"Organic positioning strategies and digital consumer behavior: A study in Peru's real estate sector"

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ORGANIC POSITIONING STRATEGIES AND DIGITAL CONSUMER BEHAVIOR: A STUDY IN PERU'S REAL ESTATE SECTOR

Abstract

This study examined the relationship between organic positioning strategies and the behavior of digital consumers in real estate companies in Peru, a topic of growing importance given the expanding role of digital marketing in the real estate sector. The primary objective was to determine the effectiveness of SEO strategies in influencing consumer behavior. A quantitative methodology was adopted, employing a non-experimental, cross-sectional, and correlational design. 100 real estate SEO experts in Peru, who were recruited from LinkedIn, were surveyed. Data were collected through surveys, and the analysis was conducted using the SPSS statistical software. The findings revealed that brand awareness, keyword analysis, and marketing strategy are pivotal components in the development of successful SEO approaches. Simultaneously, factors such as brand awareness, marketing performance, and brand interaction emerged as critical influencers of digital consumer behavior. The statistical analysis yielded a Pearson correlation coefficient of 0.707, indicating a strong positive relationship between organic positioning strategies and digital consumer behavior. These results underscore the practical value of implementing effective SEO strategies in enhancing consumer engagement and behavior in the digital space. In conclusion, the study demonstrates that well-executed organic positioning strategies can significantly improve digital consumer behavior, offering valuable insights for real estate companies seeking to optimize their digital marketing efforts. This highlights the importance of incorporating targeted SEO techniques to strengthen brand presence and drive consumer engagement in an increasingly competitive market.

Keywords	SEO, keyword analysis, content marketing, web analytics, social media, Peru
JEL Classification	M30, M31, M37

INTRODUCTION

The steady growth of Internet consumption since 2000 has created opportunities for brands to capitalize on digital channels. In Latin America alone, Internet users now total 498 million (Statista, 2023b). This digital shift accelerated in 2020 due to COVID-19 restrictions, which forced individuals to adopt new online behaviors for accessing information and services. By January 2021, 60% of Peru's population (19.9 million people) had Internet access, marking a 13.4% increase compared to 2020 (We Are Social, 2021).

In Peru, the concept of "digital citizenship" reflects the growing integration of individuals into the digital environment, enabling efficient interaction with public and private entities, participation in e-commerce, and access to digital entertainment (Presidencia del Consejo de Ministros, 2024). This shift has made digital touchpoints essential for brands, evolving faster than traditional marketing channels. For instance, by 2017, 48.2% of real estate sales in Peru occurred online (El Comercio, 2017), and post-pandemic, 80% of property searches begin on the Internet (Peru Retail, 2021).

In this digital era, e-branding and maintaining a strong online presence are critical for business success. Companies that adopt effective digital strategies are better equipped to adapt to changing consumer behaviors and achieve their organizational goals (Peralta Fajardo, 2023).

1. LITERATURE REVIEW

The digital transformation has fundamentally changed how traditional companies perceive and engage with their customers. As digital ecosystems evolve, they attract an expanding customer base through network effects, generating substantial data that improves service offerings via artificial intelligence (AI). This transformation enables a unified, customer-centric approach, where diverse products and services can be accessed through a single platform, thereby reducing costs and increasing consumer interest (Chung et al., 2020).

The COVID-19 pandemic accelerated this transition, driving consumers toward digital channels for essential services, from groceries to healthcare, and rendering many traditional methods obsolete. Emerging technology firms have capitalized on this shift, using scalable platforms to dominate key market interfaces, including search, advertising, and messaging. Meanwhile, many traditional corporations have struggled to integrate into these digital ecosystems effectively.

The research on organic positioning strategies – commonly known as Search Engine Optimization (SEO) – highlights the crucial role of online visibility in digital marketplaces. SEO provides a strategic framework that allows companies to position themselves as leading options on search engine results pages (SERPs) based on user queries (Iglesias-García & Codina, 2016; Özkan et al., 2020; Carrasco-Ortega, 2020; Saber et al., 2022; Domínguez-Delgado et al., 2022; Roumeliotis et al., 2022). Effective SEO strategies encompass both onsite and offsite approaches.

Onsite SEO focuses on optimizing a website's internal content and structure to enhance its ranking on search engines (Sellamuthu et al., 2022). This includes identifying relevant keywords that align with clear user search intentions (Rehman et al., 2019). Furthermore, content marketing plays a pivotal role, where blogs and articles incorporate these keywords strategically to attract users and improve rankings through internal linking (Lopezosa et al., 2020). Additionally, web analytics tools are essential for analyzing user behavior and refining SEO strategies (Arango, 2021).

