

Digital Visibility and CSR Reporting: A Comparative Analysis of Romania's Leading Retailers

Alina-Andrea MIRON*

Bucharest University of Economic Studies, Bucharest, Romania,

**Corresponding author, alina.miron@mk.ase.ro*

Alin STANCU

Bucharest University of Economic Studies, Bucharest, Romania,

alin.stancu@mk.ase.ro

Anca Ioana BLAGA

Bucharest University of Economic Studies, Bucharest, Romania,

blagaanca23@stud.ase.ro

Silviu OJOG

Bucharest University of Economic Studies, Bucharest, Romania,

silviu.ojog@csie.ase.ro

Abstract. *This study represents an analysis of CSR (Corporate Social Responsibility) communication strategies from an SEO (Search Engine Optimization) perspective. The CSR actions were developed by the top retailer in Romania throughout 2024 and in the past years. SEO (Search Engine Optimization) is a long-term process. SEO PowerSuite was used as a methodological tool to evaluate the efficiency of optimizing content related to CSR (Corporate Social Responsibility) communication and its impact on consumer engagement and trust. In other words, the visibility and engagement of CSR content on retailers' websites was analyzed. Rank Tracker was used to track high-ranking CSR-related keywords, identifying the search terms that most effectively drive traffic to sustainability pages. Website Auditor was used to detect technical errors. SEO SpyGlass provided insights into backlink profiles, evaluating authority and identifying gaps in CSR content disclosure. LinkAssistant identified link building opportunities that could further increase the visibility of CSR content. Therefore, this analysis highlights how retailers are optimizing their CSR communication for public engagement because a well-optimized SEO website fosters consumer trust and engagement. Retailer websites with well-structured, keyword-rich content, without technical errors, and strong backlink strategies gain greater visibility, thus aligning with evolving consumer expectations. The findings highlight that impactful CSR communication requires quality content and ongoing SEO optimization, helping retailers build credibility and a reputation for transparency and social responsibility.*

Keywords: Corporate Social Responsibility, CSR Communication, CSR Reporting, SEO Optimization, Digital Engagement, Retailers' CSR Communication, Consumer Trust.

Introduction

Over the decades, the concept of CSR (Corporate Social Responsibility) has continued to grow in importance. Also, it has been the subject of considerable debate, commentary, theory building and research. (Carroll & Kareem, 2010). According to Romanian and European Union legislation, large companies having more than 500 employees have specific obligations related to CSR (Corporate Social Responsibility) and non-financial reporting (European Union, 2014). Obviously, this law also applies to the most important retailers operating on the territory of Romania. For instance,

DOI: 10.2478/picbe-2025-0358

© 2025 A.-A. Miron; A. Stancu; A. I. Blaga; S. Ojog, published by Sciendo.
This work is licensed under the Creative Commons Attribution 4.0 License.

Kaufland Romania adapted its communication strategy during the pandemic to better connect with consumers and the company employed CSR communication strategies and an emotional approach in their advertising campaigns (Moraru, 2022). Additionally, Nistor (2023) analyzed press releases from major food retailers such as Kaufland Romania, Lidl Romania, and Carrefour Romania. It found that these companies used their websites to disseminate information about their CSR activities, emphasizing their commitment to social responsibility during challenging times, such as the COVID-19 pandemic.

This study contains data from the year 2024 and before this year including the pandemic and post-pandemic period because SEO advertising is a month-long process, which does not bring immediate results and requires a longer period for analysis. Nowadays, Romanian retailers have continued to utilize their websites and social online platforms like Facebook, Instagram, TikTok, and LinkedIn as primary channels to communicate CSR (Corporate Social Responsibility) efforts. Even if CSR activities were promoted on social media, many of the posts had a link to the website, which proves that the website is a primary advertising tool.

Literature Review

The website is a very important communication tool in Romania, which is why this paper analyzed the SEO optimization on the websites of the most competitive retailers. This approach enhances transparency and provides consumers with detailed non-financial information about corporate practices and initiatives.

