

The Role of SEO Content Writer in Increasing The Organic Traffic of Akurat.co Website

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ABSTRACT: This study examines the role of SEO Content Writers in increasing the organic traffic of the Akurat.co website. The rapid growth of digital media has reshaped how audiences access information, making Search Engine Optimization (SEO) an essential strategy for enhancing visibility and engagement in online journalism. Specifically, this study explores how SEO Content Writers contribute to improving organic traffic in a digital newsroom context an area that remains underexplored compared to general marketing focused SEO studies. Using a qualitative approach, data were collected through in depth interviews with three informants: a Senior Managing Editor of SEO as the key informant, supported by an SEO Content Writer and the Entertainment Editor of Akurat.co. Furthermore, literature studies were utilized to enrich the analysis and support data interpretation. The findings highlight that SEO Content Writers play a strategic role in keyword selection, content structuring, trend based topic analysis, and the production of evergreen articles that sustain long term visibility. Based on internal insights from the editorial team, approximately 80% of Akurat.co's high traffic articles are driven by SEO based content, indicating a dominant contribution to organic readership (based on company estimation, not independent analytics tracking). In conclusion, SEO oriented content writing extends beyond technical optimization, serving as a core editorial strategy to maintain competitiveness in digital journalism.

Keywords: SEO Content Writer, Traffic Organic, Digital Journalism, Akurat.co.



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INTRODUCTION

Communication is a process of transferring meaning from one person to another through verbal and nonverbal symbols (Mahadi, 2021). Its purpose is not limited to delivering information it also shapes perceptions, influences attitudes, and drives behavioral responses, whether through direct interaction or media platforms (Fernadi & Aslamiyah, 2022; Ramadhayanti, 2021).

As digital technology evolves, the way people access information has changed significantly. News consumption is no longer bound by time or space; it has shifted toward instant access through digital devices. This transformation also changes the role of content creators in media organizations, who must now deliver not only accurate and timely information, but also content that is discoverable, engaging, and aligned with audience behavior (Davies, 2021; Hossain & Rahman, 2021).

In parallel, websites have become central platforms for distributing information, shaping public perception, and building brand relevance (Gupta & Mahajan, 2020). Within this ecosystem, Search Engine Optimization (SEO) plays a key role in determining whether content can be found by audiences. SEO works by aligning content with search engine algorithms so that it appears on the first page of search results, increasing the likelihood of organic visits (Josephina et al., 2024; Ledford, 2009; Priyono, 2022). Prior studies estimate that strong SEO implementation can contribute to organic traffic growth of up to 80 percent (Mandal, 2020).

For digital media organizations, SEO is not only a visibility tool but also a cost efficient strategy to grow readership without relying solely on paid promotion (Wattimena et al., 2024). Organic search is reported to contribute more than 50 percent of total website traffic, emphasizing its central role in digital performance (Izzeti, 2023). Other findings similarly confirm that media platforms implementing SEO effectively gain stronger visibility and audience engagement (Lee & Kim, 2021).

At the operational level, SEO Content Writers become the bridge between audience intent and algorithmic requirements. They are not only writers, but interpreters of search behavior, responsible for crafting content that is both readable and searchable (Kusuma & Sari, 2020). This role becomes even more strategic in digital newsrooms, where content visibility directly influences readership, relevance, and sustainability.

Despite the growing importance of SEO in media, existing studies predominantly discuss SEO from a technical or marketing perspective, with limited focus on how SEO Content Writers apply these principles in real newsroom workflows especially within Indonesian digital media (Prasetyo & Handayani, 2023). This indicates a research gap: beyond understanding what SEO achieves, there is a need to examine how it is executed by the individuals responsible for producing optimized content in a newsroom setting.

Akurat.co, as an Indonesian digital news platform, relies heavily on organic traffic to compete in a fast moving information landscape. In this context, SEO Content Writers do not merely produce articles; they shape content discoverability, influence audience reach, and contribute to long term readership growth.

Given the strategic importance of SEO in shaping digital media visibility, it is crucial to explore how these practices operate at the human and operational level. Therefore, this research seeks to examine how SEO Content Writers at Akurat.co implement optimization strategies and contribute to organic traffic growth through daily newsroom practices. A qualitative approach is applied using in depth interviews with SEO practitioners at PT Akurat Sentra Media to gain firsthand insights into workflow, decision making, and content strategy (Taufik, 2024).

Previous research rarely examined the intersection between newsroom journalism and SEO content practices, particularly in the context of Indonesian digital media. This study fills that gap by exploring how SEO Content Writers operationalize journalistic values through daily optimization practices that integrate editorial judgment with algorithmic demands.

