



Evaluation Of Implementation Of Search Engine Optimization Are On Site And Off Site On E-Commerce Website PT Puncak Finansial Utama

Septiano Anggun Pratama

Department of Informatics, Universitas Tadulako

Jl. Soekarno Hatta No.KM. 9, Tondo, Kec. Mantikulore, Kota Palu, Sulawesi Tengah, Indonesia

Abstract: This research aims to do optimization potential that can be obtained by cekaja.com. The problems faced by cekaja.com is the low visitor traffic in terms of quality and quantity, as well as the lack of a landing page for some of the products sold on the website cekaja.com. Methods undertaken to analyze the SEO work is done before by doing data collection of visitor traffic 3 – 6 months earlier using google analytics. Then also do basic keyword searches of the work SEO with the google keyword tools. After that traffic visitors observation was undertaken based on the results that have been implemented in terms of the intended landing pages and also the quality and quantity of searches using google analytics. Analysis of the results of this research brings about problems of search traffic is low, the length of time a little visit, the value of a high bounce rate, low organic search on the site, and from it all the troubleshooting can be done with the implementation of SEO. Thus SEO deserves to be implemented on every newly built website as well as websites that have low search traffic in order to have a good visit value.

Index Terms - SEO, Optimization, website, traffic, implementation

I. INTRODUCTION

In today's digital era, technology is very vital. With the rapid advancement of technology, the way of transacting is becoming more and more developed. E-commerce has a major influence on progress in doing business, with the existence of E-commerce, one can easily process online transactions more simply which can be accessed anytime and anywhere.

The mission of the Search Engine itself is to develop a relevant, fast search experience and to gain new experiences in searching for information. For most people Search Engines can be considered to have the most relevant results and get them to a search quickly. Users think, they will get answers quickly through Search Engines in less time.

If a website uses SEO (Search Engine Optimization), already has a clear sitemap, it will automatically be recognized by Google and can get stable organic traffic. If the website has additional articles based on avg. Monthly search is large, it is not difficult for the website to be able to occupy the top SERPs (Search Engine Result Pages). With this SEO technique, the company's budget spending for online marketing can also be reduced, because this SEO technique is quite cheap.

With SEO, an E-commerce can further improve website performance to the maximum, especially in terms of organic visitors. Companies can also establish a direct communication with customers through social media. With increasing public awareness of the products of a company, it can automatically become viral marketing that increases the number of sales results from that company.

We choose PT Puncak Finansial Utama as the object of our paper because we think the website Cekaja.com has a variety of interesting financial products. Moreover, users can compare one financial product with another. However, we see that with their various products, the website Cekaja.com only has a small number of organic visitors, so sales are not optimal.

The information system that runs at PT Puncak Finansial Utama is good but has business processes that are not well integrated. Therefore, in order to increase sales at PT Puncak Finansial Utama and improve company performance, we try to improve processes that run with the satzinger method and optimize traffic using on site and off site SEO techniques.

This SEO technique aims to increase website traffic, while the Satzinger method aims to improve the system so that it is expected to increase sales.

II. RESEARCH METHODS

In the preparation of this paper, data and supporting materials and references are needed. So in doing several research methods that support the preparation of this research. Some of the methods used are:

1. Literature Study

Literature study conducted by collecting data through books, journals, internet, or other information media related to the thesis topic as a reference and theoretical basis.

2. Data collection

- a. Interviews at the head of digital, namely Ananditha Mayasari, conducted interviews with related parties such as managers about problems related to traffic on the website, and things needed related to SEO work.
- b. Analyse statistical data related to traffic before doing SEO work.
- c. Potential keyword analysis based on Google Adwords.

3. Data Analysis

- a. Analysis of keyword optimization results using backlinkwatch.com
- b. Alexarank analysis, Bounce rate, Avg. time duration and landing pages using google analytics.