According to StatCounter (2024), Google has a market share of 96.29% in Romania, being by far the most used search engine in the country. Other search engines, such as Yahoo! and Bing have a much smaller market share. Search Engine Optimization (SEO) has become an essential component to improve the technical characteristics, content and structure of the site to increase its visibility in SERP (Search Engine Results Page). The findings of Sechele et al. (2024) indicate that well-implemented SEO strategies significantly influence various aspects of business performance, including website traffic, conversion rates, operational efficiency, and brand loyalty. The study addresses the retail sector for SMEs, but the strategy to integrate SEO practices in marketing activities can also be addressed to multinationals.

There is a significant and positive relationship between the digital marketing strategy, evaluated based on digital and green indicators and the three customer outcomes analyzed in the study, namely customer satisfaction, customer engagement and customer loyalty (Ait Yassine, 2023). SEO, along with paid advertising are very important in digital marketing. Tatikonda et al. (2024) analyzed the SEO concept and its importance in digital marketing. The goal of the paper was to understand the main elements that influence the achievement of high positions in search engines and the impact of the presence of sites on the Internet.

CSR (Corporate Social Responsibility) communication has become an essential component of business strategies, particularly for retailers aiming to build trust and engage with socially conscious consumers. However, many retailers face challenges in optimizing their websites to effectively communicate CSR initiatives. Despite the growing importance of digital engagement, CSR-related content often remains under-optimized, leading to poor visibility and limited consumer interaction.

In Romania, where Google dominates the search engine market with over 96% market share, the lack of robust SEO practices on retailer websites hinders the discoverability and impact of CSR content. This gap presents a critical problem, as failing to meet consumer expectations for transparency and accessibility can erode trust and brand loyalty.

The analysis of the SEO strategies of the main retailers in Romania, with an emphasis on the optimization of content related to Corporate Social Responsibility (CSR) and sustainability, involves several stages:

- *Search engine ranking assessment*: determining the positioning of retailers on specific search terms topics, such as "CSR retailers Romania" or "retail sustainability initiatives Romania" provides clues about the effectiveness of their SEO strategies in these areas.
Q1: How do Romanian retailers rank on search terms related to CSR and sustainability initiatives in Romania?
- *Identifying technical issues of websites*: analyzing aspects such as loading speed, proper use of meta tags and page titles is essential to identify potential deficiencies that could affect SEO performance.
Q2: What technical issues might be affecting retailers' website SEO performance?
- *Backlink profile analysis*: examines external sources linking to retailers' CSR and sustainability pages because it reveals the publications and media platforms through which they promote their initiatives.
Q3: Do retailers focus on off-page SEO strategies? What do backlinks reveal about retailers' CSR and sustainability communication?
- *Identify opportunities to gain new backlinks*: explore other online publications and profile blogs where retailers do not yet have a presence. It can open up opportunities to expand CSR visibility and authority.
Q4: Which online publications or blogs could provide new backlink opportunities to boost CSR and sustainability visibility?

Research Methodology

The SEO PowerSuite tool, which contains a comprehensive suite of SEO tools was utilized for this research and the analyzed data from 2024 and before this year allows an examination of how CSR communications have evolved over months and years. The main SEO tools used were:

- *Rank Tracker* that was used to track high-ranking keywords related to CSR and measure their effectiveness in driving traffic to CSR and sustainability pages (Rank Tracker, 2024);
- *Website auditor* that focused on on-page SEO evaluation, specifically used information related to page errors, keyword usage, mobile optimization, and page load speed (Website Auditor, 2024);
- *SEO SpyGlass* which was used to analyze backlink profiles, discover authority links and identify gaps in content disclosure (SEO SpyGlass, 2024);
- *LinkAssistant* identified opportunities for linking to CSR content, including partnerships with sustainability-oriented organizations (LinkAssistant, 2024).

All the tools described above provided information on how well the website is SEO optimized, meaning the company's transparency, and how this influences consumer trust and engagement from a CSR perspective.

