

ABSTRACT

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OPTIMIZATION WEBSITE PEMBANGUNAN JAYA UNIVERSITY WITH SEO (SEARCH ENGINE OPTIMIZATION) METHOD

To maximize the benefits provided by owning a website for a university is important. However, to achieve these benefits, a good quality website is required. Many factors can affect the assessment of whether a website is good or not, ranging from speed, visual appearance, and also flow of the website structure. Therefore, we need an optimization process to improve the quality of a website. In professional work activities, UPJ ICT Bureau was given the opportunity to carry out the optimization process for the University Pembangunan Jaya website. At the beginning of optimization process, I and Alif Anandityo Arifin communicated and discussed with website developers who were in the website development department. Website development department has the main task of developing and updating sections on the website that can support UPJ academic and non-academic activities. The website optimization process is carried out in several stages, namely: the audit stage, the analysis stage, the recommendation stage, the implementation stage, and the evaluation stage. In the website optimization process, we use google spreadsheet application to make recommendations that need to be implemented. We got some new experiences which in the future can be a provision when we enter the world of work. The final result of the professional work that we do is in the form of analysis results and also recommendations for things that need to be optimized on the Jaya Pembangunan University website. It is hoped that from the results of the analysis and providing recommendations from us. in the future, it can be continued to be implemented so that the quality and visibility of University Pembangunan Jaya website is getting better.

Keywords: Website, Optimization, Process