

## **ABSTRACT**

*Rapid developments in the internet realm have strengthened the important role of websites in providing the information sought by users. The success of a website is often measured by the amount of traffic it receives, which is closely related to its ranking on the search engine results page (SERP). To achieve good rankings on search engine pages and increase brand awareness in order to generate potential traffic for a company's services or products, it is necessary to apply SEO optimization techniques, both on-page and off-page.*

*This research aims to investigate and analyze the implementation of SEO strategies both on-page and off-page on a website. In order to achieve this goal, the study will use well-known testing tools, including Ahrefs, Similarweb, and Ubersuggest. Using these tools, research will examine and evaluate various aspects of SEO optimization, including backlink quality, site structure, keyword density, content quality, and other relevant factors.*

*This research adopts a qualitative methodological approach in its investigation. With this approach, the research will focus on an in-depth understanding of the implementation of SEO strategies that have been implemented on the Telecommunication Technology D3 Study Program website. Qualitative research methods allow the author to comprehensively explore the experiences, perceptions and practices involved in the SEO optimization process.*

*It is hoped that the research results will show the impact of SEO optimization on traffic and SERP rankings. These findings are expected to provide a deeper understanding of the effectiveness of SEO optimization techniques in increasing website visibility in search engines.*

*Keywords: Search Engine Result Page, Website, On-page SEO, Off-page SEO*