

**PHOTOGRAPH' S BUSSINESS MARKETING BY
SEARCH ENGINE OPTIMIZATION (SEO)
CASE STUDY: WWW.ARMPHOTOGRAPHER.COM**

PATSARA SIRIKAMONSIN

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Thematic Paper
entitled
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.....
Miss Patsara Sirikamonsin
Candidate

.....
Asst. Prof. Supaporn Kiattisin,
Ph.D. (Electrical and Computer
Engineering)
Major advisor

.....
Lect. Taweesak Samanchuen,
Ph.D. (Electrical Engineering)
Co-advisor

.....
Prof. Patcharee Lertrit,
M.D., Ph.D. (Biochemistry)
Dean
Faculty of Graduate Studies
Mahidol University

.....
Asst. Prof. Supaporn Kiattisin,
Ph.D. (Electrical and Computer
Engineering)
Program Director
Master of Science Program in
Information Technology Management
Faculty of Engineering
Mahidol University

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was submitted to the Faculty of Graduate Studies, Mahidol University
for the degree of Master of Science
(Information Technology Management)
on
May 19, 2015

.....
Miss Patsara Sirikamonsin
Candidate

.....
Lect. Sotarathammabooadee,
Ph.D. (Information Technology)
Chair

.....
Asst. Prof. Supaporn Kiattisin,
Ph.D. (Electrical and Computer
Engineering)
Member

.....
Prof. Somkiat Wattanasirichaigoon,
M.D., FRCST (General Surgery)
Member

.....
Lect. Taweesak Samanchuen,
Ph.D. (Electrical Engineering)
Member

.....
Prof. Patcharee Lertrit,
M.D., Ph.D. (Biochemistry)
Dean
Faculty of Graduate Studies
Mahidol University

.....
Lect. Worawit Israngkul,
M.S. (Technical Management)
Dean
Faculty of Engineering
Mahidol University

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Patsara Sirikamonsin

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PATSARA SIRIKAMONSIN 5636648 EGIT/M

M.Sc. (INFORMATION TECHNOLOGY MANAGEMENT)

**THEMATIC PAPER ADVISORY COMMITTEE: SUPAPORN KIATTISIN, PH.D.,
TAWEESAK SAMANCHUEN, PH.D.**

ABSTRACT

This thematic paper has the objectives to study the patterns of the online market business of photography in the graduation business. Moreover, it has topped up the website ranking on the Search Engine, Google or called Search Engine Optimization (SEO). Then, it might conform with the website ranking of Google and if the website ranking is in the top level, the result show chances to be available to the viewers of the websites might be in the top level also. Thus, it should adjust the website patterns classification into 4 procedures as follows: 1) Adjusting the website structure 2) Adjusting the structure of URL, 3) Increasing the Plugin and 4) Applying the keyword technique to analyze the result through Google Analytics and Rang Tracker.

Therefore, the result of this research has come from gathering information of the viewers through the photography business websites within 60 days to be available for 1,438 session numbers divided by the user number total of 1,187 and there is the website ranking statistics on Search Engine or (Google) as the eighth rank which is in the top level and varied from the old one that was on the fourteenth level according to the result of market procedure after using the SEO principle or (Search Engine Optimization). As a result, it might create the competitive advantages in business for the online market channel which appeared on the Search Engine also.

KEY WORDS: ONLINE MARKETING /SEARCH ENGINE OPTIMIZATION

53 pages

การทำการตลาดธุรกิจถ่ายภาพโดยใช้เสิร์ชเอนจิน ออฟดีไมซ์เซชั่น

กรณีศึกษา: WWW.ARMPHOTOGRAPHER.COM

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ภัสรา สิริกมลศิลป์ 5636648 EGIT/M

วท.ม. (การจัดการเทคโนโลยีสารสนเทศ)

คณะกรรมการที่ปรึกษาสารนิพนธ์: สุภาภรณ์ เกียรติสิน, Ph.D., ทวีศักดิ์ สมานชื่น, Ph.D.,

บทคัดย่อ

สารนิพนธ์ฉบับนี้ มีวัตถุประสงค์เพื่อศึกษารูปแบบการทำการตลาดออนไลน์ของธุรกิจการถ่ายภาพรับปริญญา ด้วยการพัฒนาอันดับเว็บไซต์บน Search Engine ,Google หรือ Search Engine Optimization (SEO) ด้วยการปรับรูปแบบเว็บไซต์ให้สอดคล้องกับคำค้นหาที่มีการจัดอันดับเว็บไซต์ของ Google ซึ่งหากอันดับของเว็บอยู่ระดับต้นของการแสดงผลการค้นหา โอกาสของปริมาณของผู้เข้าชมไปยังเว็บไซต์จะยิ่งสูงขึ้นด้วย โดยวิธีการปรับรูปแบบเว็บไซต์ แยกเป็น 4 กระบวนการ คือ 1) ปรับโครงสร้างเว็บไซต์, 2) การปรับโครงสร้าง URL, 3) การเพิ่ม Plugin และ 4) การใช้เทคนิค Key Word ซึ่งจะวิเคราะห์ผลการวิจัยผ่าน Google Analytics และ Rang Tracker

การวิจัยครั้งนี้เก็บข้อมูลผู้เข้าชมเว็บไซต์ธุรกิจถ่ายภาพ ในช่วงเวลา 60 วัน มีการเข้าถึงจำนวน 1,438 เซสชัน โดยจำแนกเป็น ผู้ใช้จำนวน 1,187 ผู้ใช้ และมีสถิติอันดับเว็บไซต์บน Google อันดับที่ 8 เพิ่มขึ้นจากเดิมซึ่งอยู่อันดับที่ 14 จากผลการวิจัยรูปแบบกระบวนการทำการตลาดโดยใช้หลักการ SEO (Search Engine Optimization) นั้นสามารถทำให้อันดับบน Search Engine สูงขึ้น ซึ่งสร้างความได้เปรียบในการแข่งขันทางธุรกิจจากช่องทางการตลาดออนไลน์บนเครื่องมือค้นหา

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CHAPTER I

INTRODUCTION

1.1 Origin and Importance of Problem

Running business can operate avoidably because it results from the competition. Then, in business it should study the affective factors to competition which is the significance to prepare of business competition. Nowadays, the progress of technology results in more competitions, such as servicing and rapid communication. Significantly, the factors resulting from the progress of technology have the direct effect to the higher competitions. Also, the changing of customer behaviors has been considered from the changing of cultures and societies to make the change of the markets. Thus, all businesses have been adjusted to the modern world and age in characteristic of online markets. Besides, they have the channels to communicate directly with the customers for 24 hours as well as aiding several organizations and companies to increase their incomes or expand the branches of business to the online world for both websites and online social media.

Therefore, the markets in this age have been changed to apply the online marketing increasingly because nowadays internet is one significant part of life to expand the customer bases to the entrepreneurs. Moreover, there are several of customer groups to search information in the online world increasingly including of the competitions in presenting products to the targeted competition groups.

Nowadays, most people have spent their times in daily life through using computers, tablets, mobile phones increasingly replacing of watching television. Apart from doing entertainment activities, the applying of internet is involving with works, searching information, buying products and services. Then, everyone has taken turn to use google to search information from the internet and do the online market too. Thus, it should apply the internet as one significant part to make public relations. Similarly, the internet is one of the newest for making the public relation advertisement when comparing to other public relation in the world with the high competition. Therefore,

everything can connect to each other in the world, and the online market is one of the new choices to make public relation advertisement because it can be available to the target group well and rapidly through the specific customer group.

In addition, the cost of advertisement in the online world is cheapest when comparing to other public relation advertisement. Significantly, the online market can aid the sellers to save their expenditures no matter of products and the seller employees to take a service for 24 hours. What's more, it can increase the turnovers and be available to the target business group directly.

According to the report of Thailand internet user profile 2014 from the Electronic Transaction Development Agency of Information and Communication Technology Ministry, it was found that most people in Thailand have applied the internet with averages per week in the higher ratios when comparing to 2013. Besides, in 2013 they applied the internet approximately 4.6 hours per day, and in 2014 there was the increased numbers to apply the internet with higher ratios of averages to 50.4 hours per week or 7.2 hours per day or one third of day to apply the internet.

Then, according to the exploring result of internet user behavior in current day, it has been grown increasingly. Thus, the making of online market is one of all vital way to create the competition advantage to the business. Furthermore, they should search information and apprehend the method to make the online market by bringing this above information to consider and plan the strategy. Similarly, they should adjust the way to make the market to conform with the business in this age increasingly to be available for the customer group directly with effectiveness.

Besides, the searching information through the internet has to apply the search engine for making convenience and rapidness. Significantly, in terms of finding the required websites, the search engine site has the big role to gather up the lists of websites by classifying into categories to allow the internet user to type the relevant words or messages to the subject in the space. Then, they can click the searching button, so the relevant lists of websites might occur for the internet user to study new things additionally.

As the result, the showing of result for the search engine might be arranged as the search results through computer screen with classifying into the market of

search engine in Thailand ; namely, google with 98.96percent, Bing with 0.35 percent and Conduil with 0.18 percent.

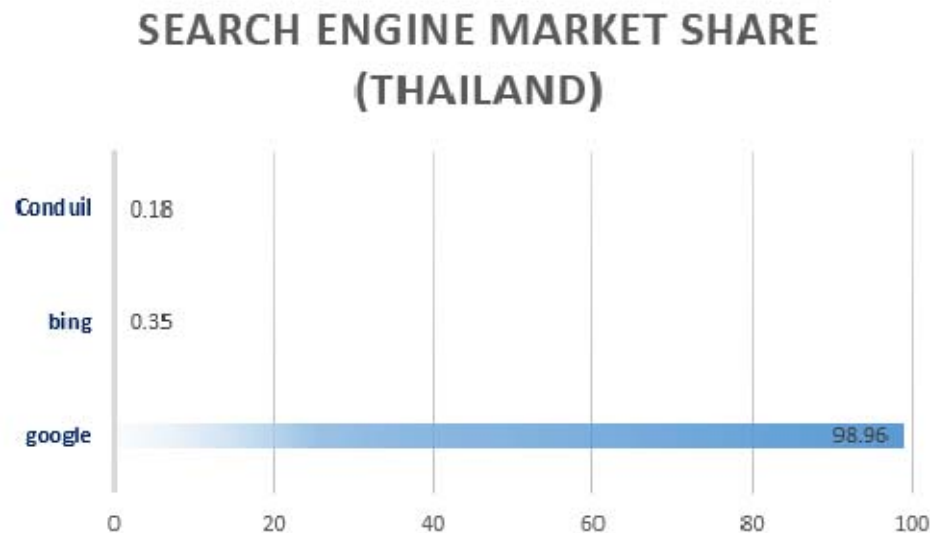


Figure1.1 Search engine market share (Thailand).

