

# Digital Media: An Indispensable Platform for End Users

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## Abstract

*This paper addresses the distinguishing features of digital media that shows the exciting world of various digital products utilizing the features and on the other side it shows the darker side of some digital media products or system that is not successful in using those features. In this paper, we will conduct an in-depth study of the concept of Search Engine Optimization (SEO) as a tool for digital media and its usefulness in today's world. In my analysis I will be focusing on 3 aspects of SEO: Site Structure, Navigation and Domain Name.*

## 1. Introduction

In 21<sup>st</sup> century we see everything being 'digitized'. Digital media has emerged as a way of life for different people like consumers, technocrats, application developers, business persons etc. The significance of digital media is increasing as it offers different platforms or mediums that can fulfil their needs at a certain point of time. The platforms are namely Search Engine Optimization (SEO), social networking sites, gaming, electronic media, digital banking etc. [1]. People should realize the importance of digital media by simply using the system or product due to which they can gain access of the information they want in their routine lives.

So here I want to address some of the features of digital media. They are Push and Pull media, interactivity, targeted marketing, communication mediums, advertisement etc. [2]. The examples of Push Media can be TV, radio and newspapers. It is like a communication medium broadcasted from advertiser to the end user. The information is

purely unidirectional. Whereas the best example of pull media is internet. Nowadays people are self-seeking and they are not influenced or cheated by some radio advertisement and that is the main difference between push and pull media. Also the interactivity plays an important role in digital media. For example there are some websites which builds strong relationship with consumers and end users using Customer Relationship Management (CRM).

On the other note, there are some negative sides of digital media which cannot be neglected. If in a classroom discussions the children uses digital services then there would be lack of face to face interactions. Also the increasing use of cyberbullying is a major concern.

In the next section, I will briefly review some related works in SEO. In section 3 there are some methods and results for SEO .Section 4 includes the two different case studies showing positive and negatives sides of digital media.

## 2. Related Work

Here I want to address an important system of digital media named SEO (Search Engine Optimization) that is extensively used and fulfils the features of digital media. SEO is the process of upgrading the website's location in search results. Site Structure, Navigation and Domain Name are the 3 important constraints of search engine

optimization for improving its positions in search results. [3]

## 2.1 Site Structure

Site structure plays an important role in search engine optimization because it states whether a search engine can find the topic of our site. [4]. If considered in terms of commercial purposes, good site structure can be useful for quality content and thereby increases search engine rankings.

Fig 1[4] shows a typical site structure. Here all the pages and sections are kept as a tree structure. It can be seen that the tree is unbalanced. But the site structure should be balanced in order to have better search engine rankings. [4]. Also the pages which are not beneficiary to the end users should be discarded. After re-arranging the sections, it looks as shown in Fig 2[4].

