

Implementation of Digital Marketing with SEO on Gogalas Website for Business Directory Listing

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Abstract

Gogalas is a website-based application that serves as a directory listing for services and products of small and medium enterprises in the village. The implementation of digital marketing with search engine optimization (SEO) has been applied to improve the visibility and searchability of the website. The purpose of this study is to determine the effectiveness of implementing digital marketing with SEO in improving the website's search engine rankings and visibility. The research method used in this study is descriptive quantitative research with data collection techniques through observation and documentation. The research data was analyzed using a comparative descriptive analysis technique to compare the website's search engine rankings and visibility before and after implementing digital marketing with SEO. The study results showed a significant improvement in the website's search engine rankings and visibility after implementing digital marketing with SEO. The website's visibility increased by 76,59% visitor bounce ratio in line with organic search in the search engine results page (SERP). This proves that implementing digital marketing with SEO is an effective method for improving and visibility of the Gogalas website.

Keywords – *Digital Marketing, Directory Listing, Gogalas, SEO, SERP*

1. Introduction

The growth of technology has brought significant changes to the world of business, especially in the way businesses promote and market their products and services. In recent years, digital marketing [1] has emerged as a powerful tool for businesses to connect with their target audience and increase their customer base. The use of search engine optimization (SEO)[2] has also become increasingly important for businesses to ensure that their online presence is visible and accessible to potential customers and having a strong online presence is crucial for any business or individual looking to succeed in the competitive online marketplace. With millions of websites available online, it can be difficult for a website to stand out and attract potential visitors. This is where Search Engine Optimization (SEO) comes into play.

The purpose of this research is to explore how SEO can improve website visibility on the website gogalas.my.id. This website is an online platform that provides various

services to users, including web design, hosting, and digital marketing. With the increasing competition in the digital marketplace, it is imperative that gogalas.my.id optimizes its content for Google search rankings to attract more visitors to the website and ultimately increase revenue.

This study will discuss some of the most effective SEO techniques that can be implemented on gogalas.my.id to improve its website visibility on Google's search results pages. These techniques include keyword research, on-page optimization, content creation, and link building. By implementing these techniques, gogalas.my.id can achieve higher search rankings on Google, attract more visitors to its website, and ultimately achieve its online goals. This study focuses on the implementation of digital marketing with SEO on the Gogalas website, which serves as a business directory listing for small and medium enterprises[3] in the village. The Gogalas website is designed to promote and support small and medium enterprises in the village by providing a

platform for them to showcase their services to a wider audience. However, despite the potential benefits of the website[4], many of small and medium enterprises [5] in the village have not been able to fully utilize it due to limited digital marketing knowledge and resources[6]. Thus, the aim of this study is to explore the impact of digital marketing with SEO on the visibility and accessibility for product and services of small and medium enterprises [7] on the Gogalas website. This study will also investigate the challenges faced by small and medium enterprises in implementing digital marketing strategies[8] and the potential solutions to overcome these challenges. Overall, this research will contribute to the existing literature on the implementation of digital marketing with SEO in small and medium enterprises settings[9]. It will also provide practical insights for small and medium enterprises in the village on how they can improve their online visibility and accessibility through the use of digital marketing strategies[10].

2. Research Method

The following are the stages in implementing organic SEO techniques that can improve the SERP (Search Engine Result Page)[11] as follows:

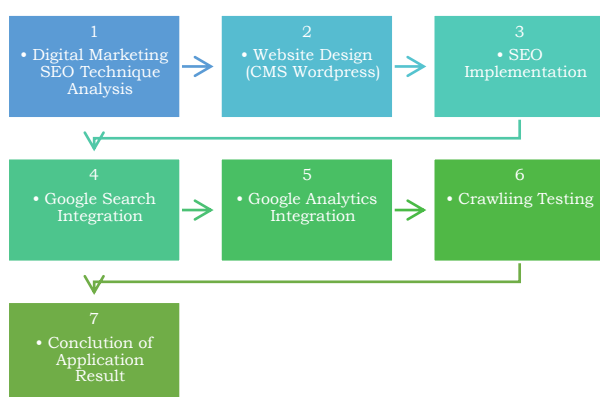


Figure 1. Research Method Workflow

- Digital Marketing SEO Technique Analysis:** This step involves analyzing the current state of the website's SEO and identifying areas that require improvement. This may include analyzing the website's current search rankings, keyword usage, content quality, backlinks, and other relevant factors.
- Website Design (CMS Wordpress):** This step involves designing or redesigning the website using a content management system (CMS) such as WordPress. This can help to ensure that the website is user-friendly, visually appealing, and optimized for search engines.

