

## ***ABSTRACT***

### **OPTIMASI WEBSITE DENGAN METODE *SEARCH ENGINE OPTIMIZATION (SEO) ON PAGE DAN OFF PAGE***

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*The use of the internet in terms of business has become the main choice to more easily introduce companies and help in marketing products. One of the companies that use the internet as a medium to introduce their company is CV. Machine House. Engaged in machinery, CV. The Machine House has many ways to introduce a company and its products, but there are some issues that can quickly become serious problems if ignored. The Search Engine Optimization (SEO) method used by CV. There are two engine houses, namely On Page SEO and Off Page SEO. SEO On Page is an SEO technique that is carried out directly on the website page, generally the use of SEO On Page techniques uses a plugin to check whether the articles created on the website meet Google standards or not. The plugin used by CV. The engine house for SEO On Page is YOAST SEO because the indicators are quite complete. Off Page SEO is an SEO technique that is carried out outside the website, this SEO technique is done manually between fellow websites or you can use advertising services.*

*Keywords: SEO, On Page SEO, Off Page SEO*