

Improving E-Commerce Website Rank Using Search Engine Optimization (SEO)

Riki Asrigo^{1*}, Emil R. Kaburuan²

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Abstract: Search engine optimization (SEO) plays an important role in increasing website visibility with keywords that users want. The aimed of this study is pertains to optimizing a website, to improve the rank and get a better position for web pages in the search engine results page (SERP). Applying SEO is expected to increase traffic that can boost sales figures. This paper adopts Jamal-Hatab's SEO framework as research base. The framework contains a set of guidelines, namely keywords analysis, submit sites URL to search engines directories, optimize website SEO Factors, and measure results. Target of this study is e-commerce website in Country of Indonesia with monthly average of 758 visitors and rank position 53 million by Ahref before optimization. The finding describes the website as having a low page rank and number of visitors. The optimizing results will measure every week, verifying the framework in improving website rank, page position in Google SERPs, increase traffic and visitor of the website at Google Search Engine. These goals are very important for the company to enhance its business capabilities and build the brand. As a result, SEO tasks can help boost the website rank, put webpages on the first page of SERP, and help maintain the position, but not in increasing visitors and traffics. More time, and continues optimization such as add keywords, make the website mobile friendly, and getting more social media support is highly suggested.

Keywords: Search Engine Optimization (SEO); Search Engine Result Page (SERP); PageRank; E-Commerce; Keywords Analysis

1. Introduction

The number of internet users worldwide is growing along with the advancement of communication technologies therefore marketing targets for products and services are not limited to print or electronic media but also on the internet. Looking for information and shopping online has already become part of daily life for most people, especially during the COVID-19 pandemic in March 2020 in Indonesia. Many methods are used in promoting websites to reach the audience and consumers so that they are easier to find; thus, increasing the presence or visibility of a website is important.

SEO has become more important than ever in the digital world when current statistics show *Google* processes more than 3,5 billion searches per day [1]. Making organic search traffic can be the largest website traffic generator. No matter how good the current rank is, it can still improve. Several studies revealed that SEO has prominent advantages in enhancing the brand equity of the product which will also affect brand awareness and purchase persuasion [2].

Compiling an SEO SWOT (Strength, Weaknesses, Opportunity, and Threat) analysis helps provide insight

into how to plan and to direct a company to the best effort for business improvements. [3].

Company SWOT analysis shows the current situation and allows the organization to do plan. As results from the company's SWOT analysis are shown some strength and opportunities toward brand, such as: having established E-commerce website and supported by internal professional programmer; and still many untapped markets for fancy stationary category. Despite all that, author also acknowledge, growth of marketplace in Indonesia become the biggest challenge in e-commerce business.

PRE-ANALYSIS, the e-commerce website as the only means for the company to sell products directly to the customers is the target of the study. It is important to see the current position of the website, and several pre-analysis stages were carried out. **Identify Ahref Page Rank using Ahref tools:** On May 2021, company implement SSL (secure socket layer) certificate on the website cause the Page Rank drastically decreased to 47.953.048, from around 10 million. And by the end of December 2021, the company website rank was 53.901.125 and domain rating (DR) at 1.7 point before optimization as shown in Figure 1.

^{1*}Information Systems Management Department, BINUS Graduate Program – Master of Information System Management, Bina Nusantara University, Jakarta, Indonesia 11480, ²Informatics Engineering Department, Mercu Buana University, Jakarta, Indonesia 11650 E-mail: ¹riki.asrigo@binus.ac.id, ²emil.kaburuan@mercubuana.ac.id

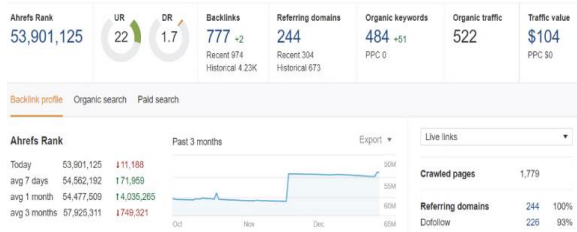


Fig 1: Company Website Ahrefs Rank December 2021 (Source: Ahref)

Traffic and Visitors Analysis: results of the domain traffic of the website using google analytics can be seen in figure 2, with the following data restrictions: period range 12 months from December 2020 until the End of November 2021 on specific country of Indonesia. As a result, 9.106 visits with an average of 758 visitors monthly, when the highest was in July 2021 with 1.994 visitors.

