

## ABSTRACT

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### **DIGITAL MEDIA WEBSITE ANALYSIS OF IDNTIMES.COM AND INDOZONE.ID USING THE WHITE HAT SEO METHOD**

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Keyword : *search engine, white hat seo, website.*

(xiv + 71 + Appendices)

According to KBBI, media is a tool to communicate through newspapers, magazines, radio, television or others. The emergence of media, now people can read and view newspapers using websites in digital form. Digital media can be accessed through a web browser, but not all digital media websites can appear on search engine pages. Based on the results of a search engine search with the keyword "latest technology news", the Idntimes.com website is number 7 on the main search engine page while the Indozone.id website is not on the search engine page. This research aims to analyze and compare Idntimes.com and Indozone.id digital media websites based on aspects of ranking, performance, and meta tags according to the white hat SEO method. White hat SEO is a way of optimizing websites without violating search engine rules. The research steps begin with analyzing needs, selecting objects, determining tools, analyzing and processing data. To analyze the website, we use similarweb.com tools to determine website ranking, website.grader.com to evaluate website performance, and smallseotools.com to check meta tags in accordance with the white hat SEO method. The website ranking assessment aspect is obtained that the Idntimes website is at 1,629 (Global Rank), 50 (Country Rank), and 10 (Category Rank), while Indozone.id is 27,916 (Global Rank), 712 (Country Rank), and 54 (Category Rank). The aspect of performance assessment consisting of Performance, SEO, Mobile, and security obtained by the Idntimes.com website has an overall score of 58 while the Indozone.id website only has an overall score of 57. The aspect of meta tag assessment obtained by the Idntimes.com website has deficiencies in meta keywords and Heading tags, the Indozone.id website has deficiencies in meta title and heading tags. The results of analyzing the digital media websites Idntimes.com and Indozone.id found that the Idntimes.com website is superior in ranking and performance assessment. For meta tag assessment, both websites have 2 errors in their meta tags.

*Bibliography (2018-2023)*