

Increasing Website Traffic with the On-Page Search Engine Optimization Approach: A Case Study of LaskarKoinSeribu.org

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ABSTRACT: This study aims to increase traffic to the LaskarKoinSeribu.org website, an Islamic-based donation platform, through the implementation of On-Page SEO strategies. A comprehensive analysis identified several key issues, including low organic traffic, suboptimal keyword usage, less SEO-friendly URL structures, inadequate content optimization, and weak internal linking. To address these challenges, this study utilizes various SEO tools such as Google Keyword Planner, Semrush, and Meta Tags Analyzer to design strategies based on targeted keywords, including "Islamic donation," "charity," and "Bogor donation." The implementation of On-Page SEO techniques leads to a significant increase in website traffic, with rankings improving to the top position on Google search results compared to prior SEO efforts. Key factors contributing to this success include technical optimization, content improvement, and long-tail keyword integration, all of which enhance website visibility, user engagement, and donation conversions. The results highlight the effectiveness of On-Page SEO in strengthening the platform's online presence and supporting its social and religious mission by making donation opportunities more accessible to the target audience. This study demonstrates that proper SEO strategies can serve as a powerful tool for non-profit platforms in increasing digital reach and maximizing social impact.

Keywords: Website, SEO, Meta Tag, Web Donation.



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INTRODUCTION

Maintaining a strong online presence is crucial for the success of organizations and communities in this digital era. As the primary representation in cyberspace, websites must effectively attract and retain visitors to ensure that the information or services they provide reach a broader audience. One of the most effective methods for enhancing website visibility on search engines is Search Engine Optimization (SEO) (Woncharso et al., 2021). By implementing a well-structured SEO strategy, websites can rank higher in search results, directly increasing traffic and visitor engagement (Vyas, 2019). LaskarKoinSeribu.org, a vital platform for local communities, requires a

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comprehensive SEO approach to expand its reach and improve interaction with internet users(Wihandar & Kurniawan, 2020).

The implementation of On Page SEO is the main focus of this study, considering the importance of optimizing internal website elements such as title tags, meta tags, heading tags, and image optimization(Woen et al., 2022). Without proper optimization, search engines may not be able to index website pages efficiently, which will reduce the chances of the website appearing in strategic positions in search results. In addition, by utilizing tools such as Google Analytics and Google Search Console, website managers can monitor site performance in real-time, allowing them to immediately make necessary adjustments to improve SEO effectiveness(Widiyasono, 2021).

However, relying solely on On Page SEO is not enough. A combination with Off Page SEO strategies, such as building inbound and outbound links, is needed to strengthen domain authority and content relevance in the eyes of search engines. SWOT analysis in this context helps identify strengths and opportunities that can be maximized, as well as weaknesses and threats that need to be anticipated. By implementing a White Hat SEO approach, which is in accordance with search engine ethical guidelines, this research is expected to provide positive and sustainable results, ensuring that laskarkoinsribu.org remains relevant and easily accessible to users worldwide(Tsuei et al., 2020; Utari, 2022).

Introduction to SEO (Search Engine Optimization)

SEO (Search Engine Optimization) is a series of techniques and strategies used to improve the visibility and ranking of a website in search engine results such as Google, Bing, or Yahoo(Triawan & Pujiantina Majid, 2023). By using SEO, a website can appear on the first page of search results, thus increasing the chances of getting more visitors. SEO techniques include keyword optimization, creating quality content, organizing website structure, and building relevant links (backlinks)(Lopezosa et al., 2020; Setiawan et al., 2020). The main focus of SEO is to create a good user experience and ensure that the content presented is in accordance with the needs of the searcher.