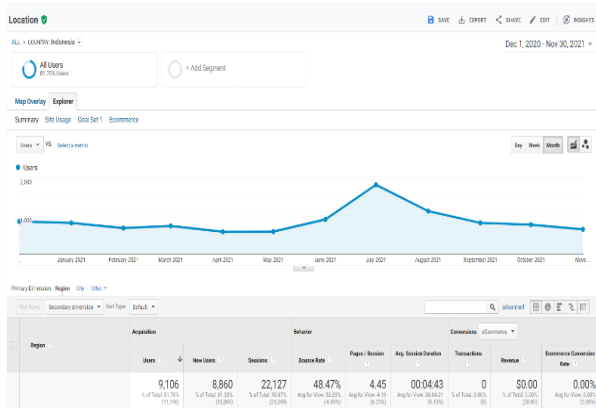


Fig 2: Company Visitor Data. (Source: Google Analytics)

The most common problem of the website owner is the low *PageRank*, unstable traffics, and visitors of the webpage on Google Search Results. The good and optimal use of SEO techniques on website pages have been proven to increase total traffic, number of visitors, and rank index of website pages on chosen keywords [4]–[6]. With multiple important key factor of good SEO with can give a positive influence for a webpage in achieving better SERP position [7]. When webpages appear on the first page of search results, helps to increase volume and quality of traffic through search engines that can affects company performance and business [8], [9]. In SEO, the terminology of good SEO models refers to White Hat SEO [10] as a set of techniques, methods, or strategies that follow search engine rules and guidelines. The techniques which are consists of several processes [4], [11]–[13]: **Keyword Research, Indexing, On-Page Optimization, Off-Page Optimization.**

The research framework adopts Jamal-Hatab’s framework to do optimization, to get the higher rank and positions in the Search Engine Results Page (SERP) of Google. From the problem formulated, the purpose of this

research namely: (1) Increasing website ranking and number of visitors from the company’s e-commerce website through the organic search. (2) Help website owners to get on the first page on Google SERP for relevant keywords. As a result, increasing the number of visitors hopefully can also help improve traffic quality and support the business.

Application of Search Engine Optimization techniques following White Hat SEO method according to Jamal-Hatab’s framework consists of website preparation, on-site optimization, off-site optimization, and measurement of results. Existing company’s e-commerce website, as a practical site for implementing SEO optimizing factor, both on-page and off-page, and verifying the SEO effect on improving website rank, webpage position and number of visitors of the website, targeted at the Google Search Engine.

2. Literature Review

Recent studies have shown the importance of implementing good SEO on digital websites or online sites affect to improve website visibility on search engines and help increase website rank [14]. SEO is a long-term strategy that can help improve website rank and page rank on the Search Engine search results (SERP) and draw customers attraction [15], [16]. It is important to understand the mechanics behind the operation of search engines [17]. Yalçin & Köse also concluded that SEO is a dynamic process that require frequent monitoring, analyzing and action to keep and improve the website position from time to time.

2.1 Google Search Engine

Google is the web search engine owned by Google Inc. According to Wikipedia, Google Search is the most used search engine on the World Wide Web" among all other platforms, with 92.16% market share as of December 2020, handling more than 5.4 billion searches every day [18], which receives about 34,000 searches every second. Its main purpose is to provide users with relevant web pages based on the search query used. The Google Search Engine has software called Web Crawlers or also called Google bot. The way these software works is to retrieve website pages automatically by following the do-follow link page. Each page will be analyzed to determine SEO factor conditions such as index status, the text format in the title tag, subheading, and a special section called the Meta Tag element. Investigate the content then decide if it is a relevant page or not [5]. It’s necessary to make sure the pages can be crawled by the Search Engine in the first place before they can be ranked. According to Sahu [19], Google have more features, in most cases Google also gives better result comparing Yahoo and Bing relevance of the query results.

To improve google page ranks most reference website characteristics were quality and quantity of backlinks, social media support, keyword in the title tag, website structure, website size, loading time, domain age, and keyword density [20]. Several studies indicate that SEO has a positive influence on Google search rankings and increased the number of users visiting the website. By understanding the most important factors such as the valid website SSL certificate along with the use of relevant keyword in URL, and the quantity and quality of backlinks pointing to a website, and the domain age will help to get the first position that was coveted. A very important on-page factor is the loading time and the social media support for off-page factor in result of top position on Google SERP for a webpage [7], [20].

2.2 SEO Lifecycle

According to Solihin (2013), analysis of the conceptual SEO framework in optimizing a Website according to the guidelines can be categorized into four parts: keyword research, indexing, optimization both with on-page and off-page strategy [11]. In developing a webpage, using a shorter volume of URLs containing keywords through precise research analysis is important to better meet the information needed by user [21]. Then consistently use the keyword updated in page content, architecture, and in every page element such as Title, Headings, and Meta Tag. This will help the webpage easier to be identified and get a higher position in search page results towards the keyword [22].