Findings

Revista Piața (2024) made the top 25 retailers by turnover in 2023. Using the SEO PowerSuite tool, the top 10 most important companies were analysed in order to determine how they communicate their CSR actions through the website, how they rank on CSR keywords in SERP (Search Engine Results Page), what are the topics they promote through other websites and blogs, what they can

improve from a technical point of view on their website, and where are the new backlinks opportunities. Therefore, the analyzed companies are Lidl (<https://www.lidl.ro/>), Kaufland (<https://www.kaufland.ro/>), Profi Rom Food (<https://www.profi.ro/>), Carrefour (<https://carrefour.ro/>), Metro (<https://www.metro.ro/>), Mega Image (<https://www.mega-image.ro/>), Rewe / Penny (<https://www.penny.ro/>), Auchan (<https://www.auchan.ro/>), Selgros (<https://www.selgros.ro/>) and Artima / Market & Express. Artima is the company through which the French group operates the supermarket division, namely the Carrefour Market stores, on the local market. (Ziarul Financiar, 2017). For the Artima company, the analysis is not applicable because Carrefour is the parent company, and it does not have a separate website.

Rank Tracker Analysis

The analyzed KPIs are rank in Google and Yahoo! search engines, visibility that indicates how prominent the website is for a certain keyword in the search engine, and ranking pages, meaning the list of pages that have been found ranking for a certain keyword in the search engines. In the tool, by default, the analyzed data is for the last 30 days.

Our analysis started by making a top with the most searched keywords for the CSR field, namely: carbon footprint, responsible trade, responsible consumption, CSR, circular economy, sustainable suppliers, sustainability programs, environmental projects, CSR reporting, waste reduction, corporate social responsibility, social responsibility, sustainability, recycling, corporate transparency. The analyzed terms were in the Romanian language because this paper addresses Romania. In addition to the mentioned keywords, several keywords were added, but there were no impressions at all: biodegradable packaging, fair trade, sustainable development, renewable energy, ecological labeling, social impact, sustainable innovation, carbon neutrality, ethical practices, ecological products, organic products, reducing energy consumption, green retail. This means that for these keywords, no retailer has a good ranking.

Lidl has moderate visibility for sustainability terms. It is visible for terms like "sustainability programs" (Google Rank 19, visibility 20%) and "CSR reporting" (Google Rank 21, visibility 17%), but it is completely missing from keywords like "carbon footprint," "trade fair" and "recycling". Lidl should focus on expanding its sustainability and CSR pages to increase SEO ranking and close gaps in critical terms.

Kaufland performs well for the term "recycling" (Google Rank 4, visibility 82%), suggesting a strong position in this category. However, visibility on other keywords is poor. For example, "sustainability" only appears at position 39, and "CSR" is only visible on Yahoo!, not Google. Kaufland should create more content around their CSR initiatives and expand their presence in other key areas such as "fair trade" and "carbon footprint".

Profi does exceptionally well for certain keywords, such as "responsible consumption" (Google Rank 1, visibility 50%) and "corporate social responsibility" (Yahoo Rank 3, visibility 47%). Also, for "circular economy" (Google Rank 6, visibility 42%) and "CSR" (Yahoo Rank 3, visibility 47%), Profi demonstrates strong positioning. However, there are gaps in areas such as "carbon footprint" and "sustainability programs", where visibility is non-existent. The company should diversify its content and focus on environmental initiatives to improve SEO performance.

Carrefour performs well on the terms "waste reduction" (Yahoo Rank 27, visibility 7%) and "CSR reporting" (Yahoo Rank 26, visibility 8%), but the visibility is very poor on keywords such as "carbon footprint" and "sustainability programs". Although Carrefour has valuable initiatives, the lack of visibility in critical areas related to sustainability suggests the need for a greater effort in SEO optimization for these themes.

Metro does not have significant visibility for any of the key terms analyzed, indicating a major gap in its SEO sustainability strategy. It is essential that Metro start creating content around relevant terms such as "CSR", "sustainability", and "waste reduction", to become more competitive in this market.

Mega Image is well positioned for the term "carbon footprint" (Google Rank 33) and "sustainability" (Yahoo Rank 24, visibility 12%), but it lacks visibility on other important keywords such as "fair trade" and "recycling". With its already existing initiatives, Mega Image could improve its SEO rankings by expanding its content on circular economy and waste reduction topics.