In contrast, offsite SEO focuses on external actions, particularly backlink strategies, which increase a site's authority and relevance, contributing significantly to its visibility and traffic generation (Lopezosa et al., 2019; Patel et al., 2024).

Post-COVID-19, research has noted significant changes in digital consumer behavior, emphasizing its critical role in marketing strategies (Rodriguez-Lozada et al., 2024; Arora & Nangia, 2021; Paredes-Rivadeneyra et al., 2024). Understanding the evolving motivations behind consumer purchasing decisions enables companies to refine their marketing efforts effectively (Gu et al., 2021; J. Petra & K. Petra, 2021; Rita & Ramos, 2022).

Brand awareness in digital environments is closely tied to users' perceptions of a company's digital assets. Positive user experiences lead to improved online reputation and higher engagement levels (Fesenmaier et al., 2011; Gomez-Pino et al., 2023; Bhargava & Bedi, 2022; Cabrera-Cordova et al., 2023). Consequently, investigating the connection between digital consumer behavior and brand recognition is essential for increasing website traffic, generating qualified leads, and improving profitability (Qiu et al., 2021; Orellana-Treviños et al., 2023; Dinis et al., 2022).

Several studies underscore the relationship between organic positioning strategies and digital consumer behavior. For example, Lopezosa et al. (2020) emphasized the importance of onsite optimization and keyword strategies in journalism, while Pedrosa and De Morais (2021) identified key on-page factors for enhancing visibility. Similarly, Mladenović et al. (2022) highlighted the role of domain authority and backlinks in driving online visibility. Wang et al. (2021) developed a keyword selection method tailored to align search terms with company offerings.

Moreover, digital marketing strategies have been shown to enhance sales and improve product visibility on search engines (Tume-Bruce et al., 2022). Schultheiss and Lewandowski (2021) explored SEO's impact from the perspective of content providers and journalists, uncovering gaps in stakeholder understanding. Saura et al. (2020) investigated user-generated content (UGC) in startups, identifying negative perceptions stemming from unethical SEO practices. Additionally, Vallez et al. (2022) examined the visibility of Sustainable Development Goals (SDGs) content on university websites, revealing struggles in achieving significant search engine presence despite content creation efforts.

While existing research provides valuable insights into SEO strategies and digital ecosystems, unresolved issues persist. There remains a disconnection between the theoretical frameworks of SEO and their practical implementation across various industries. Furthermore, the rapid evolution of digital consumer behavior necessitates ongoing research to identify emerging patterns and strategies.

This research addresses these gaps by exploring the importance of organic positioning strategies in the real estate industry, as perceived by SEO professionals. It identifies critical factors for successful implementation and offers insights that are transferable to other sectors, contributing to both academic knowledge and practical applications in the field.

2. AIM AND HYPOTHESES

The primary objective of this research is to evaluate the relationship between the implementation of organic positioning strategies and the behavior of digital consumers in the real estate sector.

Based on the objective and literature review, the hypotheses are as follows:

H1: *There is a significant relationship between the organic positioning strategy and the digital consumer behavior of real estate companies.*

H2: *Keyword analysis does significantly relate to the behavior of digital consumers of real estate.*

H3: *Content marketing does significantly relate to real estate digital consumer behavior.*

H4: *Web analytics does significantly relate to the behavior of real estate digital consumers.*

3. METHODOLOGY

This research adopted a quantitative approach, as surveys were utilized to test the hypotheses. The survey questions were based on a Likert scale, and the results were analyzed to draw conclusions. A non-experimental, cross-sectional design was chosen, and a non-probabilistic sampling method was applied.

The study population consisted of SEO experts in the real estate sector in Peru. Through LinkedIn, 195 professionals meeting the inclusion criteria were identified, from which a sample of 100 experts was selected. This population was chosen due to their direct involvement in developing organic positioning strategies, ensuring their responses were both representative and insightful. General digital marketing experts were excluded, as their perspectives, though related, were not as specific to SEO strategies.

Given the quantitative nature of the research, surveys were employed as the primary data collection instrument. Participants answered questions aimed at identifying correlations between the study variables. The survey instrument was adapted from Failoc (2017) and underwent a reliability analysis using Cronbach's alpha, following the method described by Vallez et al. (2022).

To test the research hypotheses, the Pearson correlation coefficient was applied. This statistical test evaluates relationships between variables, with coefficients ranging from -1 to +1. A value near 0 indicates no correlation, while positive values reflect a direct relationship, and negative values suggest an inverse association.

