

## **ABSTRACT**

*In 2024, when this writing was made, a 'Website' is considered an old and traditional digital medium, especially regarding its promotional function in digital . According to data obtained by the author from 'GoodStats Data,' the use of websites like WordPress, Blogspot, and Google Sites has been steadily declining from 2017 until now, in 2024. Marketing content, such as 'Here Are the 5 Best Soap Products' or similar titles, is more commonly uploaded and found on social media platforms like Shorts, Instagram, TikTok, X, and others. It is now very rare or almost nonexistent for websites to upload new content addressing similar topics. Even when they do exist, the disparity between the volume of content created on social media platforms and that produced on digital print media or websites is striking.*

*Therefore, in this thesis, the author will discuss how important websites are for companies or SMEs. The author will analyze the most effective functions of a website within digital strategies, and how essential a website is for enhancing Company Profiling for a business or SME in 2024, a time filled with social media trends.*

**Key Words:** *Website, Website , SEO, Company Profilling*