Rewe / Penny performs well for "sustainable suppliers" (Google Rank 13, visibility 30%) and "sustainability" (Google Rank 18, visibility 53%), suggesting a strong focus on these areas. However, they completely miss out on important words like "CSR" and "carbon footprint". Penny can improve SEO by developing content related to social responsibility and green projects.

Auchan has a good presence on the terms "responsible trade" (Google Rank 40, Yahoo Rank 24, visibility 12%) and "recycling" (Google Rank 23, visibility 42%), which suggests a strong focus on these themes. However, visibility for other terms such as "CSR" and "carbon footprint" is non-existent. Auchan should invest in content on topics such as sustainability and corporate transparency to strengthen its presence.

Selgros has reasonable visibility for "sustainability" (Yahoo Rank 16, visibility 25%), but other keywords such as "sustainability programs" and "waste reduction" are not covered enough. The company could benefit from expanding content about recycling and the circular economy to improve its SEO rankings.

Thus, Profi and Mega Image stand out as leaders in sustainability and responsible consumption, with well-communicated initiatives and high visibility, followed by Penny, which excels in sustainability and sustainable suppliers, and Lidl, known for its sustainability programs and transparent reporting. Kaufland dominates recycling, Auchan stands out through environmental projects and recycling initiatives, Selgros through fair trade, and Carrefour through waste reduction. The best retailer, according to the analysis, is Profi, due to its exceptional performance in responsible consumption and corporate social responsibility, supported by high visibility and constant commitment to educating consumers and promoting sustainability.

Website Auditor Analysis

Technical site issues such as broken links, 404 error pages or incorrect redirects can negatively affect the SEO of the entire site, including pages related to CSR (Corporate Social Responsibility). Even if a CSR page is well-optimized, these errors can affect the site's indexing, user experience, and distribution of authority.

On Lidl's website, 304 errors were identified, including: 300 resources with status code 4xx, 2 broken images and 2 duplicate meta descriptions. Kaufland has the following errors: 173 resources with 4xx status code, 326 broken images, 32 duplicate titles, 27 duplicate meta descriptions. Profi has a total of 1,157 errors: 438 Resources with 4xx status code, 1 resource error with 5xx status code, 9 broken images, 500 duplicate titles, and 209 duplicate meta descriptions. Regarding Carrefour, 465 errors were found, of which 13 resources with 4xx status code, 9 pages with 302 redirect, 16 pages with multiple canonical URLs, 188 duplicate titles, and 239 duplicate meta descriptions. The Metro site could not be scanned for technical issues. A 403 error appeared on the homepage, indicating that the server understood the request, but it refused to grant access. Mega Image has 477 errors including: 37 resources with 4xx status code, 375 pages with 302

redirects, 35 empty title tags, 16 duplicate titles, and 14 duplicate meta descriptions. Penny has a total of 139 errors of which: 21 resources with 4xx status code, 19 resources with 5xx status code, 53 duplicate titles, and 39 duplicate meta descriptions. Technical analysis of the Auchan site reveals a total of 31,346 errors, most of which are broken images (30,230). Also, it was identified 163 resources with 4xx status code, one resource with 5xx code, one 302 redirect page, 65 empty page titles, 56 duplicate titles, and 830 duplicate meta descriptions. Selgros shows 28 errors, including 14 resources with 4xx status code, one error with 302 redirect pages, and 13 duplicate meta descriptions.

SEO SpyGlass Analysis

The analysis is concentrated on incoming backlinks on the most important terms related to CSR, namely CSR, sustainability, and social responsibility.

In case of Lidl, there are links to the CSR reporting page, pages that focus on food waste, responsible fishing, and information campaigns and customer responsibility such as traffic education for children. It promotes the purchase of fruits and vegetables from local producers, and it runs campaigns to change attitudes towards plastic and educate the population about egg marking (a number indicating the method of production). It launches sustainable packages and clothes, introduces reusable bags for fruits and vegetables, supports the Embassy of Sustainability in Romania, and jointly launches the project "100 Romanians". Lidl supports the recruitment and training of teachers from disadvantaged backgrounds. The broad range of CSR activities is well-linked and reflects a comprehensive approach to sustainability. Lidl effectively communicates its impact through relevant platforms.