Ethical considerations were integral to the study design. Participants' anonymity and confidentiality were ensured – no names or identification numbers were requested, and data were used strictly for research purposes. Prior to participation, all respondents were informed of the study's objectives and provided informed consent, which included the right

to withdraw or leave the survey blank at any stage without repercussions. Respect for participants' privacy was prioritized throughout the research process.

To uphold academic integrity, all consulted and adapted works, including those of Failoc (2017) and Vallez et al. (2022), were properly cited. This ensured compliance with copyright and strengthened the theoretical framework, providing a robust and up-to-date context for understanding the relationship between SEO strategies and digital consumer behavior in real estate.

Potential biases and limitations of the study were also acknowledged. While non-probabilistic sampling may not fully represent the broader population of real estate SEO experts in Peru, the selected participants provided relevant and valuable insights aligned with the research objectives. The results, though subject to these limitations, offer meaningful conclusions applicable to the real estate sector and beyond.

The reliability of the instrument was confirmed through Cronbach's alpha analysis, which evaluates internal consistency by measuring the correlation among the survey questions.

Table 1. Instrument reliability analysis

Cronbach's alpha	Number of elements
0.892	100

Note: Results generated using SPSS V.29.0.0.0.

Cronbach's alpha coefficient of 0.892 indicates that the instrument used in this study demonstrates high reliability, ensuring the validity of the data collected.

In summary, the methodological approach combined a rigorous quantitative analysis with strong ethical considerations, guaranteeing the reliability and applicability of the results. The findings provide practical insights for real estate companies to enhance their SEO strategies and serve as a foundation for future research in related fields.

4. RESULTS

The results of this research provide a comprehensive understanding of the relationship between organic SEO strategies and digital consumer behavior in the real estate sector. The analysis focuses on three key dimensions: keyword analysis, content marketing and web analytics, and their relationship with consumer behavior.

4.1. Descriptive analysis of the organic positioning variable

Table 2. Keyword analysis dimension

Frequency	Percentage	Valid percentage	Cumulative percentage
Neither agree nor disagree	4	4.0	4.0
Agreed	36	36.0	40.0
Totally agree	60	60.0	100.0
Total	100	100.0	

Table 2 shows that 60% of the experts fully agree on the necessity of transactional keywords for the success of organic SEO strategies. This indicates that transactional queries are particularly relevant for developing an effective content strategy that connects with users in the decision-making phase.

Table 3. Content marketing dimension

Frequency	Percentage	Valid percentage	Cumulative percentage
Neither agree nor disagree	16	16.0	16.0
Agreed	56	56.0	72.0
Totally agree	28	28.0	100.0
Total	100	100.0	

In Table 3, the findings indicate that 56% of the experts agree that external referrals have a positive impact on organic SEO strategies. Consequently, real estate companies should prioritize obtaining a significant number of quality backlinks to enhance their organic positioning.

Table 4. Web analytics dimension

Frequency	Percentage	Valid percentage	Cumulative percentage
Neither agree nor disagree	8	8.0	8.0
Agreed	68	68.0	76.0
Totally agree	24	24.0	100.0
Total	100	100.0	

According to Table 4, 68% of the experts agree that measuring traffic sources is essential for adjusting digital strategies in real estate companies. This highlights the critical role of web ana-

lytics tools in monitoring and refining organic positioning efforts to improve performance.

4.2. Descriptive analysis of the digital consumer behavior variable

Regarding brand awareness, the results indicate that 64% of the experts agree that the impact of a brand significantly influences the purchase decisions of real estate products. This underscores the importance of incorporating brand development into organic SEO strategies.

In terms of marketing performance, 48% of the experts agree that lead generation in real estate companies is influenced by organic positioning strategies. However, this result suggests that perceptions of the strategy's full impact are still in development, requiring further exploration.

Finally, in the case of brand interaction, 52% of the experts disagree that organic SEO strategies directly influence the online reputation of real estate companies. This suggests that brand interaction remains an area requiring further strategic focus.

Table 5. Mean, standard deviation, and variance

Mean	Standard deviation	Variance
65.6400	5.12376	26.253

The results in Table 5 show that the variance is below the mean, indicating moderate represen-

tativeness. The standard deviation falls within an acceptable range (below 50% of the mean), confirming that the variables analyzed are closely distributed around the mean. This further supports the consistency of the findings and validates the observed correlations.

4.3. Correlational analysis

To determine the relationship between the organic positioning strategy and digital consumer behavior in real estate companies, the Pearson correlation coefficient was applied.