Besides, it has brought the principle of SEO or search engine optimization to create the markets in the current day in order to increase the effectiveness of searching information. Similarly, this principle has procedures to be available for the viewers to follow easily by setting up the indexes and ranking their websites. In addition, it can use the search engine and setup the index websites with google and other significant search engines to increase ratios of the views

What's more, nowadays the photography business in significant occasion is popular, such as graduation opportunity, commencement ceremony, vocational certificate, marriage, religious ceremony, traditional ceremony and fashion show including of advertising photography.

Moreover, this business has the high prone to grow continuously with increasing customer numbers in long terms. Then, the new photography entrepreneurs have been increasingly rapidly also with the higher ratios of competition in this business.

1.2 Background

Therefore, for the photography business the researcher has studied and researched under Armphotographer brand of the photography business begun since 2008. At first, this brand has created the online market on website of www.multiply.com to place in the upload of picture and block usage which are popular at that time. Later, in 2013 this brand has been developed to apply the online market on the website of www.armphotographer.com of 18th April 2013 and social media, such as facebook, Fanpage, facebook, Instagram, line and etc. Significantly, in the past on website of www.armphotographer.com, it had the view numbers totally for 56,729 times by classifying into IP Address for 14,647 times for the customers in photography business under the brand of Armphotographer. Therefore, most of the views come from the website channel of www.armphotographer.com.

According to above factors, the researcher is interested in creating the online market of photography business through using principle of SEO or search engine optimization as one of all components in technology management. Thus, it makes the business to be developed with effectiveness, and all procedures can increase the viewer numbers to the websites by ranking as the top of showing the searching result after using the search engine. Then, it makes the websites have higher ratios viewer numbers, and it is necessary and significant to create the online market of the photography business to be well-known. Similarly, it is one part of all to increase the customer group and the growth of the business including of bringing the analysis result to develop the online market of this business further to maintain it in the high competition condition of this age.

1.3 Objectives of study

- It can study the methods to create the online market in photography business under Armphotographer brand with using the principle of SEO.
- To rank a website www.armphotographer.com a higher position on the Search Engines.

1.4 Scope of work

- It can study the method by using the principle of SEO for creating the market on the website and use the search engine on website of www.google.com.
- It can study the method of research measurement by using the google analytics.

1.5 Expected result

According to the determined objectives of research, there are the expected advantages as this following:

- It has applied the guidelines to develop the online market of photography business.
- It can increase the website rank higher on the Search Engines.

CHAPTER II

LITERATURE REVIEW

In this study, the main objective is to increase the number of visitors to the web site photography business “Arm photographer”. The study of literature and related research. Classified as follows:

2.1 Related research

2.1.1 Attitudes of the customers affecting to the product sale business and online service

In the study of research as the subject of attitude for the customers affecting to the product sale business and online service, it is the quantitative research by using the questionnaire as the tool to gather information for the online respondents only. Besides, they might fill the form by themselves through online system with total 100 group samplings who are at least 18 years old, and have purchased the product sale business and online service before.

Moreover, it has the objectives to study the attitude of the customers prior and after purchasing in the product sale business and online service.

According to analyzing information of the researchers with percentages, it can interpret and explain the variables of group sampling demographic, such as genders, ages, education levels, marital conditions and incomes including of behavior variables by using Means and Standard Deviation. In addition, it can interpret and explain about variables of attitudes affecting to the customers for the product sale business and online service also.

Similarly, it has applied the statistics to test the assumption by finding the testing statistic value of t-test in order to test the two group variables and use the One Way Anova analyzing in each case. Moreover, for this subject it can find the

differences to test result in each pair with Scheffe Procedure by determining the statistic test with significance of level as 0.05.

According to the result, it was found that the overall of the customer attitudes affecting the product sale business and online service prior to make a decision to purchase products was in moderate level as = 3.16. Besides, when considering in each field it was found that there are the personal details and attitudes of products in the excellent level. Similarly, in the field of payment channel and service field they were in moderate level.

For the overall of the customer attitudes affecting to product sale business and online service after making a decision to purchase products, it was in excellent level of = 4.05 Moreover, for considering in each field it was found that the opinions to the personal information, product information and payment channel information were in excellent level while it had the attitudes for the service field in moderate level.

Therefore, in overall of the customer attitudes affecting to the product sale business and online service it was in different level of statistical significance of the level as 0.05.

According to the result study in the subject of customer attitudes affecting to the product sale business and online service, it has the important points to discuss as this following:

1. For the result, it was found that the overall of attitudes affecting to the product sale business and online service was in different way to show the varied customer attitude prior and after purchasing the products through the internet. Besides, with this method the purchasers might not see the real products prior to purchase the ones resulting to the uncertainty of making a decision with their minds. In addition, it has conformed to the saying of Sroitakul (Tiwwayanon) Attamana in A.D. 1998, who gave the meaning of attitude (2541) that it is the combination between thoughts , beliefs , opinions, knowledge and feeling of people to one thing, one person or one situation after taking assessment the values whether to accept or deny it. What's more any feeling can result in one behavior.

2. For the result, it was found that the customers have different genders affecting to the product sale business and online service prior and after to purchase the products. Besides, in the overall of attitudes and in each field or product

field it had the different information according to the determined assumption. Similarly, it has conformed to the research of Sathiya Thianwithee in A.D. 2013 that has studied about the attitudes and satisfaction affecting to the loyalty after using the M Generation card of the cinema service users in Major Cineplex at Bangkok. Additionally, it was found that the genders, ages, occupations and incomes per month, type of M Generation card of the member servicers and the durations of being the M Generation member were in different way with statistical significant of the level as 0.05 while the saying of Porama Satawamin in A.D. 1990 claimed that different genders make varied thoughts. Then, this value has occurred because the cultures and societies have determined the roles and activities of 2 genders clearly.

3. For the result, it was found that the customers have different ages depending on the attitudes of product sale business and online service prior to make a decision to purchase the products. Besides, it had the difference to purchase the products in overall with the same decision after purchasing the products beginning by using the procedures to the attitudes after applying the products. However, with the saying of Cordon W. Allport in A.D.1976 and Shaw & Wright in 1976, it has been said that attitude is the mind and nerve condition after people have been affected from the environments resulting from the experiences and the determinants to make the direction for responding from the things and relevant situations. On the other hand, the imitation of other people can result in the attitudes also with the first step occurred when there are some situations to notice about the response of people and for the next step these people might interpret the meaning of these actions into their attitudes.

4. For the result, it was found that the customers have their different education level, except for the attitudes to product sale business and online service prior and after to purchase the products. However, in overall they weren't in varied way that was showed about the knowledge components, understanding and learning were to be in the same level affecting the knowledge to become as one part of belief components for being liked or disliked. Therefore, with the saying of Siriwan Sareerat in A.D. 1997, it has been said that all attitudes have occurred from the learning and several sources of attitude. Similarly, education level of people can result in thinking something with logics and cause the factor affecting attitude stability.

Significantly, the customers should have the logical opinions to create the attitude stability with much effectiveness.

5. For the result, it was found that the customers have their different marital status affecting to the product sale business and online service prior to purchase the products without the difference in overall. However, after purchasing the products, there were the differences of attitudes conforming to the saying of Dara Thiphaphan in A.D. 1999 that has been said that consumer behavior means the procedures of relevant people to select the purchasing , applying and consuming about the products, services , thoughts or experiences to response the needs and desires including to gain satisfaction also. Similarly, with the saying of Siriwan Sareerat in A.D. 1997 it has been said that this behavior is the one that the customers are searching for, would like to purchase, take assessment and apply the products and services to response their requirements that is to study the human behavior in characteristics of customer roles.

6. For the result, it was found that the customers have their average incomes per month in different way to the product sale business and online service prior and after to purchase the products with the differences in overall. Then, it showed that the incomes is one significant part of purchasing the products, and the customers have their differences in genders, ages, education levels, incomes and family statuses. Additionally, these factors result in the differences of purchasing behaviors, so it should create the good attitudes, especially for the entrepreneurs to create the good attitudes to the customers in products and services by accepting for the market. Significantly, it is conformed to the saying of Siriwan Sareerat and etc. in A.D. 1993 that has been said that the behavior model of the customers is the motivation study to make a decision in applying that service beginning with using the stimulus according to the requirements. As the result, it might occur the buyer's black box that is influenced from customer characteristics to gain the buyer's response or the buyer's purchase decision.

7. For the result, it was found that the customers have their different attitudes affecting to the product sale business and online service prior and after purchasing the products with the difference in overall. Besides, with the saying of Eagly&Chaiken and O'Keefe in A.D. 1990 it has been said that the importance of

attitude changing has occurred from the attentions or understanding, acceptance of people to these things and attitude changing resulting from learning. In addition, after it has occurred the attitudes of people, it may be changed depending on people, situations and things to be accepted into the new ones, except for having the relationship with people values. Moreover, with the saying of Phubphasawan Saeung in A.D. 2000 it has been said that the unstable factor might come from the effect of the situation based on situations of people to result in the attitude changing as another way. While the saying of Sudawan Khansungnern in A.D. 2006 it has been said that most of the influenced factors affecting to the decision to bid the products on the internet are based on the recommendations of the varieties of products, cheaper products in supermarkets, rapidness in bidding and receiving the products including of saving times and expenditures in travelling.

2.1.2 Consumer Behaviors to Making a Decision to Purchase the Products Through the Internet in Bangkok

This research has objectives to study the consumer behaviors to make a decision to purchase the products through the internet in Bangkok in terms of bringing the research result to plan, improve the business result on the internet for the entrepreneurs and bring information to make a decision by the consumers or the ones who are purchasing the products through the internet. Therefore, this study has applied the primary information as the group sampling for the consumers and the ones who are purchasing the products on the internet totally 400 people. In addition, it has determined the group sampling of the researcher by calculating with the formula of Taro Yamane and reliability value of 95 percent with not more than errors for 5 percent after applying the questionnaires as the gathering information tool. Significantly, it has analyzed information by using the instant computer program to find the frequency, percentage, Mean, standard deviation, T-test, One-way ANOVA statistics and Multiple Regression Analysis with statistical significance of 0.05. Finally, according to the result, it was found that the differences of demographic factors; namely, genders, ages, occupations, education levels, marital statuses, incomes affecting to the behaviors to purchase the products through the internet.