Based on our observations, the website Cekaja.com has a variety of interesting financial products. Moreover, users can compare one financial product with another. However, we see that with their diverse products, the website Cekaja.com only has a small number of organic visitors, so sales are not optimal. The information system that runs at PT Puncak Finansial Utama is classified as good but has business processes that are not well integrated. Therefore, in order to increase sales at PT Puncak Finansial Utama and improve company performance, we try to improve processes that run with the Satzinger method and optimize traffic using onsite and offsite SEO techniques. This SEO technique aims to increase website traffic, while the Satzinger method aims to improve the system so that it is expected to increase sales. The benefits to be obtained include providing understanding to the company about the importance of SEO, increasing the SERPs (Search Engine Ranking Pages) of PT Puncak Finansial Utama based on the specified keywords and increase the number of visitors in terms of quality and quantity.

III. RESULT AND ANALYSIS

Based on the analysis and survey we conducted with the Head of Digital from Cekaja.com, the problems faced by this company are:

1. Some keywords that are based on the product do not directly lead to the product page
2. Almost all traffic still comes from adwords and fb ads
3. Web 2.0 that provides inbound links to the Cekaja.com web has not been optimized

3.1 Business Processes running on the website Cekaja.com

Customers must have an email account first. Register online at the CekAja.com portal by entering the email address. The customer will receive a registration confirmation link via the registered email. Next, the customer will be directed to fill in the biodata and the required application requirements. Or, for direct information, customers can contact the CekAja Call Center at (021) 716 99 801. The benefits obtained by Cekaja.com if a user or customer continues to the transaction stage, Cekaja.com gets a commission from the company that is assisted in selling the product. as well as these services, for example, the company's products are purchased through Cekaja.com.

3.2 Off Site Website Visitor Statistics Data Before SEO

PT Puncak Finansial Utama has several websites that were deliberately created to provide backlinks and optimization on the Cekaja.com website off site. these websites are:

1. www.kredit-online.co.id
2. www.kartu-kredit.info
3. www.bank-indo.com

From the reports on the website <http://www.kredit-online.co.id/>, the results are:

1. On average from January to March the percentage of visitors from Search (organic) was 44.85%.
2. The bounce rate reached 8.22%.
3. Very low visiting times until it reached 00:03:32 in March.

From the reports on the website <http://www.kartu-kredit.info/>, the results are:

1. On average from January to March the percentage of visitors from Search (organic) was 59.73%.
2. The bounce rate reached 59.82%.
3. Very low visiting times until it reached 00:03:03 in March.

From the two reports on the website <http://www.bank-indo.com/>, the results are:

1. On average from January to March 2014 the percentage of visitors from Search (organic) was 20.30%.
2. The bounce rate reached 68.42%.
3. Very low visiting times until it reached 00:06:15 in March.

3.3. Activity Diagram of On-site SEO Optimization

In the first flow, the SEO specialist analyzes the keywords that will be optimized, the system sends the results of the keyword analysis, and the SEO specialist analyzes the competitors based on the keywords. Then the editor makes articles based on keywords, the writer checks the articles and posts articles. Next, the system analyzes the post results and then the SEO specialist checks the article plagiarism, and the system confirms the article plagiarism, if there is no editor editing the article and if there is a system providing internal links to the SEO specialist, the system then returns the internal link. The SEO specialist posts on social bookmarking, posts on social media and performs traffic maintenance using google analytics, then the SEO specialist provides the analyzed data to the system.

3.4 Basic Stages of Working on SEO On Website Pages

All documents must be in Times New Roman. Other font types can be used if needed for special purposes. 5 stages in SEO optimization, namely:

1. On-Site SEO Basics
2. Content Optimization
3. Off-Site Optimization (Link Building)
4. Social Media Optimization
5. Monitor website using Google Analytics

3.5 On-Site SEO Basics

As explained in the previous chapter, to increase website ranking the most effective way is to provide META TAG and META DESCRIPTION. Its main function is to provide information to Googlebot to make it easier to crawl our website and increase the visibility of the website to users. Therefore, to increase the ranking of a website on search engines, the things that must be considered are the following:

1. Adding META TAG on every web page based on the keywords you want to optimize.
2. META DESCRIPTION based on the META TAG that has been created.
3. Added some ROBOTS META TAG to indicate site pages that you don't want indexed.