METHOD

Research Type

This study employed a qualitative descriptive approach to explore the role of SEO Content Writers in increasing the organic traffic of the Akurat.co website. The qualitative approach was selected because it allows for an in depth understanding of informants' experiences, perspectives, and strategic practices related to SEO implementation in digital journalism (Raharjo, 2020). Unlike quantitative research, which emphasizes measurable variables, qualitative research focuses on meaning-making, interpretation, and process exploration, making it suitable for analyzing complex media workflows and communication practices (Hidayat, 2022). Data were collected through in depth interviews and supported by literature studies to strengthen analytical interpretation (Priyono, 2022).

Population and Sample/Informants

This research involved three informants selected using purposive sampling based on their roles, expertise, and direct involvement in SEO and newsroom content practices at PT Akurat Sentra Media. Purposive sampling enables researchers to identify participants who possess the most relevant insights to address the research questions (Sugiyono, 2021). The key informant was the Senior Managing Editor of SEO, who provided strategic perspectives on SEO workflow and decisionmaking processes. Two supporting informants an SEO Content Writer and an Entertainment Editor were included to offer operational and editorial viewpoints, particularly on daily practices, challenges, and cross team collaboration in SEO implementation.

Research Location

The study was conducted through online interviews using Zoom, involving informants from PT Akurat Sentra Media, located at Jl. Tentara Pelajar, Rukan Permata Senayan, Blok A-15, Grogol Utara, Kebayoran Lama, South Jakarta. Online interviews have become a widely accepted method in qualitative digital media research due to flexibility, accessibility, and practical alignment with the nature of newsroom operations (Davies, 2021).

Instrumentation or Tools

Data collection involved several key instruments commonly used in qualitative research:

- Voice recorder: to document interview sessions verbatim.
- Laptop: to conduct online interviews, display interview outlines, and archive data securely.
- Notebook and pen: to capture key points, emerging insights, and non verbal cues.

These tools ensured data accuracy, completeness, and structured documentation (Creswell & Poth, 2018).

Data Collection Procedures

Data were collected through online in-depth interviews conducted via Zoom, involving the Senior Managing Editor of SEO, the SEO Content Writer, and the Entertainment Editor. The interviews focused on exploring their roles, practical workflows, and challenges in applying SEO strategies to support organic web traffic (Josephina et al., 2024). Each interview session lasted approximately 20-40 minutes, allowing for detailed and reflective responses.

To enrich the findings and strengthen interpretation, supporting data were gathered from literature studies and internal documentation related to SEO practices, keyword optimization, and digital content strategy (Li & Zhang, 2022). This combination of interviews and secondary sources enabled a more comprehensive understanding of how SEO is operationalized within a newsroom context.

Data Analysis

Data were analyzed through thematic analysis, conducted in the following stages:

1. Transcribing interview recordings word for word
2. Data familiarization through repeated reading
3. Initial coding to identify important patterns
4. Theme clustering based on conceptual similarity
5. Interpretation using theoretical and empirical references
6. Drawing conclusions aligned with research objectives

This approach enables researchers to identify recurring meanings and relationships between emerging themes in a structured yet interpretive manner (Braun & Clarke, 2019). The analysis focused on how SEO principles were operationalized in content production and editorial routines at Akurat.co (Effendy et al., 2023).

Ethical Approval (Optional)

The study was conducted with informed consent from all participants prior to the interviews. Participants were informed of the study objectives and data usage for academic purposes only. To ensure confidentiality, interview results were anonymized where necessary, and all records were securely stored (Creswell & Poth, 2018).

RESULT AND DISCUSSION

The results of this qualitative study were based on in depth interviews with three respondents from Akurat.co: Mr. Idham as Senior Managing Editor of SEO, Ms. Titania as SEO Content Writer, and Ms. Ratu as Entertainment Editor. Thematic analysis highlighted three major themes regarding the role of SEO Content Writer in boosting the organic traffic of a website (Braun & Clarke, 2019; Raharjo, 2020).

What is Expected From an SEO Content Writer

Based on the interviews, SEO Content Writers are expected to produce high quality, SEO optimized content aligned with trends and audience search intent. “Our mission is to write 8–9 pieces a day using trend lists and Google Trends, but we also search for what people are googling that isn’t trending,” said Ms. Titania. This reflects that SEO writing requires speed, analytical skills, and responsiveness to audience interests.

