

SEO AND CONTENT MARKETING IN MOBILE COMMERCE: KEY STRATEGIES FOR SUCCESS IN MONROVIA (LIBERIA)

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ABSTRACT

This study looks at the important role of Search Engine Optimization (SEO) and content marketing in the growth of mobile commerce (m-commerce) in Monrovia (Liberia). With more people using mobile phones in the country, m-commerce has become a key way to drive economic growth and increase access to digital services. However, the industry faces several challenges, such as limited technological infrastructure, low consumer trust in online transactions, and a lack of knowledge in digital marketing.

The research examines how SEO and content marketing can help overcome these challenges by making m-commerce platforms more visible on search engines, building consumer trust through useful content, and increasing user engagement.

By analyzing the current state of m-commerce in Monrovia, the study highlights the need for strong digital marketing strategies to tackle problems like poor internet infrastructure, low digital skills, and protect online transactions.

The study also looks at how SEO and content marketing can boost consumer confidence, which is crucial for the wider acceptance of m-commerce. It explores how

these strategies can be customized to fit local needs, preferences, and digital habits, helping businesses grow by engaging more users. The research aims to provide useful advice for businesses, marketers, and policy makers in Monrovia on how to use SEO and content marketing effectively to support the growth of m-commerce.

The main goal of this study is to offer practical guidance to those involved in the digital economy, helping them improve their marketing efforts and contribute to the long-term growth of m-commerce in Monrovia, while addressing key challenges that could slow down progress.

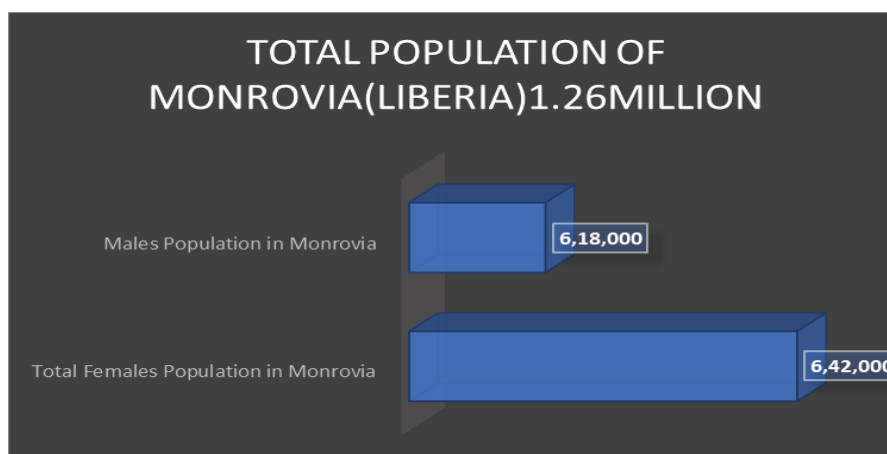
Keywords: SEO & Content Marketing, Mobile Commerce, Consumer Trust, App-Based, and Shipping Platforms.

INTRODUCTION

Background Information

Mobile commerce (m-commerce) has become an important part of the global economy, allowing businesses and consumers to easily buy and sell goods and services through mobile devices. This trend offers great growth opportunities, especially in developing countries like Liberia. In Monrovia, the capital city of Liberia, m-commerce can help boost economic growth, improve access to digital services, and increase connectivity across the country. According to the 2022 census by the Liberia Institute of Statistics and Geo-Information Services (LISGIS)^[10], Monrovia has a population of about 1.26 million, which is roughly 33.5% of Liberia's total population of around **5.2 millions** people^[10].

Females population is approximately 642,000 in Monrovia which constitute about (51%) and 618,000 males which constitute about (49%) of the entire population in Monrovia.



Graph 1 : The population of Monrovia, (Liberia).^[10]

Monrovia is divided into several districts, each with unique features, such as Central Monrovia, Sinkor, Bushrod Island, Kesselly Boulevard, New Kru Town, Paynesville, Jacob's Town, Old Road, Brewerville, Mamba Point, and Virginia.

According to the International Union (ITU,2020) estimates suggest that over 70-80% of the Monrovia population own phone. Despite these positive statistics, there are still challenges like poor digital infrastructure, limited digital skills, and a lack of trust in online shopping, which prevent m-commerce from reaching its full potential.

To overcome these challenges, digital marketing strategies like Search Engine Optimization (SEO) and content marketing are becoming more important. SEO helps improve a website's visibility on search engines, making it easier for users to find businesses online, while content marketing focuses on creating useful content to build trust, customer loyalty, and brand credibility. These strategies are essential for creating a strong online presence, improving infrastructure, and increasing consumer confidence in m-commerce. This research will explore how SEO and content marketing can help m-commerce grow in Liberia and offer solutions to overcome current barriers.