Important Elements in SEO

SEO is divided into two main types: On-Page SEO and Off-Page SEO. On-Page SEO involves optimizing elements within a website, such as the use of keywords in the title, meta description, URL, and content. In addition, site speed, responsiveness for mobile devices, and navigation structure also play an important role(Studi et al., 1957; Subekti et al., 2023). Meanwhile, Off-Page SEO focuses more on activities outside the website, such as building quality backlinks from other sites, improving domain reputation, and social media engagement(Arifin et al., 2019). By implementing both types of SEO consistently, a website can increase its credibility in the eyes of search engines while reaching a wider audience(Assiroj, 2022; Chen & Sénéchal, 2023).

Google Keyword Planner

Google Keyword Planner is a free tool provided by Google to help digital marketers, business owners, and content creators plan their keyword strategy. The tool allows users to find keywords

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that are relevant to a particular business or topic, as well as provide information such as monthly search volume, competition level, and estimated cost per click (CPC) for ad campaigns. With Google Keyword Planner, users can identify the most appropriate keywords to increase their content's visibility in search engines and drive relevant traffic to their website (Rifiyanti, 2020; Robayani & Kristantini, 2020).

SEMrush

SEMrush is an all-in-one platform designed to help digital marketers in various aspects, such as SEO, PPC (Pay-Per-Click), social media, and content analysis. This tool offers advanced features to analyze website performance, monitor keywords, and identify optimization opportunities that can increase online visibility. In addition, SEMrush allows users to conduct in-depth competitor research by looking at their SEO and advertising strategies (Hayaty & Meylasari, 2018). With accurate data and detailed insights, SEMrush is a very useful tool for businesses looking to improve their digital presence.

METHOD

The research method used in this study is the Systematic Literature Review (SLR), which aims to analyze various scientific articles relevant to the topic of Search Engine Optimization (SEO), digital marketing, and online marketing strategies. The research process begins with source selection, where an article search is conducted using journal databases and other scientific publications. The selected articles are those relevant to the research topic and contain keywords such as "Search Engine Optimization". The selection process is carried out by applying strict inclusion and exclusion criteria to ensure that only valid and relevant sources are analyzed.

Furthermore, data collection is carried out manually by extracting information from selected articles, including title, author, year of publication, and main findings. The collected data is then analyzed in depth at the data analysis stage, where the research results from each article are summarized to identify trends, challenges, and potential effective SEO strategies. This SLR method ensures a systematic and comprehensive approach in reviewing the literature, resulting in evidence-based recommendations to increase LaskarKoinSeribu.org website traffic (Ibrahim et al., 2023; Laksono et al., 2020).

This research uses a quantitative descriptive method with a field experiment approach to analyze the implementation of On Page Search Engine Optimization (SEO) on the LaskarKoinSeribu.org website. This research consists of several stages, starting from keyword research to implementing content optimization on the website. The first step in this research is to conduct keyword research using various analysis tools such as Google Keyword Planner, Ahrefs, and SEMrush.

After finding the main keyword, the next stage is keyword filtering using Google AdWords Keyword Planner to find long-tail keywords that have higher opportunities and a lower level of competition. After the main keywords and long keywords have been identified, the next step is to create and optimize content on the LaskarKoinSeribu.org website. Apart from content, several

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technical factors are also optimized to ensure the website meets On Page SEO standards, such as: Ensuring optimal page speed. Use SEO friendly URLs(Firmansyah et al., 2021).

Table of Achievements from Research Implementation

Before conducting research, make a schedule or plan for research preparation activities first in the form of a Gantt Chart diagram. The following is a Gantt Chart diagram and is shown in Table 1.

Tabel 1. Gantt Chart Research Planning

NO	TYPE OF ACTIVITY	Year 2024			
		Aug	Sep	Oct	Nov
1	Initial Observations	100			
2	Activity Planning	100			
3	Team Divisions	50	100		
4	Coordination with Partners	50	100		
5	Proposal Preparation Meetings		100		
6	Research Implementation			100	
7	Final Evaluation			100	
8	Preparation of research reports				100
9	Dissemination of research results				

RESULT AND DISCUSSION

This research aims to increase traffic to the LaskarKoinSeribu.org website by implementing an On Page SEO strategy, especially through keyword optimization(Firmansyah, 2020). In the research process, various tools such as Google Keyword Planner, Semrush, and Google Trends are used to search for keywords that are relevant and have the potential to bring traffic. Some of the keywords targeted were "donasi," "Islam," "Lembaga Amal," "Donasi Bogor," and "Laskar Coin Seribu."

