

ABSTRACT

Claudia Larasvaty – OPTIMASI SEO (*SEARCH ENGINE OPTIIZATION*) PADA WEBSITE DAYYAMESIN.COM UNTUK MENINGKATKAN PENJUALAN PRODUK

Rumah mesin is a company that engaged in selling and manufacturing an agricultural machinery and MSMEs(Micro Small and Medium Enterprise). This company sells a variety of machines for daily needs and it's include the role of technology in it. The use of information technology nowadays makes it easier for all life activities in the community by the many uses of IT in various places, one of them is dayyamesin.com which is useful for product marketing at CV.Rumah mesin. This report focuses on how to optimize SEO (Search Engine Optimization) on the dayyamesin.com website to increase product sales. SEO (Search Engine Optimization) is useful for increasing visitor traffic or people visits if it appears on the first page of google search results or SERP (Search Engine Result Page), therefore the application of SEO is very important in writing an article. The result of this practical work is that the dayyamesin website has implemented SEO in an easy way, by using an article and website to promote their products, that result of optimizing SEO will increased sales of these products. The position of articles that have been posted on the dayyamesin.com website is on page 5 within 2 months. If it's check every week and do an update articles with a longer period of time, the position can continue to go up to the first page..

Keyword : *Search Engine Result Page (SERP), Search Engine Optimization (SEO), website.*