

# Implementation of On-Page and Off Page SEO to Improve Tourism Promotion Websites

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## ABSTRACT

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This paper provides a thorough analysis of On-Page and Off-Page SEO Optimization Techniques to Improve Tourism Promotion for Kota Pari Village. Effective search engine optimization (SEO) is crucial for increasing online visibility and attracting potential tourists in an increasingly digital world. The research examines the strategic implementation of on-page SEO, with a focus on keyword research, content quality, page optimization, mobile-friendliness, and internal linking. In addition, this paper examines off-page SEO techniques, such as link building, local citations, social media marketing, online reviews, guest blogging, and local collaborations. By employing a combination of these techniques, tourism stakeholders in Kota Pari Village can effectively market their attractions, events, and experiences, ultimately driving organic traffic and fostering the tourism industry's sustainable growth

**Keywords:** On-Page SEO, Off-Page SEO, Tourism Promotion, Kota Pari Village

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## 1. INTRODUCTION

In today's digital era, the success of a tourist destination is heavily dependent on its online visibility and presence. As more and more travelers use the Internet to plan their trips and discover new destinations, the importance of search engine optimization (SEO) cannot be overstated. For smaller or lesser-known destinations, such as Kota Pari Village, implementing effective SEO techniques is crucial for attracting tourists and promoting tourism. This paper intends to investigate the strategic utilization of both On-Page and Off-Page SEO Optimization Techniques to improve Kota Pari Village's tourism promotion. Kota Pari Village offers a unique and enlightening experience to travelers in search of off-the-beaten-path destinations, as it is situated amidst enchanting landscapes and a rich cultural heritage. The difficulty lies in making the village visible to a larger audience via digital channels such as search engines [1] and social media platforms.

This study begins with an examination of On-Page SEO techniques, which are the practices and optimizations performed directly on the village's website. These techniques include the identification of pertinent keywords, the creation of high-quality and informative content, the proper optimization of meta tags, mobile-friendliness, and a logical internal linking structure. By implementing these On-Page SEO techniques strategically, Kota Pari Village can improve its website's search engine rankings [2] and user experience, making it more appealing to potential tourists. The second section focuses on Off-Page SEO techniques, which involve activities performed outside of the village's website to increase credibility, authority, and online visibility. Off-Page SEO strategies discussed include link building from authoritative and relevant websites, local citations to strengthen the village's local presence, social media marketing to engage the audience, and acquiring positive online reviews and testimonials. Additionally, partnerships with other tourism-related businesses and guest blogging can expand the village's reach and popularity.

Kota Pari Village can position itself as an alluring and accessible travel destination on a global scale by implementing a comprehensive strategy that combines On-Page and Off-Page SEO Optimization Techniques [3]–[5]. Through increased online visibility, organic traffic, and a positive digital reputation, the village can foster sustainable growth in its tourism industry, thereby bolstering the local economy. In the subsequent sections, we will delve deeper into each technique, providing implementation recommendations and practical insights [6]. This study aims to empower stakeholders and tourism authorities to utilize digital tools effectively, thereby contributing



to the enduring prosperity of Kota Pari Village as a preferred travel destination by highlighting the significance of SEO in contemporary tourism marketing[7], [8].

## 2. RESEARCH METHODOLOGY

This study's research methodology seeks to investigate and evaluate the efficacy of On-Page and Off-Page SEO Optimization Techniques in enhancing[9] Kota Pari Village's tourism promotion. To achieve this goal, a mixed-methods strategy combining qualitative and quantitative data collection and analysis techniques was employed. The research design is primarily exploratory, with the goal of gaining insight into current SEO practices[10], identifying obstacles, and proposing strategic solutions to increase the village's online visibility and attract potential tourists.