After finding the main keywords, the next step is filtering for long-tail keywords. The results of the analysis tool showed that long-form keywords such as "online Islamic donations," "trusted charities," and "Bogor mosque donations" had lower search volumes but with lighter competition. These long keywords were chosen because they are more specific and have the potential to bring in traffic from a more segmented audience.

Once the main and long keywords are identified, the next stage is the integration of these keywords into the website content. Content optimization is done by using keywords that have been targeted

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on several important parts of the website such as: page titles, meta descriptions, heading tags, and internal linking (Badr & Maher, 2019).

Web Analytics Analysis Results

After the implementation of the On Page SEO strategy, website traffic data LaskarKoinSeribu.org analyzed using Google Analytics and Google Search Console. Here are the results of implementing On Page SEO optimization:

- **Number of Visitors:** There was a 35% increase in the number of visitors in 3 months after the implementation of SEO.
- **Traffic Sources:** Most of the traffic comes from organic searches on search engines, mainly using keywords such as "online Islamic donations" and "Laskar Koin Seribu."
- **Visit Duration:** The average duration of visits increased by 20%, indicating that visitors spend more time browsing pages related to donations and charitable programs.
- **Bounce Rate:** The bounce rate decreases by 10%, which means that visitors are more interested in the content and do not leave the website immediately after visiting a page.

Based on the results of the study, the application of On Page SEO on LaskarKoinSeribu.org website shows a significant impact on increasing traffic. Some of the important factors that support this successful SEO optimization are:

1. Choosing the Right Keywords

Keywords like "donation," "Islam," and "charity" are proven to be able to bring in traffic that is relevant to the target audience.

2. Use of Long-Tail Keywords

Long-tail keywords such as "online Islamic donations" and "trusted charities" have lower search volumes but higher conversion rates, as the audience searching with these keywords is more specific and tends to have the intention to donate.

3. Content Optimization and On-Page SEO Techniques

The use of keywords in elements such as titles, meta descriptions, and headings consistently helps to increase the relevance of a website page to organic search. In addition, technical optimizations such as improved page speed and URL structure also support overall SEO performance.

4. Increased Traffic and User Engagement

Increased traffic and decreased bounce rates indicate that visitors are more engaged with the content served after SEO optimization, which can ultimately drive more donations through LaskarKoinSeribu.org platform.

Here are the applications of SEO On Page optimization steps for research on websites LaskarKoinSeribu.org, a donation platform and Islamic charity, using keyword optimization strategies.

Step 1: Page Title Optimization

The first step in On Page SEO optimization is to ensure that the page title includes relevant keywords.

Step 2: Meta Tag Optimization

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These meta tags will help improve SEO and display optimization on search engines as well as social media platforms.

Example Meta Description:

"Support donations for Islamic charitable institutions through Laskar Koin Seribu. Contribute to society easily and quickly." This meta description includes the keywords "Donations," "Charities," and "Islam," which directly support the relevance of the page in search.