On-Page Aspects such as creating unique and frequently updated website content, user-friendly URLs structures, clear domain names, relevant titles, descriptive titles, structured source code, and fast page loading time. As off-page aspect is focusing on building backlinks from the qualified websites from relevant partners [5].

Web developers need to develop a website that complies with good SEO standards. To attract internet users, SEO principles need to be carefully applied, various factors and elements need to be involved in increasing the website rank in search results (SERP) [7], [20]. The SEO mechanism works on the backlinks and keywords valued according to the website. The search engine process requires optimization procedures both on-page and off-page. That is the overall SEO lifecycle shown in Figure 3 [12].

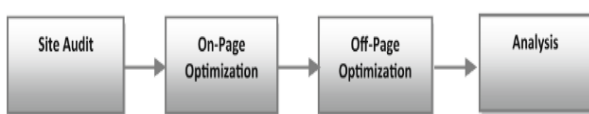


Fig 3. Search Engine Optimization (SEO) lifecycle
Source: SEO Lifecycle [12]

The SEO techniques on website pages have been successful to increase total traffic, visitors, rank index [4]–[6], so do the aesthetics and functionality elements also can help to increase the visibility and quality of the websites [7], [21], [23].

3. Research Method

The main objective of this study is to get a higher website rank, improve visibility and increase the number of visitors of the e-commerce website toward Google *Search Engine* by optimizing the use of SEO techniques. The framework process for this research is based on the development of several previous research frameworks, as Jamal-Hatab’s (2013) framework was used as the main framework is illustrated in Figure 4.

Phases start with (1) Prepare website as pre-optimization analysis. (2) Optimize website based on search engine factors. (3) Extract the results and compare them as pre-optimization analysis [4].

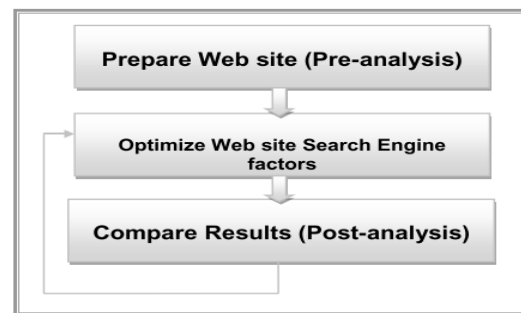


Fig 4: SEO Model Jamal & Hatab’s Framework

As a complementary of the main framework, the SEO approach from Solihin (2013), and Khan & Mahmood (2018), were also adopted for Keyword Research, Indexing, and Site Audit. Figure 5 describes the complete website optimization (SEO) framework used in this research that will be detailed below for each step.

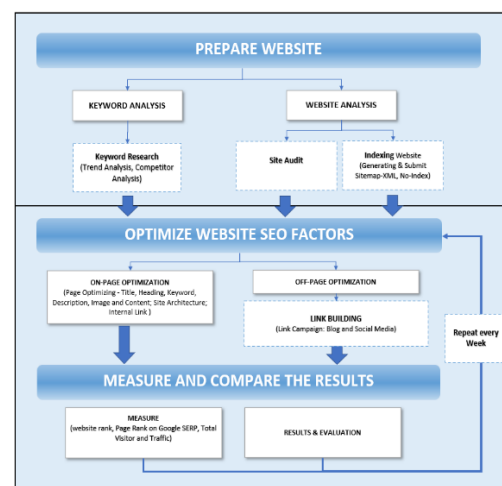


Fig 5: Research’s SEO Framework

Table 1: Targeted Keywords from Keyword Analysis

Source	Keyword	General Keyword	Optimization Target		Search Volume	Search Competition Index (SD)
			On-Page	Off-Page	(Monthly)	
Interview	Stationery lucu	Stationery	√	√	90	74
	Supplier Stationery Lucu	Stationery	√	√	70	52
	Stationery	Stationery	√	√	12.100	43
Competitor Analysis	Black Paper Notebook	Black paper	√	√	40	70
	Black paper	Black paper	√	√	5.400	79
	White gel ink pen	Gel Ink Pen	√	√	20	36
	Gel Ink Pen	Gel Ink Pen	√	√	170	75
	Tombow brush pen	Brush Pen	√	√	2.900	69
	Brush Pen	Brush Pen	√	√	18.100	54
Trend Analysis	Diary	Diary	√	-	9.900	83

Each phase of the framework outlines pertinent guidelines to be undertaken in optimizing the website. In this section, specific steps and guidelines were outlined for each phase and will apply to the company website domain.

