

ABSTRACT

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WEBSITE ANALYSIS OF ONLINE NEWS PORTALS DETIK.COM AND KOMPAS.COM USING SEARCH ENGINE OPTIMIZATION (SEO) AUDIT METHODS

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(xv + 85 + Appendix)

According to a survey conducted by Nielsen Media Executive Director Hellen Katherina, the number of online news readers in Indonesia reached 6 million people and far more than print news readers of 4.5 million people. More and more users of online news websites make news service providers compete in improving the quality of websites to be in the top positions of search engine pages. Websites contained on the main page have more opportunities to be visited by internet users, so a method is needed to be able to improve search positions on search engines. Based on SimilarWeb, Detik.com is ranked first, while Kompas.com is ranked second. Analysis of the Detik.com and Kompas.com websites was carried out so that the ranking of the two websites does not decrease. The method used to improve search position on search engines is Search Engine Optimization (SEO) audit. SEO audit is used to find out things that must be improved and fix existing shortcomings on the website so that website owners can make strategies to attract internet visitors. Based on the analysis that has been done, the results of Detik.com website are superior to Kompas.com website. Detik.com websites excel in the On-Page SEO, Off-Page SEO, and General Problems categories, while Kompas.com websites only excel in the Technical Problems category. The website Detik.com found four errors, namely Multiple Version, Performance, Page Titles, and Meta Description. The website Kompas.com found six errors, namely Multiple Version, Page 404, Page Titles, Meta Description, Broken Links, and Organic Traffic.

Bibliography (2018 - 2023)