

Optimization of Digital Marketing Using Search Engine Optimization (SEO) at Soevenir CV Saudagar Kaya Abadi Malang

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Abstract

Purpose: This study aims to explore the effectiveness of digital marketing using Search Engine Optimization (SEO) on social media platforms for CV Saudagar Kaya Abadi Malang. The research focuses on the challenges of account blockages on social media and how SEO can improve content visibility and sales.

Method: A descriptive qualitative approach was used, with data collected through observations and interviews. The study analyzed current SEO strategies and identified issues related to social media account blockages, proposing solutions to overcome them.

Practical Applications: The findings offer practical solutions for businesses using SEO to enhance visibility and drive sales. Strategies include diversifying content across multiple accounts and reducing identical posts to avoid account blockages, optimizing digital marketing efforts.

Conclusion: The study demonstrates the importance of SEO in digital marketing, showing how it can improve content visibility and sales. Despite challenges like social media account blockages, effective SEO can significantly enhance marketing outcomes for businesses like CV Saudagar Kaya Abadi Malang.



Introduction

Science and technology, particularly in the field of informatics, are developing rapidly. The internet is one of the products resulting from the advancement of information technology (Agunawan et al., 2023; Khalim et al., 2022). Access to the internet is increasing daily, allowing people to gain and utilize many things through it. The internet has opened the world's eyes to a new world, new interactions, a new marketplace, and a boundless communication network. It is clear that the internet has changed the way society interacts, whether in business, economics, social, or cultural contexts (Alfarizy & Arianto, 2024; Laju et al., 2024). The internet has also made significant contributions to society, businesses, industries, and governments. The increasingly modern era encourages entrepreneurs to keep up with technological advancements and trends so that their businesses can yield results (Defa & Suastika, 2023). The ease of accessing information, particularly through the internet, has become one of the key tools for marketing. Internet marketing is not only effective but also cost-effective compared to television media. Digital marketing, according to Todor in (Arlinda & Hendro, 2024), is "The practice of promoting products and services in an innovative way, using primarily database-driven distribution channels to reach consumers and customers in a timely, relevant, personal, and cost-effective manner." Based on this definition, digital marketing is an innovative approach that uses databases to reach consumers individually, cost-effectively, and in a timely manner.

CV Saudagar Kaya Abadi is a company engaged in digital marketing training services and providing digital solutions for business and company acceleration. It employs unique and engaging marketing communication strategies to build relationships and offer products to clients and potential clients. One of these strategies is through social media. Digital marketing, especially on social media, is used to create content (posts, videos, images, promotions) that can attract social media visitors and draw their attention to the content. Currently, CV Saudagar Kaya Abadi has been using social media and Search Engine Optimization (SEO) as a marketing communication tool to ensure that their posts or content appear on the first page of search engines.

Search Engine Optimization (SEO) is a process that uses basic search principles from search engines to obtain and improve the index ranking for a website page or to increase the number of visits (Devianto et al., 2023; Himawan et al., 2017). To optimize digital marketing, the Search Engine Optimization (SEO) method is employed. Optimization is a branch of mathematics that focuses on systematically finding minimum or maximum values of a function, opportunity, or other values in various cases (Adri, 2021; Prasetyo, 2024). Optimization is very useful in almost all fields to ensure effective and efficient efforts in achieving desired results (Gusnandar & Hilman, 2023; Maulana et al., 2024; Saputra et al., 2024). This is in line with economic principles that aim to minimize expenses while maximizing output. Optimization is also important because competition is very tight in every field.

Method

The implementation of the Community Service program started on August 7, 2023, and was completed on November 7, 2023. The location of the program was CV Saudagar Kaya Abadi, located at Jl. Kanjuruhan Asri Blok D No.11, Lowokwaru District, Malang City, East Java, with postal code 65141.

Diversifying content across several social media accounts is a good place for organizations to start when implementing digital marketing strategy. By using this method, account blockages brought on by duplicate or repetitive posts are prevented. Businesses can increase their reach and lower their risk of penalties by maintaining unique content themes or series for each platform. Consistent and novel content distribution can also be guaranteed with tools for scheduling postings across several channels. To increase visibility, organizations should also optimize their content for Search Engine Optimization (SEO).

Businesses may enhance search engine indexing and boost audience engagement by carrying out keyword research and incorporating pertinent terms into posts, captions, and hashtags. Improved SEO performance is also a result of optimizing photos and videos with relevant alt-text, titles, and descriptions.

