ABSTRACT

ADI ARIFIN. The Implementation of Search Engine Optimization Method to Increase Web Traffic (Case Study: www.infobeasiswa.org). Supervised by SONY HARTONO WIJAYA.

In this research project an empirical study was done on the application of Search Engine Optimization (SEO) techniques to a website (infobeasiswa.org), in an attempt to increase its visibility to the Google.co.id search engine so that increasing web traffic. The methodology involved the measurement of visibility and re-engineering of the website according to the elements indicated by the research paper. The results indicated that the website now occupied the first position on the Google.co.id for a number of selected keywords. It can be concluded that the implementation of SEO methodologies, careful placing of text, the use of key phrases, and backlinks can dramatically increase the website visibility and search engine ranking.

Keywords: Search Engine Optimization, Web Visibility, Web Traffic.