ABSTRACT

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PAGESPEED INSIGHTS ANALYSIS AND ON-PAGE SEARCH ENGINE OPTIMIZATION (SEO) RECOMMENDATIONS OF UPJ WEBSITE AT UPJ ICT

Website is a collection of pages consisting of several pages that contain information in the form of digital data in the form of text, images, video, audio, and other animations provided through an internet connection. However, not infrequently we find websites whose loading speed is very slow when opened. Sometimes it takes more than 10 seconds for the front page to open. This is certainly very disturbing because it can provide a bad user experience for users and is currently happening on the UPJ website.

Practitioners are given the opportunity to do professional work in the ICT section of UPJ and are assigned to analyze PageSpeed Insights and provide recommendations for meta descriptions, canonicals, and image alt text for content on the UPJ website.

Keywords: Website, SEO, user experience, meta description