

ABSTRACT

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UTILIZATION OF BACKLINKING METHODS IN SEARCH ENGINE OPTIMIZATION (SEO) OFF-PAGE

The number of internet users worldwide are growing continuously and will continue to grow along with the advancement of communication technologies. Marketing strategy by utilizing internet users is considered cheaper and more effective because internet penetration as a marketing medium lasts for 24 hours. Some issues to create a natural traffic for the websites are the reason why optimization is required. Optimization on the website or well known as SEO (Search Engine Optimization) is a process that carried out systematically which aims to improve the quality of traffic visits through search engines or in this writing is Google. There are two types of optimization used in SEO; On-page and Off-page. Referring to the activities carried out during professional work at PT North Ventures Capital, Practitioners work under the supervision and guidance of SPV SEO, namely Mr. Cheni Chandra. In professional work, Practitioners have the opportunity to participate and be directly involved in the implementation of the SEO function at PT North Ventures Capital. Practitioners do optimization with Off-Page SEO on a website page with a link building strategy (backlink). Link building is used to be able to build backward links (backlinks) aimed at increasing referral domains. The link building process is done by creating a Dummy Blog or by utilizing the Private Blog Network (PBN).

Keywords: SEO, Backlink, Off Page