stakeholders. The sixth theme, measurement focused on surface indicators, explains why the organization had limited visibility into the conversion gap: without configured conversion events in GA, actions such as demo requests, form submissions, and registration starts were invisible in the performance dashboard.

Table 3. Internal stakeholder interview themes

Theme	Description	Evidence pattern	Relevant construct
CPNS as a strategic awareness bridge	CPNS content was selected deliberately because it connected natural user search interest to e-Meterai and document needs, though not all CPNS audiences represent B2B buyers.	INT-01: "CPNS created a natural link to e-Meterai and document requirements. The content was used to enter a conversation already relevant to digital documents."	SEO visibility and content strategy rationale
Reactive rather than strategically integrated SEO	SEO monitoring and content production were driven by identifiable search demand rather than by a coordinated strategy covering the full B2B SaaS buyer journey.	INT-02: "The SEO process was not yet fully integrated with social media content planning." Keyword clusters were limited to e-Meterai and CPNS topics.	SEO visibility and organizational capability
Uneven product and SaaS relevance	Content attracted broad awareness traffic but did not consistently communicate Dimensy's B2B value proposition to business decision-makers.	INT-03: "Some content attracts a broader public audience" rather than B2B buyers evaluating the platform for organisational document needs.	Content quality and product positioning
Consideration and decision-stage content gap	All four stakeholders independently identified the absence of use-case articles, case studies, implementation guides, and pricing-related content as a recognized weakness.	INT-04 noted that questions about legal validity, security, and workflow fit arise frequently in sales conversations but are not addressed in published content.	Decision journey fit
CTA design underdeveloped	Posts and articles frequently provided information without directing users to a specific next step such as demo request, contact form, or trial registration.	INT-04: "Some content is informative but does not guide the audience to the next step." GA shows near-zero tracked click events.	Engagement conversion and measurement
Measurement focused on surface-level indicators	Analytics review was centered on reach, impressions, and likes, with no configured conversion events tracking demo requests, form submissions, or registration starts.	INT-01 and INT-02 both described using surface metrics as the primary performance indicators while acknowledging their inadequacy for B2B acquisition assessment.	Analytics maturity and engagement measurement

Note: Themes derived from thematic analysis of semi-structured interviews with INT-01 (marketing and content lead), INT-02 (SEO and digital marketing staff), INT-03 (product and business lead), and INT-04 (sales and client-facing staff). Interviews conducted between February and April 2026.

V. Discussion

The monthly comparison in Table 1 supports the view that SEO visibility and website engagement rate move in a generally positive direction during the reporting period, consistent with H1. This is consistent with the role of SEO visibility as a discovery condition: months with stronger organic discoverability tend to attract more users and, as the engagement rate data indicate, users who interact more actively with the site. Erdmann et al. (2022) argued that long-term keyword strategy shapes organic traffic quality and that short-term demand chasing attracts broad audiences that do not convert efficiently; the narrow CPNS and e-Meterai keyword cluster identified in the stakeholder interviews maps directly onto that observation.

The April exception is the most analytically interesting pattern in the dataset. Despite the lowest SEMrush visibility index of the period (0.34), the engagement rate (57.1 percent) held at a moderate level and did not decline proportionally. The login-page data provide the most plausible explanation: if the majority of April website activity reflected authenticated users returning to their accounts, the engagement rate would be sustained by existing-user behavior rather than by organic discovery. This interpretation is consistent with the general finding that login-page views (2,170) dominated the full-period page view total (3,119), meaning that platform-use activity and marketing-content discovery cannot be cleanly separated in the available analytics. Järvinen and Karjaluoto (2015) emphasized precisely this interpretive challenge: without a clear distinction between account-management traffic and content-discovery traffic in analytics dashboards, managers risk misreading engagement patterns as evidence of content effectiveness when they may reflect platform-use behavior instead.