3.6 Meta Tag

The function of META TAG on website pages is to make it easier for ROBOTS on Google or Googlebot to crawl our sites based on the keywords we use. To optimize the Cekaja.com website so that it can be crawled more easily by Google and to increase traffic, it is necessary to create a META TAG.

Making META TAG based on keywords analyzed using tools from Google, namely Google Adwords. The keywords were analyzed based on the type of company product, the location of the company, namely Indonesia and the use of the Indonesian language. The following is a keyword analysis that will be used on the Cekaja.com website.

From the results of the keyword plan, several keywords were obtained, namely:

1. Cekaja
2. Asuransi
3. Kartu kredit
4. Deposito
5. Kta
6. Kpr
7. Kredit
8. Syariah
9. Pinjaman
10. Kta bank mega
11. Kta bunga rendah
12. Deposito syariah
13. Kta bank bca
14. Kta bunga ringan
15. Kredit bunga rendah
16. Bunga deposito

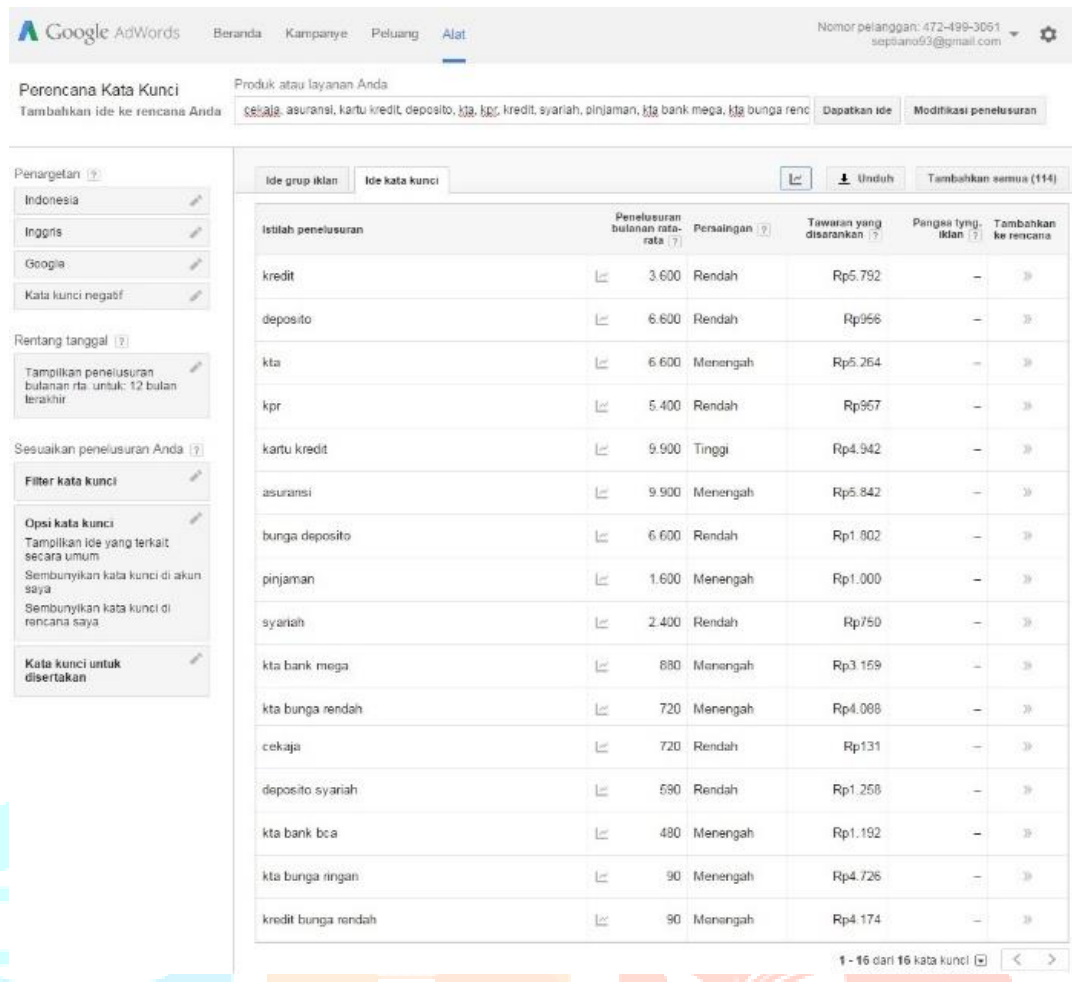


Figure 1 Keywords Plan

After determining the keywords that will be used, an analysis of each keyword is carried out to measure the number of searches every month and the number of competitors for each of these keywords.

Table 1 Keywords Analysis

Keyword	Competition	Global Monthly Search
Deposito	Low	6600
KPR	Medium	5400
Asuransi	Medium	9900
KTA	Medium	6600
Kartu kredit	High	9900
KTA bunga ringan	Medium	90
Syariah	Low	2400
KTA bunga rendah	Medium	720
Bunga deposito	Low	6600
Kredit bunga ringan	Medium	90
Kredit	Low	3600
Deposito syariah	Low	590

Pinjaman	Medium	1600
----------	--------	------

From the results of the analysis, it can be concluded that this set of keywords is good for use for META TAG because:

1. The keywords obtained for the Indonesian search locations have a low to moderate competition value except for the keywords “kartu kredit” which has a high competition value.
2. Selected keywords for KTA, KPR, kredit, deposito, and asuransi, which on average have low to moderate competition because they are part of the products offered on the Cekaja.com website.
3. Some keywords have avg. monthly search on local search is quite high, which is around 5,000 – 10,000 due to match the market share of the company, which is middle and upper.
4. Some keywords have a very low local search value of 50 – 5,000 aiming to reach a small market share.

