

The Use of SEO in Efforts to Increase Instagram Visitors at UD Bima Baru

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Abstract

Purpose: This research addresses increasing online sales competition and the use of SEO techniques, focusing on UD Bima Baru's Instagram.

Method: This study employs a mixed-method research approach. The research design involves a combination of qualitative and quantitative elements to comprehensively investigate the impact of SEO techniques on online sales via Instagram. Data collection encompasses surveys, website traffic analytics, and content analysis of the Instagram account. Statistical analysis and content coding are utilized to derive meaningful insights from the collected data.

Practical Applications: Our findings offer practical advantages, enhancing online visibility, engagement, and sales benefiting businesses across industries.

Conclusion: This research highlights SEO's effectiveness in boosting visitor traffic and sales, offering actionable insights for thriving in the digital marketplace.



Introduction

The development of technology has a significant impact on the dissemination, processing, storage, collection, and presentation of information. One form of current information technology development that we can see is the presence of the Internet, which is increasingly becoming a necessity for humans (Liyew et al., 2019) (Lucky & Achebe, 2018). Through the Internet, every company can gain strategic advantages and convenience in utilizing the features available on the Internet in business competition, giving rise to the concept of Internet marketing (Shpylyk, 2021) (Veleva & Tsvetanova, 2020). Internet Marketing, or IM for short, is a form of distributing and marketing products with the help of internet media. Internet Marketing has become a concept that facilitates companies in expanding into local and global markets (Kuleva & Mel'nik, 2023) (Suleiman et al., 2020).

With many businesses entering the online world, the consequence is the intensification of competition in acquiring customers or clients through the Internet. Facing the challenge of tough competition in internet marketing, businesses must understand the concept of internet marketing, which involves optimizing search engines, often referred to as Search Engine Optimization (SEO) (Ponomarenko & Sapian, 2021). In essence, search engines are often used for various purposes, such as searching for news, information, and tutorials in the form of images, videos, or text, searching for software or computer applications, searching for map locations, and even finding income (Sharma et al., 2022) (Roumeliotis & Tselikas, 2022). Simply put, SEO can be defined as a systematic technique and process aimed at increasing the number of visitors to a website by leveraging the workings or algorithms of search engines such as Google, Yahoo, Bing, and others (Franko et al., 2022). Search engine optimization (SEO) is the process of optimizing a website to improve its visibility and ranking in search engine results pages (SERPs). It involves various techniques and strategies to make a website more attractive to search engines and users. Some examples of SEO techniques are keyword research, on-page optimization, link building, content creation, mobile optimization, and many others (Seo & Huh, 2021).

Looking at the facts regarding the development of the Internet from year to year, this opens up significant business opportunities for micro, small, and medium-sized enterprises (MSMEs) in Indonesia (Kurdi et al., 2021) (Ipnuwati & Rinawati, 2021). Currently, MSMEs in Indonesia are becoming aware that by studying information technology developments, especially the Internet, they can tap into more enormous opportunities for their businesses. This can enhance the competitiveness of MSMEs in Indonesia, especially considering the increasing competition they face from large companies in this era of globalization from various parts of the world (Hidayati & Sitompul, 2022). The rapid growth of internet users has placed many MSMEs in Indonesia in a very advantageous position, even though some of them still operate their businesses in traditional ways, including promotion, production, and distribution. At present, a considerable number of MSMEs in Indonesia are familiar with and use the Internet to promote their businesses for marketing both locally and internationally. As a result, internet users can significantly benefit from expanding their access to a broader market (Azraputra et al., 2021) (Tambunan, 2020).

UD Bima Baru is one of the micros, small, and medium-sized enterprises (MSMEs) that produces wooden handicrafts located in Jambon, Pakiskembar, Pakis, Malang. As production levels increase and demand grows, UD Bima Baru needs to continue to enhance its use of Instagram as a promotional platform. This training is attended by employees and business owners of UD Bima Baru to increase the number of Instagram visitors. Based on the issues outlined, the solution to address this problem will be to provide mentoring to UD Bima Baru's employees and business owners and offer post-mentoring consultation services for Instagram SEO to increase the number of visitors.

Method

SEO training is conducted at UD Bima Baru. Given the available time, the training

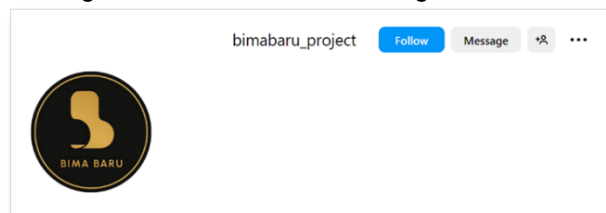
method includes both theoretical instruction and practical exercises. The practical content is based on a fast-learning system. The method used is a tutorial approach that begins with the presentation of theory and is immediately followed by practical application. An evaluation of the training results regarding the mastery of the training material is conducted so that the outcomes of the community service program can be assessed. The evaluation is carried out at the end of the training to ensure that the partners have received all material. This community service scheme is expected to increase customers at UD Bima Baru, thereby increasing sales income.