SEO writers at Akurat.co must create content that is not only informative, but also strategically structured to increase visibility. This marks a shift in digital journalism, where news is not only delivered but also positioned to be easily discovered by readers.

As Senior SEO Editor, Mr. Idham emphasized visibility as a newsroom priority. “Our job is to make Akurat.co more visible on Google. It’s all about making sure every piece of content can be found easily by readers on search engines.” His statement reinforces the idea that digital media survival depends on content discoverability. Articles with low search visibility lose their audience reach, regardless of quality.

Mr. Idham further explained that SEO writers must balance journalistic values and algorithmic requirements. According to him, news articles prioritize factual storytelling, while SEO articles emphasize search relevance without sacrificing credibility. This dual role requires writers to adapt remaining informative while strategically optimized.

From the editorial perspective, Ms. Ratu explained that SEO has become embedded in newsroom routines. “We always make sure the 5W+1H is clear in the headline and content. Readers should know who, what, where, and why, but at the same time, we place the right keywords where people usually search them.” This highlights that content must satisfy both reader clarity and algorithmic relevance.

SEO planning is also driven by data monitoring. Ms. Titania shared that evergreen topics such as zodiac, gold price updates, and Hijri calendars are prioritized because they generate consistent

traffic. “Evergreen articles still bring traffic even months after publication. That’s why we balance between trending and timeless topics,” she added. This indicates that SEO strategy is built for both immediate and long-term performance.

These findings align with Fishkin (2015), who describes SEO writers as both storytellers and strategists who bridge audience needs with accessible content. Li and Zhang (2022) also assert that SEO writing blends data insight with creativity, confirming that the role goes beyond optimization it requires narrative strategy and audience awareness.

Collaboration is another key component. Ms. Ratu emphasized cross team coordination: “Reporters focus on facts in the field, while the SEO team ensures the article fits the digital trend. We always coordinate so that both aspects factual and digital meet in one story.” This reflects the synergy between SEO and digital communication as described by Wattimena et al. (2024).

Overall, SEO Content Writers at Akurat.co hold a hybrid role combining journalistic integrity with digital insight. Their work influences visibility, engagement, and brand credibility. They represent emerging digital journalists who not only write to inform, but also ensure information is accessible, searchable, and sustainably relevant.

How SEO Help in Generating Organic Traffic

All informants agreed that SEO directly impacts website performance. Mr. Idham stated, “About 80 percent of the most read articles on Akurat.co come from the SEO team’s work, for the simple fact that they write exactly what people want to know.” This confirms that keyword relevance and audience intent are core drivers of traffic. He also explained that SEO content differs from traditional journalism, as it prioritizes both visibility and readability. According to him, SEO turns “what the public needs to know” into “what the audience wants to read,” using data to sustain long term traffic.

Ms. Titania highlighted the long lifespan of SEO content. “SEO article for me is having someone finding me later on ‘so glad I read this today’ because even without additional promo, a well done article style that includes organic keyword use will do its thing months or weeks afterward.” This shows that SEO articles especially evergreen topics like zodiac, gold prices, and Hijri calendars continue attracting readers long after publication, proving that traffic growth is not only immediate but sustainable.

These insights align with Fishkin (2015), who described SEO as a long term investment in digital visibility. Supporting this, Ms. Titania shared that Akurat.co uses Google Analytics and Ahrefs to track article longevity. “Sometimes the articles I wrote weeks ago are still read every day without any update or re-promotion, especially the ones categorized as timeless content.” This confirms that persistent traffic reflects optimized content quality and audience alignment.

From the editorial lens, Ms. Ratu noted the strong role of entertainment content in driving organic readers. “Entertainment content plays a big role in bringing organic readers because it easily goes viral and appeals to people’s curiosity.” She added that story angles with emotional appeal such as behind the scenes or personal facts about public figures support higher engagement and repeat visits, both key ranking factors.

Gupta and Mahajan (2020) noted that structured SEO strategies can boost organic reach by over 70%, a trend mirrored in Akurat.co's internal data. Articles with optimized metadata, headlines, and keywords consistently perform for months. This supports findings by Lee and Kim (2021) and Wattimena et al. (2024) that SEO strengthens long term engagement and audience trust, as visibility increases perceived credibility.

Overall, SEO at Akurat.co functions as both a creative and analytical framework. By combining keyword strategy, data monitoring, and reader focused storytelling, SEO writers transform articles into long lasting traffic drivers. Their work demonstrates that optimized content, when aligned with journalistic values, sustains audience engagement beyond the initial publication window.