The May pattern, a moderate visibility index accompanied by the highest average engagement time in the period (77.9 seconds), suggests that the quality of content consumed in May may have been higher than in months with more CPNS-dominated search traffic. One plausible explanation is that users arriving in May, whether through organic search or direct access, were more genuinely interested in Dimensy's product rather than in obtaining CPNS information. INT-02's observation that the team had begun exploring broader B2B keyword terms by mid-year is consistent with this, though the dataset is too small to support a firm conclusion. Drivas et al. (2020) showed in their analysis of 171 websites that on-site engagement time is one of the behavioral signals associated with content quality and user intent alignment; the May pattern warrants further investigation in future research with longer data windows.

Schultheiss and Lewandowski (2021), based on expert interviews with search engine optimizers and content providers, found that SEO's strategic contribution is often invisible or poorly understood outside specialist teams, which can leave SEO disconnected from broader content and marketing strategy even when practitioners themselves regard it as strategic. The stakeholder findings in this study are consistent with that account: search demand was tracked and content was produced, but the keyword architecture was not mapped to awareness, consideration, and decision stages as recommended by researchers such as Terho et al. (2022) and Lundin and Kindstrom (2023).

The organizational themes identified in the stakeholder interviews provide an explanatory layer that the analytics data alone cannot offer. Järvinen and Taiminen (2016) argued that B2B organizations developing effective digital marketing over time build systematic integration between content production, SEO, and conversion tracking. The recognition gap described by INT-01 and INT-02, who understood that surface metrics were insufficient for B2B acquisition assessment but had not yet configured conversion events in GA, is an example of what Holliman and Rowley (2014) described as a common tension in B2B content marketing: practitioners intuitively understand the importance of content quality and buyer journey alignment, but resource and capability constraints prevent systematic implementation.

Lundin and Kindstrom (2024) identified seven supplier capabilities for managing digitalized touchpoints in B2B customer journeys effectively, of which content coherence across channels is particularly relevant here. The stakeholder findings suggest that Dimensy's Instagram content, website articles, and SEO-driven traffic were not coordinated into a coherent buyer journey pathway during the observed period: Instagram generated awareness, the website provided some product information, and SEO drove traffic around specific document topics, but these were not connected through a deliberate CTA architecture or a managed conversion funnel. This structural disconnect, rather than the quality of individual content assets, is the primary explanatory factor behind the low external link tap count from Instagram and the near-absence of tracked click events in GA.

Homburg and Tischer (2023), in their study of customer journey management capability in B2B markets, found that firms with higher journey management capability achieve better performance outcomes, including engagement and retention, than those without it. Their work suggests that the capability gap identified in the Dimensy case is not unusual among B2B firms in early stages of digital marketing development, and that building content portfolio coverage across all three buyer journey stages, accompanied by conversion-oriented measurement, is a learnable organizational capability rather than an inherent structural limitation.

Several limitations apply. The study uses six monthly data points for the SEO-engagement comparison, which supports only directional observation rather than any form of inferential analysis. The website article audit covers five articles, and the consistency of the performance pattern across this small set may reflect coincidence as much as genuine association between SEO visibility and engagement. The retrospective interview design introduces recall bias that was partially but not fully mitigated through the provision of summary analytics data before sessions. The findings are specific to a B2B digital document security platform in Indonesia; the organizational patterns identified here may differ substantially across other B2B SaaS categories, national contexts, or organizational sizes.

This study provides evidence, consistent with H1, that SEO visibility and website engagement rate move in a generally positive direction during the reporting period, with the April exception explained through organizational and measurement factors. The organizational themes from stakeholder interviews show that the content and SEO strategy

during this period was reactive, narrow in keyword scope, and underequipped with conversion-oriented measurement. These conditions collectively explain why the analytics pattern is coherent at the discovery level but incomplete at the engagement and conversion levels. For B2B SaaS platforms in Indonesia and similar markets, the practical priority is to build a more deliberate integration between SEO keyword strategy, full-funnel content production, and conversion event configuration. Future research should examine whether organizations that build this integration show discernibly different engagement and conversion patterns in their analytics, ideally through longitudinal designs that can capture change over time as SEO maturity develops.

Authors' Contribution

IMP conceived and designed the study, developed the data collection instruments, collected and analysed all quantitative and qualitative data, and wrote the manuscript. Authors reads and approved the final manuscript.

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