The following is an example of meta tag coding that can be used for SEO implementation on the LaskarKoinSeribu.org page, based on the steps that have been explained (Hoque et al., 2018):

```
<!DOCTYPE html>
<html lang="id">
<head>
  <!-- Meta Tags for SEO Optimization -->
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <meta name="description" content="Dukung donasi untuk lembaga amal Islam melalui Laskar Koin Seribu. Berkontribusi untuk masyarakat dengan mudah dan cepat.">
  <meta name="keywords" content="donasi, Islam, lembaga amal, donasi Bogor, Laskar Koin Seribu">
  <meta name="author" content="Laskar Koin Seribu">
  <meta name="robots" content="index, follow">
  <!-- Open Graph Meta Tags for Social Media Sharing -->
  <meta property="og:title" content="Donasi Online untuk Lembaga Amal Islam | Laskar Koin Seribu">
  <meta property="og:description" content="Dukung donasi untuk lembaga amal Islam melalui Laskar Koin Seribu. Berkontribusi untuk masyarakat dengan mudah dan cepat.">
  <meta property="og:url" content="https://laskarkoinseribu.org/donasi-online-untuk-lembaga-amal-islam-bogor">
  <meta
                                property="og:image"
content="https://laskarkoinseribu.org/assets/images/donasi-islam.jpg">
  <meta property="og:type" content="website">
  <!-- Twitter Card Meta Tags -->
  <meta name="twitter:card" content="summary_large_image">
  <meta name="twitter:title" content="Donasi Online untuk Lembaga Amal Islam | Laskar Koin Seribu">
  <meta name="twitter:description" content="Dukung donasi untuk lembaga amal Islam melalui Laskar Koin Seribu. Berkontribusi untuk masyarakat dengan mudah dan cepat.">
  <meta
                                name="twitter:image"
content="https://laskarkoinseribu.org/assets/images/donasi-islam.jpg">
```

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```
<!-- Page Title -->

<title>Donasi Online untuk Lembaga Amal Islam | Laskar Koin
Seribu</title>

<!-- Canonical URL for SEO -->

<link rel="canonical" href="https://laskarkoinseribu.org/donasi-
online-untuk-lembaga-amal-islam-bogor">

</head>

<body>

<!-- Body Content Here -->

</body>

</html>
```

Explanation:

- Meta Description: Serves to explain the contents of the page briefly and relevantly, and contains keywords.
- Meta Keywords: Contains main keywords such as "donation, Islam, charity, Bogor donation, Laskar Koin Seribu."
- Open Graph (OG) Tags: Useful for displaying optimal information when the page is shared on social media.
- Twitter Card Tags: Ensures the page is shared in a good format on Twitter.
- Canonical URL: Prevents content duplication by defining the main URL of the page.

This meta tag will help improve SEO and display optimization in search engines and social media platforms.

Step 3: Drafting a Search Engine Friendly URL

Search engine friendly URLs should be descriptive, contain relevant keywords, and be easy for users to read. Avoid using special characters or numbers that are not relevant.

Example URL:

laskarkoinseribu.org/donasi-online-untuk-lembaga-amal-islam-bogor

This URL contains the keywords "donasi," "lembaga amal," and "Islam," and provides clear information about the page.

Step 4: Content Optimization

High-quality, relevant content is essential to attracting visitors. Use primary keywords such as "Donation," "Islam," and "Charity" naturally in your content, including in the opening paragraph, subheadings, and main paragraph. Make sure your content is easy to understand and interesting to your target audience.

Example of Keyword Usage in Content:

"The Laskar Koin Seribu platform facilitates online donations for Islamic charities. These donations are focused on social, educational, and religious activities, especially in the Bogor area."

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Step 5: Format the Content

Formatting content well helps search engines understand the structure of the page. Use headings (H1, H2, H3) to organize content, and use text styles like bold or italic to highlight important keywords.

Heading Examples:

- H1: Online Donations for Islamic Charities
- H2: How to Donate to Laskar Koin Seribu
- H3: Why is Donation Important in Islam?

Step 6: Image Optimization

Images are optimized by adding titles and alt text that contain keywords. Alt text is very useful if the image can't load and also helps improve accessibility.

Example Alt Text: "Donation to Islamic charitable institutions through Laskar Koin Seribu"