Result

In this community service project, efforts are made to produce an output in the form of SEO for UD Bima Baru. Here is the content that is being presented. To enhance online sales, it is necessary to leverage Digital Marketing, which is a marketing technique using digital media to reach consumers wherever they are, personally and relevantly, based on their needs. Some advantages of digital marketing include faster dissemination, more straightforward evaluation of advertising/sales results, broader product distribution reach, cost-effectiveness, and ease in building a brand. There are several types of digital marketing, such as websites, Search Engine Optimization (SEO), social media, online advertising, email marketing, and video marketing. This community service project will focus on Search Engine Optimization (SEO), specifically on the Instagram social media platform. Here are some ways to optimize SEO on Instagram:

1. Optimize account profile for search.

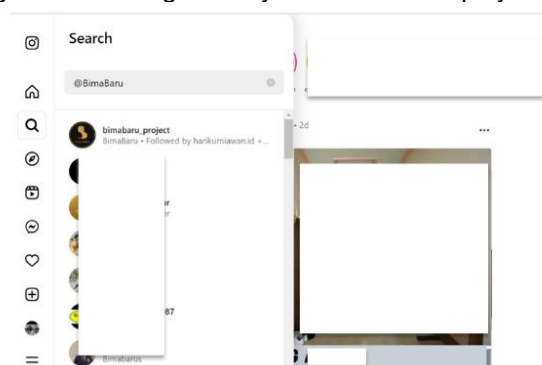
Figure 1. UD. Bima Baru Instagram Account



The Instagram profile is the best place to use relevant search terms. Use a username that aligns with the business and is easy to find. Change the business profile to a public account so that everyone can see the content of the business account. Use an appropriate profile picture, such as the company logo, and add website links, links to other online business stores, or even a WhatsApp booking link in the Instagram bio.

2. Embed primary keywords in the display name.

Figure 2. Utilizing the Keyboard in the Display Name



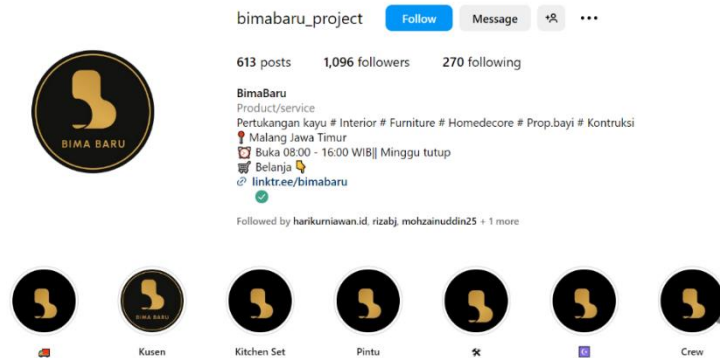
To appear in search results, it is essential to determine the primary keywords first.

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Suppose the business account already has keywords in the display name. In that case, it will appear in search results as a suggested account, increasing the chances of the business account being included in Instagram's algorithm.

3. Optimize the Instagram Bio

Figure 3. UD. Bima Baru Instagram Bio



The Instagram bio can be an alternative if you find it challenging to include keywords in the display name. To maximize the bio, use topics that support the primary keyword by expressing words that are relevant to the business or personal branding on the Instagram account.

4. Use keywords in hashtags.

Figure 4. Using Keywords in Hashtags



One effective way to make the posts discoverable to Instagram visitors is by using hashtags. Determine hashtag categories for the posts, such as the business name, primary keywords, and secondary keywords. Additionally, create relevant hashtags for the posts and add a variety of related hashtags, allowing visitors to find the posts.

5. Use alt text.

Alt text helps Instagram's algorithm display posts to users who like that type of content. Alt text also makes it easier for Google's search engine to find Instagram content based on post descriptions. To use alt text, prepare the post first, then when adding a caption, select the "Advanced Settings" tab at the bottom and choose "Write Alt Text."

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Discussion

SEO (Search Engine Optimization) is one of the systematic techniques used to increase the number of visitors to a website, Facebook, Instagram, and other social media platforms by leveraging search engine algorithms. Based on the training at UD Bima Baru, it can be proven that keywords can appear on the first page of search results, which is expected to generate visitor traffic. Therefore, it is just a matter of time before the increase in visitor traffic leads to higher sales.

The utilization of SEO techniques can increase website traffic, and SEO techniques can also win in search competition. The use of SEO in search engines is something that has been introduced previously. However, it needs to be continuously utilized and improved so that businesses marketed online can reach all segments of society (Hidayati et al., 2019). The training provided to UD Bima Baru employees went smoothly because it was supported by technological facilities and employees who specialize in online marketing, as they are already familiar with the use of social media.

Conclusion

Based on the activities that have been carried out, the community service conducted at UD Bima Baru, utilizing SEO to increase Instagram visitors, has provided a new experience for UD. Bima Baru employees. SEO can boost Instagram visitors for UD Bima Baru, which in turn influences increased sales. A suggestion for the future is to focus on creativity when creating keywords for usernames and hashtags to make it even easier for visitors to find UD. Bima Baru.

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