

ABSTRACT

OPTIMALISASI WEBSITE TOKOMESINKELAPA.COM DENGAN SEO

Faizal Rizqi Yuda Pratama

In this increasingly difficult economic situation, there is a lot of competition in various fields, including in the business world, especially by using the internet / online. The problem that exists in CV.Rumah Mesin is that it requires assistance in the Digital Marketing section in the process of optimizing the website. The hope of the results of optimizing the tokomesinkelapa.com website, that the subsidiary of the main website CV.Rumah Mesin is that it will still get the top ranking in the Google search engine. Then when a user searches on the Google search engine with certain keywords, the tokomesinkelapa.com website will be on the first page of Google.

There are 3 data collection methods used, namely the method of discussion with field supervisors to find solutions in designing website optimization, the literature review method by looking for information for references in the origins of google, what is backlinks, Yoast SEO and with the interview method conducted with field supervisors for know what the needs of Digital Marekting are.

The technique used in optimizing the tokomesinkelapa.com website uses Search Engine Optimization (SEO) by creating interesting content articles on the website. The hope of the results of optimizing the tokomesinkelapa.com website is that articles can be ranked on the first page of Google by checking on the whatsmyserp site.

The conclusion that can be drawn from this practical work is that it is necessary to implement SEO on the tokomesinkelapa.com website and the supporting sub-website of CV.Rumah Mesin that can help boost the main website so that it can appear on the first page of Google. The advice given is the use of SEO in Digital Marketing. Then optimize the tokomesinkelapa.com website by improving the quality of the content on the website content, homogenizing articles and increasing off-page SEO, to boost on-page SEO.

Keywords: SEO, Search Engine Optimization, Website, Search Engines, Google