According to the personal analyzing result of the respondents totally 400 people, It was found that most of the respondents are females with 66.5 years between 21-30 years with 75.75 percentages including of the single marital people with 73.25 percent. Moreover, they have graduated in bachelor degree with 66.75 percent and the private employees with 71.50 percent as well as incomes between 20,001-30,000 baht with 30.75 percent from the analyzing in the personal behaviors of the respondents totally 400 people. Similarly, it was found that most of the respondents have applied the internet more than 3 years with 99.0 percent by using every day with 98.75 percent or using the internet while working or in school with 58.0 following by using the internet for entertainment with 80.75 percent, and there are the purchasers of the products on the internet with 89.75 percent which are more than the people who have never purchased the products on the internet before with 10.25 percent. As the result, they have purchased the products through the internet because of the comforts with 78.55 percent and paid by transferring money though bank or ATM with 72.42 percent including of making their own decisions to purchase the products by themselves with 24.23 percent. On the other hand, the average amount per one product are 1,001-2,000 baht per 1 time with 45.13 including of purchasing the products less than 1 time per month with 34.54 percent. However, there are the people without any problem to purchase the products on the internet with 62.12 percent following by the people who aren't trust in the shops with 26.83. Finally, in the future there are the people who aren't certain to purchase the products on the internet with 75.61 percent from analyzing information about the trust between the purchasers and the sellers of the products to manage through the internet totally 400 people, and it was found that there are the most significant factor in this field that is there are the websites with obvious address and contact numbers with average of 8.18 percent following with the safety system of the websites in gathering information of the customer information with average of 7.89 percent. While there are the websites to guarantee the satisfaction for purchasing the products, (the financial journal, investment, marketing and administration in the second year of copy 2) with average of 7.60, and there are the credible financial websites with averages of 7.56 as well as the websites that opened the service for average of 7.48 and the well-known websites with average of 7.34 percent including go the websites with commercial registration number of 7.32.

Similarly, there are the credits of the sellers with average of 6.58 percent from analyzing information in the influenced factors affecting to the making a decision to purchase the products on the internet of the respondents totally 400 people. Therefore, it was found that the overall of average for the purchasers was 7.34 percent from the most significant factor that is the convenience to find information with average of 8.59 percent following by the convenience to purchase the products with average of 8.16, the cheaper product prices than the averages of 8.07 percent and the knowledge of internet system with average of 7.61 percent. However, it comes from the difficulty of these products to purchase with average of 7.60 percent, the public relations and availability of the customers with averages of 7.59 percent, the patterns and beauty of the websites with averages of 7.18 percent. Similarly, there are the information from media with average of 6.85 percent and the websites to discount and give some free products with average of 6.45 percent, and there are the averages of member system with 6.45 percent and the perfectness and completeness of product information within the websites with average of 6.43. Furthermore, there is the recommendation from the result after the researcher has studied the personal factors and the behavior factors of the consumers with the trust between the purchasers and the sellers of the products and the making a decision by purchasing the products on the internet that should realize about the importance of information for selling the products. As the result, it has the conclusion that the people who aren't purchase the products on the internet also have their reasons because they haven't seen the real products prior to purchase them. On the other hand, inside these websites there are pictures and details about the products in the full way, and it should give the shop information to make the contacts for talking between the sellers and the customers in order to make the credit that the sending of the products have reached to the customers perfectly and on time through EMS. Then, it can check the statuses of the packages surely, (financial journal, investment, marketing and administration in the second year of copy 2). While the purchasers of the products through the internet should be certain that these websites have the full information with your requirements and can contact to the sellers directly in the case that have the problem to check the seller history and online shops prior to make a decision to purchase the products. What's more for the recommendations of next research, it has the details as this following:

1. This research has studied about the consumer behaviors to make a decision to purchase the products on the internet in Bangkok, and for the next recommendations it should study about the attitudes of the consumers in Bangkok to purchase the products through the internet or have the satisfaction to purchase the products on the internet.

2. It has studied the differences between purchasing the products on the internet by walking to purchase the products in the general shops. 3. It has expanded the study scope increasingly. In addition, nowadays most people have applied the internet system in daily life as another opened channel to run on business on the internet 4. It can change the thought frameworks or factors using to do the research in more specific way for the researcher who has their own business in terms of specify the factors and variables directly to their own business for applying in the direct way of advantages.

2.1.3 Marketing Factors and Behaviors to Purchase the Products Through Electronic Commercial System of the Consumers in Bangkok

The research in the subject of marketing factors and behaviors to purchase the products through the electronic commercial system is the study of marketing factor component affecting to the decision behavior for purchasing of the products on the electronic commercial system for the consumers in Bangkok totally 400 people. Moreover, the researcher has studied the quantity research by using the statistics to do the research that is to find the average values, standard deviation and analyzing through factors by creating the new variable of the variable group to make the factor analysis. Furthermore, according to the result it was found that the marketing factors affecting to the behavior to purchase the products through the electronic commercial system has consisted of the significant groups with the safety system of the database for the consumers. In addition, the first group has given the importance to the easiness, convenience and modernity following by the next group to return the products and considering on the product quality following by the third group to communicate through advertisement media and the last group to give importance on the recommendations and answering on the suspected questions. Significantly, the

keywords are marketing factors, behaviors to purchase the products and the electronic commercial system.

For the conclusion, it was found that there are the general information of the respondents to show that the group sampling is from the female at most with 20-29 years old who graduated in bachelor degree and they are the private employees to apply the internet with averages per day of 2-5 hours for the objectives as to communicate, such as sending e-mail or chat at most. While there are the behaviors to purchase the products, and for the study it has showed that there is the group sampling of the website on facebook.com to purchase the products at most. Besides, they might purchase the cosmetics on the internet at most with the frequency of purchasing the products on the internet for one time per month with average of expenditures to purchase the products and online service less than 1,000 baht. In addition, after paying to purchase the products and online service, it can transfer the money to the bank by searching the products and service in easy way with rapidness. After that, the group sampling has recommended other people to order and purchase the products and online service rapidly to be in time for ordering and purchasing the products as well as paying money and receiving the products. While the influenced factors affecting to the purchasing the products on the internet is in rapid way including of ordering and purchasing , paying and receiving the products. On the other hand, the influenced factors affecting to the ordering and purchasing the products and services through the internet are in rapid way in ordering and purchasing the products, paying and receiving the products. As the result, the group sampling has advised other people to order and purchase the products and internet service in rapid way and on time to order and purchase the products, paying and receiving the products with the influenced factors to purchase the products through the internet. Besides, there are the combination factors affecting to the market in making a decision as these details:

1. The product factors in overall has been affected to make a decision of purchasing the products in moderate way , but when considering in each field it was found that the respondents can make a decision to purchase the products from the varieties of product brands and equal modernity of the products.

2. The factors of prices in overall have affected to the making a decision in excellent level , and when considering in each subject it was found that the

respondents have made a decision from the logics of the product price at most .The factors of selling in overall have affected to the making a decision in excellent level, and when considering in each subject it was found that the respondents to make a decision to purchase the products from the website that can be operated for 24 hours at most.

4. The factors of marketing supporting in overall have affected to the making a decision at most , and when considering in each subject it was found that the respondents have made a decision to purchase the products from using the interesting advertisements on the internet for stimulating the decision to purchase the products at most

5. The factors to keep the private information have affected to the decision to purchase the products in excellent level, and when consider in each subject, it was found that the respondents to make a decision to purchase the products have gathered the private information as the secret, such as name lists, credit card number , address , telephone numbers and emails at most.

6. Factors to service in personal way in overall have affected to the making a decision to purchase the products at most , and when considering in each subject it was found that the respondents to make a decision to purchase the products might apply the websites that gives the advices about their wonders in personal way at most.

7. The factors to keep the private information have affected to the decision to purchase the products in excellent level, and when consider in each subject, it was found that the respondents to make a decision to purchase the products have gathered the private information as the secret, such as name lists, credit card number, address, telephone numbers and emails at most.

8. Factors to service in personal way in overall have affected to the making a decision to purchase the products at most , and when considering in each subject it was found that the respondents to make a decision to purchase the products might apply the websites that gives the advices about their wonders in personal way at most.

2.1.4 Creating the Digital Picture Arts to Support the Fashion Product Sale Though Facebook

This research is in the subject of creating the digital picture arts to support the fashion product sale through facebook has the objectives to make this picture arts in order to take the quality assessment and satisfaction to the entrepreneurs including of the satisfaction of the customer groups to take assessment for stimulating to cause the decisions to purchase the fashion products through facebook and compare the satisfaction between works from using the creative method with the original one from the populations , such as the consumer groups on the online system through facebook for everyone with averages for 100 people per month in order to use the services and order and purchase the products. Then, the researcher has selected the group sampling from the customer groups by using the random of group sampling totally 81 people, and it has brought the information to analyze with description statistics and test the assumption to research. In addition, the tool research has consisted of the quality assessment from the digital picture arts for supporting the fashion product sale through facebook, assessment report of the entrepreneurs and assessment reports of the customer groups. Significantly, it has brought the information to analyze with percentages, Means (\bar{x}), standard deviation (S.D.) and satisfaction level of the customer group by using the description statistics from doing the research. Finally, it was found that creating the digital picture arts to support the product sale through facebook have come from 3 guidelines totally 54 pictures. Thus, it can take the assessment to keep information and bring to analyze with statistics including to find that there are the customer groups and the entrepreneurs who are satisfied in these 3 guidelines works in excellent level of standard. Finally, this result has made to have much purchasing of the products and in the last step it was found that there are more customer groups to be satisfied in these 3 guideline words than the original ones with the keywords; namely, creating the digital picture arts, supporting the fashion product sale, facebook.