Collaboration between SEO and Editorial Teams

The third theme shows that collaboration between SEO and editorial teams strengthens both content quality and visibility. Ms. Ratu stated, "In Akurat.co, the SEO and editorial teams work hand in hand the SEO team focuses on following digital trends, while the editorial team ensures the accuracy and factuality of news from the field. Together, they complement each other to produce content that is relevant and appealing to readers."

Mr. Idham echoed this by explaining his role: "I act as a navigator guiding SEO writers on which issues to explore and helping them balance daily trending content with deeper, evergreen topics." This synergy helps Akurat.co maintain factual credibility while sustaining organic traffic (Hossain & (Davies, 2021; Hossain & Rahman, 2021). Prasetyo and Handayani (2023) also noted that editorial SEO collaboration improves both visibility and trust by aligning newsroom output with audience search patterns.

In practice, this collaboration is not purely technical it merges data insight with human storytelling. The SEO team follows digital signals, while editors safeguard narrative accuracy. When combined, content becomes not only optimized, but also meaningful and relevant. This explains Akurat.co's consistent organic growth, as keyword strategy meets genuine reader needs in every published story.

In summary

The findings show that SEO Content Writers at Akurat.co significantly drive organic traffic through keyword optimization, topic research, and collaboration with editors. Their work blends SEO skills with journalistic quality, keeping articles readable and highly visible in search engines (Taufik, 2024; Mandal, 2020). This reflects a new model of digital journalism fast, strategic, and substance driven.

Interviews confirm that Akurat.co's success comes from balancing creative writing and data-based decisions. As stated by Mr. Idham, approximately 80 percent of Akurat.co's most read articles originate from the SEO team, proving that SEO directly shapes audience reach and engagement. Evergreen topics like zodiac forecasts and Hijri calendars illustrate how optimized content can

sustain long-term traffic without paid promotion. This shows that SEO is more than technical work it is a strategic process rooted in audience search behavior.

Collaboration between SEO and editorial teams further strengthens results. The SEO team interprets digital trends, while editors ensure accuracy and narrative quality. Together, they produce content that satisfies both algorithmic standards and reader interests. This partnership highlights that digital success in modern media depends equally on visibility and credibility.

Ultimately, SEO Content Writers at Akurat.co represent the shift in modern journalism. They combine creativity and data, transforming news production into a system of discovery. Their role ensures that information is not only accurate but also findable, relevant, and accessible building stronger connections between media and audiences.

Overall, these findings extend previous studies on digital journalism by demonstrating that SEO writers in newsrooms perform a hybrid role that integrates journalistic practices with data driven digital strategy. This research shows that SEO Content Writers are not only responsible for optimizing keywords but also for shaping editorial direction through trend analysis, audience insight, and algorithmic awareness an aspect that is rarely explored in earlier literature. By revealing how SEO principles are operationalized in daily newsroom workflows, this study contributes a more nuanced understanding of the intersection between journalism, search optimization, and audience centered content production.

The findings of this study reveal that the role of SEO Content Writers at Akurat.co is instrumental in growing the website's organic traffic through smart content optimization. Through thematic analysis of interviews with three informants (the Senior Managing Editor SEO: Mr. Idham, an Entertainment Editor: Ms. Ratu, and an SEO Content Writer: Ms. Titania), several findings were explored related to organizational workflow, strategic coordination of content production within the editorial unit, and response to algorithmic as well as audience changes (Chaffey & Ellis-Chadwick, 2019).

Interpretation of Key Findings

Mr. Idham emphasized that his core duty is to ensure content is not only accurate but also discoverable. "Our job is to make Akurat.co's stories more discoverable by making sure that every article ranks in Google.com." He characterized SEO as a convergence of journalism and search marketing, where performance is measured by both quality and visibility (Ledford, 2009).

Similarly, Ms. Titania explained that SEO writing must be data responsive and audience-aware. Producing 8-9 articles daily, she continuously monitors trending keywords such as zodiac, gold prices, and Hijri calendar, stating, "We are not just writing stories; we must research what is hot or interesting to our readers." This reflects the interweaving of analytics and journalistic intuition (Borges, 2020; Patel, 2022).

From an editorial standpoint, Ms. Ratu highlighted that SEO is integral even in entertainment reporting. "Editors must think from the reader's perspective, imagining what words they would type into the search engine," she explained. This confirms that editorial decisions are increasingly shaped by search intent, keyword relevance, and audience behavior to sustain engagement (Rowles,

2014; Gunelius, 2018). She also noted that entertainment content contributes major organic traffic due to its viral potential and broad appeal (Patel & Shah, 2019). Across narratives, SEO implementation at Akurat.co emerges as a collaborative system where content value, algorithmic needs, and audience interests intersect (Kingsnorth, 2019; Li & Zhang, 2022).

