

# Application Marketing Strategy Search Engine Optimization (SEO)

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**Abstract.** The purpose of this research is to improve product marketing using Search Engine Optimization (SEO) strategy. This research used the descriptive method to analyze market strategy by utilizing Search Engine Optimization. For data collection used interview method of observation and literature study. The results of this study indicate that the implementation of SEO strategy is very useful in improving product marketing.

## 1. Introduction

Search Engine Optimization is a series of processes that are conducted systematically aimed at improving the volume and quality of traffic through search engine visits leading to specific sites by utilizing the working mechanism or algorithm the search engine [1]. Search Engine Optimization is a technique of applying optimization of a website to achieve a higher position in the search engines when entering their keyword search while looking for any content on the search engines. [2] The aim is to make the web development could easily be ranked on a web search page (search engine) and always updated content and its rank. [3]

One of the researchers who discuss SEO is Holzhauser, h. M, he explains the Empirical studies find that marketing efforts can reduce the offer price discounts in SEO by attracting more investors ' attention. However, existing measures of investors ' attention are all indirect. This article contributes to the field of SEO marketing the first direct attention measure, the user search frequency index from Google Insight for Search (GIS). We find that a one-point increase in pre-issue GIS index indicates about a 3% reduction in the offer price discounts. More importantly, this effect is not weakened after including all previously found indirect measures, confirming the uniqueness of this direct measure. Last but not least, significant differences between the IPO and the SEO suggest that this measure works more effectively for SEO. [4]

Jacob Zillincan explains Search engine optimization techniques, often shortened to "SEO," should lead to the first positions in organic search results. Some optimization techniques do not change over time, yet still, form the basis for SEO. However, as the Internet and web design evolves dynamically, new optimization techniques flourish and flop. Thus, we looked at the most important factors that can help to improve the position in search results. It is important to emphasize that none of the techniques



can guarantee a high ranking because search engines have sophisticated algorithms, which measure the quality of web pages and derive their position in search results from it. [5]

Beel J explains that SEO is how to optimize scholarly literature for academic search engines in general, and for Google Scholar in particular. [6-7]

Shih B Y explains that a search engine optimization (SEO) mechanism that can be used by an enterprise to improve the ranking of its website in the search engine results. Social networking sites are included in our exploration of Internet marketing strategy. They explain that SEO is more expensive than paid placements, produces results that do not justify its cost, and does not consistently lead to high search-results rankings. It implies that sellers would invest in SEO. If it were less expensive, its rankings were more consistent. Sen R [8] explain that SEO (search engine optimization) techniques have become one important technique for improving website ranking. Using keywords effectively can secure a higher ranking website, and increase site traffic and popularity

Yalçın N and Köse Explain that SEO “Search Engine Optimization” is one of the widely used techniques that provides websites fast reachable. In this work, we explained required information to make a website more indexed by search engines and considering their keywords make them first listed. [9] Malaga R. A. Explain that Search engine optimization (SEO) is a process that manipulates Web site characteristics and incoming links to improve a site's ranking in the search engines for particular search terms. [10]

From the above information, there are no data on the increase of visitors with a method of Search Engine Optimization (SEO). This research uses the descriptive method to analyze marketing strategies by leveraging Search Engine Optimization. For data collection used observation and interview method study of the literature. The results of this research show that the application of SEO strategy is very useful in improving the marketing of the product.

## 2. Method

This research used the descriptive method to analyze marketing strategies by leveraging Search Engine Optimization. For data collection used observation and interview method study of the literature. The observation that we did take samples of research on Mountain Grounds Coffee & Eatery. So the results of this research are expected to be realized by such parties.

## 3. Result and Discussion

The results of the research that researchers get will use as a reference for doing SEO marketing strategy implementation on Mountain Grounds Coffee & Eatery.

1. The result of research by library method  
The results of the literature method can be seen in (Figure 1).



**Figure 1.** Cycle Achievement SEO

From the figure above can be explained that there are several levels of cycles that can be seen before finally getting the benefit. From the table above, researchers concluded that all cycle or sequence must be traversed with success if it wants to get the benefit.

2. Interview results From the interview result of the researcher to the owner and about 14 consumers, the result is 40% of the consumers who live in Ciwidey area know Mountain Grounds Coffee & Eatery from word of mouth, while almost 60% of the rest know Mountain Grounds Coffee & Eatery from social media like Instagram and Facebook. The use of the Mountain Grounds Coffee & Eatery website has not realized correctly so that non-domiciled customers in Ciwidey do not know about this Mountain Grounds Coffee & Eatery store.

#### 4. Conclusion

The conclusion obtained is that the average consumer knows Mountain Grounds Coffee & Eatery from social media, this proves that the application of the SEO marketing strategy will be very beneficial for the Mountain and also Grounds Coffee and Eatery & also for consumers who live outside the domicile Ciwidey village.

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