Nowadays, facebook is the most popular website in the current societies with different objectives. Besides, someone has applied it as entertainment, but someone has applied it to make the public relations. While several ones have applied as the channel to run on the businesses, especially to run on the businesses by selling the online products through facebook; namely, fashion industrial products, dressing

and decoration things. Similarly, there are the market share of 32.3 percent of the electronic commercial business in this subject by classifying into industrial group of Thailand in A.D. 2013 (IT Technology Ministry and Communication, A.D. 2007), Academic Journal of Art Architecture in Naresuan University of the fifth year in copy 1 between January to June in A.D. 2014. Similarly, according to the research of Anchan Santichaiyakul in A.D. 2004 it has been said that most of Thai juveniles have always been the fashion followers with 88.6 percent. Thus, there are the example pictures of fashion products as the picture of Portrait to represent from the using of product items for the male models or female ones. While this way is beneficial for the customers who are the followers in this trend, except with the disadvantage for not able to touch the products for purchasing. Therefore, it should apply the pictures as the medium in order to allow the customers to make a decision to purchase the products after seeing the example pictures to purchase on the online system. Then, the researcher has the assumption that the beautiful pictures might stimulate them to purchase the products easily as well as creating the satisfaction of the consumers also. On the other hand, in current day the photographer technology is in the progress way with the cheaper price of the photographer equipment, so everyone can be available to the photography system increasingly. However, it is still lacking of the techniques and essential skills to create the photography picture arts more frequently. What's more, it seems to view the online product selling from the fashion pictures that the entrepreneurs have made them up without knowledge or ability to take the photographs in specific ways. Thus, there are several problems, such as the not correct colors from the real ones or the different sizes of the real products including of not outstanding points on the pictures, the interests and attractions to sell the products. As the result, these ones aren't the quality ones to answer the questions for using in the product selling with effectiveness. While in some shops they have taken the investment to buy the cameras and the expensive photography equipment with lacking of knowledge and understanding and skills to control this equipment. Therefore, it has the not quality of the pictures. For example, after interviewing to the entrepreneurs it was found that they have to take the investment by hiring the photographer who have the skills to take a pictures to assist them by increasing the costs and products values increasingly. In addition, they have their reduced benefits, and most of fashion

products on facebook always taking to selling without being in the stock or in the shop so long.

Thus, the investment of hiring the photographer to take pictures can't be worth of the high costs. According to these 3 guidelines techniques, it was found that these way can response to the needs of the customer groups and the entrepreneurs in the excellent way in order to support the fashion sale product on the online system. Besides, according to the result it can prove that the beautiful photography product pictures can show the good details of the products as well as creating the motivation for following the news and update the new products including of stimulating to have the requirements to purchase the products too.

2.2 Related Documents

2.2.1 Online Marketing

Online Marketing is the way to create the market through the internet. Moreover, this method can be available to the customer groups rapidly throughout the world or in specific way with the requirement of the customers.

Besides, the online marketing can save expenditure no matter of the seller employees, the advertising in patterns of Medias, such as newspapers, radios, advertisement signs and others. In addition, because the online marketing is the 24 hours service to increase the turnovers all the times, the sellers should study about the products and channels to make public relations and determine the targeted groups obviously to apply this kind of media with most effectiveness.

Therefore, the online marketing has been directed to the targeted groups and achieved the objectives of organization with main points as these details:

1. It can communicate with the targeted group in Niche Market.
2. It can communicate in 2 ways between the entrepreneurs and the customers.
3. It has the one to one marketing or personalized marketing to determine the product patterns and services with requirements.

4. It can make dispersion of consumers.
5. It can communicate in 24 Business Hours throughout the world.
6. It can communicate with quick response.
7. It has the low cost and efficiency.
8. It has the relationships related to traditional marketing.
9. The customers has purchased the products by using information.

The online marketing has the components or marketing combinations or called as 4P or Product Price Place Promotion. Similarly, there are the principles to use for planning in each part and with the requirements of the targeted group at most with this following:

Product is the goods for business that has the strong points to make the customers for perceiving.

Price is the suitable price to make the customers to pay related with the products and the competed prices with the competitors in the marketing.

Place is the location to bring the products to sell by studying the targeted customer group, the behaviors of the targeted groups which the good location has affected to the good turnover.

Promotion is the supporting of the products that can place to sell with the supported factors to have the good turnover and be well-known to the customer groups. Then, this supporting can communicate and attract the customers to be interested in the products increasingly.

2.2.2 Search Engine

Search Engine means searching information rapidly by using the Search Engine Site to play role and gather the names in websites to classify in categories. Moreover, nowadays the Web search engine is the most popular as this following: 1. Google 2. Yahoo Besides, Google in Thailand is the most popular Web search engine with 98.96 percent.

The Types of Search Engine

1. Search Engine is the specific searching information with directing to the most requirement, especially to specify the words as the most popular pattern. Moreover, the popular website to search information in this pattern is www.google.co.th.

2. Subject Directories have the websites to screen information for gathering information in the internet network system by classifying into directories for selecting with requirements. Besides, it has advantages that can select the name of directories related with the searching information and can select to see the name of websites immediately, such as www.mahidao.ac.th.

3. Meta search Engines can search information from several Search Engines in the same time because in the Website Meta search it doesn't have the own database. However, it can search from the required webpage by pulling sources from the database of many Search Sites to show the required selections, such as www.thaifind.com.

The Searching Information by Using Search Engine can classify into 2 methods.

1. The specifying words to search information can call "Keyword" by using websites to service for searching information with channels to fill the words and bring these words to search information in the database of the serviced website systems, such as www.google.co.th by using the keyword to search information for trying to specify the obvious words.

2. Directories can search information as well as coming into the library with classifying the categories. Then, in the large directories they consist of the small directories to gain the more obvious information or classify into categories clearly. Similarly, they can pick up the required books to read inside several websites by using this service to search information in this pattern, such as www.mahidol.ac.th.

Consequently, the selection of Search Engine to search information on the internet is one of all popular service on the internet network because there are several sources on this media. Besides, it is more convenient to search information than searching in the library, but searching information on the internet has to use the websites on the Search Engine to make convenience.

In addition, it can classify into 3 types; namely, searching information with specific words, searching information with directories and searching information with several sources. Then, the users can select the methods to search information and use the techniques to search information to gain required information and can search information more rapidly.

At the current day, there are the websites in type of Search Engine and websites to search information to assist the users to be more convenient to use. Similarly, this pattern of service is as the way to come into the large library with plenty of information. Then, it enhances to search the common information from several sources in the world.

2.2.3 Principle of SEO

SEO or Search Engine Optimization is the tool to increase the searching effectiveness or the good method to teach the way to improve websites in order to have more viewers to follow the news more easily. Then, it has the index setup and rating of websites by using the search engine and index setup of websites on Google and other search engines for attracting the viewers and increases the ratios of viewers.

According to above procedures, it can increase the volumes of the viewers to websites by ranking in the top level to show the search result. Then, with these top levels it can increase more ratios of the viewers on your websites. Thus, it is the common way for the internet users who won't click on the next page. As the result, in terms of allowing your websites to show the top result it is vital and significant to increase more traffics for brining into those websites, and the principle of SEO can make the internet users to be available to use the search engine as well as increase the opportunities to use it on websites increasingly.

Therefore, we can see that there are several advantages of the principle SEO variously, so it should use the principle of SEO correctly to allow the viewers to become to be the customers more easily without paying much expenditure in advertising. However, using the principle of SEO has much expenditure on making the Search Engine Optimization in stable way. On the other hand, sometimes using this principle in the early stage has to pay the expenditure with high level, but after passing on this stage, it will be the next step to maintain the level of service by reducing much

expenditure. On the contrary, using the principle of SEO can create the Brand Visibility with showing result responded by several internet users to find the website of SEO and make it become more well-known including of making the Repeat Business. As the result, this search engine has resulted from the requirements of the viewers, so it comes from the people who are interested in the products or the services. Finally, if any website has showed the required information contents, it has the high prone to alter the new customers to be the new regular ones also, so it can compare as the advertising company that is to work in 24 hour per day or 7 days per week or 365 days per year.

As the matter of fact that nowadays there are several websites on the internet the terms to use of the principle SEO has taken the big role for aiding our websites to compete with the competitors. Besides, using the principle of SEO is the way to make the marketing with effectiveness and direct to the targeted groups. Similarly, when we search information in each time for the internet users of Search Engine it is vital to use the Keyword to be the determinant of scope. Thus, when we type the Keyword in the channel of Search Engine, it might process data in the lists of websites directly to the contents of that Keyword in the Search Result Page or the showing of result page. Therefore, the better ranking of the website, the more opportunities to have more viewers at that website. That's why it has brought to have more volumes of the internet users and more turnovers.

According to above details, the Search engines; namely, Google and Yahoo! are the popular ones in this age, especially for Google with rating as the first rank in the United States, Canada, British and Australia including of Thailand.

CHAPTER III

RESEARCH METHODOLOGY

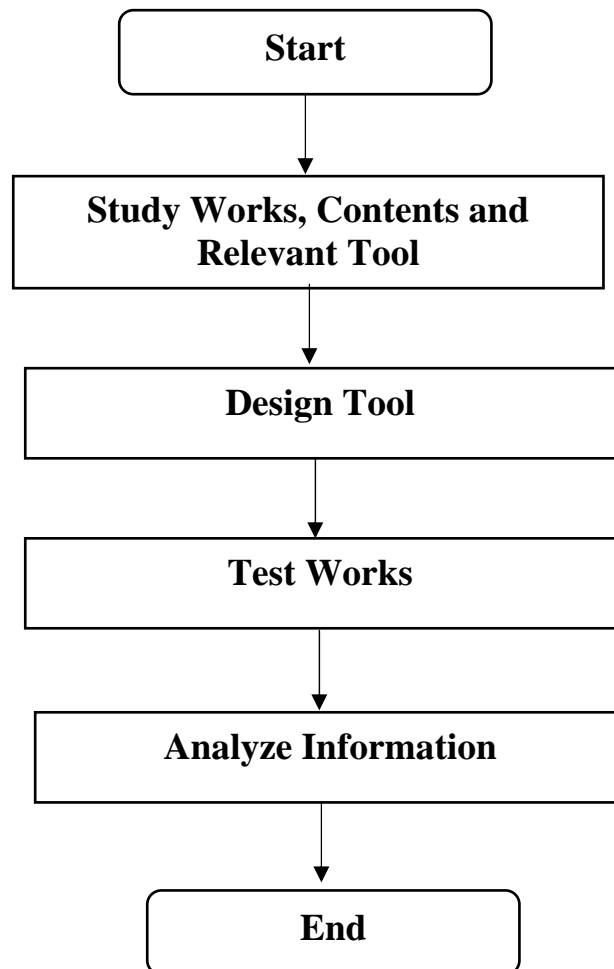


Figure 3.1 The block diagram of main process.

3.1 Studying Works, Contents and Relevant Tools

The researcher has studied works and relevant contents with this research with these studied contents:

- Online Marketing

- Search Engine
- SEO Principle
- Analysis with Google Analytics

3.2 Studying Tool

The researcher has studied SEO principle from the word called “Search Engine Optimization” to be the tool for doing the research. Then, SEO means the procedure to make the website to be appear in the most suitable position by searching from Search Engine and using the relevant Search Keywords with business, information, contents , articles, products and services. Besides, it might be presented through our website to maintain as always in the most suitable positions. As the result, using SEO principle has applied several steps to adjust the position of the website to be fitted with searching on the determined keywords.