- SEO Implementation:** This step involves implementing various SEO techniques such as keyword research, on-page optimization, content creation, and link building. These techniques are designed to improve the website's search engine rankings and increase its visibility to potential visitors.
- Google Search Integration:** This step involves integrating the website with Google Search Console. This can help to monitor the website's search engine performance and identify any issues that may be affecting its visibility on Google's search results pages.
- Google Analytics Integration:** This step involves integrating the website with Google Analytics. This can help to track website traffic, user behavior, and other relevant metrics that can be used to improve the website's overall performance.
- Crawliing Testing:** This step involves testing the website's crawlability using tools such as Google's Search Console or Screaming Frog. This can help to identify any technical issues that may be affecting the website's search engine rankings.
- Conclusion of Application Result:** This step involves analyzing the results of the SEO implementation and making any necessary adjustments to improve the website's search engine rankings. This can include monitoring the website's search engine performance, tracking key metrics, and making changes to the website's content, structure, or design as needed. Ultimately, the goal is to improve the website's visibility on search engine results pages and attract more potential visitors to the website.

3. Result and Discussions

Gogalas is a website that serves as a business directory listing for small and medium enterprises in the village. The website aims to provide an online platform for small and medium enterprises that offer small and medium enterprises to promote their businesses, product and services reach a wider audience. The website offers a user-friendly interface that allows users to search for small and medium enterprises in their desired location. The services listed on the website include but are not limited to catering services, photography services, event organizing services, and transportation services. Gogalas also offers a review feature that allows users to rate and review the services they have received from the listed businesses. This feature enables other users to make informed decisions when choosing a service provider. Moreover, Gogalas offers a variety of tools and resources to help businesses improve their online presence, such as SEO optimization and social media

marketing[12]. Overall, Gogalas serves as a valuable resource for product and services that offer small and medium enterprises in the village, and it helps to bridge the gap between businesses and potential customers by providing an online platform for businesses to showcase their product and services for customers to find and connect with them.

To make an article optimized for organic SEO[13] and improve its search engine results page (SERP) ranking [14], you can follow these techniques:

- a. Conduct keyword research[15]: Identify the relevant keywords and phrases that your target audience is searching for and incorporate them into your article naturally.
- b. Use a descriptive and attention-grabbing title: The title should be catchy, relevant, and contain your primary keyword.
- c. Write high-quality and original content: Ensure that your article provides valuable information, is well-researched, and is written in a clear and concise manner.
- d. Use subheadings and formatting: Break your article into smaller sections using subheadings, bullet points, and bold text to make it easier to read and scan.
- e. Optimize images: Use relevant and high-quality images, compress their file size, and add alt text that includes your target keywords.
- f. Use internal and external links: Add links to relevant content within your website and external sources to improve the article's credibility and provide additional information.
- g. Utilize social media: Promote your article on social media channels to increase its visibility and drive traffic to your website.
- h. Optimize the meta description: Write a compelling meta description that includes your primary keyword and summarizes the content of your article.
- i. Utilize a SEO plugin like Yoast: Tools like Yoast can help optimize your article for search engines by providing recommendations for keyword density, meta descriptions, and more[16].

Here are the steps to index gogalas website to Google:

- a. Create a Google Search Console account: Go to Google Search Console and sign in with your Google account. Add your website by clicking the "Add Property" button and entering your website URL.
- b. Verify your website: There are several ways to verify your website, including adding a meta tag to your website's header, uploading an HTML file to your website, or verifying with Google Analytics[17].