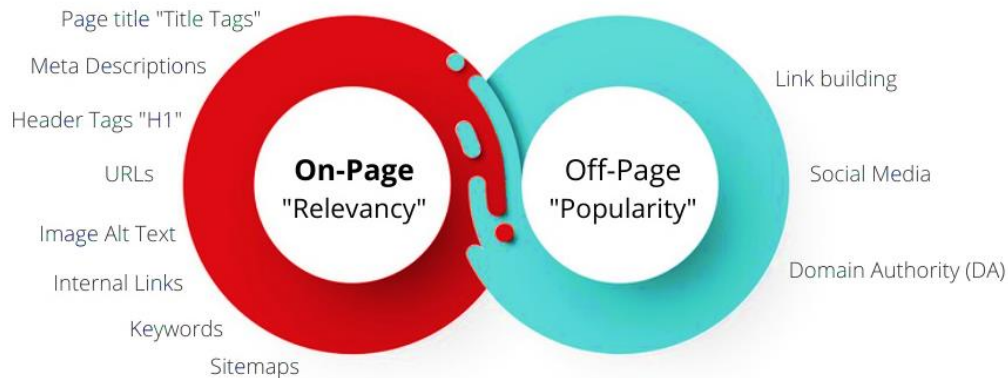


Figure 1. On-Page vs Off-Page SEO

On-Page SEO relevance refers to the optimization of a web page's content and elements to make them highly relevant and valuable to both users and search engines. The primary objective of On-Page SEO relevance is to ensure that the page's content aligns with the search intent of users, thereby providing them with accurate and comprehensive information regarding their search queries. When search engines determine that a web page is relevant, it is more likely to rank higher in search results, thereby increasing its exposure and attracting organic traffic[11], [12].

Off-Page SEO popularity refers to the actions taken outside of a website to improve its online reputation, authority, and visibility on the web. In contrast to On-Page SEO, which focuses on optimizing the website's content and elements, Off-Page SEO techniques aim to increase the website's credibility and trustworthiness in the eyes of search engines and users. By increasing the website's popularity and authority, it is more likely to rank higher in search engine results and attract a larger audience, including potential Kota Pari Village-interested tourists.

## 3. RESEARCH RESULT

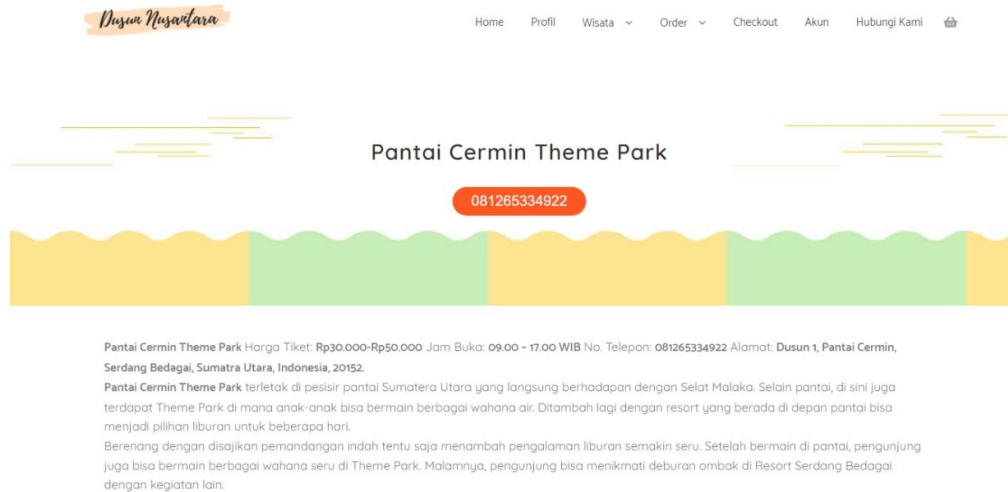
The results indicate that a comprehensive approach to SEO that combines On-Page relevance and Off-Page popularity techniques is necessary for effective tourism promotion. By continuously enhancing online visibility, credibility, and engagement, Kota Pari Village can attract a constant flow of organic traffic, promote sustainable tourism growth, and establish itself as a sought-after travel destination.