3.1 Prepare Website

The website was prepared to be optimized. Two main analyses processed will be conducted and an implementation strategy will be formed which will be carried out in the next phase as the results of the analysis process.

3.1.1 Keyword Analysis

This step is to re-identify the keywords that are more relevant to the company characteristics. The processes that will be carried out include interviewing the stakeholder, researching trending keywords periodically, and analyzing the competitor’s websites.

When doing keyword analysis several tools such as Google Trends and Neil Patel were used in this research. Interviewing the owner, the company business strategy is to build brand awareness, the company acknowledged that need to be more focused on the certain product

category and decide “stationery” with fancy characteristic, as result of “stationery lucu” keyword was defined. Searching for competitor’s SERP keywords analysis (in title or URL of competitor’s webpages) was done presenting framework phase for keywords analysis used in this research. Some tools are also used to track relevant competitors both marketplace and e-commerce website types. Based on the monthly search volume and search competition index (SD), sorted by the highest the targeted keywords were listed, and revalidate using the google trends the search volume was analyzed as shown in Table 1.

Optimizing web pages with the appropriate and relevant keywords helps users to find a relevant webpage with the information needed. Keeping doing this procedure can help to improve the Google user experience [24] that can increase rank and traffic [12]. The search engine also ranked webpages based on several criteria such as page load time, repeated number of search phrases, search phrase position of the webpage, output, and incoming links in and to the webpages [25].

3.1.2 Website Analysis

Before optimizing the website was pre-analyzed. The processes that will be carried out include Site Audit and Index the website domain.

Site Audit, the analysis was done using Neil Patel tools to get the current status of the domain sites such as Content Error, Page Load Speed, Back Link, etc.). Several site audit tasks also run auditing the websites: (a) Total crawlable contents, it is very important in SEO to make sure all the website pages are crawlable and check the health of the crawled pages. Making sure there are no broken links, both from internal and external website links is also very important. The presence of these links can harm website rank. Crawled on December 2021, site audit results show there were 530 technical issues against the comprehensive point of SEO were found from 570 crawled pages with 351 critical errors from the company domain shown in Figure 6.

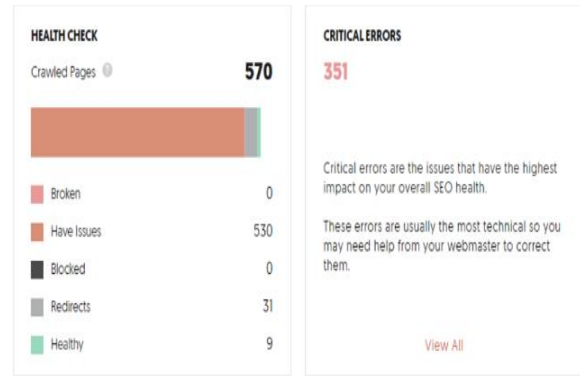


Fig 6: SEO Site Audit Analyzer

Table 2 shows a detailed list of technical issues of the overall health check, then use as guidance fixing the webpage. The priority was set according to SEO Impact status starting from High to Medium. For each status of issues, detailed as follow. **SEO Impact:** High - Critical issues that must be fixed. They have the greatest effect on traffic and rankings. Medium – Issues that affect traffic and rankings but are not putting a website in Recommended fixes based on best practices. They have the least effect on traffic and rankings.

Table 2: SEO Optimization Guide (Source: Neil Patel)

No.	SEO Issue	SEO Impact	Target
H1	with no sitemap.xml ...	High	Domain
H2	w/o a valid SSL certificate	High	Domain
H3	have a low word count	High	pages
H4	with duplicate meta descriptions	High	pages
H5	with duplicate <title> tags	High	pages
H6	blocked from appearing in search engines	High	pages
H7	with a long loading time	High	pages
M1	without an H1 heading	Medium	pages
M2	returned 4XX status code	Medium	pages
M3	with a <title> tag that is too long	Medium	pages
M4	with a <title> tag that is too short	Medium	pages
M5	with a poorly formatted URL for SEO	Medium	pages

(b) Average speed or the page load time, is also an important factor that Google search engines considered while ranking a website. Page Load test for desktop was done using Neil Patel, the results is good with an average of below three seconds taken to load a page, but not for mobile.

