# ABSTRACT

Muhammad Rifan Fauri. 14119399

ANALYSIS OF AUTOMOTIVE NEWS PORTAL WEBSITE PERFORMANCE ON SEARCH ENGINE USING SIMILARWEB.COM, WEBSITE.GRADER.COM AND SMALLSEOTOOLS BASED ON SEARCH ENGINE OPTIMIZATION

(xxii + 540 + Appendix)

News portal websites are now very much found by various groups of people, ranging from teenagers to the elderly. Apart from that, online news portals can also be read and accessed on various devices, with this people don't have to have trouble finding the information they need to support their daily needs. However, news portal websites that people want to search for and visit are sometimes not detected by search engines, this can be caused by errors that occur in the website structure which causes it not to appear in the top rankings. Therefore, we need a way to increase the ranking of a website so that it is worthy of appearing on the main search page. The purpose of this study is to analyze the utilization of automotive news portal websites such as Otomotifnet.gridoto.com, Otosia.com, Motorplus-online.com, Carmudi.co.id, Autofun.co.id, Kabaroto.com, Ototirend White Hat SEO method. com to find out the advantages and disadvantages based on the results of tests carried out using the Sameweb.com, Website.grader.com, Smallseotools.com tools. From the results of the analysis obtained, it is hoped that it can provide information in the form of recommendations to website owners to be able to optimize the website system so that it can appear on the top ranking pages of search engines. The final results of the analysis found several errors in Page Size, Page Request, Page Speed, Image Size, Minified Javascript, Minified CSS, Tap Targets, HTTPS, Secure Javascript Libraries, Meta Title, Meta Keywords, Meta Description, and Meta Robots on each portal site. automotive news.

Bibliography (2012 – 2023)