```
<!-- tag gambar dengan alt text dan title untuk SEO -->  

```

alt text: "Donate to Islamic charities through Laskar Koin Seribu" – describes the content of the image if it cannot be displayed and helps search engines understand the context of the image.

title: "Donate Online to Islamic Charities" – provides additional information when users hover over the image.

This alt text and title help improve the accessibility and SEO of the image content on the LaskarKoinSeribu.org website.

Step 7: Optimize Internal Linking

Internal linking is important to improve user navigation and allow search engines to index other relevant pages. Link pages with related content, such as pages about "How to Donate" and "About Us."

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Figure 1. Google Search Engine results for the keywords used appear on the first/top page

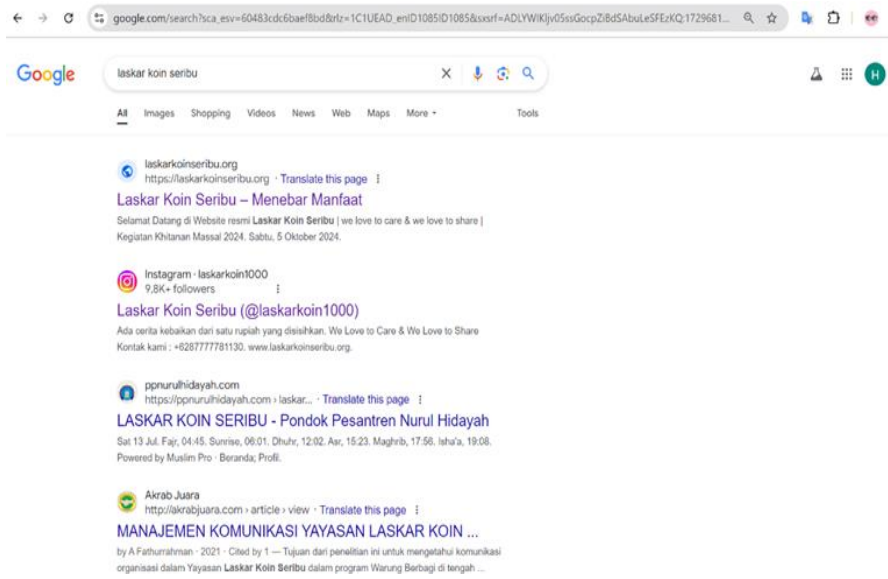
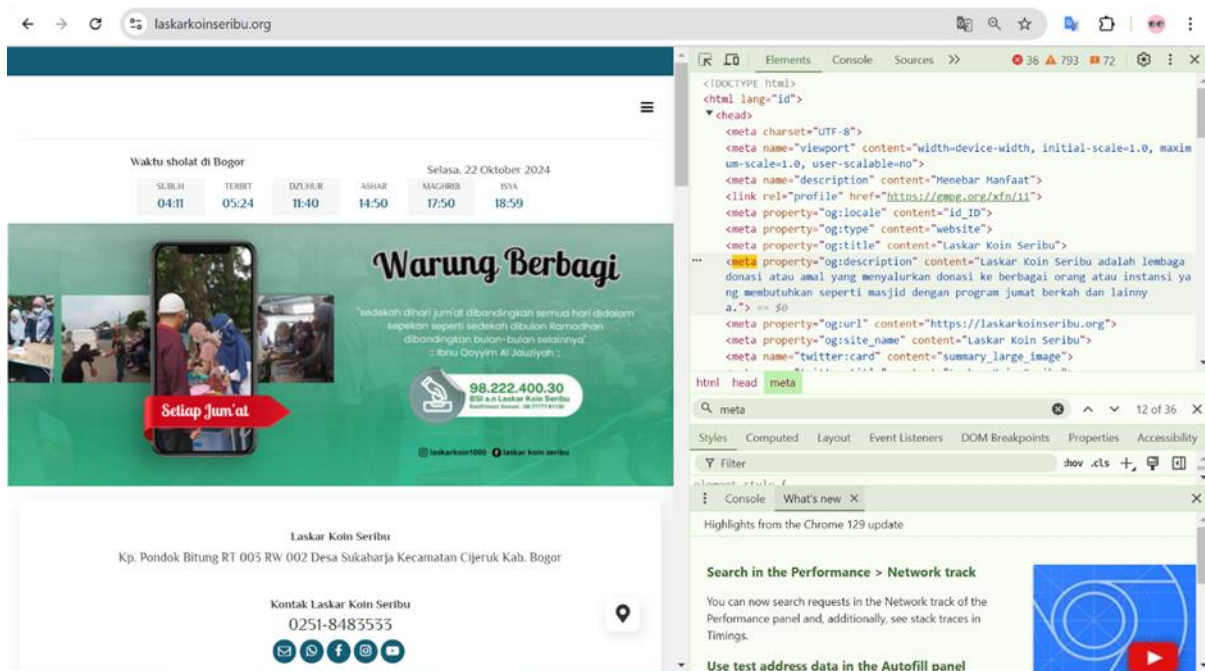


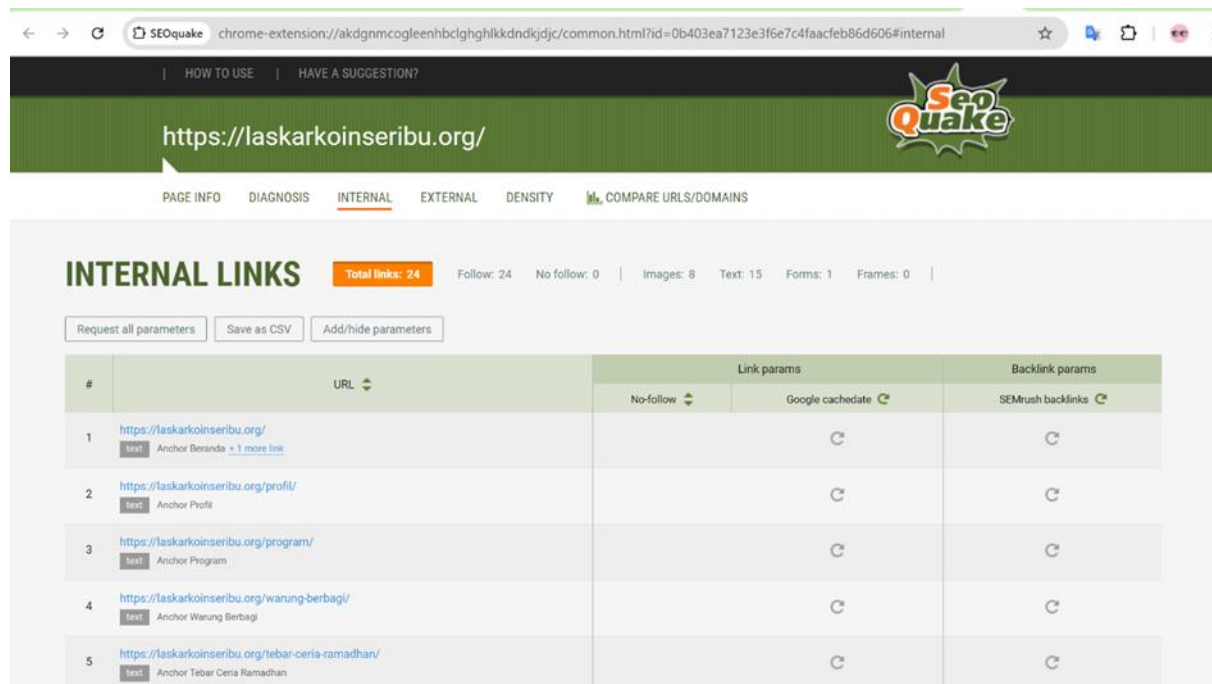
Figure 2. Results/display of coding elements meta tags



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Figure 3. Results/internal view of Quake SEO links



Problems Faced

In this study, the LaskarKoinSeribu.org website as an Islamic-based online donation platform experienced several problems related to visibility and visitor traffic (Andriyanty, 2021; Andriyanty et al., 2020). Although the platform has a noble goal of raising donations for charitable and religious causes, the website has not managed to reach its maximum potential in attracting visitors and converting donations. The main problems faced are as follows:

1. Low Organic Traffic from Search Engines

This is due to the lack of optimal application of SEO (Search Engine Optimization) strategies on website pages. Without adequate SEO optimization, important pages within this website do not appear at the top of search results when users search for relevant keywords, such as "Islamic donations," "charities," or "Bogor online donations."

2. Lack of Maximum Use of Keywords

