

ABSTRACT

The SI Informatics Telkom University website plays a crucial role as a source of academic information for both the academic community and the general public. Although its visibility on search engines is limited, this presents a challenge in reaching a broader audience. Therefore, enhancing search optimization is key to ensuring that the academic information provided can be more easily found and accessed. Moreover, intense competition within search engines necessitates optimization strategies to improve the website's visibility and increase user engagement. This study aims to analyze the implementation of Search Engine Optimization (SEO) techniques in enhancing user engagement on the website. It employs a qualitative method with a descriptive approach, examining both On-Page and Off-Page SEO strategies. On-Page SEO includes optimizing meta tags, URLs, heading structures, internal linking, and image and content optimization. Meanwhile, Off-Page SEO encompasses backlink strategies through blog forums and guest posts. Data was collected through interviews with website administrators and performance analysis using tools such as Ahrefs and Ubersuggest. The findings indicate that the appropriate application of SEO techniques significantly contributes to improving the website's visibility on search engines. The website has experienced an increase in organic traffic, and the SEO strategies implemented have also had a positive impact on visitor interaction with the presented content. Furthermore, the main challenges identified include the dynamic changes in search engine algorithms and keyword competition with other institutions. The study concludes that effective SEO optimization can enhance user engagement and the competitive advantage of academic websites. Therefore, it is recommended that educational institutions continually develop adaptive SEO strategies to remain relevant and competitive in digital searches.

Keywords: Search Engine Optimization (SEO), On-Page SEO, Off-Page SEO, organic traffic, digital marketing.