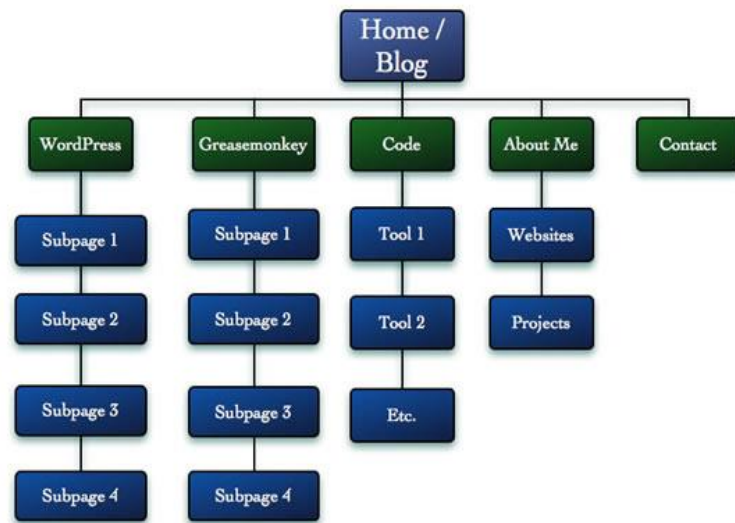


Fig 2[4] A more refined section structure

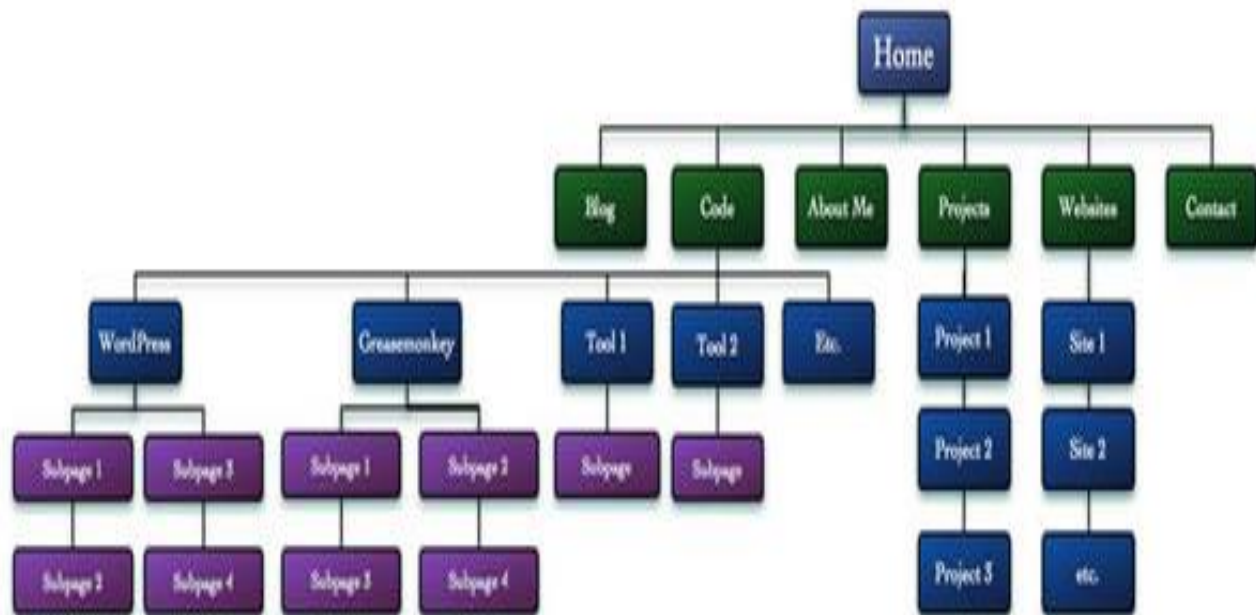


Fig 1[4] A typical site structure

## 2.2 Domain Name

There are many factors in order to build efficient online brand. They are as follows

**Memorable-** The particular brand should have user friendly name.

**Unique-** It should have unique domain name so that users can easily remember.

**Relevant-** The domains should be relevant specific to the particular brand

**Not error-prone-** The domain should be non-confusing to the customers

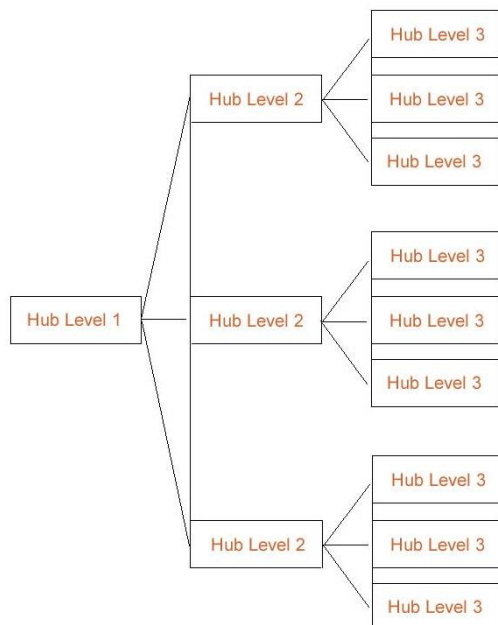
**Short-** Domains have to be at least 2-3 words or less. [5]

## 2.3 Navigation

There are many benefits of using navigation for search engine optimization. For example

- i. Easy to navigate for users
- ii. Easier for search engines to navigate
- iii. Increases level of ranking

Here is an example of navigation shown in Fig 3[6]



**Fig 3[6] Simple navigation**

All the lower levels support the upper levels by linking. These are called cross-linking relationships. [6]

## 3. Theoretical Framework

First of all, I understood that it is necessary to make preliminary ranking report so that progress can be checked before performing any actions. Also there is a need for optimizing pages for keywords. It's better to optimize one keyword phrase per page [7] so that the content is made in user-friendly manner.

The only problem to search engine optimization is search engine marketing (SEM). It promotes the website and increases the traffic [3] using the various search engines. Search engine marketing (SEM) simply encloses Search engine optimization (SEO), paid listings and other services and finally will increase the traffic and exposure to the website.

## 4. Case Studies

### SEO Advantages: The Exciting World

Search engine optimization (SEO) platform successfully utilizes the features of digital media and also allows proper interactivity among customers. SEO is useful because if the website is not properly optimized that is, not having a proper site structure, navigation and domain name then the ranking of search engine can be decreased.

The main advantage of search engine optimization is to increase the marketing of a particular products and also increasing awareness among the end-users. Visibility is also important

part that is, potential customers can easily find their route to the particular website. Also marketing can be done as 24/7 or 365 days a year.

### **Cyberbullying: Darker Side of Digital Media**

Cyberbullying is a kind a platform that is not successful in utilizing the great features of digital media. It can be explained as a technology to support unkindly, hostile and harsh behavior towards a group of people or an individual. It's all about power and dominancy.

Those who are posting messages through the website and threatening other people by some medium of internet are likely to establish their dominancy or control over the people. Though the technology can be useful for creating positive environment, it is being used as a destructive weapon. There are many ways to cheat people like by sending emails, messages etc. Cyberbullying mainly takes place in social media like Facebook, Twitter etc. It is the main source to reach the thousands of people all around the world and creating false contacts and thereby resulting in bullying people around the globe.

### **5. Conclusion**

I learned that search engine optimization can be very fruitful and beneficial to the end users if SEO maintain proper optimizations. Having 3 constraints namely site structure, navigation and domain name can impose a great value to SEO and also we can achieve higher ranking of a website and due to which search engine can be organized.

In future prospective, the only one property that is creating problem to search engine optimization is search engine marketing (SEM). So to eradicate the problems with SEM, we can use both SEO and SEM and when they are executed correctly, we can get the perfect output and also it improves the website's performance and rankings.

### **6. References**

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- [6]<http://www.seoinc.com/seo-blog/why-navigation-is-important-to-search-engine-optimization/>
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