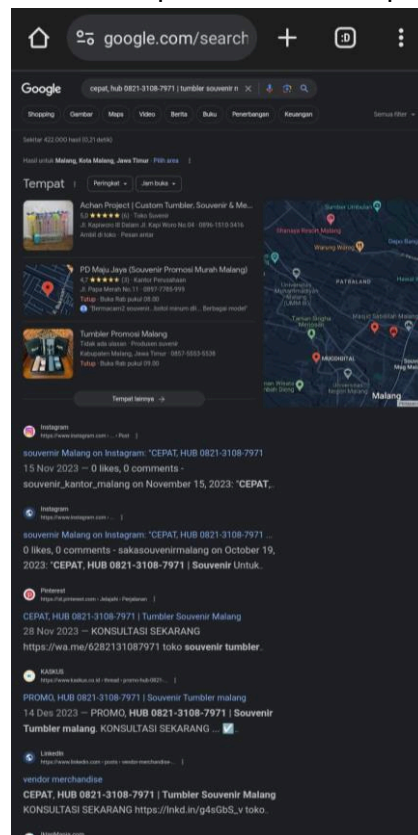
Businesses should concentrate on changing their posts to avoid problems with the same content. This guarantees that posts stay interesting and adhere to social media platform policies. Maintaining diversity in content is facilitated by crafting distinct images, descriptions, and promotional messaging for every post—even if they are associated with the same campaign or product. The possibility of content duplication can be decreased by scheduling a content calendar, which also guarantees that related postings are spaced apart. In order to make sure SEO efforts are effective and spot any problems like account blockages, it is essential to regularly monitor social media activity. Businesses can use social media management tools to monitor SEO performance and engagement metrics, as well as to set up warnings for unexpected declines in reach or engagement. This makes it possible to quickly modify strategies or material.

Additionally, in order to maximize the efficacy of digital marketing campaigns, it is imperative that personnel receive training on social media norms and SEO best practices. Team members can stay up to date on the newest trends and algorithm changes by attending workshops and taking online courses on SEO essentials, such as platform-specific optimization and keyword integration. Businesses are also guaranteed to uphold best practices and steer clear of any infractions that can result in account suspensions through routine audits of social media accounts and content. By putting these techniques into practice, CV Saudagar Kaya Abadi Malang may reduce the dangers connected with social media account blocks while improving its digital marketing efforts, increasing exposure, and driving sales.

Result

During the community service at CV Saudagar Kaya Abadi Malang, the author participated in activities starting with listening to an explanation and presentation from the owner of CV Saudagar Kaya Abadi about the community service activities. The author then registered the media using the company's email account on 25 social media platforms, including Kaskus, Issue, Goops.Com, Watpat, Anyflip, Veoh, Bilibili.Tv, Pinterest, Slideshare, Iklanpro, Iklan Mania, Atmago, Google Maps, YouTube, Blogger, Fliphtml5, Superprof, Facebook, Tribun Jual Beli, Tumblr, Wordpress, Tiktok, Instagram, Peatix, and LinkedIn. The author also promoted the company's products, such as souvenirs, by posting advertisements on these various social media platforms. The number of posts for promotion increased daily, starting from 50 posts per day and reaching 150 posts per day. This was done to optimize the promotional activities in line with search engine optimization (SEO) efforts, aiming to increase website traffic by targeting specific keywords and boosting the website's popularity. As a result, the website was ranked on the first page of search engine results, leading to a significant increase in consumer visits. As seen in Figure 1, the popularity of the website grew, evidenced by the company's website appearing on the first page of search results and receiving more visits from consumers searching for keywords related to souvenirs.

Figure 1. Example of Website Popularity



Discussion

During the implementation of community service activities at CV Saudagar Kaya Abadi Malang, the author identified issues in optimizing digital marketing, specifically the blocking of the company's accounts on several social media platforms. This blockage prevented the author from posting promotions on those platforms, hindering the SEO efforts. Additionally, posts on some platforms were also blocked, rendering the accounts unusable and requiring the creation of new accounts. Based on the problem identification, the cause of these issues was the excessive posting on a single account with identical posters and captions, similar to those of other users. The consequences for CV Saudagar Kaya Abadi due to account and post blockages include the loss of the company account, making it unusable, and the removal of the posts. To address these challenges, a solution was proposed, which includes creating new accounts on the blocked platforms and reducing the number of daily posts on each account.

Conclusion

Based on the discussion of the issues in the previous chapter, the following conclusions can be drawn that CV Saudagar Kaya Abadi Malang is a company engaged in digital marketing training services and providing digital solutions for business acceleration. It operates in the Tlogomas area and offers various services, including digital marketing training, MSME mentoring, development teams, and industry classes with vocational schools (SMK).

The use of Search Engine Optimization (SEO) in digital marketing across various social media platforms is employed to optimize promotions and sales of CV Saudagar Kaya Abadi Malang's souvenirs.

The activities carried out by the author at CV Saudagar Kaya Abadi Malang included understanding SEO procedures in digital marketing, creating company accounts on various social media platforms, and posting or promoting the company's services across 25 platforms.

The knowledge and benefits gained during the activities at CV Saudagar Kaya Abadi Malang included improving time discipline in work, taking responsibility for assigned tasks, understanding the attitudes applied in the company, and expanding knowledge related to digital marketing.

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