This study will explore how SEO and content marketing are helping expand mobile commerce in Monrovia. Although mobile phone use and internet access are increasing, there are still significant challenges, including low consumer trust in online transactions, poor digital infrastructure, and a shortage of skilled digital marketers who can apply these strategies. The research will look at how businesses in Monrovia are using these tools to overcome these obstacles and take advantage of m-commerce opportunities. It will also examine how these strategies affect consumer behaviour, build trust, and support the long-term growth of m-commerce. By identifying strategies that fit Liberia's needs, this research will provide valuable insights into how digital marketing can boost m-commerce in developing countries.

Key Terms:

To ensure clarity and understanding throughout the study, the following key terms will be defined:

SEO (Search Engine Optimization): The process of improving a website's visibility on search engines by enhancing its content and technical aspects.

Content Marketing: Developing and distributing valuable content to engage and attract an audience, which helps in building trust and strengthening the brand.

M-Commerce (Mobile Commerce): The act of purchasing and selling products through mobile devices like smartphones and tablets online.

Mobile Penetration: The level of mobile phone usage within a certain population. In Liberia, widespread mobile access presents a chance for m-commerce growth.

Consumer Trust: The degree of confidence consumers have in online platforms, which is essential for successful online shopping and business dealings.

Statement of the Problem:

The rapid rise in mobile phone use and internet access in Monrovia (Liberia) presents a big opportunity for m-commerce to grow. However, challenges like low trust in online transactions, poor infrastructure, and a lack of digital marketing skills still limit its full potential. Many businesses in Liberia are struggling to use digital marketing strategies that could help them reach more customers, engage with them better, and increase sales.

Since digital marketing is key to m-commerce success, this study will look at how SEO and content marketing can help address these challenges. It will explore how these strategies can improve visibility, trust, and customer engagement, and propose ways to help m-commerce grow in Monrovia. The research will also consider the factors businesses and digital marketers need to focus on to make the most of SEO and content marketing in Liberia.

Significance of the Study:

This study is important because it looks at how SEO and content marketing can support the growth of m-commerce in Monrovia. By identifying ways to improve trust, visibility, and user experience, the research will provide useful recommendations for businesses, digital marketers, and policymakers working to promote mobile commerce in Liberia. As Liberia continues to adopt mobile technology, the findings of this study will help local businesses and the government create strategies to grow m-commerce.

Additionally, this research will contribute to global knowledge about digital marketing and m-commerce in developing countries, particularly in Africa. The findings and recommendations can help other African nations facing similar challenges. Ultimately, this study aims to help build a stronger digital economy in Liberia, offering long-term solutions to the current problems in the country's m-commerce sector.

RESEARCH OBJECTIVE AND HYPOTHESIS

Research Objectives

- **Analyze SEO Practices:** To investigate how businesses in Monrovia utilize SEO strategies, such as keyword optimization, mobile optimization, and content marketing, to improve online visibility and customer reach.

- **Evaluate the Impact of Content Marketing:** To explore how content marketing influences customer trust, engagement, and brand perception in mobile commerce.
- **Assess Consumer Behaviour:** To examine how frequently mobile devices are used for online shopping, which devices are preferred, and how comfortable consumers are with mobile payment methods.
- **Study Social Media's Influence:** To determine how social media platforms affect brand reach, customer engagement, and visibility in the mobile commerce landscape
- **Examine Customer Retention:** To assess the frequency of repeat purchases through mobile commerce and identify factors that foster customer loyalty.

Hypotheses

- H1 There is a positive relationship between the use of specific keywords and SEO strategies and increased website visibility and customer traffic in Monrovia.
- H2 Content marketing significantly contributes to building trust and consumer loyalty within the mobile commerce industry in Monrovia.
- H3 Mobile devices, especially smartphones, are the primary means of accessing mobile commerce in Monrovia, and mobile optimization is essential for business success.
- H4 Social media use has a positive impact on a brand's reach and visibility in Monrovia's mobile commerce market.
- H5 High levels of comfort with mobile payment methods in Monrovia directly enhance the likelihood of engaging in mobile commerce.

LITERATURE REVIEW

Related Work

The role of SEO and content marketing in the development of mobile commerce (m-commerce) has been extensively examined in many studies, particularly in developed markets. However, research specific to developing nations, such as Liberia, remains limited. While countries like Nigeria, Kenya, and Ghana have explored how SEO and content marketing contribute to the success of e-commerce, there is a lack of studies addressing Liberia's unique socio-economic and technological context. This section summarizes key studies in the fields of SEO, content marketing, and m-commerce

within the African context, outlining their methodologies, major findings, and relevance to the present research.

