

ANALYSIS OF THE UTILIZATION OF SEARCH ENGINE OPTIMIZATION (SEO) ON PT AGRIKULTUR GEMILANG INDONESIA WEBSITE USING ON PAGE AND OFF PAGE SEO METHODS

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ABSTRACT

Search Engine Optimization (SEO) is a series of processes that are carried out systematically on a website to increase visitor traffic through search engines on Google. Search Engine Optimization needs to be applied to websites with the aim of being recognized by search engines. It is known that one of the companies PT. Agricultural Gumilang Indonesia in Jember has used the website in marketing its products. However, the website that is built cannot be recognized by search engines and cannot be on the first page on search engines. So that the website can be recognized by search engines and appear on the search start page, the solution offered is to apply the SEO method. This method will be applied and tested for effectiveness on the ptgai.co.id site. With the implementation of On Page and Off Page Seo, it is hoped that it will increase the website on the first page of search engines which will later increase revenue for the company.

Keywords : SEO, Website, On Page dan Off Page, Agi