Indexing, coming to google, (a) **Sitemap-XML** is an easy way how to inform search engines about specific pages on the sites available for crawling and help do

analytic if it also suffers from index and content issues [26]. A sitemap is an XML file that lists URLs for a site along with additional metadata about each URL so that search engines can manage to crawl the site. The metadata includes information such as when it was last updated, how often it usually changes, and how it is relatively important to the other URLs within the site. This process is to ensure all the existing and newly created pages were able to be crawled by Google search engines. Many tools both free and commercial can be used to create a sitemap

in XML format files, for this research sitemap was created by tools, as shown in Figure 7.

```

<?xml version="1.0" encoding="UTF-8"?>
<urlset
  xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance"
  xmlns:xhtml="http://www.w3.org/1999/xhtml"
  xsi:schemaLocation="http://www.sitemaps.org/schemas/sitema
p/0.9
http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  <url>
    <loc>https://yourwebsites.com/pens-pencils/panmomo-
white-gel-ink-pen</loc>
    <lastmod>2022-01-31T01:53:48+00:00</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.6400</priority>
  </url>
  <url>
    <loc>https://yourwebsites.com/pens-pencils/panmomo-
white-gel-ink-pen</loc>
    <lastmod>2022-01-31T01:53:48+00:00</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.6400</priority>
  </url>
  <url>
    <loc>https://yourwebsites.com/categories/view/stationery</l
oc>
    <changefreq>daily</changefreq>
    <priority>0.8000</priority>
  </url>
  .....

```

Fig 7: Sitemap-XML Format

To make sure the search engine can index and crawl the updated pages, the following steps were done: submit the sitemap file to Google Search Console, is also important to check the submitted status was Success and all total URLs were correctly indexed. Along with the submission of sitemap files, updating the “robots.txt” files in the website domain with the latest sitemap path is necessary to tell google where to find the sitemap. (b) **No-Index**, excluding unnecessary pages for crawling such as: thank you page, chart pages and index pages, can help boost traffic that Google will focus to only rank relevant pages. In an e-commerce website, un-published webpages due to discontinuity of the products also need to be deindexed, by setting the ‘no-index’ code in the robot tag of the webpages and do not include it in the sitemap [27].

3.2 Optimize Website SEO Factors

Once the webpage is visible in the SERP by approved keywords. The next phase is doing the optimization process both on-page and off-page base on SEO Factors. These two phases need to be done continuously until satisfactory results was obtained. Two main stages in the Website Optimization Process are detailed in this section.

3.2.1 On-Page Optimization

The technical optimization of the website includes, content (writing keywords and metadata), site architecture, use of images and other media, and optimizing internal links. The main activities in this phase are: (1) Following up keyword analysis results, implementing the keywords in every element on-page.

Following are the elements for on-page optimization that require updating with approved keywords: (a) Domain Name and Title of the webpage. (b) Short description of the webpage. (c) Headings, anchor tag, Alternative tags and in the main contents. (d) website content also needs regularly updated.

It is necessary to encounter the strategies used by the competitors from time to time. (e) Ensure that webpage content contains the relevant keywords. (f) Video, images, audio, infographics, and other multimedia also need to use the keywords in the alt text element. The consistency of keywords used in every element of the webpage can help search engine bots easier to find them, as shown in figure 8.

```

URL: https://yourwebsites.com/pens-pencils/panmomo-white-gel-ink-pen
.....
<meta name="description" content="Gel Ink Pen.
Panmomo White Gel Ink Pen akan tampak nyata di atas
kertas hitam. ....">
.....
<title>Panmomo White Gel Ink Pen |
yourwebsites.com</title>
<H1> Panmomo White Gel Ink Pen <H1>

```

Fig 8: Meta Element Update for Keyword Optimization

SEO Site Audit can be very helpful to improve website on-page SEO. It crawls every page in your website domain, listing and reporting every element (title, description, header) and each webpage status from the domain rather than doing it manually. (2) Solving all the SEO issues identified from site audit results mentioned in Table 4 also need to be done.

When solving the critical issue, the priority was set based on SEO impact, then the issues list was given to the web development team to be fixed. Progress results of the on-page optimization monitor every week are shown in Table 3.

Table 3: Results on Monitoring of Site-Audit Issue

No.	12.20 21	01.2022				Type
	W4	W1	W2	W3	W4	
H1	Done Weekly start on W4 – 12.2021					-
H2	Done on May 2021					-
H3	291	199	40	37	33	pages
H4	253	251	92	30	4	pages
H5	294	196	40	6	-	pages
H6	17	3	52	63	60	pages
H7	1	-	-	-	-	pages
M1	97	-	-	-	-	pages
M2	1	-	-	-	-	pages
M3	617	621	-	-	-	pages
M4	125	28	11	7	6	pages
M5	289	192	46	11	5	pages
Total	1.985	1.490	281	154	108	

To make sure the webpages health always fit the SEO, a tool was used to monitor keeping the SEO Score always above 80, as shown in Figure 9.

