

Abstract

Search engine in online activity is becoming a necessity for gaining information. As consequence, Internet user for search engine is getting much bigger each day resulting indexed website properly by search engine. Search Engine Optimization (SEO) is a process that is conducted to increase the number of *visitor* on such website through normal searching in search engine. In Search Engine Optimization (SEO), the use of optimized keyword is still random and pursuing for monthly trend. This is clash with website that having 1 certain theme, in which monthly trend is not always match with the theme. Keyword Effectiveness Index (KEI) and Keyword Opportunity Index (KOI) is grade for keyword prediction which will maximize the use for SEO in themed website. By identifying KEI and KOI value of a keyword, thus keyword usage for SEO optimization is not rely on unrelated theme of monthly trend. This is expected in affecting visiting traffic change of themed website. This Final assignment is analyzing and implementing Keyword Effectiveness Index (KEI) and Keyword Opportunity Index (KOI) for Search Engine Optimization (SEO) which is initialized by related keyword value searching with theme of website and then KEI and KOI value processing. Only by the result of ordering KEI and KOI keyword value, then implementing SEO activity such as Onpage Optimization and Offpage Optimization. The result of this final assignment is an analysis study on how Keyword Effectiveness Index (KEI) and Keyword Opportunity Index (KOI) implemented in Search Engine Optimization (SEO) will impact on traffic change of one themed website.

Keywords : SEO, KEI, KOI, onpage optimization, offpage optimization, keyword