Related Studies	Methodology	Key Findings	Significance of the Study
Akinyemi et al. (2022): Impact of SEO and Content Marketing on E-Commerce Growth in Nigeria	Akinyemi et al. (2022) used a quantitative research design to examine how SEO and content marketing affect e-commerce growth in Nigeria. They collected data using structured questionnaires distributed to digital marketers and managers in various e-commerce firms. The responses were analyzed using regression analysis to identify the relationship between SEO, content strategies, and business growth.	The study found that both SEO and content marketing are crucial for the growth of e-commerce businesses in Nigeria. SEO enhances online visibility and customer acquisition, while quality content builds trust, loyalty, and boosts conversions. Combining both strategies is key to achieving long-term success in Nigeria's competitive e-commerce market.	Demonstrates the benefits of SEO and content marketing for enhancing business performance, while highlighting challenges faced by small businesses in Africa.

Related Studies	Methodology	Key Findings	Significance of the Study
Sagala & Mwangi (2021): Content Marketing Strategies in Kenya's Mobile Commerce	Sagala and Mwangi (2021) conducted a qualitative study to investigate how mobile commerce businesses in Kenya implement content marketing. They used a case study approach, focusing on several prominent companies in Nairobi. Data was gathered through semi-structured interviews with marketing professionals involved in content strategy, complemented by an analysis of various marketing materials such as social media content and digital advertisements. Participants were selected purposefully to ensure they had relevant experience in content creation and distribution. The researchers then analyzed the data using thematic analysis, identifying key patterns and strategies used in content marketing. Ethical research practices were followed, including informed consent and confidentiality for all participants.	The study found that mobile commerce companies in Kenya use localized and culturally relevant content to build trust, engage customers, and enhance brand visibility. Social media is the primary platform for content distribution, with businesses favoring mobile-friendly formats, storytelling, influencer collaborations, and user-generated content to connect with their audience effectively.	This study is important because it reveals how mobile commerce companies in Kenya effectively use localized content marketing strategies to connect with customers. It highlights trends in the Kenyan market and offers practical insights for marketers. Additionally, the research contributes to the understanding of digital marketing in emerging markets and provides valuable information for businesses and policymakers to help foster growth in Kenya's digital economy.

Discussion of Related Studies

Research from various African countries highlights the positive impact of SEO and content marketing on e-commerce. These strategies enhance online visibility, increase customer engagement, and boost conversion rates. However, several common barriers, such as limited digital infrastructure, low digital literacy, and trust issues, continue to hinder progress. Despite the findings in other African countries,

there is a distinct lack of studies focused on the m-commerce landscape in Monrovia (Liberia).

Gap in Related Studies

While much of the related studies of research addresses broader regional trends in Africa, studies focusing on the impact of SEO and content marketing within Monrovia (Liberia's) m-commerce sector are scarce. This research aims to bridge this gap by investigating how these strategies can be adapted to Liberia's specific socio-economic and technological challenges

Theoretical Framework

This research utilizes two key theoretical models to explore the intersection of SEO, content marketing, and mobile commerce in Liberia:

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) suggests that the intention to use a technology is influenced by perceived ease of use and perceived usefulness. In the context of m-commerce, TAM helps explain why consumers in Monrovia may be more likely to adopt mobile shopping if they find it easy and beneficial. For businesses, this model highlights the significance of SEO and content marketing as tools to attract and retain customers. The model will be applied to evaluate how the perceived ease of use and usefulness of mobile commerce platforms influence consumer adoption in Liberia.

Trust-Based Model of E-Commerce

The Trust-Based Model of E-Commerce emphasizes the critical role of trust in online transactions. Trust is particularly important in developing countries, where concerns about fraud and privacy can discourage online shopping. SEO and content marketing strategies can help foster trust by offering transparency, providing valuable content, and promoting secure payment options. This model will be used to explore how SEO and content marketing can improve consumer confidence in Liberia's m-commerce sector, thus enhancing the adoption of mobile commerce.

Discussion of Theoretical Models

By integrating TAM and the Trust-Based Model, this research will examine both technological factors (ease of use, perceived usefulness) and trust-building elements (transparency, security) that influence the success of mobile commerce in Liberia. The combination of these models will provide a holistic view of the factors driving consumer acceptance and trust, offering valuable insights for businesses and policymakers seeking to foster the growth of m-commerce in Liberia.

RESEARCH METHODOLOGY

Research Design

This study adopts a mixed-methods approach, combining both quantitative and qualitative research methods to explore the connection between Search Engine Optimization (SEO), content marketing, and the expansion of mobile commerce in Monrovia, Liberia. This approach is chosen to provide a comprehensive understanding by capturing both numerical data and detailed perspectives from stakeholders. As noted by Akinyemi et al. (2022), employing a mix of methods enhances the reliability and richness of digital marketing research, especially in emerging markets.

The quantitative portion consists of structured questionnaires distributed to a varied group of participants to gather measurable insights. These data help evaluate the prevalence and effectiveness of SEO and content marketing strategies in promoting mobile commerce.

