ABSTRACT

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SEO ANALYSIS ON DEWAWEB.COM, NIAGAHOSTER.CO.ID, AND RUMAHWEB.COM USING THE WHITE HAT SEO METHOD

(xii+ 46 + Attachments)

Humans live side by side with the internet to get information quickly. One way to get information on the internet is through websites. In order for a website to be accessible on the internet, the website must be hosted first. Hosting can be done via web hosting. There are so many web hosts that already exist that they are competing to make the web hosting known to potential users. One way for web hosting to become known is to implement SEO (Search Engine Optimization) in web hosting. Methods in SEO are divided into three, namely White Hat SEO, Black Hat SEO, and Gray Hat SEO. The White Hat SEO method is most widely used if you want to achieve maximum results and not violate the rules (Terms of Service) determined by search engines. So the author carried out an analysis on the Dewaweb.com Website, Niagahoster.co.id Website, and Rumahweb.com Website using the White Hat SEO method. Analysis based on predetermined aspects, namely keywords, image optimization, page speed optimization, use of header tags, mobile optimization, security and SSL (HTTPS) and using 6 meta tags. The tools used in the research are Website Grader, Similar Web, and Small SEO Tools. The purpose of this writing is to find out the application of SEO and SEO comparisons as well as the results of research that can make SEO on web hosting better. The results of the analysis that has been carried out are that the Niagahoster Website has implemented all aspects. The Rumahweb.com website and Dewaweb.com website have not implemented several aspects.

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