

## **Abstract**

**The Telkom University studentaffair website is the website of the Telkom University Student Affairs Directorate under the auspices of the Vice Chancellor III for Admissions, Student Affairs, Career and Alumni which aims to enable Telkom University students and stakeholders to see and know all the information and services available at Ditmawa. The website is informative and quite complete but there are still difficulties in finding the service except by typing in the keyword of the website name. In addition, the content is still difficult to find on the Google search engine. Proven by the results of observation and analysis of the desktop version of the website SEO using seprobot.com with the collection of keywords taken from general to specific keywords, it was found that the results of data collection from 32 keywords contained 2 pages that were not optimal in the Google search engine, namely the TAK service page and history. Therefore, it is necessary to implement on-page SEO to increase visibility in search engines. By collecting keywords from the Google keyword planner then implemented on 8 on-page SEO indicators on one page of the Telkom University studentaffair website. This implementation is used because it is a technique that is focused on optimizing internal website factors such as how content can appear on the top page of SERP. The implementation results show an increase in the ranking of the Telkom University Student Affairs website page, which was initially not found, to number one on the Google search engine.**

**Keywords: on page, SEO, studentaffair, visibilitas, website**