

## **ABSTRACT**

*Today, internet technology is growing rapidly and has a great influence in the business world. The role of internet especially in website, be a media to spread the information quickly and widely in the product or service promotion in the company. One of the company that implemented website is Biobses. Biobses is a books distributor that have e-commerce web for book sales which is located in [www.katalogbiobses.com](http://www.katalogbiobses.com). Currently, [katalogbiobses.com](http://katalogbiobses.com) has a declining the number of visitor due to the e-Marketing campaigns have not been optimally implemented by the company.*

*This study aims to increase and monitor the number of visitor in [katalogbiobses.com](http://katalogbiobses.com) using Search Engine Optimization. The data used in this study is the number of existing visitors in [katalogbiobses.com](http://katalogbiobses.com). Achievement of objectives begins by applying the techniques and implementation of Search Engine Optimization. Then, determines visitor metric to be a successful parameter from the applied method. Once that was done is making a web based technology for realtime monitoring.*

*Search Engine Optimization methods applied in this study is used to measure the increase in the number of visitors in the period June 4, 2011 – June 21, 2011 and June 28 – July 21, 2011. System that has been built was able to perform realtime monitoring and integrated with e-commerce web [katalogbiobses.com](http://katalogbiobses.com)*

**Key words** : *e-Marketing, e-Commerce, Search Engine Optimization, Visitor Metric.*