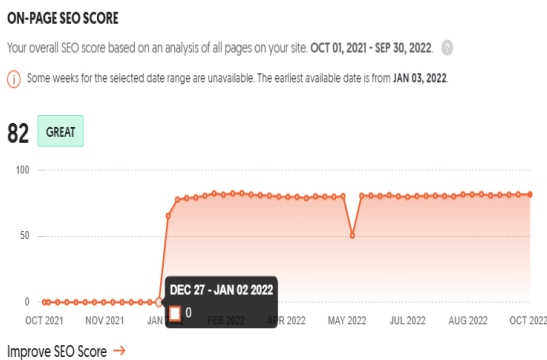


Fig 9: On Page SEO Score

3.2.2 Off-Page Optimization

The main process involved is a link placement campaign that is designed to be embedded and shared on other online websites or network media. The main activity here is to build backlinks, which place website links on other better, well-reputed, and top-ranked websites. This process proved to help to enhance page rank according to several previous types of research. The actions implemented for this research include (a) utilizing the company’s blog to build an internal link, and (b) finding

an external blog to build an external link. The strategy was actively updated and posted content on weekly basis: two internal backlinks and three external backlinks were targeted. Building internal links, a new page was created under the website domain and will continuously update. Every article posted will be linked to a page of targeted keywords that are put separately from the content in the format of the page URL. Otherwise, in building an external backlink try to put the link as anchor text within the content. For the research purpose, it was important to make sure that the backlinks are coming from quality websites with valid SSL/TSL certificates and already have domain ratings between 10-25. The content built is also educational and informative and relevant to the company’s product, avoiding content that comes from the farm website. Educative and informative content can be very helpful in building a no-pay backlink, some studies were shown most people are willing to share and do-follow website that contains information then sell products. As result referring pages increased from 400 to 450 in average during the research period, as seen in figure 10. On May 2022, due to discontinuity of some products webpages related was taken down from the website that impact to the drop of both referring pages and domains.

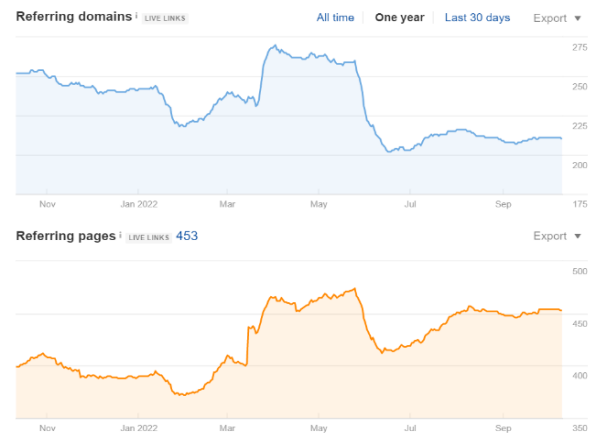


Fig 10: Website Referring Pages and Referring domains (Source: Google Analytics)

3.3 Measure and Compare the Results

In this phase, several tools were used to measure the optimizing results including website rank, page rank, traffic, and visitor. As for measuring tools, namely, Ahref is used to check Ahref Rank (AR), and domain rating (DR) shows the target website's position among all other websites in the Ahref database rated by the ‘strength’ of the backlink profiles - the strongest backlink profile is ranked #1. Neil Patel tracked the page rank along with google search engine for SERP analysis. And Google Analytics use to analyze several traffic and visitors. The results will be recorded on monthly basis before the Optimization and after the Optimization is carried out. Obtained results will be continuously evaluated and

monitored as a basis for determining further optimization strategies such as which keywords are the most effective for further optimizing and expanding link building.

4. Results and Discussion

As a result, the optimizing process is relatively able to improve website rank. The Ahref rank of the website was significantly increased from 53,901,125 at mid of December 2021 to 19,026,518 by the end of January 2022, first month of SEO implementation. Ahref Rank keep increasing, and currently at 8,635,332 when reported. The results shown in trend data captured in figure 11 and 12.