### 3.1. On-Page SEO

For the promotion of Kota Pari Village, the implementation of On-Page SEO relevance techniques produced fruitful results. Keyword research played a vital role in identifying relevant and high-traffic keywords pertaining to the village's attractions and experiences. By strategically incorporating these keywords into the website's content, title tags, meta descriptions, and heading tags, its search engine rankings improved substantially.

#### a. Page Title "Title Tag"

Page Title, also known as Title Tag, is a vital component of On-Page SEO. It is an HTML element that specifies a web page's title and serves as the primary headline or title in search engine results and web browser tabs.

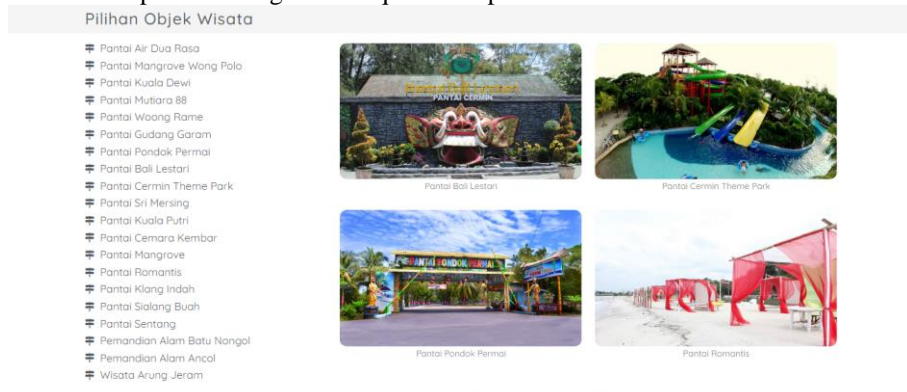


Gambar 1. Title Tag

The Page Title should accurately reflect the page's content and subject matter. When users enter queries into a search engine, the search algorithm uses the Page Title to determine the page's relevance to the query. If the Title Tag closely matches the user's search intent, the page is more likely to appear in relevant search results, thereby attracting users who are truly interested in the content. A compelling and effectively-written Page Title can encourage users to click on a search result. Title Tags that are clear, descriptive, and captivating increase the likelihood that users will click through to the website. Higher click-through rates indicate to search engines that the page is valuable and relevant, which could lead to a long-term improvement in ranking[13]. Utilizing the brand name consistently in the Page Title enhances brand visibility and recognition. Brand-aware users may be more inclined to click on search results that include the brand name in the Title Tag. When multiple tabs are opened in a web browser, the Page Title appears at the top of each tab. A Page Title that is informative and succinct helps users quickly identify the content of each tab, making it easier to navigate and locate the desired page. When users share web pages on social media platforms, the Page Title is frequently used as the link's default title. A compelling and descriptive Page Title can encourage more social media shares, thereby increasing the page's visibility and backlink potential. Users with visual impairments who rely on screen readers utilize the Page Title to comprehend the page's content. A properly optimized Title Tag improves accessibility and the user experience overall.

**b. Meta Description**

Meta Description On-Page Techniques to Improve Tourism Promotion of Kota Pari Village:



Gambar 2. Meta Description

Include relevant keywords for Kota Pari Village and its tourist attractions in the Meta description. This helps search engines determine the relevance of content to user queries. Create a compelling and succinct Meta Description that provides a concise summary of the unique experiences and attractions offered by Kota Pari Village. To encourage users to click on the search result, emphasize the village's key selling points. Consider

including a subtle call-to-action in the Meta Description to entice users to learn more or arrange a visit. A well-crafted call to action can increase engagement and click-through rates. Consider the character limit (typically between 150 and 160 characters) to ensure that the Meta Description appears in its entirety in search results. Avoid omitting essential information. Ensure that the Meta Description of each page is unique and relevant to its content. Avoid using generic Meta Descriptions across multiple pages, as this may result in confusion and lower click-through rates. The Meta Description should accurately describe the page's content. Avoid using deceptive or exaggerated language in your descriptions, as this can negatively affect user trust and satisfaction. Customize the Meta Description to meet the needs and interests of potential tourists. Comprehend the search intent behind relevant keywords and provide results that satisfy user queries. Highlight the distinctive characteristics of Kota Pari Village as a destination. Mention nearby attractions, cultural experiences, and events to emphasize the traveler appeal of the village. Consider including pertinent information in the Meta Description if there are special offers, discounts, or package deals available for tourists.