The qualitative aspect of the research includes semi-structured interviews with selected stakeholders, including entrepreneurs, digital marketing experts, and government officials. These interviews provide deeper insights into the challenges, benefits, and policy influences surrounding the adoption of digital marketing tools in Liberia.

To complement the primary data, secondary data from credible reports, economic reviews, and technology publications is analyzed. This provides background information on Liberia's digital environment and helps to validate findings from the primary data sources.

Data Collection Methods

Three main techniques were employed to collect data:

1. Surveys

A total of 154 participants responded to a structured questionnaire. Respondents included individuals from diverse backgrounds, such as small business owners, students, civil servants, and commercial motorcyclists. The questionnaire was designed to assess their use of SEO and content marketing tools and evaluate their impact on business performance and mobile commerce activities.

2. Interviews

A series of semi-structured interviews were conducted with selected stakeholders, including digital marketing professionals, entrepreneurs, and public sector representatives. These discussions focused on participants' views regarding the

adoption and effectiveness of SEO and content strategies, as well as the infrastructural and regulatory challenges affecting the growth of mobile commerce.

3. Secondary Data Review

Relevant literature, government reports, and ICT-related publications were reviewed to contextualize the research findings. Topics examined included internet accessibility, mobile phone usage, digital economy growth, and e-commerce trends within Liberia and similar regional markets.

Data Analysis Techniques

The data collected were analyzed using a combination of descriptive, inferential, and qualitative analysis methods.

Descriptive Statistics

Basic statistical tools were used to summarize the data, including measures such as frequencies, percentages, and averages. This helped highlight common trends, such as the extent of SEO adoption and how frequently businesses engage in content marketing.

Inferential Statistics

Advanced analysis using tools such as correlation and regression was conducted to examine relationships between digital marketing efforts and business outcomes in mobile commerce. This analysis tested whether businesses using SEO and content marketing experienced significant improvements in customer reach and online sales.

Qualitative Analysis

Responses from interviews were analyzed using thematic analysis. Common themes such as digital literacy challenges, policy limitations, and infrastructure issues were identified and categorized. These insights added depth to the quantitative data by providing a real-world perspective on the factors influencing mobile commerce development.

Tools and Software

The research employed the following tools:

- **SPSS (Statistical Package for the Social Sciences):** Used to perform statistical analysis of survey responses.
- **Microsoft Excel:** Used for calculating descriptive statistics such as averages and percentage breakdowns.

Limitations of the Study

Several limitations affected this research:

- The sample size of 154, while diverse, may not be fully representative of Monrovia's entire population.
- Limited access to recent secondary data posed challenges, especially in identifying up-to-date trends in mobile commerce.
- The study's focus on Monrovia means that the findings may not be applicable to rural areas or to other West African contexts with different levels of digital development.

Ethical Considerations

Ethical guidelines were followed throughout the research:

- Informed consent was obtained from all participants, with clear explanations provided about the study's purpose and their rights.
- Participants' privacy and confidentiality were strictly maintained. No identifiable personal data were disclosed.
- All data were stored securely and used solely for academic purposes, with access restricted to the research team.

RESEARCH FINDINGS

This study investigates how businesses in Monrovia, (Liberia, are applying Search Engine Optimization (SEO) and content marketing techniques within the rapidly growing mobile commerce sector. Insights from participant responses reveal how digital marketing, consumer behavior, and technological advancements are influencing the local market. By examining these aspects, the study uncovers key trends that offer a clearer understanding of current practices and highlight areas where businesses can improve.

SEO Practices and Adoption :

SEO is a widely recognized strategy in Monrovia's mobile commerce sector, though its implementation varies among businesses. The survey findings show that:

- 47.2% of businesses apply SEO occasionally.
- 43.4% use SEO on a regular basis.

These figures suggest that while SEO is commonly used, but some businesses only apply it occasionally, while others have more structured and frequent usage. SEO is

crucial for improving search engine rankings, which can help attract more customers to business websites or mobile apps.

Key Insight: Businesses can enhance their SEO effectiveness by adopting a more strategic and consistent approach. Regular use of well-researched keywords and content optimization (such as refining meta descriptions and page titles) will improve search engine visibility, helping businesses attract more organic traffic and increase customer engagement.

Content Marketing and Brand Trust

Content marketing is vital for building consumer trust and loyalty. The survey revealed that:

- 49.1% of respondents believe content marketing has a moderate effect on building trust.
- 39.6% feel that content marketing significantly impacts trust.

This shows that while content marketing plays an important role in trust-building, its effectiveness depends on how businesses implement it. Well-crafted content strengthens the connection between businesses and their customers, which in turn can drive more sales.

Key Insight: To foster trust, businesses should prioritize creating high-quality, engaging content that speaks directly to the needs and interests of their target audience. Consistently delivering valuable content will help businesses build stronger, more loyal customer relationships, which can lead to increased sales and repeat business.

Mobile Internet Usage

A significant 94% of respondents reported using mobile devices to access the internet every day, highlighting the central role of mobile commerce in Monrovia.

