ABSTRACT

Along with the development of the internet, information technology is growing rapidly. This can be seen from the many websites on the internet that provide the information needed. Telkom University is one of the organizations that take advantage of this progress. Telkom University has various websites that present various types of information and services from both academic and non-academic sides. Low traffic is one of the problems being faced. Search Engine Optimization (SEO) is a solution to increase website visibility and visits through on-page and off-page optimization. SEO also helps position the website to be easily indexed in search engines. This final project examines the application of SEO on the D3 Computer Technology website which has low traffic. The less than optimal application of on-page and off-page SEO is one of the reasons why website traffic is low. The purpose of this study is to determine the application of Search Engine Optimization (SEO) techniques to increase traffic to visit the D3 Computer Technology website. Data for this study was collected using a qualitative method with a descriptive approach, which aims to understand in depth the impact of using SEO methods on increasing website visit traffic. Data was collected through direct observation of changes in keyword rankings and increased organic traffic after the application of SEO techniques.

Keywords: *Website, Search Engine Optimization (SEO), Traffic, Internet*