3.3 Testing Works

It has made the online marketing by using SEO principle to increase the viewer numbers of photography business with the adjusted methods by the researcher to be fitted with the website on the SEO. After that, it has used the WordPress or the instant program to create and manage the contents on the internet as the open source web software to be installed on the server of website in order to be created, such as blog or community. Firstly, it should create the WordPress as the tool to build up the blog for being developed continuously until can create as the website or community website. Then, it might have the Content Management System or CMS to be easily to apply with the site structure of the SEO as this following:

3.3.1 Site Structure

- 1) Using the SEO with website as these basic principles:

On Page is to restructure the information inside our websites to support the Search Engine as most as possible to open the way of bots to be contained in the most

convenient way by using the On Page for site structure in the internal way which is conforming with the Search Engine.

OFF Page is to restructure the SEO outside to know the method of doing the Search Engine in our websites increasingly, and these website might be the good quality and has the similarities in contents as our websites also.

2) Putting Title and Description

Title is the heading or the name of website, and when we write the subject, it should put the title with approximately 65 letters. Then, if we put the name of this title more than these letter numbers, it will show the searching result as Search Engine which may cut off the longer words. Thus, it should put the title of the subject to be short and grasp the main idea to convey of the contents excellently, so the readers might feel interested to follow along the detail.

Description is the detail of the website or the webpage which is the significant part that some people have taken for granted. Therefore, there are the websites wrote with the instant program, such as wordpress and joomla with the space to put on the detail. Moreover, for the method of writing it should write the detail in longer way for approximately 155 letters. On the other hand, if it is longer than these letter numbers, it should cut of the words from the Search Engine. Then, it should explain about the contents in the page as the short way, and in this part it should put the keywords inserted on it also without in much way.

3) Inserting Contents with the Keywords

It should put the contents or the article in our websites by inserting the keywords on it affecting to the SEO by putting as much as we can as well as inserting the pictures inside the contents.

4) Putting the Detail for the Pictures

It is the method that we have overlooked because normally it can't use the bots to read the picture files, but it should increase alt under the tag of img to result in ``.

5) Increasing the New Articles for the Websites Regularly

In doing the Search Engine on our websites, it should update all new contents, so it might affect to the new bots running through the websites to have the

index on them. Then, we should put the detail on the articles regularly, such as increasing for an article for each day.

6) Putting the Keywords on the Websites

For putting the keywords on the websites, it can put them on the tag of `<meta name="keywords" content="Free Website Creating, Website Programing, Website Designing Service " />` by putting not much of the repetitive keywords.

3.3.2 Structuring of URL

It has restructured of URL or the webpage address to be fitted for doing the SEO for the readers and Google in order to gather information more rapidly than the information inside this webpage that is relevantly to the advantages of Google. Moreover, it has ranked with the website group, so the researcher has restructured URL for the website of www.armphotographer.com to be directly with the website of www.ช่างภาพรับปริญญา.net for having the keywords inside the URL also.

3.3.3 Increasing Several of Plugins

For the photography business, there are the websites used to make public relations. Moreover, nowadays it has created the Facebook Fan Page to make the public relations for the products or services or make the reaction for the customer groups on Facebook as another channel. Besides, it can increase the show of result for Facebook Like Box on the website to be beneficial of making public relations on news or activities on the Facebook Page. In addition, it can be another channel or another alternative way to be available for reaching the customer information with varieties and convenience increasingly. Then, if we press Like in the Like Box on the website, it might connect on the information through the Fan Page as same as when we press on the Like Facebook Fan Page for creating the information automatically and support the online marketing to have good result as one way.

1) Methods to Increase the Plugins

Select the subject of Plugins in the front page with the minor subjects as this following:

1.1 Search

It can search the plugins with the required names of Plugins.

1.2 Upload

In the case of Download File Plugins, it can Upload File for installing the Plugins.

1.3 Featured

There are the Plugins connected through the WordPress channel by advising about the interesting subjects.

1.4 Popular

It can order the lists of Plugins from the user numbers to Download the Plugins for applying.

1.5 Newest

It can order the lists of Plugins from Uploading information.

1.6 Recently Updated

It can order the list of Plugins from Updating the Plugins.

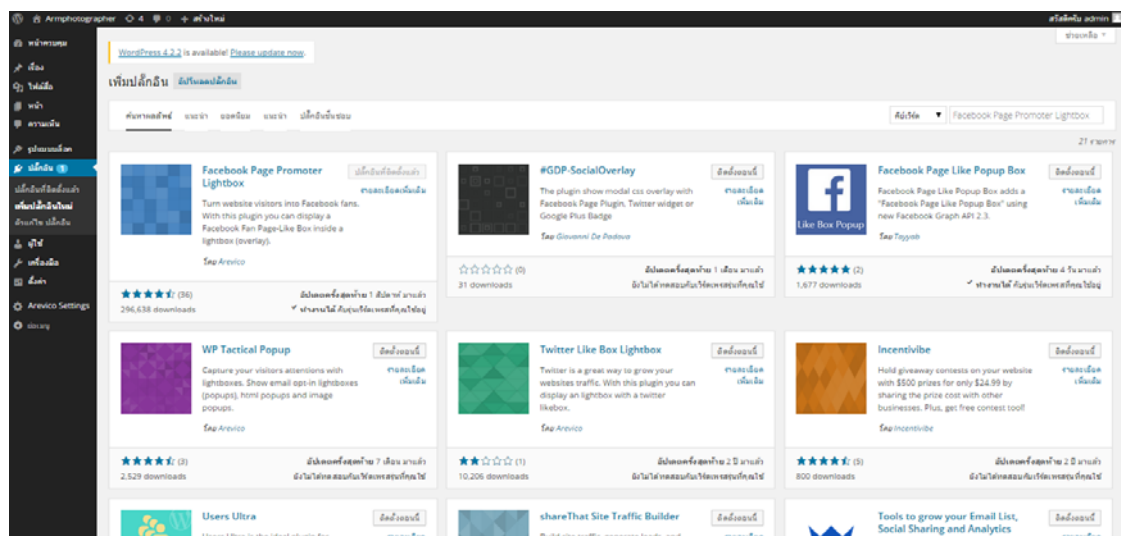


Figure 3.2 Methods to Increase the Plugins.

2) Installment Method to Plugin

2.1 It should come to the website of

<http://wordpress.org/extend/plugins>.

2.2 In the website of WordPress, it has the selective Plugins with the details of capacity, installing method and applying method to use before in order to download for applying with requirements.

2.3 When using the Plugin file with file.zip , it can install with 2 methods as this following:

The first method is not to separate file, but it should login into the blog management by selecting on the menu of Plugin>Add New. Then, it should use the Browse to select the file Plugin with file zip inside the computer. After that, it should press on the Install Now button and wait until it has showed the message of successfully installed the plugin and later it should click on the Activate Plugin for beginning to use that Plugin.

The second method is to separate file zip before uploading the folder to the Host with this path of /public_html/yourblog/wp-content/plugins. Moreover, sometimes, it should use the Plugin as the file of php and then it should log in to the management blog and select the menu of Plugin > Installed to show on the computer screen of all Plugins on the folder of wp-content>plugins.

In addition, it has classified into the part of Currently Active Plugins or the using Plugin on the top and in the Inactive Plugins there will be the Plugin lists that aren't used as the bottom. Similarly, in the part of Inactive Plugins it should click on the Action: Activate in the line of active Plugin and then change that Plugin onto the part of Currently Active Plugins as the top instead.

However, the using of each Plugin is in different way because some of Plugin are the activate ones to work instantly. On the other hand, some of them should be set additionally. Thus, after installing it should adjust all values of the required Plugin for changing them to be in the part of Settings and Tool.

3.3.4 The Appling of Key Word Techniques

Keyword" or "the main word" is the main word inside the website contents that has been determined by the webmaster or come from the required words of the customers to search the relevant websites on Search Engines. Besides, there are the Keywords that the webmaster has determined or searched by the customers with the connecting relationships to the contents in the same subject. Then, it should plan by

using the good keywords as the significant principle assisting the business to be successfully on the online business world. Finally, if we would like to make these websites to be showed in Google, it should put on the keywords in excellent way also.

The good keywords can tell about the name of businesses on the websites, and we should select the keywords that can specify the definitions and make conclusion to convey the understand meaning for the searchers. Similarly, it can see the Keywords from the business type as well as the outstanding way of products or services in order to inform the customer targeted group by pulling the outstanding clues to use as the keywords.

In addition, it has studied to do the marketing with photography business in the case study of the website or www.armphotographer.com. Therefore, the researcher has used the technique of Search Engine Optimization or SEO which is the procedure to adjust the websites from designing to adjusting the websites. Similarly, it has studied and determine the keywords as the main words for searching on search engine as well as adjusting the title, increasing and managing the contents. On the other hand, it can increase the channels to communicate on social media, such as facebook, fan page, Instagram, Google Plus, flicker and others.

3.3.5 Adjusting the Websites

Website is the popular media on the internet which is controlled by the users in complete way that is the way for the users to make a decision to select that which website is the suitable one or which website isn't as requirement. However, if the users aren't patient to wait for the good result after the developers can solve the problems of wrong designing but view that the websites aren't advantageous to them, they can alter to use other websites rapidly. Besides, it is because in this age have several websites to search for the information as well as the newcomer of websites to appear on the internet every day. Therefore, at this moment the users have more choices including to compare and contrast the quality from the websites increasingly also.

The websites have been designed beautifully with convenient applying to gain interests from the users more than some problematic websites. Moreover, there are a lot of information, except for can't find them. Similarly, it should spend much

time to show the result in each page, so this problem might result from the website designing. Therefore, website designing is the significant procedure to create the impressive websites to the users for coming back in terms of using the same websites again in the future. Then, it should develop the good and beneficial websites as well as realizing to the competition of other websites as well.

1) Components of Website Designing

The Effective Website Designing should realize about the significant components as this following:

1.1 Simplicity

It means to limit the supportive component for remaining only the main one that is to be conformed to the contents of the users. Then, we should select to present only the real one in the pattern of graphic, colors, fronts and animation pictures. Thus, it should select in the suitable way, but if it has too much simple contents, it might make the eye to be blurred and make annoyance to the users that uses the website examples from good designing that are the websites of the large companies, such as Apple, Adobe, Microsoft or Kokia with simply content designing without complexion to apply as convenient way.

1.2 Consistency

It means to create the regularity for the websites all the times by selecting the same pattern all the year. Thus, if each page of the websites is varied too much, it might make the users to be confused and unsure whether they are using the old websites. Consequently, it should design the websites in each page with excellent patterns, good styles of navigation graphic and similar tone color along the websites.