Key Insight: Since most consumers in Monrovia use mobile devices for internet access, businesses must prioritize mobile optimization for their websites and apps. Ensuring that digital platforms are mobile-friendly is essential for providing customers with a smooth, efficient browsing and shopping experience, allowing businesses to remain competitive in the mobile-first marketplace.

Preferred Mobile Devices for Online Activities

The survey findings showed:

- 54.7% of respondents prefer using smartphones for online activities.

- 35.8% specifically use Android phones.

This indicates that smartphones, particularly Android devices, are the most popular choice for accessing mobile commerce platforms.

Key Insight: Given the popularity of Android smartphones, businesses should focus on optimizing their websites and apps for Android users. This includes ensuring compatibility with Android operating systems and ensuring fast load times. By tailoring strategies to cater to this large user segment, businesses can improve user experience and increase engagement and conversions.

Repeat Customers in Mobile Commerce

Customer retention is essential for sustaining mobile commerce growth. The survey revealed that:

- 49.1% of respondents make occasional repeat purchases.
- 34% make repeat purchases regularly.

This suggests that while a solid portion of customers return for repeat purchases, there is still potential for businesses to improve customer loyalty and retention.

Key Insight: Businesses can encourage repeat purchases and increase customer loyalty by offering rewards programs, personalized offers, or incentives for returning customers. Strengthening customer retention strategies will help businesses secure consistent revenue and maximize the long-term value of their customer base.

Comfort with Mobile Payments

The research found that:

- 67.9% of respondents are very comfortable using mobile payment methods like digital wallets or shopping apps.
- 28.3% are somewhat comfortable with these payment options.

These results show that a majority of consumers are at ease with using mobile payment systems, which is crucial for the continued success of mobile commerce.

Key Insight: With widespread comfort using mobile payment options, businesses should offer secure and user-friendly payment solutions, such as digital wallets or integrated shopping apps. By promoting the safety and convenience of mobile payments, businesses can enhance the customer experience and encourage more frequent transactions.

Impact of Social Media on Brand Visibility

Social media is a powerful tool for enhancing brand visibility and reaching wider audiences. The survey revealed:

- 52.8% of businesses reported a very positive impact from social media on their brand visibility.
- 41.5% observed a somewhat positive impact.

This demonstrates the strong influence of social media in expanding brand recognition and engaging potential customers.

Key Insight: To maximize brand visibility, businesses should develop a robust social media strategy that aligns with their overall marketing goals. By engaging with customers, sharing relevant content, and running targeted ads, businesses can increase their reach, build stronger relationships with their audience, and strengthen their online presence.

Mobile Optimization in SEO

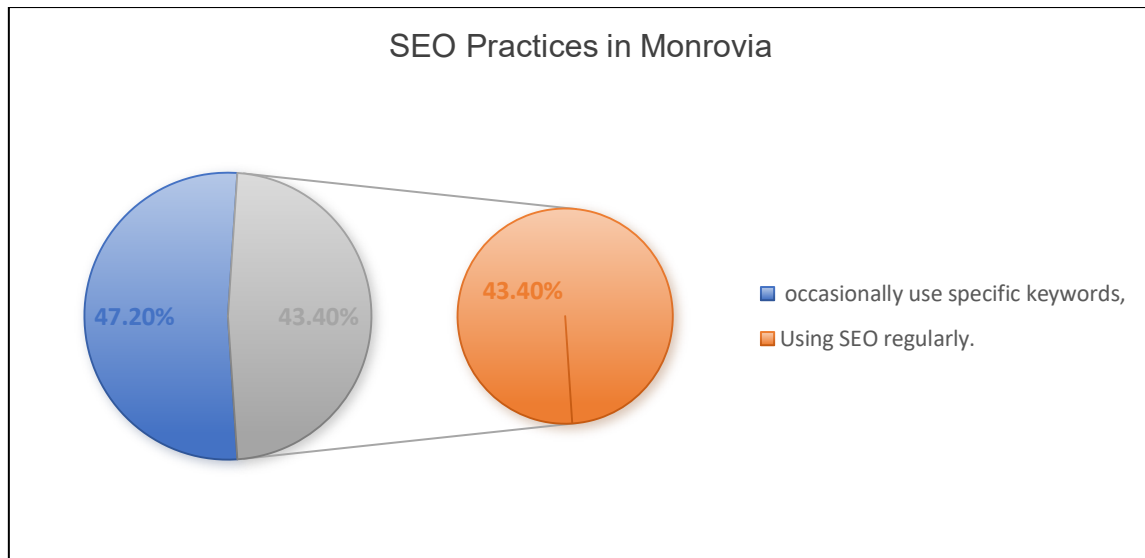
Mobile optimization is increasingly recognized as a key component of SEO strategies. The study found that:

- 58.5% of businesses consider mobile optimization to be critical to their SEO strategy.
- 39.6% believe it is important, though not as essential as other aspects of SEO.

