

ABSTRACT

IMPLEMENTATION OF SEARCH ENGINE OPTIMIZATION ON THE E-COMMERCE WEBSITE 'ADORN BY OLIVIANUZAN' TO IMPROVE SEARCH ENGINE RESULT PAGE

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ADORN By Olivianuzan is one of the MSME brands that sells local products in the form of perfumes with international quality. The problems faced are the slow response of sellers when serving purchases via Whatsapp and the difficulty of consumers making purchases through e-commerce applications such as Shopee and Tiktoshop. Previously, information media such as Instagram were only used to interact with buyers and display product catalogs available on ADORN By Olivianuzan, so buyers felt less satisfied and hesitant to buy. Solutions that can be done by utilizing information technology in the form of the formation of an e-commerce website based on WordPress Content Management System (CMS) for ADORN By Olivianuzan. Creating a new website raises a new problem, which is difficult to appear on search engines like Google.com. Optimization is needed to be able to increase the ranking of search engine websites, one of which is with Search Engine Optimization (SEO) techniques. The purpose of this study is to improve the Search Engine Result Page (SERP) on the e-commerce website ADORN By Olivianuzan. The stages that need to be done include Problem Identification, Literature Study, Optimization Engineering Design, Implementation, and Testing. The result obtained after the application of SEO methods is that the ADORN By Olivianuzan website has successfully appeared on the search engine page of the targeted keyword search. Over the course of 7 months (from January to July), the website ADORN By Olivianuzan experienced a 995% increase in visitors compared to December, with a total of 1,206 visits. In June, there was a 141% increase in website views compared to December, with a total of 9,692 views.

Keyword : *Digital Marketing, Website, E-Commerce, Search Engine Optimilization, WordPress*