

Design Implementation of Search Engine Optimization (SEO) in MSMEs

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Abstract

The rapid development of web and internet technology today allows someone to make the desired website easier. But the fact is that after creating a website, many things must be done by someone so that their online business can make a profit. One of them is Search Engine Optimization. In this study, we will discuss website design that uses Search Engine Optimization for MSMEs, where there are factors such as internal and external to maximize website design. The use of SEO can help MSMEs increase traffic to the website, helping to choose focus keywords, page titles, and meta descriptions that suit their needs. This can be seen from google analytics installed and gets data on changes from before and after the website implements SEO. Based on the study results, it can conclude that the design of the implementation of search engine optimization in MSMEs has been successfully carried out.

Keywords

SEO; search engine optimization; website optimization



I. Introduction

The development of web and internet technology that exists today allows someone to make the desired website easier. This is undoubtedly very beneficial for product promotion because there is an increase in effectiveness compared to conventional media. The central aspect that influences the increase in the efficacy of product promotion through the internet is interactive, flexible media with the understanding of two-way message exchange and responsive media. In the current information era, marked by the ease of accessing information, especially the internet, it has become a means of marketing media. Marketing using internet media is not only practical but also reduces costs when compared to television media. Not only that, in addition to being relatively cheap, its reach also spreads throughout the world.

The internet and social media are seen as having the potential to expand public sphere, territory or domain where discourse takes place involving citizens openly. However, the existence of the Internet public sphere tends to be seen as a contestation space where corporate and state forces try with various ways to control and dominate it. Nevertheless, the wave of digital activism has become a creative means for citizens to develop global and local discourses. They use social media as an alternative to creating autonomous public sphere, and consolidate counter power against other forces (state / corporation). (Bo'do, S. et al. 2019)

As a consequence of having ratified the World Summit on the Information Society (WSIS) in Switzerland in December 2003, Indonesia, by 2015, at least more than half of the world's population should enjoy an internet connection. (International Telecommunication Report, 2010). It is currently estimated that the number of internet users worldwide is 2.4 billion people, with a growth rate of 8 percent, driven by developing countries. This number

of users shows a population penetration ratio of 23 percent of the total population. This data was revealed from a slide show by Mary Meeker, a managing director at Morgan Stanley, as head of global technology research at the institution at an event at Stanford University. The survey results show the growth of internet use in Indonesia continues to increase. In 2012, internet usage penetration in Indonesia's urban areas reached 24.23 percent. This number is an extraordinary potential compared to Indonesia's population, which comes 260 million people and is also a huge number compared to internet penetration in countries around Indonesia, both in Southeast Asia and Australia (MarkPlus, 2012).

Most business people have taken advantage of this technological development to do business/promotion through cyberspace. Not a few business people that making a website alone is enough to develop and build an online business. But in reality, this is not the case. After creating a website, someone must do many things so that their online business can successfully reap profits every month.

Sales or marketing through the website can be achieved if the website has many visitors, mainly if the site visited has relevance to the needs of internet users. If likened to an offline store, the website is a strategic location that many people pass by and is famous for the quality of goods and services sold. Internet users usually use search engines to find what they are looking for. SEO stands for Search Engine Optimization, which, if interpreted in Indonesian, means search engine optimization.

Marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. Performance is the result that has been achieved from what has been done by the owner or manager in running the business. Marketing performance can be measured by using sales growth, customer growth and product success to measure the impact of the strategy adopted by the company. (Marlizar, et al. 2020)

Search Engine Optimization is a marketing strategy that allows users to find the desired website in different combinations of keywords/search queries to get the best effect. With SEO techniques, your website will be the top page on Google or other search engines. SEO optimized adequately and correctly can increase website traffic to reach thousands of visitors every day. Websites that many people do not visit are in danger of sinking, among other websites on the internet. Today, the internet is full of various kinds of content. Website owners must ensure that they can stand out among other websites and blogs to get stable traffic on their website. High website traffic allows the opportunity for conversion into sales to be higher so that the profits obtained by business people also increase.