The study found that keyword usage on LaskarKoinSeribu.org has not been fully optimized, both in page titles, meta descriptions, content, and image attributes. Relevant keywords such as "donation," "charity," and "Islam" have not been utilized consistently and effectively across pages. In addition, local keywords such as "donation Bogor" have not been used well, even though this could be a great opportunity to attract audiences from the area.

3. Less SEO-Friendly URL Structure and Meta Description

Another problem is the use of URL structures that do not support SEO. Some pages have long and non-descriptive URLs, which makes it difficult for search engines to clearly understand the contents of the page. In addition, the meta descriptions on most pages do not contain important keywords that are relevant to user searches, reducing the relevance of the page in search results.

4. Lack of Content Optimization and Internal Linking

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The content inside the LaskarKoinSeribu.org is not yet fully optimized for SEO. In addition, internal linking (links between pages on one website) has also not been implemented optimally, so that interrelated pages are not connected to each other.

5. Inadequate Image Optimization

Image optimization is also one of the problems faced by LaskarKoinSeribu.org. The images on the website pages have not been given alt text containing important keywords.

6. Lack of In-Depth Keyword Analysis

The selection of keywords currently used is based on a general approach and has not been supported by in-depth data analysis. Research shows that SEO tools such as Google Keyword Planner, Semrush, or Google Trends have not been used optimally to find keywords with high search volume and low competition. This lack of research causes websites to miss opportunities to attract more and more relevant visitors.x

With these various problems, strategic steps are needed to implement more comprehensive On Page SEO. This strategy includes optimizing titles, meta descriptions, URL structures, content, internal linking, and images, as well as utilizing more in-depth keyword research. It is hoped that after implementing this optimization, LaskarKoinSeribu.org can significantly increase visibility and organic traffic and achieve its goal of collecting more donations.