Fig 11: Ahref Rank – January 2022 (Source: ahref)

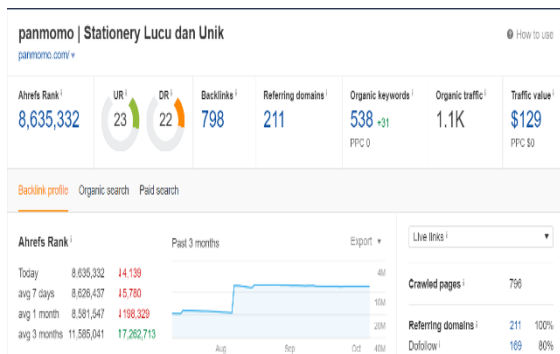


Fig 12: Ahref Rank – September 2022 (Source: ahref)

Since this research is to generate Organic Search, No Pay Ads subscribed for the company domain during research was held. Until this research was reported, compared to website rank, there is no significant impact regarding total visitors and traffic of the website, as a result of the optimizing process, data show that from December 2021 until September 2022, average of 685 monthly visitors both new and returning (figure 13), and the average of 303 organics traffics (figure 14) reported from google analytics.

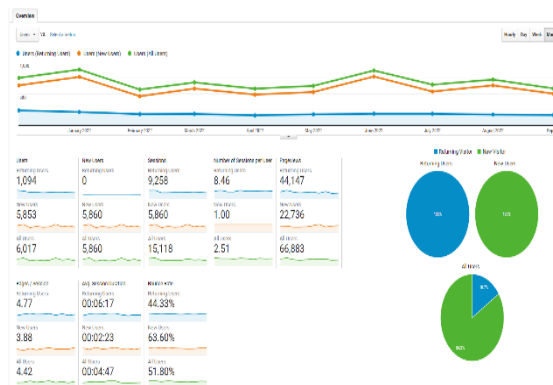


Fig 13: User/Visitors Analysis (Source: Google Analytics)

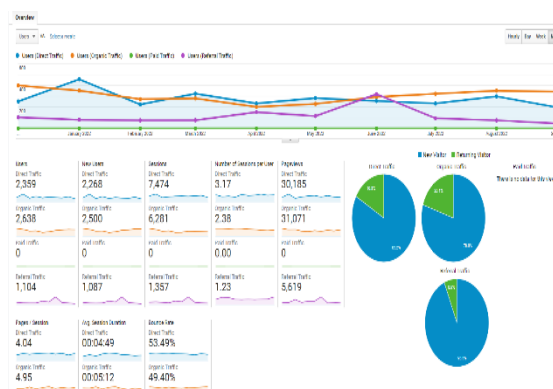


Fig 14: User Traffic Analysis (Source: Google Analytics)

Measuring the SERP Page Rank results, the targeted keyword was optimized on-page and off-page to the related webpage. As result, the average PageRank of the domain increased +9.59 points from May 2021 until September 2022 when reported, as shown by Neil Patel tools in Figure 15 with detailed targeted keyword position in Figure 16.

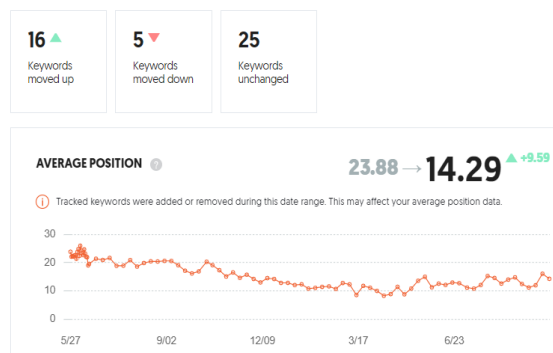


Fig 15. SERP Average Rank Position

POSITION	KEYWORD	CHANGE	VOL	ED	URL
4	lombor dal brush pan (Duda) / Indonesia	11 → 4 (+7)	400	62	https://pannomo.com/pannomo-tombow-ada-dal-brush-pan
4	white gel lak pen (Angin) / Indonesia	8 → 4 (+4)	20	35	https://pannomo.com/pannomo-white-gel-lak-pen
5	stationery lucu (Angin) / Indonesia	11 → 5 (+6)	70	77	https://pannomo.com/
7	lombor dal pen (Indra) / Indonesia	13 → 7 (+6)	2,400	44	https://pannomo.com/pannomo-tombow-ada-dal-brush-pan
7	wooden clips (Indra) / Indonesia	33 → 7 (+26)	480	68	https://pannomo.com/wooden-clip
7	suplier stationery lucu (Angin) / Indonesia	6 → 7 (-1)	90	50	https://pannomo.com/