This high website traffic is not realized by Micro, Small, and Medium Enterprises (MSMEs). Micro, Small, and Medium Enterprises or MSMEs are a category of small-scale businesses that are believed to contribute to the Indonesian economy, especially during the economic crisis that occurred in the period 1998 to the 2000s. MSMEs are considered capable of surviving the crisis where dozens of large companies went bankrupt (Adler H. Manurung, 2008: 2). Based on data from the Central Statistics Agency (BPS) 2020, the number of MSMEs in Indonesia grows every year. The contribution of the MSME sector to Gross Domestic Product (GDP) reached 60.34%. In terms of human resources, MSMEs could absorb up to 57.9 million workers, which means 97.22% in various regions in Indonesia.

UD Budi is a trading business engaged in supplying meat to hotels, cafes, and restaurants. This business uses the website as a marketing medium in addition to traditional marketing. The main problem with this website is that it still does not meet SEO standards because it causes low PageRank (PR), traffic, usage, and visibility of UD Budi's website on search engines.

Based on the problem description above, the researcher researched to implement SEO techniques on the website, so that website designs were made according to SEO standards at UD UKM Budi.

II. Research Methods

This study uses a method that can be seen in Figure.

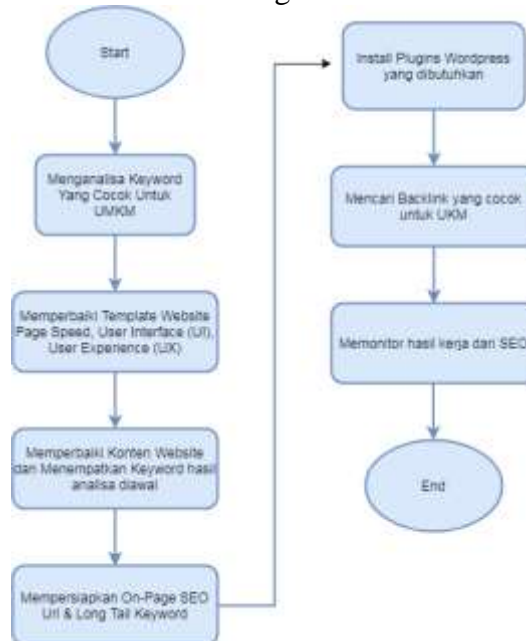


Figure 1. Research methods

As shown in Figure 1, the flow begins with analyzing keywords that are suitable for MSMEs. After getting keywords, the researcher then improves the website template using CMS WordPress to increase Page Speed, User Interface (UI), User Experience (UX) and improve the existing content on the website, and place the keywords that have been obtained in the initial step. The next step is to prepare the On-Page SEO URL and Long Tail Keyword by installing WordPress CMS plugins. The next step is to find and add backlinks for suitable MSMEs and monitor the results of implementing the performance of SEO techniques.

III. Result and Discussion

The first step is to find out what UD Budi's competitors are using a list of keywords. From the list of competitors' keywords and adjusted to the products sold by UD Budi, a list of keywords that keywords will use is obtained as follows:

Table 1. List of Keywords

No	Keywords
1	Denpasar
2	meat supplierBadung

3	meat supplier ground beef
4	supplier Kuka meat
5	supplier Nusa Dua meat
6	Ubud meat suppliers
7	Meat suppliers
8	Meatball
9	suppliersMeet suppliers
10	meat suppliers
11	Balinese food suppliers
12	Balinese chicken
13	suppliersCafe
14	supplies chicken
15	meat suppliersBalinese
16	meat suppliersCafe
17	meat suppliers cheap
18	Restaurant meat suppliers
19	Bali food supplier
20	Restaurant supplier
21	Short plate Bali
22	supplierFood supplier Bali
23	Meet Bali supplier
24	Sell mutton Denpasar
25	Sell mutton Ubud
26	Sell mutton Gianyar
27	Sell mutton Kuta
28	Sell mutton Seminyak
29	Supplier meatball Bali
30	Ubud meatball supplier
31	Denpasar
32	meatball supplierSeminyak
33	meatball supplier meatball supplier Uta
34	Balinese chicken meat
35	Denpasar chicken
36	Gianyar chicken
37	Kuta chicken
38	Nusa Dua chicken
39	Cheap meat store Bali Bali
40	duck supplier

Where keywords such as Bali food supplier, meet Bali supplier, Bali chicken supplier, café supplier, chicken meat suppliers, Bali meat suppliers, cheap meat suppliers have search volumes on search engines. The number of search volumes sought is the average searched each month.