So, based on the results of the analysis above, with the level of keywords for search, it is determined that the search competition is low to moderate. The reason is that if you use keywords with a high competitive value, it will be less likely to master those keywords. However, if you use keywords that have low to moderate competition value, you can increase your chances of mastering those keywords. Determine the keywords used for META TAG on the main page, namely:

1. Kredit
2. Asuransi
3. Tabungan
4. Syariah
5. Kartu
6. Pinjaman
7. Finansial
8. Bunga
9. Rendah
10. Murah

3.7. Meta Description

After entering the META TAG, the next thing to do is to enter the META DESCRIPTION on the main page of the company's website. The usefulness of the META DESCRIPTION is divided into 2 types, namely:

1. META DESCRIPTION which contains the tagline of a company. In the first type, its function is to explain the tagline and products owned by the company. This type is usually used by websites that are already large and have high visitors, so there is no need to target visitors specifically.
2. META DESCRIPTION which contains a series of keywords from META TAG. In the second type, usually in the form of a series of keywords related to the product being sold, usually in the second type it is used for online buying and selling sites, blogs, and so on. The function of this second type is to sell products, promote events, sell services, and so on.

3.8. Content Optimization

On the first page it has been explained, to perform content optimization, SOPs or standards are needed in writing, which are as follows:

1. Using ALT tags on images so they can be crawled
2. Using Anchor text on keywords in articles
3. Articles must have a minimum of 300 words
4. Keyword density percentage 1% - 8%
5. Put the keywords you want to optimize on the URL
6. Optimizing keywords using <h1>, <h2>, <h3>, and <h4> header header tags
7. Do not duplicate content from other sites.
8. Provide a good and attractive title on the page
9. The keywords you want to optimize must be in the article title
10. Have quality inbound links
11. Perform on-site optimization from one article to another on the same website.
12. Update regularly with interesting content

In doing content writing, you don't have to follow all the points above. Basically, the most important thing to follow from the SOP above, is the 4th point, which is the percentage of keywords as much as 2% - 8%. The SOP above is only used as a basic reference and also a guideline in content writing, because each content must be different.