Summary of the Findings

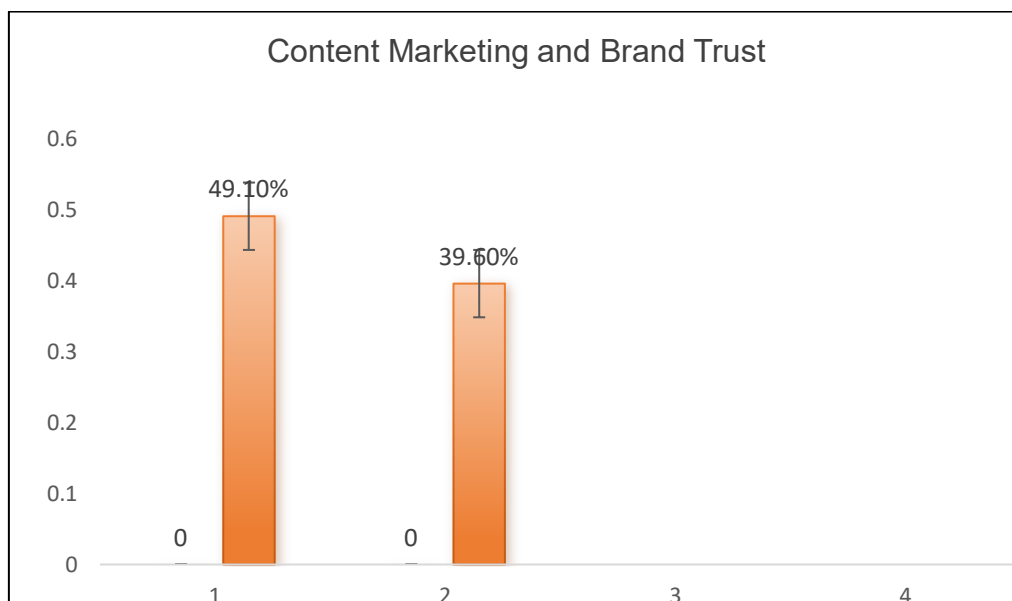
SEO Practices: Many businesses use SEO techniques, with 5% of participants, showed no ideas on the subject matter

47.2% of participants reporting they occasionally use specific keywords, and 43.4% Using SEO regularly. This shows that SEO practices are widely adopted, though with varying levels of intensity.



Graph 2 : Respondent's feedback on the practices of Search Engine Optimization in Monrovia

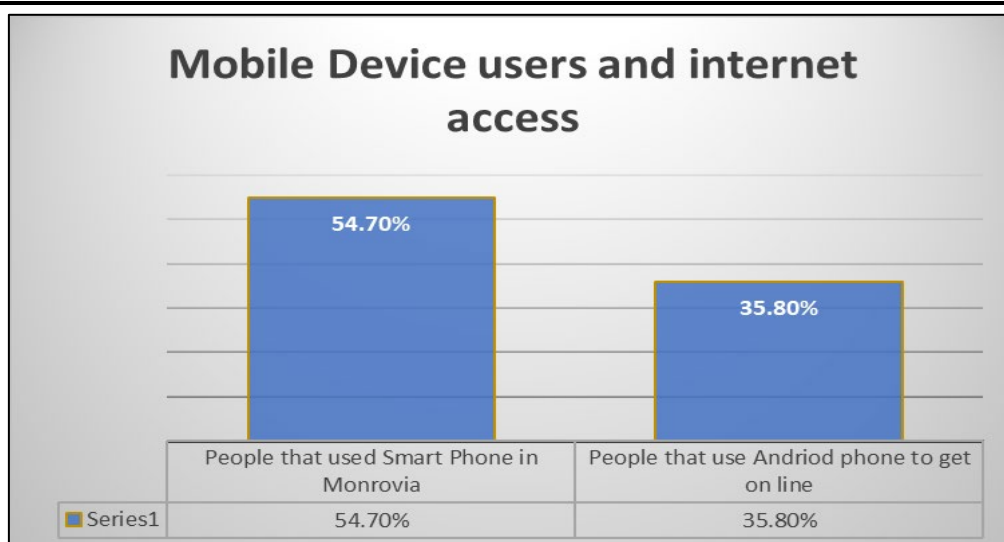
Content Marketing and Brand Trust: Content marketing significantly influences brand trust, as 49.1% of respondents believe it plays a moderate role in building trust, while 39.6% view it as highly impact. This suggests that while content marketing is seen as valuable, its effectiveness can differ.



Graph 3 : Respondent's feedback on the status of content marketing and Brand trust.

