

SEARCH ENGINE OPTIMIZATION (SEO) TECHNIQUES FOR YUSFIZA SATAY TEMBAM WEBSITE MARKETING

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ABSTRACT – This abstract provides an overview of Yusfiza Satay Tembam Website Marketing project development. This project aims to address the need for an online marketing strategy using SEO techniques to improve website visibility, attract relevant traffic, and increase brand awareness and sales. It emphasizes the significance of SEO in improving search engine rankings and user satisfaction. This project involves the development of a user-friendly website using HTML, CSS, Visual Studio Code, Laragon, Composer, Node.js, and SQLyog. It follows the Agile methodology, which emphasizes flexibility, rapid iteration, and customer involvement throughout the development process. The different phases of the software development life cycle (SDLC) are outlined, including planning, data collection and analysis, designing, development, testing, and adjustment. The planning phase involves identifying project requirements and obtaining approval from supervisors and subject coordinators. The data collection and analysis phase focuses on gathering research materials and identifying user requirements. The designing phase includes creating diagrams such as mind maps, ERDs, use case diagrams, and DFDs to understand the website's structure. The development phase involves implementing SEO techniques, and the testing phase ensures functionality and user acceptance. The adjustment phase allows for identifying and fixing issues to improve the website. Overall, the project aims to deliver a high-quality website marketing solution by following the Agile methodology, meeting user requirements, and achieving better search engine rankings, customer satisfaction, and increased sales.

Keywords: SEO, website marketing, marketing strategy.

1. INTRODUCTION

Website marketing is crucial for driving relevant traffic to a website, and search engine optimization (SEO) techniques play a vital role in improving website visibility. This is because Internet marketing makes use of the potential of digital commerce to sell and promote goods (Bala & Deepak Verma, 2018). The project aims to develop an online website marketing strategy using SEO techniques, focusing on Google as the primary search engine. The problem statement highlights the negative impact of not having an official website page, resulting in decreased brand awareness, customer satisfaction, and sales. The objectives include developing a user-friendly website and evaluating user acceptance. The scope encompasses all users interested in purchasing the company's products, and the web application will be developed using HTML, CSS, Visual Studio Code, Laragon, Composer, Node.js, and SQLyog. The significance of the project lies in achieving higher search engine rankings, improving customer satisfaction, and gathering valuable data and insights about customers. This summary provides an overview of the introduction, outlining the project's background, problem, objectives, scope, and significance..

2. METHODOLOGY

The methodology section discusses the research approach and the software development life cycle (SDLC). The SDLC is a multi-step process that includes initialization, analysis, design, implementation, maintenance, and disposal. For this project, the Agile model will be implemented due to its flexibility and rapid iteration. The Agile model aligns with the need for continuous adaptation and optimization in website marketing development, particularly when using SEO techniques. The Agile model allows for the integration of SEO practices throughout the development process, resulting in a more holistic approach to optimization (Radack, 2009; Al-Saqqa et al., 2020).

3. RESULTS AND DISCUSSION

The implementation of the Agile model in the development of Satay Tembam Yusfiza Website Marketing proved to be effective in achieving the project objectives. The Agile methodology's flexibility and rapid iteration allowed for continuous adaptation and optimization of the website. SEO techniques such as meta tags, keyword research, and

website structure were seamlessly integrated into the development process, resulting in improved search engine rankings and increased visibility. This holistic approach to optimization contributed to higher levels of customer engagement, satisfaction, and ultimately, increased sales (Al-Saqqa et al., 2020). The successful implementation of the Agile model in website marketing development shows its suitability for projects that require flexibility and rapid changes, providing a valuable framework for future web development endeavors.

4. NOVELTY OF RESEARCH / PRODUCT

The novelty of the Yusfiza Satay Tembam Website Marketing project lies in its integration of SEO techniques within the Agile development methodology. While website marketing and SEO are well-established practices, the project's focus on developing a user-friendly website using SEO techniques sets it apart. The incorporation of meta tags, keyword research, and website structure throughout the development process ensures that the website is optimized for search engine rankings and visibility. According to (Ullah et al., 2018), the competitiveness of the Internet is growing, and enterprises who use SEO will have a significant edge in terms of sales and traffic. This approach contributes to improved customer engagement, satisfaction, and increased sales. By combining the principles of Agile development with SEO techniques, the project offers a unique and effective solution for enhancing website marketing strategies.

5. CONCLUSION

In conclusion, the Yusfiza Satay Tembam Website Marketing project successfully utilized SEO techniques within an Agile development methodology. The integration of SEO practices, such as meta tags and keyword research, improved search engine rankings and customer engagement. The user-friendly website developed using HTML, CSS, and other tools met user requirements and enhanced the overall website marketing strategy. This project offers valuable insights for effectively combining SEO techniques with Agile development for successful website marketing.

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