For example, if you want to create content about articles on how to “*cara menghitung deposito*”, of course it will be very different from articles on “*suku bunga deposito*”. The thing that distinguishes these two types is, if the article on “*cara menghitung deposito*” focuses on providing information to visitors about the calculation of deposit interest, while the article on “*suku bunga deposito*” focuses on general and up to date information on deposit rates for each bank in Indonesia.

For these two types of articles, it is very possible to apply the 4th SOP point, namely the percentage of keywords as much as 2% - 8%. However, for SOP point no. 3, namely a minimum article of 300 words, it is impossible to apply to articles on deposit rates.

3.9. Off-Site Optimization (Link Building)

The next stage in order to create a site that is good in the eyes of Google or what is commonly called SEO friendly, we also have to do offsite optimization. At this stage the first thing we have to do is multiply incoming links to the main site or main website by multiplying backlinks.

The main concept of the existence of backlinks is, the more someone talks about us, the more famous we will be, so if we talk about good things, we will be famous for good things, otherwise if we talk about bad things, we will be known as bad. We are here, the connotation of the main website that will be optimized, while people who talk about us are connoted as social media, social bookmarking, blogs, and other sites that are not included in the main website.

One technique for increasing backlinks is through social media, because this is one of the important points so that a site is seen as good by Google, this was stated in the journal "improving website ranking through search engine optimization".

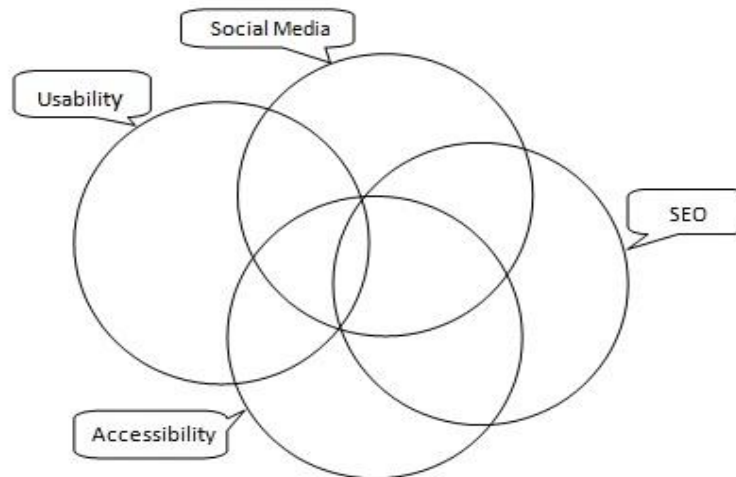


Figure 2 Overlapping between the Four Major Characteristics

At this stage, we will build backlinks through the following 3 sites:

1. <http://www.kartu-kredit.info/>
2. <http://www.bank-indo.com>
3. <http://www.kredit-online.co.id/>

3.10. Social Media Optimization

Social media can help increase visitors. Social media can also help in the previous stage, namely link building. Social media optimization aims to enable visitors to share articles that have been read or also financial products that have been viewed on the Cekaja.com site through social media. With the sharing of articles on social media, back links can automatically increase because of the sharing. So the main advantage is the addition of back links automatically without any effort to spread back links, it happens because of visitor interaction. The implementation that will be carried out is to provide share buttons to social media at the top and bottom of the article. The communication media buttons that connect the company with customers on the website listed below include:

