

ABSTRACT

Digital marketing is a fast-growing and inexpensive solution to attract maximum customers without limitations. Digital marketing can use social media or other platforms. One of the free and widely used digital marketing techniques is Search Engine Optimization (SEO). SEO has the advantage of being able to reach a larger audience. One of the brands from the Firli.id company that has not used SEO techniques is the Lariss.id brand. Based on the problems experienced by Lariss.id, it is known that brands face difficulties in increasing brand awareness and expanding market coverage. This is because Lariss.id has not marketed its products on the internet, so Lariss.id has just started implementing digital marketing using SEO techniques. The implementation process is divided into 6 stages starting with keyword research, content creation, content evaluation, description creation, posting, and toprank testing. In the implementation section, the division of tasks is carried out 1 time in 7 days using the scrum method, to find out the results of the implementation, testing is carried out on the Spreadsheet using the CONCATENATE formula which gives results in the form of links that go to the Google page with keywords and locations that have been determined. The results of the tests carried out by looking at the number of toprank links gave results in the form of an increase in brand awareness and wider market coverage.

Keywords: SEO, Digital Marketing, Social Media