### c. Header Tags “H1”

Header Tags, specifically the "H1" tag, are HTML elements used to define the main heading or title of a web page. They play a critical role in structuring the content and indicating its hierarchy to both users and search engines.



Gambar 3. Header Tags

The H1 tag provides a clear and succinct title for the page, enabling users to quickly grasp its primary topic or theme. It serves as the primary headline, directing visitors and facilitating content navigation. Search engines utilize H1 tags to determine a page's primary topic and its relevance to user queries. Including pertinent keywords in the H1 tag indicates the page's content and increases its chances of ranking higher for those particular keywords. Header tags, including H1, structure the content semantically. This hierarchy allows search engines to comprehend the relationship between various page sections. The correct use of H1, H2, H3, etc., helps search engines comprehend the context and significance of each section. The H1 tag offers the opportunity to include keywords that are essential to the page's content. However, it is essential to use keywords naturally and avoid keyword stuffing, as search engines may penalize content that is over-optimized. Using H1 tags to create clear and concise headings can benefit voice search optimization as voice search becomes more popular. When providing search results, voice assistants frequently use the H1 tag to read the page title back to the user. Correctly formatted H1 tags improve the page's overall readability and accessibility. Through the H1 heading, users, especially those with visual impairments who rely on screen readers, can easily comprehend the structure of the content.

### d. URLs

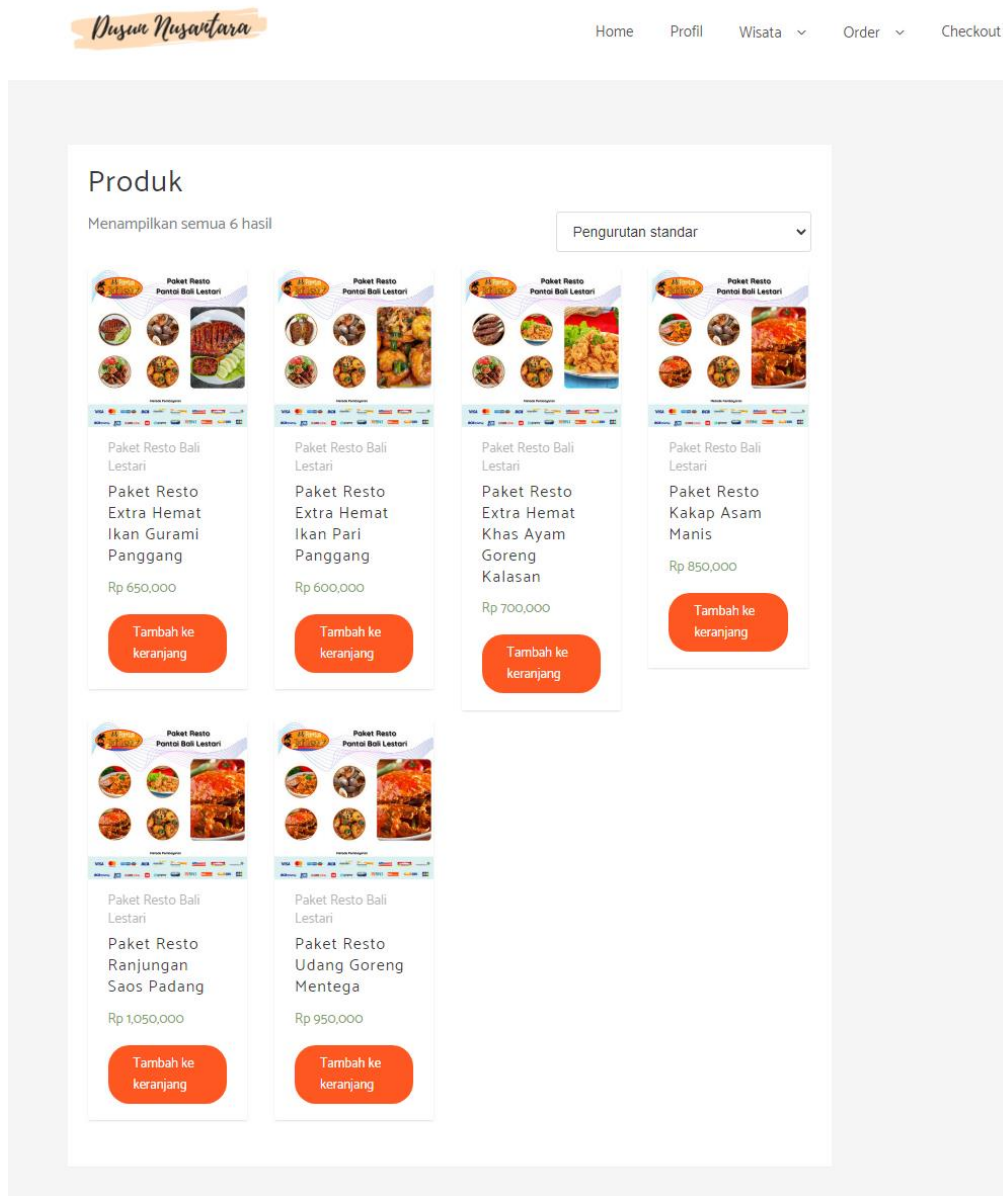
URLs, or Uniform Resource Locators, are addresses used to identify and access resources on the internet. They provide the unique location of a specific webpage, file, or resource hosted on a server. URLs play a crucial role in web navigation, linking, and search engine optimization (SEO). A well-structured URL is essential for user experience and search engine rankings.