Kaufland has campaigns related to the elimination of plastic, is designated the most sustainable company, has promoted sustainability reports, and has become a leader in implementing the SGR (Guaranteed Return System) in Romania. It is also involved in responsible actions such as: helping children from vulnerable backgrounds reintegrate into school, campaigns for a healthy lifestyle, is positioned as a leader in retail by offering 1000 new jobs, is involved in the "Milk and Corn" project, has eliminated black plastic from packaging for its own brands, and has entered an electric car to a rally championship. It also undertakes actions to combat climate change and founded the sustainability embassy in Romania.

Profi is involved in education by educating the population about waste selection, is involved in medical projects such as the construction of two new bunkers for radiotherapy at the OncoHelp Oncology Center in Timișoara, and is involved in projects for the environment. It was noticed that there was also a link to an article written about the penalty of 74,000 lei for non-compliance with environmental regulations in 2020, and which leads to the CSR reporting page, which now appears with a 404 error. Also, the company is noted through donations for children.

Carrefour supports events related to CSR, continues the approach for sustainable fashion, and organizes the "The Sustainability Caravan" through which it encourages the recycling of waste products. It appears in well-known publications in Romania, such as Ziarul Financiar, and publishes catalogs with concrete actions for responsible shopping to educate the public. It also has the application "Act for Good" through which it promotes good deeds, more precisely it supports donations and small Romanian businesses through the projects called "Drag de România" or "We Open Romanian Wine". Through its personal brand Tex, the company assumed that by 2022, 100% of the viscose used for its products will come from wood fiber obtained from sustainably exploited and FSC (Forest Stewardship Council) certified forests.

Compared to its competitors, Metro does not have such good results in terms of backlinks. Their number is much smaller and only 1-2 links are displayed for each analyzed term. They organized a competition on the 50th anniversary of the establishment of Metro Cash & Carry, which aimed to recognize and reward entrepreneurs who carry out social responsibility projects in the community they belong to. Also, it joined the approach against food waste from the beginning and strongly supports the development of the Federation of Food Banks in Romania with considerable financial support, being the retailer that supplies the largest amount of food products at the national level. However, this aspect is not promoted as aggressively on the sites.

Mega Image is involved in blood donation campaigns. It was also found that it has five projects that it will finance: "Balcony Gardener and the Art of Compost", "MEGA Heroes in Action - A Corner of the City", "Small Chefs in Ferentari", "Cultivating Trust and Acceptance", and "The Garden in the Schoolyard". It stands out through the battery recycling centers and was noticed that it appeared in a blog article called "The Adventures of a Recycler in Romania. I got rid of 120 kg of waste and made some money". It also launched an online platform dedicated to sustainability, which encourages healthy eating, reducing plastic consumption, preventing food waste and reducing the impact on the environment. Moreover, Mega Image invested 2 million euros in social responsibility actions. It has dedicated sections on the website for brochures and non-financial reports that are promoted in backlinks. Mega Image stands out for community-focused CSR efforts, but it could further enhance visibility through a stronger backlink strategy.

In the case of Penny, it was noticed links sent from Rewe Group, the German website of the parent company, which means that it focuses on CSR. Also, it was found out from the displayed links that they have won prizes in CSR competitions. They are involved in campaigns with "Save the Children" through which they support women from underprivileged areas and donate food. Penny Otopeni has been recognized as the most sustainable building in Central and Eastern Europe at the BREEAM Awards. The company promotes TripluRo products as responsible products for consumers in Romania.

Auchan has only one link related to CSR, but it leads to a non-existent page. It has a campaign to collect and recycle used oil and supports donations of old clothes through a textile collection and recycling project. The company promotes its sustainability reports. It also promotes the fact of having sustainability reports on its website through online publications such as the Romanian websites of Wall Street and Forbes, mentioning in those articles that preventive and protective measures aimed at strengthening the safety of customers and employees have been supplemented. The company has a second-hand clothing store ("A New Life by Auchan") that supports responsible clothing consumption.