H1: *There is a significant relationship between the organic positioning strategy and the digital consumer behavior of real estate companies.*

The results in Table 6 show a significant positive correlation ($r = 0.707$, $p < 0.01$) between the organic positioning strategy and digital consumer behavior. This allows for the acceptance of the alternative hypothesis (*H1*), confirming the significant relationship between these variables.

H2: *Keyword analysis does significantly relate to the behavior of digital consumers of real estate.*

Table 7 indicates a strong positive correlation ($r = 0.720$, $p < 0.01$) between keyword analysis and digital consumer behavior. This result supports

Table 6. General hypothesis

Variables		Organic positioning strategy	Digital consumer behavior
Organic positioning strategy	Pearson correlation sig. (bilateral)	1	.707** .000
	N	100	100
Digital consumer behavior	Pearson correlation sig. (bilateral)	.707** .000	1
	N	100	100

Note: ** The correlation is significant at the 0.01 level (bilateral).

Table 7. Specific Hypothesis 2: correlation between keyword analysis and digital consumer behavior

Variables		Keyword analysis	Digital consumer behavior
Keyword analysis	Pearson correlation sig. (bilateral)	1	.720** .000
	N	100	100
Digital consumer behavior	Pearson correlation sig. (bilateral)	.720** .000	1
	N	100	100

Table 8. Specific Hypothesis 3: correlation between content marketing and digital consumer behavior

Variables		Content marketing	Digital consumer behavior
Content marketing	Pearson correlation sig. (bilateral)	1	.553** .004
	N	100	100
Digital consumer behavior	Pearson correlation sig. (bilateral)	.553** .004	1
	N	100	100

Table 9. Specific Hypothesis 4: correlation between web analytics and digital consumer behavior

		Web analytics	Digital consumer behavior
Web analytics	Pearson correlation sig. (bilateral)	1	.683** .000
	N	100	100
Digital consumer behavior	Pearson correlation sig. (bilateral)	.683** .000	1
	N	100	100

the acceptance of *H1*, confirming that keyword analysis significantly influences digital consumer behavior.

H3: *Content marketing does significantly relate to real estate digital consumer behavior.*

The findings in Table 8 reveal a moderate yet significant positive correlation (r = 0.553, p < 0.01) between content marketing and digital consumer behavior. Thus, *H1* is accepted, demonstrating that content marketing plays a relevant role in shaping digital consumer behavior.

H4: *Web analytics does significantly relate to the behavior of real estate digital consumers.*

Table 9 shows a strong positive correlation (r = 0.683, p < 0.01) between web analytics and digital consumer behavior. This result supports the acceptance of *H1*, indicating that web analytics significantly influences how consumers behave in the digital real estate environment.

5. DISCUSSION

This research evidences a positive relationship between organic search engine optimization (SEO) strategy and digital consumer behavior, providing new insights into the effectiveness of various practices associated with web optimization and their impact on purchasing decisions. A key finding is the relevance of keywords with transactional intent. According to the results, 60% of respondents recognize that these are essential, as they reflect the search

intent of users looking to make a purchase or acquire a service. This result reinforces the importance of designing SEO strategies oriented to the specific needs of the digital consumer, optimizing content based on these keywords.

The analysis also highlights the importance of content marketing as a fundamental pillar of successful organic SEO. The results suggest that this strategy not only improves consumer understanding, but also enables businesses, such as real estate companies, to drive users through the sales funnel, increasing the likelihood of generating quality leads. This finding supports the proposition that content should be strategically designed to capture the user's attention, respond to their needs and encourage conversion.

Regarding the type of keywords that users consider most relevant, this research identifies that those with transactional intent are predominant. This finding disagrees with Failoc (2017), who highlighted brand-related keywords as the most important. However, the study also agrees with Failoc (2017) that keyword analysis is fundamental to understanding digital consumer demand and behavior. This analysis provides a solid basis for targeting organic positioning strategies towards transactional, informational or branded keywords, depending on the business objective.

Another highlight is the significant correlation between content marketing and digital consumer behavior. This result is consistent with the findings of Lopezosa (2020), who states that including demand as part of the strategic design of content improves

the effectiveness of SEO strategies. Both researches reinforce the idea that content should not only be relevant to the user, but also optimized to meet the demands of search engines, thus maximizing organic reach.