<http://www.dusunnusantara.com/pantai-cermin>

The protocol specifies how the resource should be accessed. Common protocols include "http://" and "https://" for websites and "ftp://" for file transfers. The domain name identifies the specific website or server where the resource is hosted. For example, "www.dusun Nusantara.com" is a domain name. Well-structured URLs with relevant keywords can positively impact search engine rankings. Search engines use URLs to understand the content and relevancy of a webpage to specific search queries. Clear and concise URLs are more user-friendly and easier to understand. Users can quickly identify the content of a page by looking at the URL, which enhances the overall user experience. User-friendly URLs are more likely to be clicked on in search results, leading to higher click-through rates. A descriptive URL can entice users to visit the page if it aligns with their search intent. Short and descriptive URLs are more shareable on social media and other platforms. They are easier to remember and can be shared more effectively in marketing campaigns. Properly structured URLs can help with canonicalization, indicating the preferred version of a page. They also aid in avoiding duplicate content issues.

**e. Image Alt Text**

Image Alt Text, also known as "alt tags" or "alt attributes," is a text description that is added to an HTML image tag. It provides an alternative description of an image's content for users who cannot view the image due to visual impairments or when the image fails to load properly.



Gambar 4. Alt Image

Create alt text that is descriptive and specific, accurately describing the image's content and purpose. Avoid generic terms such as "image" and "photo." Include relevant keywords in the alt text, but refrain from overusing them. Focus on describing the image in a natural and meaningful manner. Keep the alt text succinct while providing sufficient information to communicate the image's message. Aim for a concise description that captures the essential elements of the image. Avoid using alt text to manipulate SEO or to stuff irrelevant keywords into it. This can harm the SEO and accessibility of a website. Use an empty alt attribute (alt="") for images that are purely decorative and do not add any useful information. This tells screen readers that the image is ornamental and can be skipped. Consider the context of the image in relation to the surrounding text and ensure that the alt text complements the overall message. To accurately convey the content of informative images such as charts, graphs, and illustrations, provide descriptive alt text.

