ABSTRACT

ANALYSIS AND STRATEGY SEO ON WEBSITE WWW.KARGO.CO.ID by Rendy Andriyanto guided by Ridwan Pandiya, S.Si., M.Sc. and Yodi Aditya; 2017; 42 Pages.

PT. Kargo Online System is an online logistics company that started moving in November 2015. This makes PT. Kargo Online System as a company that is still in the process of developing and looking for what strategies can be used to get consumers and vendors. One of the techniques that can be used is SEO, because it can be used as a strategy that can achieve the purpose of PT. Kargo Online System in improving consumers and vendors. In addition, SEO can also provide benefits to PT. Kargo Online System to fix the structure of coding, the design that is expected to bring in more visitors.

Methods for data collection and optimization efforts on the website www.kargo.co.id is a keyword research technique using online-based applications, such as Google Analytics, Google Webmaster Tools, Google AdWords, SimilarWeb, and Keywordshitter. So that set of keywords can be used when the work process On-Page and Off-Page as a factor of success of the SEO process.

In addition to the results of the analysis and SEO strategy can shift the ranking of all services provided by PT. Kargo Online System became the number one on the search engine page, analytics data generated by Google Analytics also showed an increase in visitors.

The conclusion of the results obtained shows that the SEO scheme applied can serve as a standard strategy to increase the number of website visitors www.kargo.co.id. Suggestions from the results that have been achieved is that writers and readers can optimize all SEO success factors in addition to factors that exist in the SEO scheme that has been applied.

Keywords: SEO, search engine, increase the traffic, website.