1.3 Identity

In designing the websites, it should consider about the characteristics of the organization as the main points to reflect of the uniqueness and characteristics of the organization by selecting the fronts usage including of the colors, pictures or graphic pictures that affect to the website patterns much. For example, in this case study we must design the websites of photographer in graduation ceremony that the pictures are the main components to attract the users to be interested. Therefore, it shouldn't have too much messages with less pictures on the websites.

1.4 Useful Content

This part is the most important one of the websites, so the content should be complete with modernity. Moreover, the developers should prepare information and the contents with requirements in correct and excellent way. Then, the content is the most significant part to be created by the developers not to be repetitive to other websites in order to attract the users to come into the websites regularly. However, if the links of the websites come from other websites, the users might not be necessary to use these links again.

1.5 User-Friendly Navigation

It is the vital component to the websites much because it aids the users not to feel confused for searching information while watching the navigation websites compared to the sign to tell the routes. Thus, navigation designing should be made understand easily by using with convenience. Moreover, if there is the use of graphic program, it should place the navigation in the top of every website page. Similarly, if the navigation is in the graphic way, it should increase the navigation system with fronts in the bottom level to be convenient for the users to cancel of showing the graphic result on the web browser.

1.6 Visual Appeal

The interesting characteristics of the websites are based on the personal favor as the significant part. However, in overall it can conclude that there are several of the interesting websites that are the quality components, such as the complete graphic, the easy front to read and the colorful tone to select with good compatibility and others.

1.7 Compatibility

The using of the websites doesn't have the limitation that is to apply in the good way with various environments. Then, it might not force the users to install additional program apart from the web browser. Besides, it should be the websites to show of the good result in every operational system with the excellent resolution. Therefore, if they are the websites with many servicers, the targeted group might see the importance of the compatibility increasingly.

1.8 Design Stability

If it requires for the users to feel of quality, correctness and credibility for the websites, it should see the importance of the design websites much. In addition, it should begin by planning and ordering the contents carefully. Similarly, if these websites aren't the quality ones or reach the designing standard with the increased problems of information management, they might affect to the problems resulting in the users to feel uncertain about this system in the future surely.

1.9 Function Stability

The systems in the websites should have the correctness to be designed creatively with regular checking. For example, it should check the links on the websites whether to link information in correct way. However, other websites can be altered the content all the times with the problems from not being connected the linking to make annoyance to the users increasingly.

2) Website Designing

In website designing, it comprises of several procedures, such as structure designing, attributions or programing. However, there are several developers to develop the websites without planning and working in systems. For example, nowadays it should use the designing of the program to create the websites, contents and patterns. Then, if the designing is in excellent way, it should apply this program obviously. On the other hand, if these websites have not certain goals and not clear guidelines, the result might be affected to the risks of failure surely.

The good designing should be designed and setup with the information system suitably for the first process of website designing that is to determine the goals of the websites by the group users. Then, the developers of the websites should learn this subject from the users or create the model of situations. Thus, these ways can design with the contents and apply the website works in the right way directly to the requirements of the users actually.

3) Determining the Goals of the Websites

The first step of website designing is to specify the goals of the websites obviously in order to design the applying directly to the determined goals. Generally, it is understood that making the websites have the goals to service information inside the agencies or only in the organization. Indeed, each website has its own goal

differentiating from determining the targeted group. Then, the designers of the websites are necessary to know the targeted group for using the website service in order to response the needs of the users clearly. For example, there are the websites of the users to apply variously, such as search engine, websites and directory websites. However, most of the websites can response the requirements in some groups only not for everyone. Additionally, it can't response to the needs of various people in only one website, and it depends on what the users want from the websites after gaining the goals including of gaining the targeted group of the websites. After that, the next step is to design the websites for attracting the users to use as long as we can by setting up the interest heading to attract the general users after watching one website as this following:

3.1 Information and useful Apply Works

3.2 News and Interesting Information

3.3 Respond to the users

4) Main Exist Information inside the Websites

When we know about the requirements of the users in the websites, we should design them with the required information. Moreover, these are the information lists that most of the users have expected when watching on the website:

4.1 Information about Company

4.2 Products Details

4.3 News

4.4 Contact Information

5) Using the Colors to Design the Websites

The creating of colors on the websites has conducted the meaning of them clearly by selecting the suitable blend colors to create the satisfaction for the users. In addition, it can see the difference between the websites, and the colors are the main components to website designing as the necessary points to make understand about the using of colors. Furthermore, the color system showed on the computer screen has the CRT or called as Cathode ray tube with the good effect of color system by mixing with the red, green and blue light or called as RGB color system in order to determine the color value from 0 to 255 for combining all colors through the primary colors to create the white light. What's more, it can create the small points on the computer

screen without seeing by the real eye sight, except from viewing as the same color. On the contrary, each point or pixel is the component of the computer screen by using the bit numbers to determine the color capacity for creating the pictures on the computer screen or called as Bit-depth.

Similarly, in HTML language it has determined the colors with using 16 base number that has the mark of (#) in front and follow by the 16 base number with 6 digits. Then, it has each byte with 2 letters classifying into 3 groups, such as #FF12AC for using as the letters in each byte to determine the level of the RGB color intension. Thus, the first 2 digits have specified for the 2 digits of the red light intension following by the last 2 digits of green light intension to show of the blue intension.

Moreover, the colors have influenced to the emotions for conducting of the obvious meaning as well as arousing to the different emotions. Similarly, some colors have showed of the peace, but some have showed of the excitement and severity. Thus, these colors are the significant factors to the website designing. Therefore, it should select to use the color tones inside the websites to show of the differences of colors to express of emotions, liveliness and sadness. As the result, the color pattern that we view by the eyes can divide into 3 groups as this following:

5.1 Warm Colors is the color group to show of happiness, comforting, warmth and attracting. Then, this color group can relief from laziness to have much liveliness.

5.2 Cool Colors has showed the politeness, gentleness and modesty which this color group is the most favorite for the people to view in the distant way.

5.3 Neutral Colors is the neutral one consisting of black, white, grey and brown color which this group color or the neutral one can be mixed with other colors to be the neutral one.

The important thing for the website designers is to select the colors; moreover, apart from the showing of website result it expresses the good feeling to the servicers. Thus, it can see that each color can conduct the meaning of the websites in obvious ways. Then, the difference and relationships might affect to the credibility of the websites increasingly. Moreover, each group of color might be significant to the websites, if it has selected the colors not directed to the objectives or

the goals, the websites might not be interesting. On the other hand, the servicers might not come back to use the services again. Thus, it should select the suitable color to conduct the meaning of the websites for using the blend colors.

According to studying the website designing principles for improving the website of www.armphotographer.com, it has the good pattern for the viewers to communicate more easily with convenience and creating the good feeling to the servicers. Then, it should use the black color and white color for the background in order to show the works inside the websites clearly with the various pieces of works to show of the results.

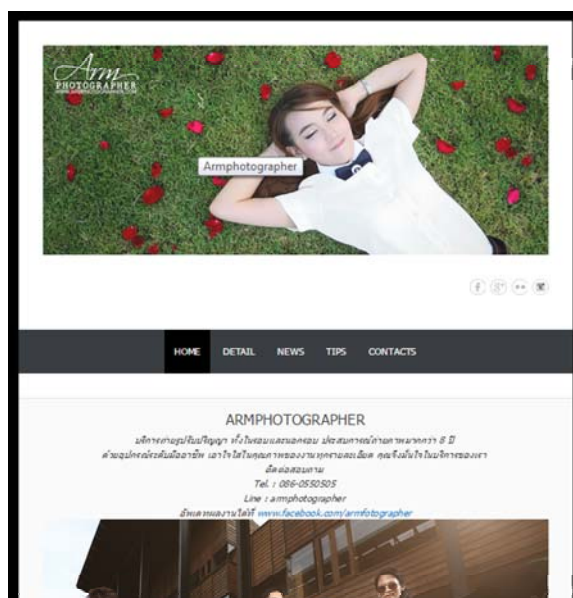


Figure 3.3 Figure of Website in Picture 1.

The management of website pattern in Home has showed the result in gallery one for the viewers of the websites to see the overall of works. Besides, it is convenient for viewing and attracting the interests to the websites. Then, if the viewers can watch the websites and click on the pictures, so the websites might express to the above pictures on the new window and show the details of this above picture.

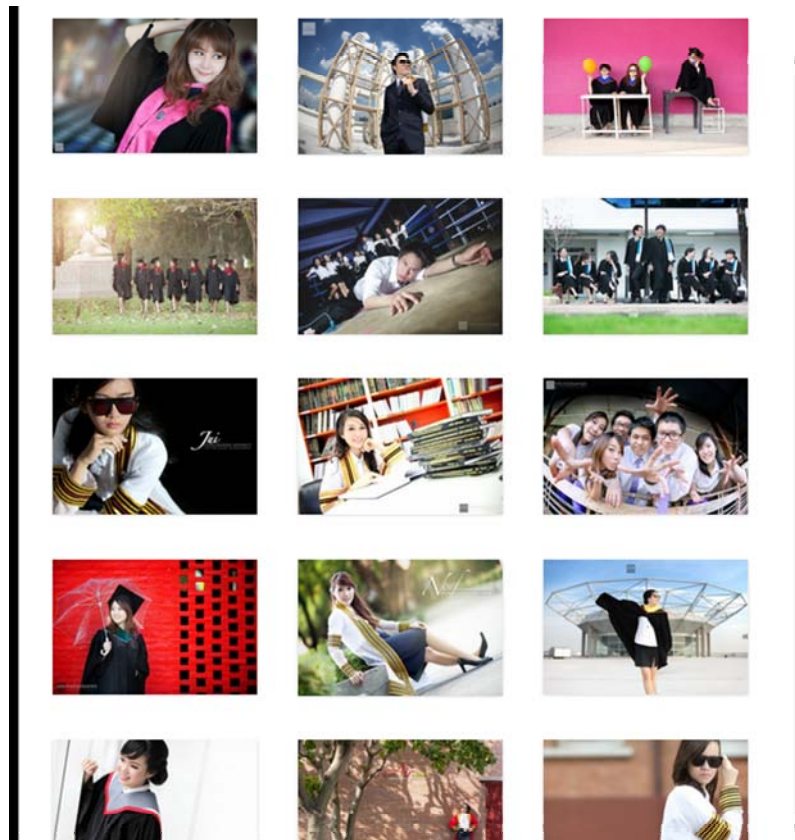


Figure 3.4 Figure of Website in Picture 2.

