

Application of SEO and Social Media to enhance information search efficiency for the Zin Hom furniture brand, Hanoi.

Bui Thi Lieu

Abstract: In the fiercely competitive furniture market in Hanoi, optimizing SEO and utilizing social media platforms are essential to enhance the brand promotion effectiveness of Zin Hom. This thesis aims to build a comprehensive strategy combining theory and experimentation to improve the brand's online searchability, thereby increasing brand awareness and online sales revenue. The research methodology is based on analyzing the current situation, comparing popular SEO and social media methods, and conducting practical experiments to identify optimal solutions.

Keywords: SEO, Social Media, Search Engine Optimization, Furniture Brand, Promotion Strategy