Keyword	Avg. monthly searches	Competition	Ad impression share
food distributor bali	10 - 100	Low	-
food supplier bali	10 - 100	Low	-
meat supplier	10 - 100	Medium	-
meat supplier bali	-	-	-
permasok daging	-	-	-
permasok makanan bali	-	-	-
supplier ayam bali	10 - 100	Medium	-
supplier cafe	10 - 100	Medium	-
supplier daging ayam	10 - 100	Medium	-
supplier daging bali	10 - 100	Low	-
supplier daging cafe	-	-	-
supplier daging murah	10 - 100	High	-
supplier daging resto	-	-	-
supplier makanan bali	-	-	-
supplier resto	-	-	-
supplier short plate bali	-	-	-

Figure 2. Search Volume Keywords

From the search volume data that has been done, the focus is on the keywords used on the UD website. Budi is a Balinese food supplier, meet supplier, meat supplier, and the product's name discussed in the blog. Market research surveys find that blogging also plays a role in increasing traffic and SEO tactics. Keywords focus selection is usually based on characteristics (competition of keywords, traffic from keywords). Ideally, choose and select keywords based on how competitors use much search volume and level of competition. This is in line with the research results conducted by Mayank Nagpal and J. Andrew Petersen (2019).

Then choose title tags, which are essential factors in search engine optimization and search user experience. Writing correctly will help a website improve SEO. These are the selected SEO title tags for UD Budi.

SEO title + Insert snippet variable

UD Budi - Food Supplier Bali

Figure 3. Title Tags

The Meta description is an HTML attribute that is a summary of the contents of a web page. Here the Meta description used is:

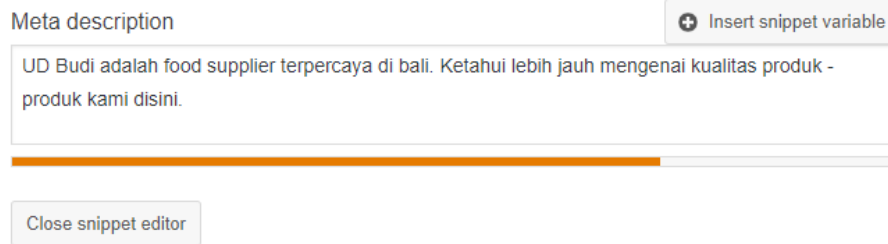


Figure 4. Meta Description

Then the steps for optimizing page speed and responsiveness on the website. The use of responsive websites is essential because of the needs of the times, where users want to access a website anywhere, either using a laptop or cellphone, making it easier and more comfortable for users to access UD. Budi, besides that, the increase in page speed also makes users feel comfortable in accessing the UD.Budi website. With so many choices of websites available, web visitors are less tolerant of websites with slow loading speeds. Users are much more impatient than previously thought (Galletta, D., Henry, R., McCoy, S., Polak, 2004). Therefore, slow loading sites are frustrating and deadly for website visitors (Rosen, DE, Purinton, E, 2004).

On the old website, because it uses a static website, the score for the page speed is ok. Here's the comparison:



Figure 5. Page Speed of the website new



Figure 6. Page Speed of the Old

The old website looks unattractive, and on the desktop, it doesn't look good. The static website and the absence of a CMS make updating content more difficult. On the new website, UD. Budi uses CMS WordPress, and of course, it's easier for the owner or admin to update the content, either images or blogs.

