

OPTIMALISASI KATA KUNCI DALAM MENINGKATKAN TRAFIK DAN VISIBILITAS *SITUS WEB*: STUDI KASUS MERAPIJEEP.COM

Siti Qomaria¹, Ahmad Hanafi², Aris Wahyu Murdiyanto³

INTI SARI

Latar Belakang: Pemasaran digital menghadapi tantangan optimasi kata kunci akibat dominasi perusahaan besar di Google dan perubahan algoritma. Banyak usaha kesulitan menyesuaikan kata kunci dengan *search intent*, sehingga perlu memanfaatkan *long-tail keywords*. Hal ini dialami merapijeep.com yang mengalami penurunan CTR dan trafik, sehingga membutuhkan strategi SEO yang lebih adaptif.

Tujuan: Penelitian ini bertujuan mengidentifikasi kata kunci optimal untuk meningkatkan trafik dan kualitas pengunjung situs merapijeep.com, serta menilai efektivitasnya dalam mendukung strategi SEO yang relevan guna memperkuat visibilitas situs secara signifikan.

Metode Penelitian: Penelitian ini menggunakan metode kuantitatif deskriptif studi kasus untuk menganalisis keterkaitan kata kunci dengan konversi, mengidentifikasi kata kunci relevan, dan mengukur dampak strategi SEO melalui uji *pre-test*, *post-test*, serta *paired sample t-test*.

Hasil: Optimasi dengan metode SEO menghasilkan dua artikel yang meningkatkan trafik dan pengunjung dibanding bulan sebelumnya, membuktikan bahwa strategi SEO yang tepat dapat signifikan meningkatkan visibilitas dan jangkauan situs.

Kesimpulan: Strategi SEO dengan menggunakan *short-tail* dan *long-tail keywords* terbukti mampu meningkatkan visibilitas, interaksi pengguna, serta potensi pemesanan, terutama saat libur panjang.

Kata-kunci: *Search Engine Optimization* (SEO), situs web, *Search Engine Marketing* (SEM), *Google Search Engine*, Analisis Kata kunci.

¹ Mahasiswa Program Studi Sistem Informasi (S-1) Universitas Jenderal Achmad Yani Yogyakarta

² Dosen Program Studi Sistem Informasi (S-1) Universitas Jenderal Achmad Yani Yogyakarta

³ Dosen Program Studi Sistem Informasi (S-1) Universitas Jenderal Achmad Yani Yogyakarta

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ABSTRACT

Background: Digital marketing faces keyword optimization challenges due to the dominance of large companies on Google and ongoing algorithm changes. Many businesses struggle to align keywords with search intent, making the use of long-tail keywords essential. This issue is experienced by *merapijeep.com*, which has seen a decline in CTR and traffic, thus requiring a more adaptive SEO strategy.

Objective: This study aims to identify optimal keywords to increase traffic and visitor quality for *merapijeep.com*, as well as to evaluate their effectiveness in supporting a relevant SEO strategy to significantly enhance the site's visibility.

Method: This study employs a descriptive quantitative case study method to analyze the relationship between keywords and conversions, identify relevant keywords, and measure the impact of the SEO strategy through pre-test, post-test, and paired sample t-test analysis.

Result: Optimization using the SEO method produced two articles that increased traffic and visitors compared to the previous month, demonstrating that an effective SEO strategy can significantly enhance a site's visibility and reach.

Conclusion: The SEO strategy using short-tail and long-tail keywords has proven effective in increasing visibility, user engagement, and booking potential, especially during long holiday periods.

Keywords: Search Engine Optimization (SEO), situs web, Search Engine Marketing (SEM), Google Search Engine, Analisis Kata

¹ Student of the Information Systems Program(S-1) at Jenderal Achmad Yani University, Yogyakarta

² Lecturer in the Information Systems Program(S-1) at Jenderal Achmad Yani University, Yogyakarta

³ Lecturer in the Information Systems Program(S-1) at Jenderal Achmad Yani University, Yogyakarta