

ABSTRACT

OPTIMASI WEBSITE DENGAN METODE SEARCH ENGINE OPTIMIZATION METODE SEO ON PAGE DAN OFF PAGE UNTUK MENINGKATKAN SEARCH ENGINE RESULT PAGE

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The advancement of information technology is growing rapidly in various fields of life. The internet is one part of information and communication technology has a very large effect and influence. The website not only serves as a medium of information but supports the company's business, but sales through the website are not effective enough if it is not supported by a good promotional strategy. SEO (Search Engine Optimization) is a promotional technique by utilizing search engine optimization so that the website we have created is at the top or first page (first page) of a search engine page. This research was conducted on a website that has not been done techniques from SEO, then by applying the SEO on Page method such as keyword optimization on title tags, content, meta keywords, meta description, and sharing to social media, at this stage several tests are also carried out. as a benchmark for the successful application of SEO techniques. The results of the application of SEO techniques are able to increase the SERP (Search Engine Results Page) of websites in search engines and successfully indexed by Google on the second page in the second month and successfully indexed on the first page in google search with less than 2 months

Keywords: Website, SEO, SEO on Page, SERP