It also highlights the positive relationship between web analytics and the perception of digital consumers towards real estate brands in Peru. The increase in web traffic, as a result of a proper web analytics strategy, aligns with the findings of Coz and Erasmo (2017), who highlighted that web analytics not only improves the understanding of consumer behavior, but also optimizes strategic decision-making. These findings emphasize the importance of using analytical tools to monitor and adjust strategies in real time, ensuring alignment with user expectations and behaviors.

A crucial aspect addressed in this research is the link between the implementation of the organic positioning strategy, the searches performed by users and the organic results displayed on search engines. This finding is in line with Carrasco-Ortega (2020) who highlighted that on-site optimization based on user demand is an essential component of successful SEO. Furthermore, the integration of digital tools, such as those offered by Google, makes it possible to measure the impact of the strategies implemented and make adjustments based on the results obtained.

In terms of limitations, the sample size is identified as a restriction, given that the SEO market is not fully developed in Latin America, with the exception of countries such as Brazil and Argentina. It is also noted that there is a lack of data related to previous similar research, which makes it difficult to directly compare the results obtained. These limitations underline the need for further studies that address the particularities of the Latin American market in the context of organic positioning.

Finally, the research highlights the importance of measuring web traffic and marketing actions in general, an aspect that partially coincides with the findings of Gu et al. (2021). While these authors emphasize the relevance of measuring marketing efforts, this study stresses the need for continuous adjustments based on the results obtained. This iterative approach allows strategies to be optimized, ensuring that they respond effectively to changes in consumer behavior and digital market trends.

In summary, the findings of this research reinforce the importance of combining organic positioning strategies with an in-depth analysis of digital consumer behavior. Aspects such as keyword selection, the generation of relevant content and the use of web analytics tools are presented as fundamental pillars to maximize the effectiveness of SEO strategies. Although certain discrepancies and limitations were identified, the results contribute to the understanding of the impact that these strategies can have in emerging markets, laying the groundwork for future research that will deepen the development of digital strategies in Latin America.

CONCLUSION AND FUTURE RESEARCH

The research evaluated the relationship between organic search engine optimization (SEO) strategies and digital consumer behavior in the real estate sector. The results show that successful SEO depends on three components: keyword analysis, content marketing and web analytics.

Keyword analysis connects user search intent with real estate offers, making it easier to reach consumers with a high propensity to convert. Content marketing acts as a key element to attract users, adapting to each stage of the sales funnel and strengthening the relationship with them. Finally, web analytics allows performance to be measured and fine-tuned based on key metrics such as traffic and impressions.

The findings of this research confirm a significant relationship between organic SEO strategy and digital consumer behavior. A positive correlation was also identified between the key dimensions of the first variable (keyword analysis, content marketing and web analytics) and the way consumers interact, search for information and make decisions in the digital environment.

For future research, it is recommended to further explore the evolution of digital consumer behavior in the real estate sector, paying particular attention to factors such as changes in search preferences, browsing habits and purchase decisions influenced by the digital environment. It would also be relevant to explore the impact of emerging technologies, such as artificial intelligence (AI) and machine learning, on the optimization of SEO strategies. These technologies can personalize content more efficiently, anticipate market trends and significantly improve the user experience on digital platforms.

Additionally, it is suggested to investigate how economic and market conditions, such as fluctuations in real estate demand and modifications in sector regulations, can affect the effectiveness and sustainability of organic positioning strategies. Understanding these dynamics will allow companies to adapt their strategies to changing contexts, maximizing their relevance and ensuring their applicability in different scenarios.

This study provides a solid foundation for understanding the relationship between SEO strategies and digital consumer behavior, demonstrating that the integration of keyword analysis, content marketing and web analytics is crucial for success in the real estate sector. As the digital environment continues to evolve, it is critical that companies adopt a dynamic and adaptive approach, incorporating new technologies and trends to maximize their organic positioning and efficiently meet the expectations of the digital consumer.

AUTHOR CONTRIBUTIONS

Conceptualization: Socrates Deza-De-Souza-Ferreyra.
Data curation: Maria Jeanett Ramos-Cavero.
Formal analysis: Socrates Deza-De-Souza-Ferreyra.
Funding acquisition: Franklin Cordova-Buiza.
Investigation: Maria Jeanett Ramos-Cavero, Franklin Cordova-Buiza.
Methodology: Socrates Deza-De-Souza-Ferreyra.
Project administration: Maria Jeanett Ramos-Cavero.
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Visualization: Maria Jeanett Ramos-Cavero, Franklin Cordova-Buiza.
Writing – original draft: Franklin Cordova-Buiza.
Writing – review & editing: Socrates Deza-De-Souza-Ferreyra, Maria Jeanett Ramos-Cavero.

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