On the Menu bar of Website, it has appeared totally 5 menus, such as Home, Detail, News, Tips and Contacts. Then, for Detail menu it has showed the relevant details with businesses, agreements and expenditures in News Menu. In addition, it has specified the details of the relevant news about graduation day of the university and other education institute throughout the country. Thus, it might be the information for the viewers of the website to be the information of the viewers in the websites. Additionally, the News Menu might show of the knowledgeable information or relevant information of graduation, such as preparation to take photographs in graduation day and others. What's more, the last Menu might be the contracts menu to show the contact information of the owners of business or the webmasters of the websites through the various contacting channels to be convenient for the viewers of the websites and the customers.



Figure 3.5 Figure of Website in Picture 3.

3.4 Analyzing Information

The researcher has studied with testing the tool or called as Google Analytics to be the statistic collection about the viewers of the websites, behaviors of the viewers of the websites. Moreover, with this information it might know that which keyword might show the results, messages and advertisements in most effectiveness way and the viewers of the websites might get out of the websites in which way.

Google Analytics is one of all google service to play role as analyzing the viewers of the websites with the advantages of improving the websites directly to the requirements increasingly, such as some of the websites that appear in the search engine to be adjusted as the requirement of the search in more levels. Moreover, it should know whether to search in which options. Thus, we should bring this information to analyze and improve our websites further.

Thus, it has the result show of Google Analytics in line graph and pie chart for specifying the quantities and make comparing. Similarly, it can specify the work roles in the high level, so the new google analytics version might show the line graph for increasing the quantities and making the comparing in the higher level.

Google Analytics can count from the work of webpages with the determining, such as counting from pressing on page A to page C to check of the viewer numbers. Thus, this counting of the page numbers are beneficial in purchasing

the online products and others with the main capacity of Google Analytics classifying into the capacity with objectives to apply works as these details.

3.4.1 Statistics about Visitors by Gathering Information from the Viewer Numbers of the Websites

Visitors are the statistics numbers from the viewer numbers of the websites by counting on session without considering on the repetitive IP. However, they have counted from the viewer numbers of the Websites classifying into periods of time in hours, days, months and years. For example, they have been counted from the total viewer numbers in each hour or the total viewer numbers in each day. Thus, the sum totals of the viewer numbers on the websites for each day and in hour of each day on session might be announced through the browsers of them. As the result, it has the total sessions with 365 days.

New visitors or New Visits are resulting from the statistic numbers that are the viewer numbers to watch the websites, and the new users who search to the websites for the first time differentiating from the periods of time.

Return visitors or Return Visits are the statistic numbers of the old viewers of the websites and they have come back to watch the websites again in periods of time.

Word or search from our websites. Then, if it has searched from the websites by pressing on the links of other websites, it might lose much of advertisement costs without direct way and controlling also.

Furthermore, Google Analytics can tell about the periods of time that the viewers of the websites might come to watch including of the page numbers to open, the numbers of the viewers to watch on the websites and get out of the programs. Besides, it is because our articles that we have written on the websites or the front pages that we come to watch on the websites haven't been directed to the required

3.4.2 Statistics about Traffic to Gather Information about Channels to Reach the Websites

Gathering statistics information, compression information and the programs of the users for the viewers of the websites, such as OS or Operating system, Browser, Screen and Language to assist the owners of the websites to bring this information to analyze and place in the patterns including of the guidelines to develop the websites in order to response the needs of the viewers in the websites excellently. Thus, according to the compressing of statistic information it has come from the statistic report information, total information and daily statistics type by bringing information to analyze the statistics with much effectiveness.

Geolocation is the origin from gathering statistic information, information and area scope of the viewers in the websites, such as region zone, country zone, District Zone and City and Province zone. Moreover, it has compressed statistics information, the origin of the viewers in the websites. Moreover, this information has been compressed by using IP Address, and there are the correct viewers of the website for more than 95 percent. Thus, the information in this section might be analyzed with the operating plan about the websites excellently, and this statistic information might be compressed as the daily way and in total statistics.

Internet/ISP or internet, gathering statistic information, information and type of the internet users or ISP are the compressing of information to show of statistics information with the internet type of the users to select for using inside the country and outside the country. Then, the owner of the websites can select the networks to be available for the viewers of websites more easily. Additionally, if the websites are in the main network as ISP, the numerous of users might assist the viewers of the websites to be available for reaching the viewer numbers in statistics with much effectiveness.

Therefore, this statistic might be compressed in daily and in total statistics.

3.4.3 Statistics about Contents to Gather Information of the Viewer Statistics to Watch the Contents inside the Website Page

Pages popularity is the popular page to show of statistics information and the popularity of front page which has the most viewers. Then, the page view or the

numbers of time might show the result or information of Entries or the first time of the viewers to open the page and the last time to open the page. Then, it has showed of the daily statistic information on the last 7 days to assist the owners of the websites or the viewers of statistics to analyze the importance of the web pages in excellent way.

Click incoming link or Referrer is the statistics information including of the website information and the links to connect on our websites or referrer to assist the owners of the websites to know the information that which websites or webpages have connected to our websites at most including to know the numbers of clicks with information in order to show of the daily statistic information on last 7 days assisting the owners of the websites to improve and maintain the connected webpage in the excellent way.

Click exit link is the statistics information including of website information and links that the viewers on our websites can click the outside links to other websites assisting the owners of the websites to know the information of the web page on which websites to have links for connecting to other outside websites also.

Click Area is the statistics information to show the links and connecting points on the front page of the websites assisting the owners of the websites to know information whether our websites have the linking points or which zone that the viewers of the websites have been interested. Then, they can click or visit in special case to make the owners of the websites for analyzing information through the market plan in excellent way.

- Increasing the Google Analytic on Wordpress

Google Analytic is the tool to keep statistics and analyze the information for the viewers of the websites. Thus, it has known the origins of the viewers from the websites, the time spending on the websites and others. Thus, the researchers have used the Google Analytic to study and analyze the result, so the installing of Google Analytic on the Wordpress has this following detail:

- 1) Logging into the Google Analytic Account

It has registered without the expenditures on the website of <http://www.google.com/analytics/>. However, in this case study there is no account of google, such as Gmail, youtube or Google Apps and others. Thus, it should create an account before doing other ways.

1.1 After we have created the new account, it should sign in prior to press sign up again to confirm the applying.

1.2 It should press on the Web Site and fill in the information and the details about our websites, such as Website Name, Website URL, Industry Category, Reporting Time and Account Name.

1.3 When it has finished from filling the information, it should click on the button of Get Tracking ID for reading and accepting for the terms and conditions on google. Thus, this procedure might bring the Google Analytics tracking code for applying with the website.

2) Installing of Google Analytics Tracking Code into WordPress Website

2.1 Upload and install with plugin as the name of Google Analytics plugin for WordPress.

2.2 install and active the plug in by pressing of Settings > Google Analytics in Dashboard for the websites and then put the UA code or called as the Google Analytics tracking code according to the above detail.

CHAPTER IV

RESULTS AND DISCUSSION

In this research, the researcher has used the tool as Google Analytics to study and analyze the statistics result as this following:

- 1) Statistics about visitor to gather information from the viewers of the websites
- 2) Statistics about traffic to gather information from channels to reach the websites
- 3) Statistics about contents to gather information from the statistic views in the front pages of the websites
- 4) Statistics about the top ranks to gather information on Search Engine

In considering to study of demography, the population number from the website can classify into females with 78.26 percent and male with 21.47% percent. Moreover, the proportions dividing into each span of age with this following:

- age 18-24 years old with proportions of 56.89 percent
- age 25-34 years old with proportions of 34.13 percent
- age 35-44 years old with proportions of 8.98 percent

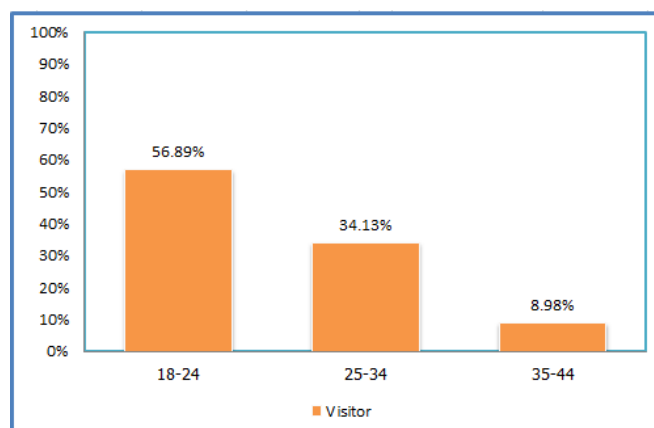


Figure 4.1 Age of www.armphotographer.com.

The geography characteristics for the viewers in the websites

Most of people live in Thailand with 92 percent following by United States with 2 percent and other countries with 2 percent as showing in the figure 4.2. Besides, the language that the viewers of the websites have used at most is Thai with 61 percent following by EN-US language with 31 percent and other with 8 percent as showing in the figure 4.3

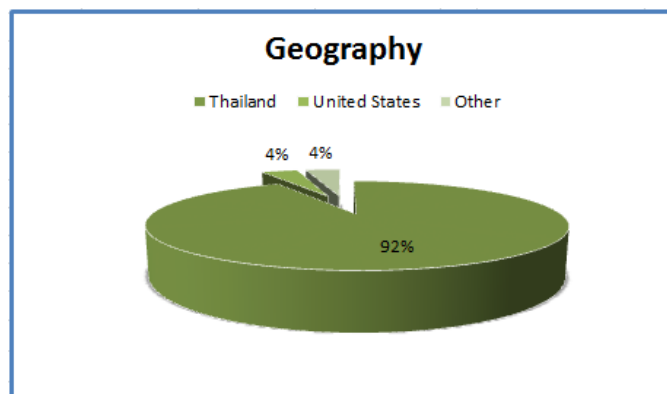


Figure 4.2 Geography of www.armphotographer.com.

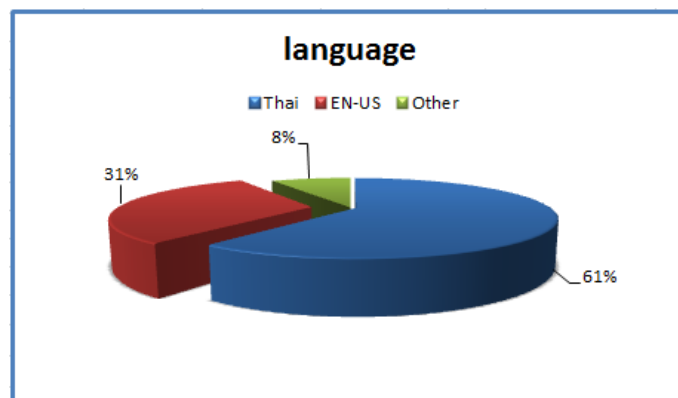


Figure 4.3 Language of www.armphotographer.com.

