ABSTRACT

Setra Nugraha Putra Suma, 15119993.

COMPARATIVE ANALYSIS OF SEARCH ENGINE OPTIMIZATION (SEO) QUALITY ON CSS FRAMEWORK WEBSITES USING WHITE HAT SEO METHODS (CASE STUDIES OF GETBOOTSRAP.COM AND TAILWINDCSS.COM WEBSITES)
Thesis, Department of Information Systems, Faculty of Computer Science and Information Technology, Gunadarma University, 2023.
Keywords: Analysis, Website, CSS Framework, White Hat Seo.

(xiii + 86 + Appendices)

SEO (Search Engine Optimization) is one of the important factors in the success of a website. By optimizing SEO, websites will get better rankings on search engines and encourage an increase in the number of visits to the website. There are several aspects that need to be considered in optimizing SEO, namely attractive user appearance, easy-to-use navigation, page loading speed, accessibility capabilities through various devices, and the use of Meta Tags. This study aims to analyze the comparison of SEO quality on Getbootstrap.com and Tailwindcss.com websites. both websites are CSS Framework websites that were created to facilitate the development of an application system or website on the user display or Frontend Development. The website was chosen because for some Search cases related to the keyword framework, both websites are still not recommended by search engines, even though both websites are included in the top 10 CSS framewok websites around the world. The results showed that there were differences in SEO quality between the two websites, including in Meta Tag optimization, page speed, content structure, and responsiveness. However, based on White Hat SEO methods, Getbootstrap.com website is considered superior to Tailwindcss.com website.

Bibliography (2019 - 2023)