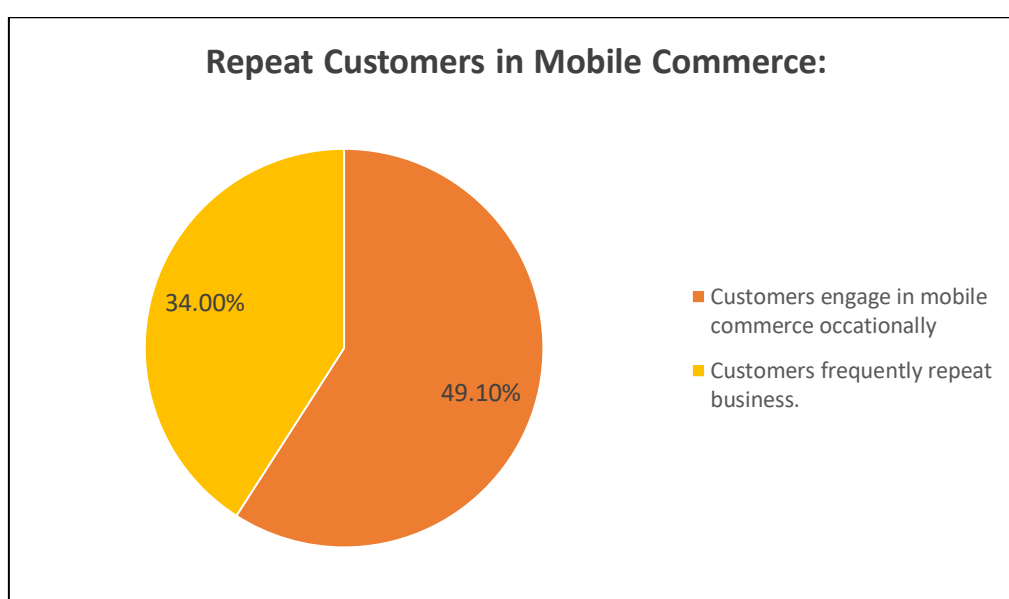
Mobile Internet Usage: An overwhelming 94% of respondents access the internet daily through mobile devices, highlighting the critical role of mobile commerce in Monrovia. This reflects the global trend of mobile-first internet usage.

Preferred Mobile Devices: The majority of respondents (54.7%) prefer smartphones for online activities, while 35.8% opt for Android phones. These findings indicate the importance of focusing on Android users in mobile commerce strategies.



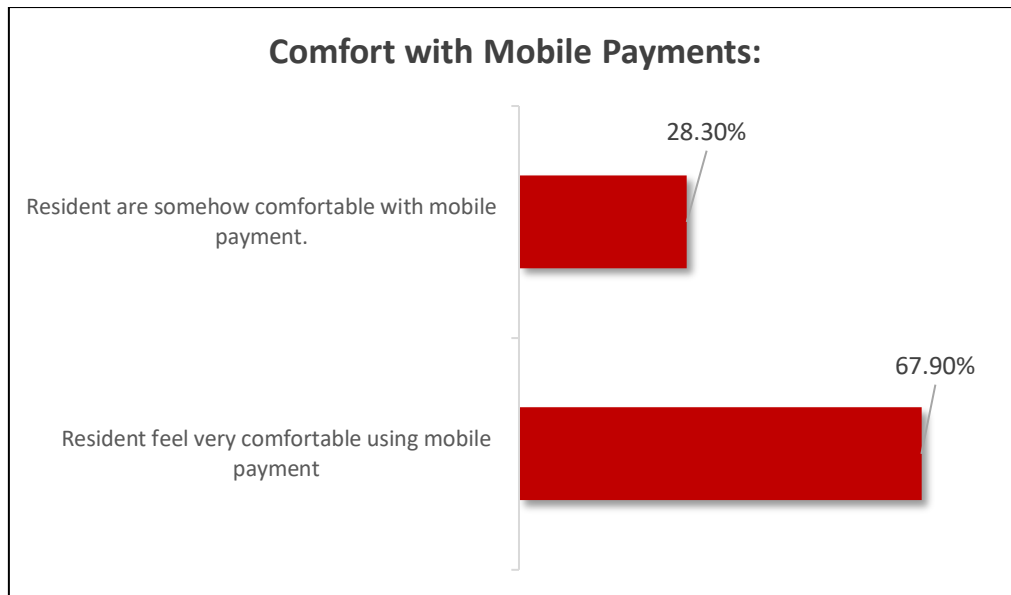
Graph 4 : Respondent's feedback on the use of mobile Device and internet access in Monrovia.

Repeat of Customers in Mobile Commerce: Approximately 49.1% of respondents say repeat customers engage in mobile commerce occasionally, and 34% report frequent repeat business. This shows a strong retention rate, though businesses could still improve repeat purchase rates.