Also, Selgros has a single link related to CSR that leads to a non-existent page. Regarding the URLs related to sustainability, it appeared on a site discussing about social responsibility in football, but it is not an advertorial or SEO-optimized article. It was noted that many of the pages on which its site appeared were no longer up to date. It does not stand out through more detailed actions related to CSR like its competitors, meaning that the SEO strategy of backlinks is non-existent.

LinkAssistant Analysis

Being a good analysis tool for prospects and backlinks projects, retailers were added to the Link Assistant tool.

Since the goal of this research paper is also to demonstrate possible site growth opportunities from an off-page SEO perspective within the CSR domain, only the results (websites)

found for keywords like CSR, social responsibility, and sustainability will be highlighted in the following. For our analysis, it was advisable to consider websites that have an above-average Domain InLink Rank KPI (Key Performance Indicator), as this indicator reflects a higher level of authority and link relevance within the online environment. With the help of LinkAssistant, the backlink profile of the each website and its competitors were analyzed collecting data about each link related to CSR and then the tool provided insights that help identify good links. If the analyzed website has few or no backlinks in the tool's database, it means that there is not enough data for analysis and suggestions for link-building opportunities.

Analyzing the sites suggested for the retail chains, it was found that Lidl receives the highest number of recommendations, and the suggested websites that other retailers can consider for their SEO off-page strategy are: media.ro, crest.ro, csrawards.ro, thecsragency.ro, csr-bootiq.com, ambasadasustenabilitatii.ro, academia-de-sustenabilitate.ro, and stratos.ro. For Auchan, the tool also identified two valuable and relevant sites: csrmedia.ro and revistacariere.ro. In contrast, Profi, Carrefour, and Selgros did not receive any recommendations, suggesting a lower online presence in authoritative sources. For Kaufland, Metro and Mega Image, only one relevant site was identified: cluj.com (for Kaufland), comunicatedeafaceri.ro (for Metro) and criteriul.ro (for Mega Image).

Conclusions

The literature reveals that CSR communication is increasingly conducted through websites, with SEO strategies playing an important role in enhancing the visibility and effectiveness of CSR content. In Romania, websites serve as an essential platform for engaging consumers and building trust through transparent, accessible CSR reporting. Retailers who optimize their CSR content for search engines are more likely to gain visibility, trust, and consumer loyalty.

The limitations of the study were related to the SEO PowerSuite tool. There may be differences between the data reported by SEO PowerSuite and other similar tools due to data collection methods. Another direction of the research may consist of using another tool and comparing the data obtained to see if there are major differences regarding data accuracy. Moreover, compared to other SaaS solutions such as Ahrefs or SEMrush, SEO PowerSuite does not have its own database for backlinks or keywords, but it relies on external crawls and search engines. Also, its backlink database is relatively small compared with competing tools. (Style Factory, 2024). However, having the paid version of the tool, it gave us access to a large amount of valuable data.

Profi stands out as a leader in sustainability and corporate social responsibility, as well as exceptional SEO performance for the terms "responsible consumption" and "corporate social responsibility", while other retailers need to improve their visibility on key terms as "carbon footprint", "CSR", and others.

Technical issues such as broken links, 404 error pages, and duplicate meta descriptions significantly affect the SEO performance of sites, including CSR-related pages. Of the retailers analyzed, Auchan has the worst problems with more than 31,000 errors, mainly broken images, followed by Profi with more than 1,150 errors and Lidl with 304 errors. Other retailers such as Kaufland, Mega Image and Penny have also significant technical issues, including duplicate titles and meta descriptions, which can hinder search engine indexing and user experience. Under the necessity for all retailers to address technical SEO issues, these errors need to be solved to improve their online visibility, especially in areas such as CSR.

Lidl and Kaufland have strong backlink profiles and diverse CSR initiatives, while Profi and Carrefour are well-positioned but with fewer backlinks. Mega Image and Penny stand out for their community initiatives, but they should improve their backlink strategy. Metro, Auchan and Selgros have a weaker presence in this area.