- c. Submit a sitemap: A sitemap is a file that lists all the pages on your website. You can create a sitemap using various tools or plugins, such as Yoast SEO for WordPress. Submit your sitemap to Google Search Console by going to "Sitemaps" and entering the URL of your sitemap.
- d. Fetch and render your website: Google uses bots called "spiders" to crawl and index websites. You can use the "Fetch as Google" tool in Google Search Console to see how Google crawls and renders your website. If there are any issues, you can troubleshoot them before Google indexes your website.
- e. Request indexing: After you've verified your website and submitted your sitemap, you can request indexing for your website's pages. Go to the "URL Inspection" tool in Google Search Console, enter the URL of the page you want to index, and click "Request Indexing." Google will then crawl and index your page.
- f. Monitor your website's performance: After your website is indexed, you can monitor its performance using Google Search Console. You can see how many pages are indexed, which queries are driving traffic to your website, and any issues that need to be addressed[18].

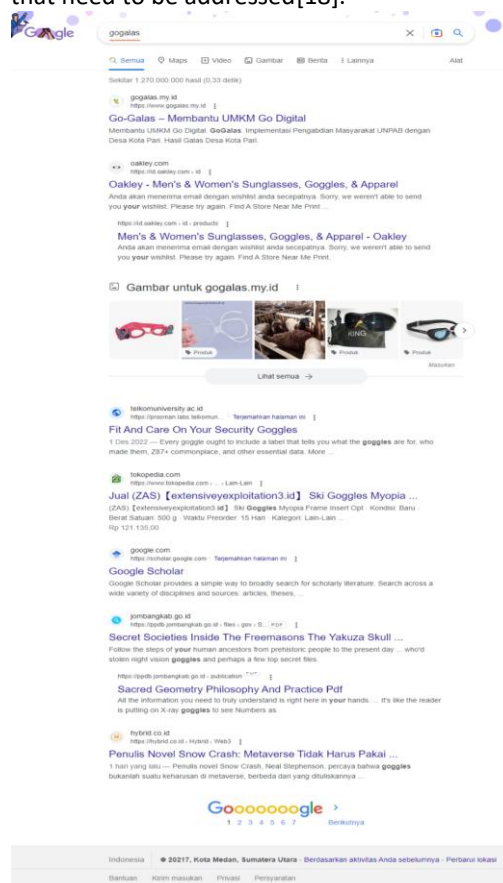


Figure 2. SERP display after SEO Applied

The perspective on the use of Google Analytics in 90 days is shown in Figure 4. The statistical overview of the audience for the last three months with 76,59% bounce ratio, with an average of more than half of them being organic search results. Since the first month of usage, there has been an eightfold growth. Google Analytics can be used to determine website traffic growth, website readership, or the number of social networks linked to Google. Website and blog owners often use Google Analytics to check website performance based on the presented statistical data.

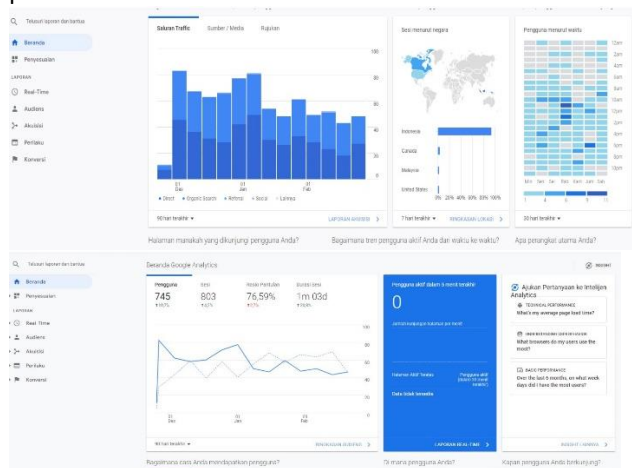


Figure 3. 90 Days Traffic of Google Analytics

4. Conclusion

In conclusion, the implementation of digital marketing with SEO has successfully improved the visibility and searchability of the Gogalas website, which serves as a business directory listing for small and medium enterprises in the village. The website's visibility increased 76,59% visitors bounce ratio in line with organic search in the search engine results page (SERP) as shown in the Figure 3. This study provides insights and practical implications for the effective use of digital marketing with SEO in improving the search engine visibility of business directory listing websites. The success of this implementation can be used as a reference for similar websites in the future. Further research can also be conducted to explore other effective digital marketing strategies to improve website performance and achieve business goals.

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