4.1 The Determining of Keywords

In determining of the Keywords, the researcher might use the Google Trends as the tools to search the popular heading from Search Engine on the website of www.google.com. Consequently, according to the Google Trends it has conclude the trends to search the keywords through the property of Top Charts added in Google Trends. As the result, the Top Charts might be improved dated of monthly information to A.D. 2004. Besides, the Top Charts might show of the reference result with the pattern of Knowledge Graph. Then, it can give information through the relevant and useful keywords in studying of the keyword subject. Therefore, the researcher has surveyed the keywords from the original customer groups and it was found that with percentage of 95 it has used the keywords of the photographer in graduation, with 4.5 percentages it has used the keywords of the camera man in graduation and with percentage of 0.5 it has used the keywords of the photographer in graduation day as the figure of 4.4.

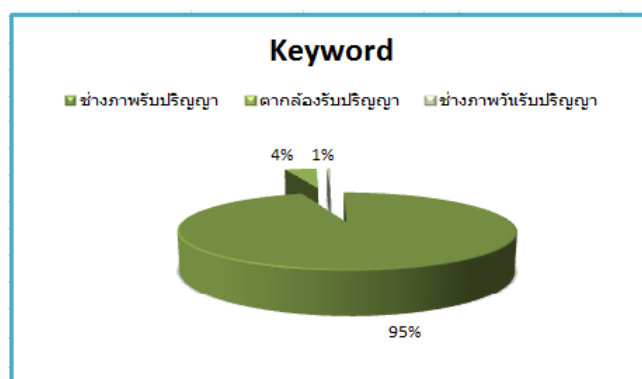


Figure 4.4 Keyword of www.armphotographer.com.

According to the chart, it shows of the statistics by using the keywords to search relevant information involving the photography business by using Google Trends to inform about the usage numbers of keywords specifying into the years as this following:

Table 4.1 Keyword of www.armphotographer.com.

Years	Photographer in Graduation	Camera Man in Graduation Day	Photographer in Graduation day
2010	384		
2011	613		
2012	745	106	28
2013	577	24	21
2014	600		

In A.D. 2010, it has used the keyword of photographer in graduation with total 384 times as well as in A.D 2011 to use this keyword with total 613 times. Moreover, in A.D. 2012 it use this keyword with total 745 times including of in A.D. 2013 to use this keyword with total 577 times and in A.D. 2014 to use this keyword with total 600 times. Similarly, in the part of using the keyword of the camera man in graduation day, it has used this keyword of the cameraman in graduation totally 577 times including of in A.D. 2014 with 600 times. Finally, in the part of using the keyword of the photographer in graduation day, in A.D. 2012 it has used the keyword only 28 times and in A.D. 2013 it has used the keyword only 21 times as showing in the figure of 4.5

**Figure 4.5** Keyword of www.armphotographer.com 2

When the researcher has studied the keywords suitably with the photography business in graduation day, it shows that there are the keywords of the photographer in graduation for the Search Engine Optimization (SEO) as this following:

1) Putting the key words in the Title of the Front Website

Putting the keywords in the page of website in the part of tag or <Title> has assisted for making the Search Engine in order to know that which page of the website has the information inside. Moreover, this information has showed of the top position for the web browser to specify that this browser is the significant factor.

2) Putting the keywords in the top position of the websites and emphasize with the bold letters.

Highlight the required keywords on the top of websites and highlight the keywords inside the websites with bold letters or using the tag or to highlight for Search Engine to give importance in special way. Then, it should see the importance of the Search Engine and weight up for these keywords.

3) Putting the Explanation with Pictures by Using Keywords

The researcher has put the picture explanation by using the tag or <alt> as the explanation or </alt> for enable the Search Engine to know that which pictures put on the websites are in what pictures affecting to the searching of information from the Search Engine.

4) Putting the Keywords in Contents inside the Websites

In the Front Website, there are the repetitive keywords or called with combining as the Keyword Density that is the way that our websites have information and stories about those words. Thus, the Search Engine has given the importance in this part also, but it should have the repetitive of keywords inside the website. However, it shouldn't be exceed than 20 percent, but if it has too much they keyword might be spammed and the websites might be blocked.

4.2 Putting Plugin

WordPress Plugin is the supportive part or the increased tactics into the main program to have more capacity. Thus, the researcher has put the Plugin into the supportive part that is Facebook Page and Promoter Lightbox for the viewers of the websites to press and like the fanpage of Facebook as another channel to communicate with the targeted group.

4.3 Increasing the Contact Channel Through the Social Media

Doing the online social marketing is one part to promoting the websites through Social Media as one part to push up the website to be in the better level of the google website. Then, it has the advantage for doing the online social marketing or called as Social Media Marketing (SMM). Additionally, it can reach to the customers with the direct targeted groups including of rapidness and assist to make public relations. Therefore, the increasing of contact channel through Social Media is one part to do the SEO and to increase the convenience to be available for the targeted group more easily.

In increasing of the contact channel through Social Media, this way can increase the capacity of Menu with themes to add more contact channels through Social Media as the additional functions or themes that the researchers have selected to apply by selecting many channels with the business requirement and then put the additional links to be connected increasingly.

According to the study with steps of above chapters , it showed of the analyzing result by using Google Analytics to classify into details with the periods of time to gather information between 1stMarch – 30th April A.D.2015 as this following:

4.3.1 Overall of the website viewers

- It has classified into 1438 sessions for March in A.D. 2015 totally 845 sessions and April in A.D. 2015 totally 593 sessions.
- It has classified into 1187 users for March in A.D. 2015 totally 699 users and April in A.D. 2015 totally 509 users.

- It has classified into 5503 page numbers for March in A.D. 2015 totally 4037 page numbers and April in A.D. 2015 totally 1466 page numbers.
- It has classified into page numbers or sessions with average of viewed page numbers totally 3.83 page numbers for March in A.D. 2015 totally 4.78 numbers and April in A.D. 2015 totally 2.74 numbers.
- It has classified into average of sessions totally 2.02 minutes for March in A.D. 2015 totally 2.24 minutes and April in A.D. 2015 totally 1.24 minutes.
- It has classified into feedback ratio totally 4.57 percent for March in A.D. 2015 totally 34.20 percent and April in A.D. 2015 totally 62.24 percent.
- It has classified into new session ratios totally 80.67 percent for March in A.D. 2015 totally 80.12 sessions and April in A.D. 2015 totally 81.45 sessions.

4.3.2 Verall of the website viewers

- It has classified into Chrome Browser totally 1067 sessions with 74.20 percent following by Safari totally 257 sessions with 17.87 percent, Android Browser totally 39 sessions with 2.71 percent.
- It has classified into 1187 users for March in A.D. 2015 totally 699 users and April in A.D. 2015 totally 509 users.
- It has classified into 3 tools that are desktop totally 889 sessions with 61.82 percent, mobile totally 92 sessions with 31.78 percent and tablet totally 39 sessions with 6.40 percent.

After studying and testing the Search engine optimization (SEO) with photography business websites, it can structure these websites conforming to the ranking on search engine by using the website of www.google.com. Therefore, the analyzing result can be available by using the Organic Search to show of the changing with the Search engine optimization (SEO) together with the photography business websites as this following:

There are increasing of new sessions with 14.92 percent that has more page numbers or sessions or the average viewed page numbers increasingly with 67.10 percent and more average session times with 16.96 percent, except for the reduced feedback ratios with -37.85 percent.

For the ranking on search engine by using the website of www.google.com, it showed that the researcher has applied the key word of photographer in graduation to the testing. Moreover, the researcher has applied the program of Rank tracker to compare the measurement in the websites of search engine prior to test and structure them by using the Search engine optimization (SEO) for the websites of www.armphotographer.com. Similarly, it has showed in the 18th ranking on the search engine after using the website of www.google.com after using the key word of photographer in graduation. On the other hand, it has showed in the 27th ranking after using the key word of the cameraman in graduation. Additionally, when structuring the websites to conform with the ranking on the search engine after using the websites of www.google.com, it has showed the changing as the 8th ranking on the search engine after using the key word of photographer of graduation and the 11st ranking after using the keyword of the camera man in graduation, respectively.

CHAPTER V

CONCLUSION

After the researcher has studied and tested information by using the marketing details with Search engine optimization (SEO) to improve the websites conforming to the ranking of the websites of www.google.com, it has showed the ranking on the search engine as the top level with the Search engine optimization (SEO) as another way to use the marketing without the expenditures. Thus, searching information on the Search Engine has resulted from the requirements of the viewers, so the most viewers from the Search Engine are interested in the products or services after using the key word by searching information. On the other hand, if the websites to show of the contents and their required information are one of significant parts to make a decision to purchase the products and the services, it should setup the keyword as another significant way to do the Search engine optimization (SEO) in order to gain the correct and suitable details for business. As the result, the study and the testing to do the marketing with Search engine optimization (SEO) in this time has affected the higher ranking of the websites of www.google.com after using the keyword. Consequently, the photographer in graduation might apply this opportunity of this business in the online competitive age and increase the competitive opportunity with the business entrepreneurs in the same way.

5.1 Technical Suggestions

Doing the Search engine optimization (SEO) has the warnings because some commands might have the disadvantages to do the Search engine optimization (SEO) as this following:

- 1) Every usable links can be applied because if there are some destroyed links, it might result in viewing for the Search Engine as the not quality or not credible tool from the broken links.

2) The low quality Hosting may spend much time to download the websites and it might become to show as the Page Not Found. Then, apart from making the viewers of the websites not to be available to several websites, it can view that these websites are not the quality ones also.

5.2 Research Suggestions

In this research study, the researcher has applied the Google Adwords that is another advertisement service to do with using the Search engine optimization (SEO) in terms of assisting the websites to be on the top ranking for showing the searching result of Google in excellent way. However, it should apply the high investment and some months might have not equal expenditures with calculating from the click numbers. Therefore, the marketing result between doing the Search engine optimization (SEO) and Google Adwords is the interesting one in order to study for adapting with the business further.

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BIOGRAPHY

NAME	Miss Patsara Sirikamonsin
DATE OF BIRTH	October 12, 1989
PLACE OF BIRTH	Bangkok, Thailand
INSTITUTIONS ATTENDED	Srinakharinwirot University, 2008 - 2011 College of Social Communication Innovation (Computer for Communication) Mahidol University, 2013 – 2014 Master of Science (Information Technology Management)
HOME ADDRESS	467, Ratchadanivat, Huai Khwang, Bangkok, Thailand e-mail: i.patsara@gmail.com
PUBLICATION / PRESENTATION	-