Lidl benefits from the most recommendations from the platform for link-building opportunities for CSR terms, while Auchan has a modest presence. Kaufland, Metro and Mega Image, each have only one relevant site associated with them, and Profi, Carrefour and Selgros did not receive recommendations suggesting the need to improve their backlinks strategy in order to gain more data needed by the tool. The good part is that since it is the same business vertical (retail), the backlink opportunities obtained from the best retailer, namely Lidl, can be applied to all analyzed competitors.

References

- Ait Yassine, F. (2023). The effect of digital marketing strategy on customer and organizational outcomes. *Marketing and Management of Innovations*, 13(4), 45-54.
- Carroll, A. B., & Shabana, K. M. (2010). The Business Case for Corporate Social Responsibility: A Review of Concepts, Research and Practice. *International Journal of Management Reviews*, 12(1), 85-105.
- Nistor, R.-I. (2023). Legitimation strategies in the CSR discourse of the Romanian food retail companies during the pandemic. *Journal of Media Research*, 16(2(46)), 5–27.
- Moraru, M. (2022). The evolution of Kaufland communication strategy in Romania during the pandemic. *Interdisciplinary Description of Complex Systems*, 20(5), 556–573.
- Sechele, G., Rabedzwa, G., Nongayo, S., & Thango, B. (2024). *Systematic review on SEO and digital marketing strategies for enhancing retail SMEs' performance*. Preprints.
- Tatikonda, R., Ponnala, J., Thatikonda, R., Yendluri, D. K., Kempanna, M., & Ananthan, B. (2024). Optimizing digital marketing strategies through search engine optimization. In *2024 IEEE International Conference on Contemporary Computing and Communications (InC4)* (Vol. 1, pp. 1-6). IEEE.
- European Union. (2014). Directive 2014/95/EU of the European Parliament and of the Council of 22 October 2014 amending Directive 2013/34/EU as regards disclosure of non-financial and diversity information by certain large undertakings and groups. Official Journal of the European Union. Retrieved December 30, 2024 from <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32014L0095>
- StatCounter. (2024). Search engine market share in Romania. StatCounter Global Stats. Retrieved December 30, 2024, from <https://gs.statcounter.com/search-engine-market-share/all/romania>
- Revista Piata. (2024). Top 25 retail: Creșterile afacerilor sub rata inflației, profit în scădere pentru nouă retaileri. DM are cea mai consistentă creștere pe cifre consolidate. Grupul Carrefour ar fi al treilea. Retrieved December 30, 2024 from <https://www.revista-piata.ro/retail/info-retail/item/19081-top-25-retail-cresterele-afacerilor-sub-rata-inflatiei-profit-in-scadere-pentru-noua-retaileri-dm-are-cea-mai-consistent-a-crestere-pe-cifre-consolidate-grupul-carrefour-ar-fi-al-treilea>
- Rank Tracker. Track high-ranking keywords related to CSR and measure effectiveness. Retrieved December 30, 2024, from <https://www.link-assistant.com/rank-tracker>
- Website Auditor. On-page SEO evaluation for keyword usage, mobile optimization, and page load speed. Retrieved December 30, 2024, from <https://www.link-assistant.com/website-auditor>

SEO SpyGlass. Analyze backlink profiles and discover authority links. Retrieved December 30, 2024, from <https://www.link-assistant.com/seo-spyglass>

LinkAssistant. Identify linking opportunities to CSR content and sustainability organizations. Retrieved December 30, 2024, from <https://www.link-assistant.com/link-assistant>

Style Factory. SEO PowerSuite review (2024) – is it still worth using? Retrieved December 31, 2024, from <https://www.stylefactoryproductions.com/blog/seo-powersuite-review>

Ziarul Financiar. (2017). Artima, divizia de supermarketuri a Carrefour, și-a prelungit cu un an un credit de 30 mil. lei la BRD. Retrieved from <https://www.zf.ro/companii/retail-agrobusiness/artima-divizia-de-supermarketuri-a-carrefour-si-a-prelungit-cu-un-an-un-credit-de-30-mil-lei-la-brd-16158172>

**PICBE |
4707**