#### **f. Internal Links**

Internal links are hyperlinks that connect different pages or pieces of content within the same website. These links permit users to navigate between different pages and sections of a website. Internal linking is an integral part of website architecture and user experience. It also plays a vital role in search engine optimization (SEO) by assisting search engines in understanding the structure and hierarchy of a website. Utilize descriptive and pertinent anchor text (the text that can be clicked) that accurately describes the page's content. Avoid common phrases such as "click here." Connect to pages that are contextually relevant to the source content. Internal links must provide users with additional value and information. Avoid excessive internal linking on a single page. Maintain an organic and balanced link distribution throughout the content. Prioritize linking to essential and valuable pages, such as landing pages, product pages, and pillar content. Regularly scan for broken internal links and promptly update or repair them to preserve a seamless user experience. The internal links should be organized hierarchically to reflect the structure of the website. Use categories and subcategories to organize content logically. Internal links should typically open in the same window or tab to keep users engaged on your website.

#### **g. Keyword**

Keywords are specific words or phrases used to represent the primary topics and themes of a website's or webpage's content. In the context of search engine optimization (SEO), keywords play a vital role in assisting search engines in determining a webpage's relevance to user queries. Keyword research entails identifying and analyzing the most relevant and valuable keywords for a website or specific content. The purpose of keyword research is to determine what users are searching for, the volume of searches for specific keywords, and the level of competition for those keywords. Keyword optimization entails incorporating pertinent keywords into the website's content, meta tags (such as the Page Title and Meta Description), headers, and URLs. Nonetheless, it is essential to use keywords naturally and avoid keyword stuffing, which can result in penalties from search engines. In addition to targeting broad and competitive keywords, website owners frequently concentrate on long-tail keywords. Long-tail keywords are more specific and typically consist of at least three words. Although they may have a lower search volume, they often result in a higher conversion rate due to their ability to cater to more specific user intent. In conclusion, keywords are fundamental SEO elements that assist search engines and users in understanding the relevance and content of a webpage. By conducting extensive keyword research and optimizing content accordingly, websites can increase their search engine rankings, attract relevant traffic, and provide useful information to their audience.

#### **h. Sitemaps**

Sitemaps are files that provide search engines with information about the structure and organization of a website's content. They inform search engine crawlers of all the pages, posts, and resources available on a website, serving as a blueprint or road map. Sitemaps are essential for search engine optimization (SEO) because they assist search engines in efficiently discovering and indexing content. Sitemaps allow search engine crawlers to locate and index all of a website's pages. This ensures that search engine databases include pages that may not be easily discoverable through standard crawling. When new content is published or when existing pages are updated, adding them to the sitemap enables search engines to quickly identify and crawl the changes. Sitemaps allow website owners to assign priority levels to individual pages. This enables search engines to understand the relative importance of each page, directing them to crawl and index the pages with the highest priority first. Sitemaps ensure that all URLs, including pages with dynamic content, AJAX, and pages accessible only through forms, are discoverable by search engines. By specifying canonical URLs in the sitemap, website owners can indicate the preferred page version, thereby preventing duplicate content issues.

### 3.2. Off-Page SEO

Off-Page SEO popularity refers to the actions taken outside of a website to improve its online reputation, authority, and visibility on the web. In contrast to On-Page SEO, which focuses on optimizing the website's content and elements, Off-Page SEO techniques aim to increase the website's credibility and trustworthiness in the eyes of search engines and users. By increasing the website's popularity and authority, it is more likely to rank higher in search engine results and attract a larger audience, including potential Kota Pari Village-interested tourists.