Comparison with Previous Studies and Research Contribution

These results support prior findings that SEO improves visibility and content credibility through structured optimization (Ledford, 2009; Chaffey & Ellis-Chadwick, 2019). The study also affirms the view that SEO bridges information and audience by making content both searchable and meaningful (Fishkin, 2015).

However, this research extends prior studies by providing newsroom level evidence of SEO implementation in an Indonesian digital media environment. While earlier studies focus broadly on SEO and marketing roles, this study reveals that:

1. SEO writers function as digital strategists not just content producers,
2. Editorial SEO collaboration is a structured newsroom workflow, not a parallel process, and
3. audience behavior in Indonesia shapes SEO execution, particularly demand for fast, credible, culturally relevant content (Nugroho & Handayani, 2022; Rachmawati, 2024).

This contextual insight strengthens current knowledge by positioning SEO writing as a hybrid journalistic role shaped both by algorithms and cultural reading habits.

Practical Implications

First, SEO writers are key actors in sustaining digital readership amid rapid technological change, balancing search optimization with narrative appeal (Gunelius, 2018). Second, SEO success in newsrooms is not purely technical but relational, requiring editorial alignment, trend awareness, and cross team decision making, as emphasized by Ms. Ratu and Ms. Titania.

Akurat.co's ability to generate long-term traffic from evergreen topics such as Hijri calendars and horoscopes illustrates how SEO sustains visibility beyond publication cycles, supporting the idea that optimized content produces long-term audience value (Hassan et al., 2020).

Limitations and Future Directions

This study is limited to one media organization and three informants. Future research may integrate web analytics to measure measurable SEO impact (Zahid & Khan, 2022) and conduct cross newsroom comparisons to explore how organizational culture shapes SEO practices in Indonesian media (Putri et al., 2024; Rahman & Dewi, 2023).

CONCLUSION

This study investigated the role of SEO Content Writers in increasing the organic traffic of Akurat.co's website and aimed to understand how SEO based writing strategies improve visibility, reader engagement, and long-term content performance. The findings demonstrated that SEO Content Writers at Akurat.co play a strategic and multidimensional role not only as writers but also as digital strategists who analyze trends, select relevant keywords, and balance readability with algorithmic demands (Enge et al., 2020).

The study highlighted that consistent coordination between the SEO division and the editorial team significantly enhances visibility and engagement (Kotler & Keller, 2016). The success of evergreen articles such as zodiac forecasts and Hijri calendars illustrates how data-driven SEO practices can sustain continuous organic traffic even without paid promotion (Hanif & Sari, 2023; Zahra et al., 2024). A key insight, as emphasized by Mr. Idham, is the distinction between journalistic articles and SEO based articles. Traditional journalism aims to inform and educate, while SEO writing responds to readers' search behavior and trending interests. This demonstrates that SEO writing complements journalism by translating audience intent into discoverable, relevant content (Chaffey & Ellis-Chadwick, 2019; Rowles, 2014).

A novel contribution of this study is the identification of a hybrid model in Akurat.co's content strategy that integrates journalistic and digital marketing principles. This hybrid approach ensures Akurat.co remains competitive amid algorithm updates and shifts in reader preferences toward faster, visual platforms like TikTok and Instagram (Setiadi, 2023). These results underscore the importance of SEO literacy among journalists and content creators in the digital era (Bhandari & Bansal, 2018; Budiono et al., 2021). While this study provides valuable qualitative insights, its limitations include the small number of informants and the single media setting. Future research should adopt a mixed method approach combining interviews with data analytics to measure SEO impact across multiple online newsrooms in Indonesia (Abdullah et al., 2023; Rahman & Dewi, 2023). Future research should explore how SEO based journalism influences public trust, information perception, and the role of algorithms in shaping media authority and audience behavior in Indonesia.

In conclusion, this study confirms that the role of SEO Content Writers at Akurat.co extends beyond article production, positioning them as key drivers of organic traffic growth through content optimization that aligns with both audience needs and search engine algorithms. Their work demonstrates that effective digital journalism requires a hybrid competence combining editorial insight, data driven SEO strategies, and adaptive storytelling to maintain visibility, relevance, and longterm reader engagement.

Theoretically, this research enriches the literature on digital journalism and media optimization by emphasizing human algorithm collaboration. Practically, it offers a framework for integrating SEO strategies into newsroom workflows.

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