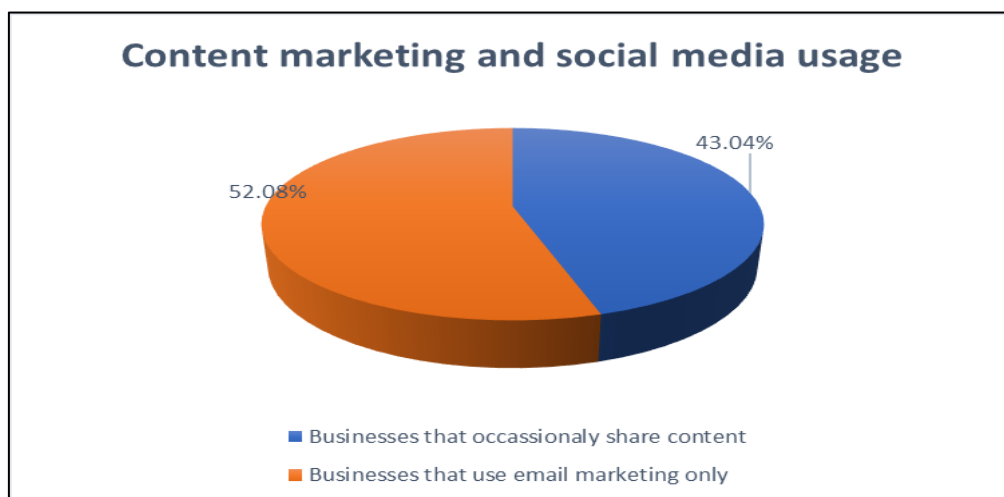
Graph 5 : Respondent's feedback on Repeat Customers in using Mobile Commerce in Monrovia

Comfort with Mobile Payments: The majority (67.9%) of respondents resident feel very comfortable using mobile payment options like digital wallets or shopping apps, while 28.3% of Resident are somehow comfortable with mobile payment. This high level of comfort with mobile payments is a key driver of mobile commerce growth in the area.



Graph 6 : Respondent's feel about Mobile payment in Monrovia.

Impact of social media: social media positively affects brand visibility and reach, with 52.8% of businesses observing a very positive impact and 41.5% a somewhat positive effect. Social media remains a powerful tool for driving traffic and brand awareness.



Graph 7 : Representing the impact of content marketing and social media usage in Monrovia

Mobile Optimization in SEO: Most businesses recognize the importance of mobile optimization, with 58.5% viewing it as crucial, while 39.6% consider it important to a lesser degree. This demonstrates awareness of the need for mobile-friendly websites to enhance customer experience and engagement.

CONCLUSION

This study looked into how Search Engine Optimization (SEO), content marketing, and mobile commerce are connected in Monrovia, Liberia. The research shows that more businesses in the area are using digital marketing strategies to grow their mobile

commerce efforts, though they have different levels of success. Based on the findings, we can make the following points:

Firstly, SEO is widely used by businesses in Monrovia, with 43.4% of participants regularly using SEO. However, 47.2% only use it occasionally, which suggests that businesses need to improve how they use SEO. This inconsistency could affect how well SEO helps drive traffic and sales for mobile commerce.

Content marketing is also important for building brand trust. Almost 90% of respondents said content marketing has a moderate to high impact on trust. This shows that content marketing helps build strong customer relationships and loyalty, but its effectiveness can vary. Businesses should customize their strategies to better meet their audience's needs.

The study found that 94% of the population use mobile internet daily in Monrovia. This shows how important mobile commerce is in Monrovia, and businesses need to adjust their strategies for mobile users. Additionally, most respondents prefer smartphones, especially Android devices, which suggests that businesses should focus on making their platforms work well on Android devices.

Mobile payments are another key factor in mobile commerce. A majority (67.9%) of respondents are comfortable using digital wallets and shopping apps. This shows that mobile payments are crucial for the growth of mobile commerce, and businesses need to offer secure and easy payment options. Repeat customers are also important for mobile commerce. About half of the respondents said they have repeat customers, which means businesses could improve their retention rates by focusing on customer engagement and loyalty strategies.

Social media continues to play a strong role in increasing brand visibility. Over 90% of businesses said social media positively affects their reach and traffic. This shows that social media remains an effective tool for driving awareness and engagement in mobile commerce.

Lastly, mobile optimization in SEO is recognized as crucial by most businesses. This highlights the importance of having mobile-friendly websites that provide the best user experience and encourage higher engagement.

However, there are some limitations to this study. The sample size of 53 participants may not fully represent the entire population of Monrovia, and there was limited access to updated data on mobile commerce. The study mainly focused on urban areas, so the findings may not apply to rural regions with less developed digital infrastructure.

In conclusion, SEO, content marketing, and mobile commerce are closely connected and important for the digital economy in Monrovia. While many businesses are using

these strategies, there is still room for improvement. To help mobile commerce succeed, businesses should focus on improving their SEO, investing in content marketing, creating mobile-friendly websites, and offering secure mobile payment options.

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