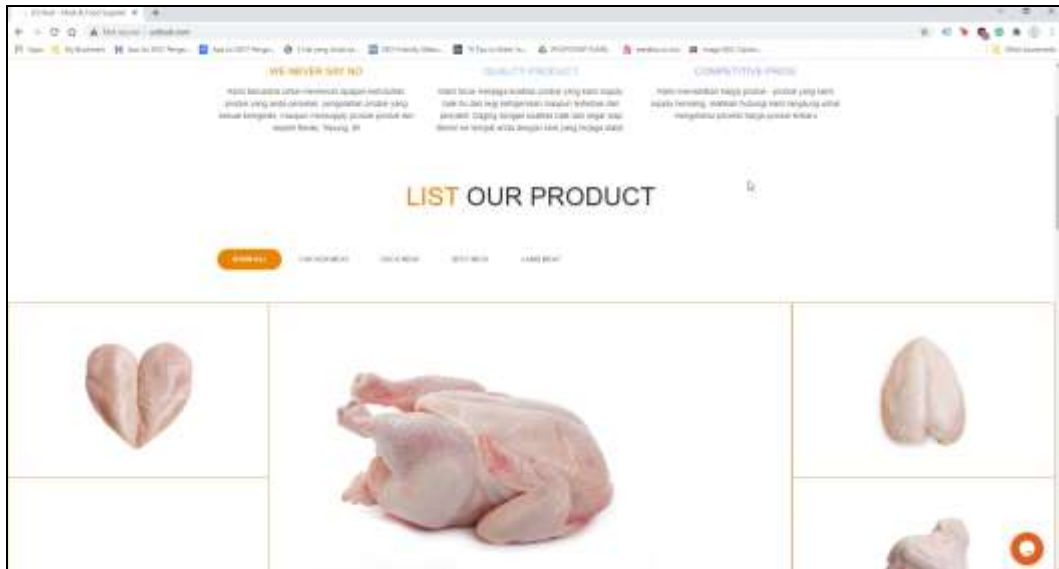


Figure 7. Desktop Display of the Old Website

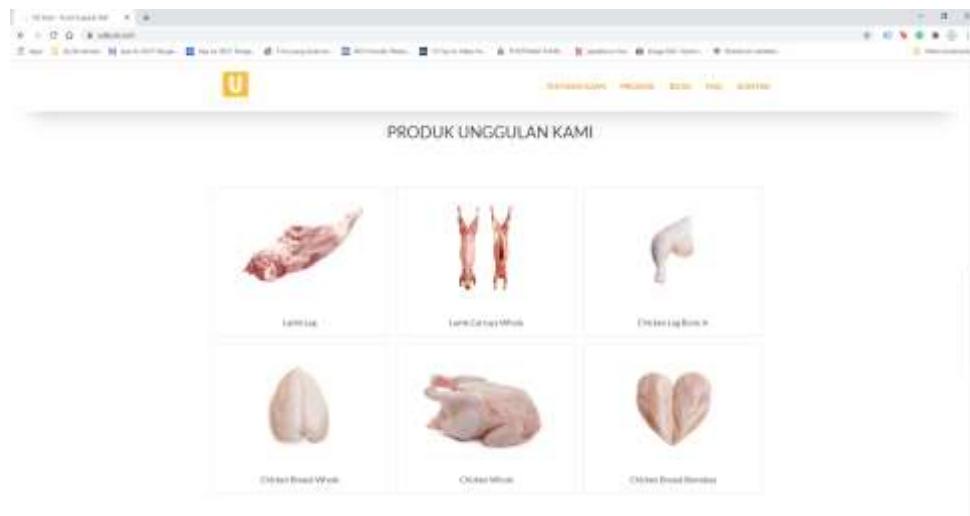


Figure 8. Desktop Display of the New Website

Based on the research results and the descriptions in the previous sub-chapter, a questionnaire test was conducted to find out the opinions of users on the UD website. Budi, who just after implementing SEO design using a sample of 30 users, got a 96% percentage of 'Good' answers in implementing the website for users. Thus, this research has succeeded in creating a website and implementing a search engine optimization (SEO) design for MSMEs that is user-friendly for its users.

IV. Conclusion

This research aims to implement SEO techniques on the website so that the website design is made according to SEO standards for SMEs UD. Budi. Based on the results of the research above and the application of SEO, it can conclude that SEO can help MSMEs increase traffic to the website, helping to choose focus keywords, page titles, and meta descriptions that suit their needs. This can be seen from google analytics installed and gets data on changes from before and after the website implements SEO in it. Based on the results of the study, it can conclude that the design of the implementation of search engine optimization in MSMEs has been successfully carried out

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