1. *Facebook*
2. *Twitter*
3. *Google+*
4. *E-mail*

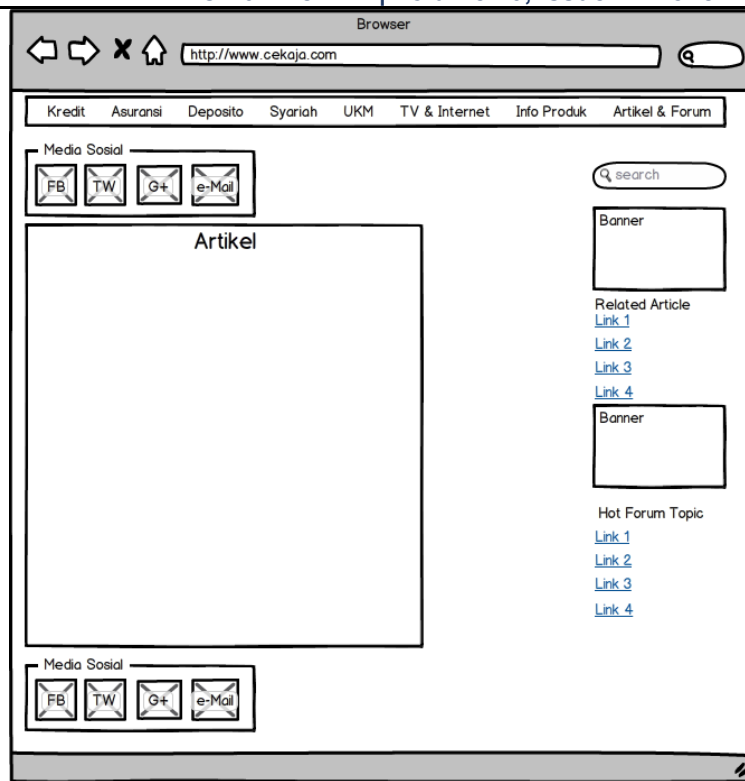


Figure 3 Button share media sosial pada sisi atas dan bawah artikel info perbankan

3.11. Review

The implementation of SEO on Cekaja.com consists of several stages of work, namely:

1. On-Site SEO Basics
2. Content optimization
3. Off-Site Optimization (Link Building)
4. Social media
5. Monitor website using Google Analytics

From these 5 stages, the SEO process becomes:

1. Create META TAG
2. Create a META DESCRIPTION
3. Fix Content
4. Build an article-only page
5. Create backlinks
6. Social media

From all these stages, the results of the traffic quality and quantity growth reports are created. From the total recapitulation of the report, which is then processed into data, the data can be useful for analysis and review of previous processes. It is very important to determine the next implementation stage, then also describe the errors in the previous process. The following is data from a period of 8 months that can explain before and after the SEO implementation process.

IV. CONCLUSION

After analyzing and implementing Search Engine Optimization (SEO) on site and off site to support traffic on product sales, PT Puncak Finansial Utama, it can be concluded that:

SEO optimization is done on the website of PT Puncak Finansial Utama is Cekaja.com. Based on the optimization that has been carried out since May – December, it is proven that there has been an increase in visitors in terms of quality and quantity, even now there is a very rapid increase. Therefore, SEO is proven to be able to solve the problems surrounding low site visits and a significant increase in bounce rates.

REFERENCES

- [1] Baker, T. J. (2007). "Usability, Accessibility, Web Standards and SEO," available at: <http://www.joomlashack.com/tutorials/159-usability-accessibility-web-standardsand-seo>
- [2] Google, (2008). "Search Engine Optimization Starter Guide," available at http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/webmasters/docs/search-engineoptimization-starter-guide.pdf
- [3] Google (2009a). "Google Basics," available at: <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=70897&rd=1>
- [4] Davies, G. (2009). "SEO, Usability & 15 Stupid Things You Can Do to Your Web site – SMX West," available at: <http://www.marketingpilgrim.com/2009/03/seo-usability-15-stupid-things-youcan-do-to-your-Website-smx-west.html>

[5] Compass Designs (2011). "Usability, Accessibility, Web Standards, SEO and You," available at: <http://www.compassdesigns.net/joomla-tutorials/usability-accessibility-webstandards-seo>

[6] Evans, M. P. (2007). "Analysing Google Rankings through Search Engine Optimization Data," Internet Research, Vol. 17 No. 1, 2007, pp. 21-37