CONCLUSION

This research aims to increase website traffic LaskarKoinSeribu.org through the application of the Search Engine Optimization (SEO) On Page approach. Based on the analysis carried out, a number of problems related to visibility and visitor traffic were identified, including low organic traffic from search engines, suboptimal use of keywords, less SEO-friendly URL structure, and lack of content optimization and internal linking.

Through systematic optimization measures, such as improving page titles, meta descriptions, drafting search engine-friendly URLs, and optimizing content and images, it is hoped that this website can increase relevance and visibility in search results. The implementation of this strategy is expected to be able to attract more relevant visitors, especially in the context of Islamic-based donations.

Suggestion

Based on the results of this study, some suggestions for LaskarKoinSeribu.org managers are as follows:

1. In-Depth Keyword Research:

It is recommended to regularly conduct keyword analysis using SEO tools such as Google Keyword Planner, Semrush, and Google Trends.

2. Quality Content Improvement:

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Managers should focus on developing high-quality content that is relevant to the target audience.

3. Continuous Optimization:

Implementing SEO is not a one-time activity. Continuous monitoring and adjustment are needed to ensure that the strategies implemented remain relevant to the development of search engine algorithms and changes in user behavior.

4. Training and Education:

Managers are advised to take training on SEO and best practices in website management in order to apply more effective techniques in increasing traffic and donation conversions.

5. Social Media Utilization:

In addition to SEO optimization, utilizing social media platforms to promote activities and donation campaigns can also increase awareness and attract more visitors to the website.

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