# ABSTRAK

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**Analisis Website Toko Pakaian Zalora.co.id, Berrybenka.com, dan Matahari.com Menggunakan Metode Seo White Hat**

(xii + 70)

The increasing number of online clothing stores is proof that online transactions in Indonesia continue to grow. by utilizing technology such as the internet. On online websites, the problems experienced are that the advantages and disadvantages can cause a decrease in the website ranking, because few people visit the website. This research will try to analyze the websites Zalora.co.id, Berrybenka.com, and Matahari.com using the White Hat SEO method to get the advantages and disadvantages of these websites. These three websites can be accessed via https://www.zalora.co.id/, https://berrybenka.com/, and https://www.matahari.com/. The White Hat SEO method consists of six variables, namely Meta Title, Meta Keywords, Meta Description, Meta Robots, Meta Viewport, and Meta Heading. The research results show that the Zalora.co.id website received the highest number of visits with a total of 2.1 million, the Berrybenka.com website received good visits with a total of 170.9 thousand visits, while the Matahari.com website received 800 thousand visits.

Daftar Pustaka (2019-2023)