Rank	Title	URL
8	Black paper notebook Indonesia Indonesia	https://panmomo.com/stationery/black-paper-notebook.html
9	wooden clips Indonesia Indonesia	https://panmomo.com/stationery/wooden-clips.html
9	wooden clip Indonesia Indonesia	https://panmomo.com/stationery/wooden-clip.html
13	Black paper Indonesia Indonesia	https://panmomo.com/stationery/black-paper-notebook.html
13	stationery set Indonesia Indonesia	https://panmomo.com/
16	gel ink pen Indonesia Indonesia	https://panmomo.com/pens-pencils/panmomo-white-gel-ink-pen.html
16	inkless output paper Indonesia Indonesia	https://panmomo.com/pens-pencils/panmomo-white-gel-ink-pen.html
77	stationery English Indonesia	https://panmomo.com/category/stationery
48	black stationery Indonesia Indonesia	https://panmomo.com/
57	stationery online Indonesia Indonesia	https://panmomo.com/
Not listed	brush pen English Indonesia	
Not listed	gel ink pen English Indonesia	

Fig 16: Keyword Position on Google SERP

Implementation of good SEO can help to improve the PageRank of a webpage towards a specific keyword. Doing it continuously can also help it to get into the top position in Google SERP against others, as shown in Figure 17. One of the company’s webpages get positioned on page 1 of Google Search Results for the ‘white gel ink pen’ keywords.

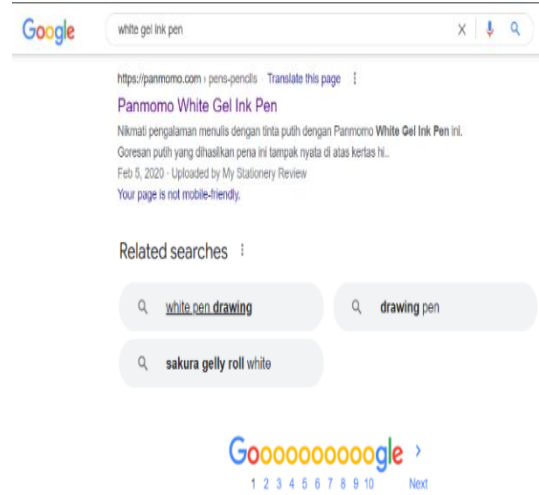


Fig 17: Google search results for “white gel ink pen” (Source: Google Search Engine)

Table 6: Optimization Results Summary toward Ahref Rank, visitor, and traffic

Measurement	2021	2022								
	12	1	2	3	4	5	6	7	8	9
ORGANIC PAGES, WEBSITE RANK AND DOMAIN RATING (Source: Ahref)										
Organic Pages	227	225	235	204	180	172	191	233	247	229
Ahref (Period Last) Rank	53,901,125	19,026,518	14,165,748	15,400,539	18,260,134	19,105,271	19,366,666	18,478,807	8,333,436	8,616,735
Domain Rating (DR)	1.7	10	13	12	11	10	10	11	23	22
MONTHLY AVERAGE TRAFFIC (Source: Ahref & Google analytics)										
<ul style="list-style-type: none"> [A] source from Ahref [G] source from Google Analytics 										
Organic Traffic [A]*	439	499	461	458	438	522	732	864	921	985
Organic [G]*	399	351	272	279	200	228	292	322	350	341
Direct [G]*	251	456	222	323	232	282	255	232	298	195
Paid [G]*	0	0	0	0	0	0	0	0	0	0
TOTAL VISITOR MONTHLY (Source: google analytics)										
All	745	875	563	674	576	620	861	639	718	579
New	628	761	457	577	483	524	767	531	627	499
Returning	236	212	178	181	158	175	184	183	171	163

Table 6 shows summary of optimization results in period base during the study toward Ahref rank, visitor, and traffic.

5. Conclusion

It is important to use appropriate SEO techniques to make a website popular and acquire a higher rank in search results. As a result of the study, the overall SEO process will be discussed.

1. Regular update sitemap on the Google Search Console proven to make the webpage visible and able to be crawled by Google Search Engine.
2. Correcting the SEO issues from site audit results and optimizing the website both on-page and off-page can help to increase the website's Ahref rank. The results also show that domain rating have correlation with rank, the higher the domain rating, the higher the Ahref rank.
3. And with frequent monitoring, improving and correcting SEO factors, the results can make a webpage get a higher position in Google SERP towards targeted keywords.
4. However, until this study was reported optimization progress did not yet have a significant impact to increase website traffic and visitors, or so that can be concluded with the current results.

SEO consider as long-term strategy that requires time to acquire the results. But with good SEO implementation can help consistently improve the website rank and PageRank. Further research, time, progress, and analysis still need to be done to get better results by improve the On Page Score, add more keywords, and getting more social media will help to increase traffic and visitor. Improving the website to become mobile friendly is also highly important since most people currently do access using a mobile device.

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