

## **Abstract**

Information technology booming at the moment has encouraged the emergence of a variety of websites as an information provider. One of the problems or constraints that are owned by the owners of the site is lack of traffic visit coming into the website. This is certainly disserve to the website owner who want to make the website as a commercial enterprise on the internet. Lack of traffic visit a website is difficult due to the index by search engines that do not appear or appeared far in the back pages of the Search Engine Result Page. Website's traffic originate from many search results so it is difficult for websites that do not appear in the top position search engine to get high traffic.

Search Engine Optimization (SEO) is one method that can overcome the problems outlined above. Search Engine Optimization (SEO) is a combination of techniques or processes used to make a website more easily indexed by search engines to perform optimization and modifications to the factors contained in the webpage (onpage optimization) and utilizing factors that does not exist in webpage but search engines are used in conducting the search results ranking (offpage optimization).

This final project analyze and implement techniques Search Engine Optimization (SEO) like to optimize the use of keywords which began from searching, selecting, and organizing, use of meta descriptions and meta keywords, create a website's sitemap and using offpage optimization. The results of this final task is to study how the analysis of search engine optimization techniques can increase a website's position in the list of search results and influence of the website's position change in the search result to increase the website's traffic.

Keywords : SEO, SERP, on page optimization, off page optimization, keyword