#### a. Link Building

Link building is the process of acquiring external links (also known as backlinks or incoming links) from other websites to your own. These backlinks serve as votes of confidence from other websites, signaling to search engines that your content is of high quality and credibility. The greater the number of high-quality and relevant backlinks a website has, the greater its perceived authority and credibility in the eyes of search engines. Create content that is valuable, informative, and shareable to attract backlinks from other websites. It is more likely that high-quality content will be linked to and shared. Concentrate on acquiring backlinks from websites that are relevant to your industry or niche and have a strong search engine reputation. Avoid manipulative or spammy link-building techniques, such as buying links or participating in link schemes. These can result in search engine penalties. Contribute guest posts to authoritative industry blogs and websites. This presents an opportunity to include backlinks to your website in the author's bio or article content. Establish relationships with other website owners, bloggers, and influencers in your niche and request backlinks. Ensure that your website is listed accurately in local directories and citation websites if you own a local business. These local citations can boost local SEO and encourage relevant backlinks. Promote your content actively on social media platforms, forums, and online communities. The greater your content's exposure, the greater its likelihood of attracting backlinks.

#### b. Social Media

The impact of social media on society, culture, and businesses has been profound. It has transformed communication, the dissemination of information, and online marketing. From connecting people across the globe to facilitating social and political movements, social media has evolved into a potent instrument for both individuals and organizations. However, it has raised concerns regarding privacy, misinformation, and the dissemination of harmful content. Social media presents businesses with unprecedented opportunities for brand exposure, customer engagement, and customer service. It enables businesses to reach a larger audience and establish a more personal relationship with customers. To maintain a positive brand image and reputation, social media management requires careful planning, monitoring, and strategic content creation.

#### c. Domain Authority (DA)

Domain Authority (DA) is a metric created by Moz, a well-known SEO software provider. It is a number that predicts how well a website will rank in search engine results, especially on Google. Domain Authority is measured on a scale between 1 and 100, with higher scores indicating a greater ranking potential. Moz determines a website's Domain Authority based on a number of factors, including the number and quality of backlinks pointing to it. The higher a website's Domain Authority score is likely to be, the more high-quality backlinks it has from credible and authoritative sources. Moz also considers additional factors such as link diversity, website popularity, and past performance. Domain Authority is a relative metric, which means that it is not an absolute measurement of a website's ranking ability. Instead, it provides a comparison of the strength of a website relative to other websites. A website with a DA of 50, for instance, is considered more powerful and likely to rank higher than one with a DA of 30. The most significant factors influencing Domain Authority are the backlinks' quality, quantity, and relevance. Domain Authority is partially determined by the number of unique domains that link to a website. A diverse link profile containing links from multiple domains and sources is advantageous for increasing Domain Authority. High-value, high-quality content can increase backlinks and positively influence Domain Authority.

#### 4. CONCLUSION

Implementing On-Page and Off-Page SEO optimization strategies is essential for enhancing the tourism promotion of Kota Pari Village. By concentrating on On-Page factors such as relevance, keyword optimization, and content quality, as well as Off-Page factors such as link building and social media engagement, the village can increase its online visibility, attract more targeted visitors, and compete effectively in the digital landscape.

Formulating effective Title Tags and Meta Descriptions is essential for effective SEO and user engagement. Well-optimized Page Titles help search engines understand the page's content, thereby improving rankings and click-through rates. Similarly, engaging Meta Descriptions encourage users to click on search results, thereby increasing organic traffic and promoting tourism growth for destinations such as Pantai Mangrove.

Internal links and sitemaps are indispensable for website navigation, user experience, and search engine optimization. By strategically utilizing internal links, websites can guide users through content, reduce bounce rates, and improve the structure for search engines. Moreover, sitemaps facilitate efficient crawling and indexing, ensuring that all pages are indexed and enhancing the website's overall performance in search engine results.

In today's digital age, social media offers a priceless opportunity for tourism promotion. By leveraging the power of social media platforms such as Facebook, Twitter, Instagram, and YouTube, Kota Pari Village can interact with potential tourists, highlight its unique attractions, and build a loyal community. A well-planned social media strategy can substantially increase the village's online presence, attract visitors, and foster long-term relationships with tourists and travel enthusiasts.

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