

ABSTRACT

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IMPLEMENTATION OF S.E.O. WEBSITE NEWS AT PT. PROMO LITERASI PRIMA

PT. Promo Literasi Prima is a company engaged in the digital marketing sector. The company provides an opportunity for the trainee to do internship as a web developer for three months. One of the jobs given to the trainee is implementing Search Engine Optimization for news websites based on WordPress. In addition, the trainee conducts daily keyword reports, monthly site audits, manages client websites, and learns how to create a news website using WordPress according to industry needs. Search Engine Optimization is implemented by installing properly configured plugins on websites. Various other things such as web loading speed, responsive site on various devices, keywords research, application of plugins on each article, and monitoring of results are needed to get the good Search Engine Optimization. The results obtained from the implementation of Search Engine Optimization based on WordPress news websites are getting the highest number of organic traffic. The high organic traffic is a success of the construction of a website. Trainee gain various knowledge and experience from this internship, including understanding the real world of work in the field of informatics, knowing the quality of human resources needed by the industry, knowing how to communicate with colleagues, and training team work in achieving common goals.

Keywords : *Search Engine Optimization, WordPress, website, keyword.*