

ABSTRACT

Ricko Luis Antonio (18102211) - WEBSITE OPTIMIZATION WITH SEO METHOD TO INCREASE SERP AT ISLAMIC BOARDING SCHOOL OF DARUSSALAM DUKUHWALUH PURWOKERTO

Islamic boarding school is an educational institution based on traditional teaching which is thick with learning methods through conventional communication. Darussalam Islamic Boarding School Dukuhwaluh Purwokerto has a website, namely darussalampurwokerto.com. As for its development, the website is more inclined to spread informative content, registration of Islamic boarding schools, and also as symbols of the Islamic religion. However, it still has problems in terms of visitors and the popularity of a website. It is known that the effects of a lack of website optimization have a less than good impact, if you look at the search results on search engines, it still needs to be improved because the keywords that should be firm and clear are not emphasized, which in the end are not appropriate, causing a decline in the reputation and electability of the website. Supported by the fact that of the 75 administrators of the Santri Executive Board, 4 administrators understand the website, it means that only 0.05% of the administrators have knowledge of website knowledge. So with the implementation of the Search engine Optimization On Page and SEO Off Page methods on the darussalampurwokerto.com website, it is hoped that these problems can be resolved while at the same time increasing traffic and SERP.

Keywords : SEO, On Page SEO, Off Page SEO

