

## **ABSTRACT**

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SEO Strategy Optimization To Increase Website Visibility

Informationtraining.com

2023

Oemah Website is a company engaged as a website developer, information system, android application, digital marketing, and other information technology services, one of which is SEO (Search Engine Optimization). In this report, SEO techniques will be implemented to optimize SEO articles on the newest Informationtraining.com website, using page off and page on SEO techniques. With this technique that is already in the elements in the Yoast SEO plugin feature, optimization will be carried out based on SEO Analysis. The results of this implementation will solve the problems contained in SEO Analysis as a form of SEO optimization. The problems that exist include internal links, keyphrase in introduction, keyphrase length, and SEO title width. Using the Yoast SEO plugin on WordPress is very helpful in optimizing SEO articles, because it has an SEO analysis feature that is easy and practical to use.

**Keywords :** Search Engine Optimization, Wordpress, Content Management System, Yoast SEO.