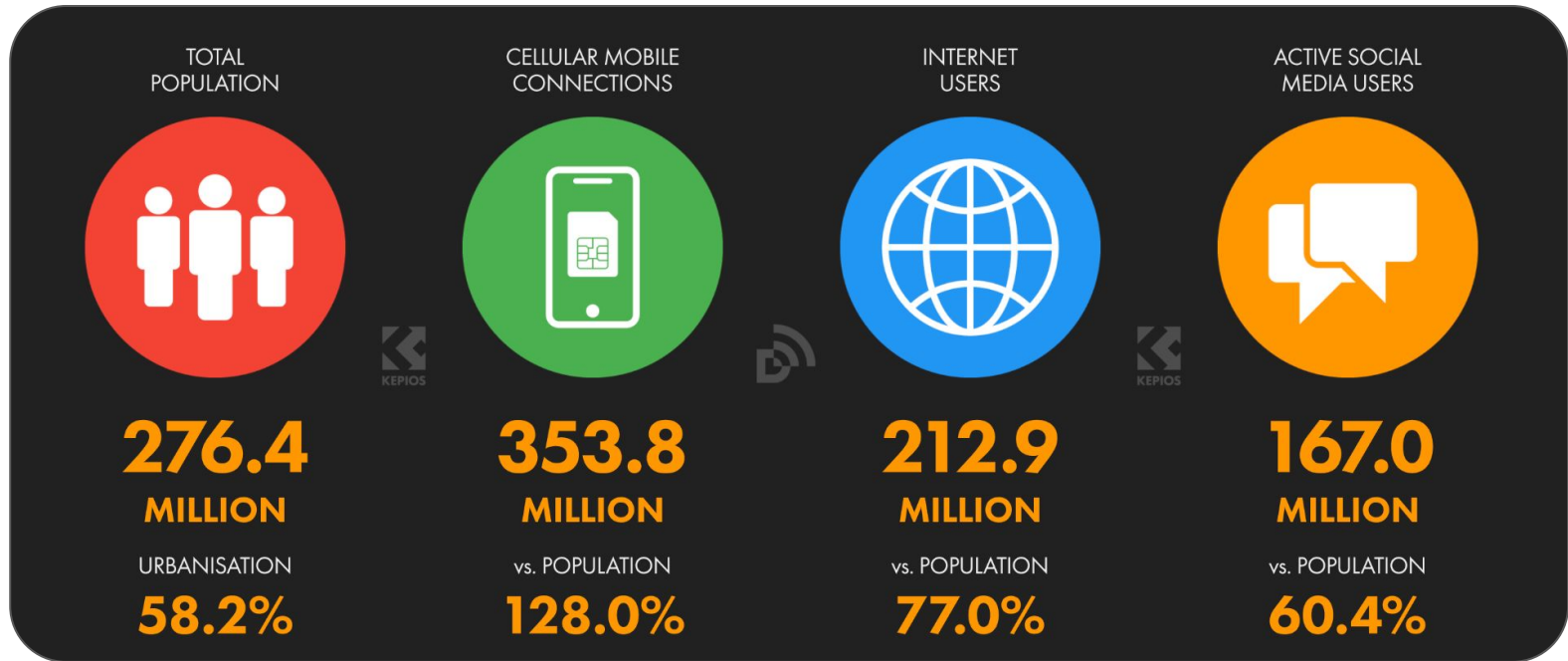


SEARCH ENGINE OPTIMIZATION

Session 01 : **Digital Marketing & SEO Fundamentals**



Statistik Pengguna Internet Indonesia 2023



Source: Digital 2023 Indonesia - WeAreSocial

Aktivitas Pengguna Digital Indonesia 2023

Menggunakan Internet



8H 36M

Menonton TV



2H 50M

Menggunakan Social Media



3H 17M

Membaca Media Cetak



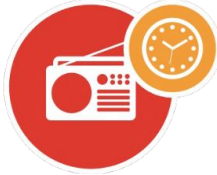
1H 47M

Mendengarkan Musik



1H 40M

Mendengarkan Radio



0H 37M

Mendengarkan Podcast



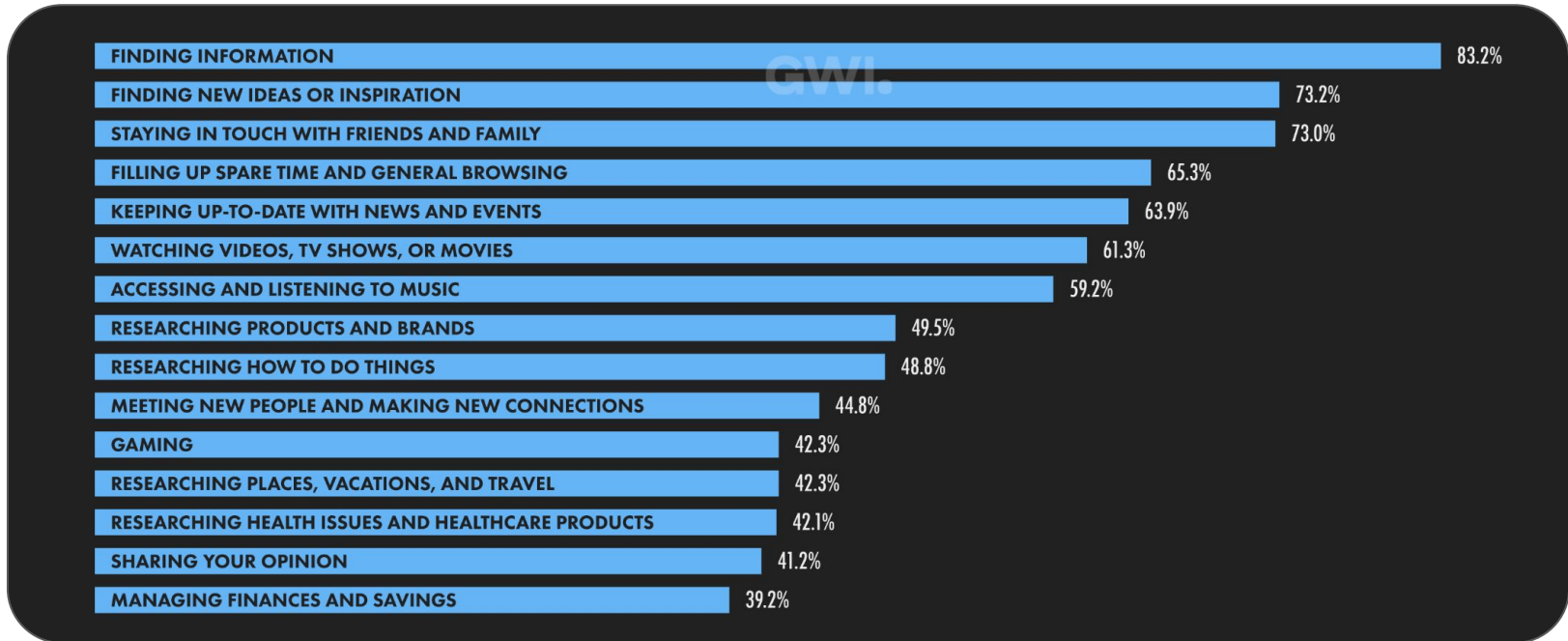
0H 55M

Bermain Video Games



1H 19M

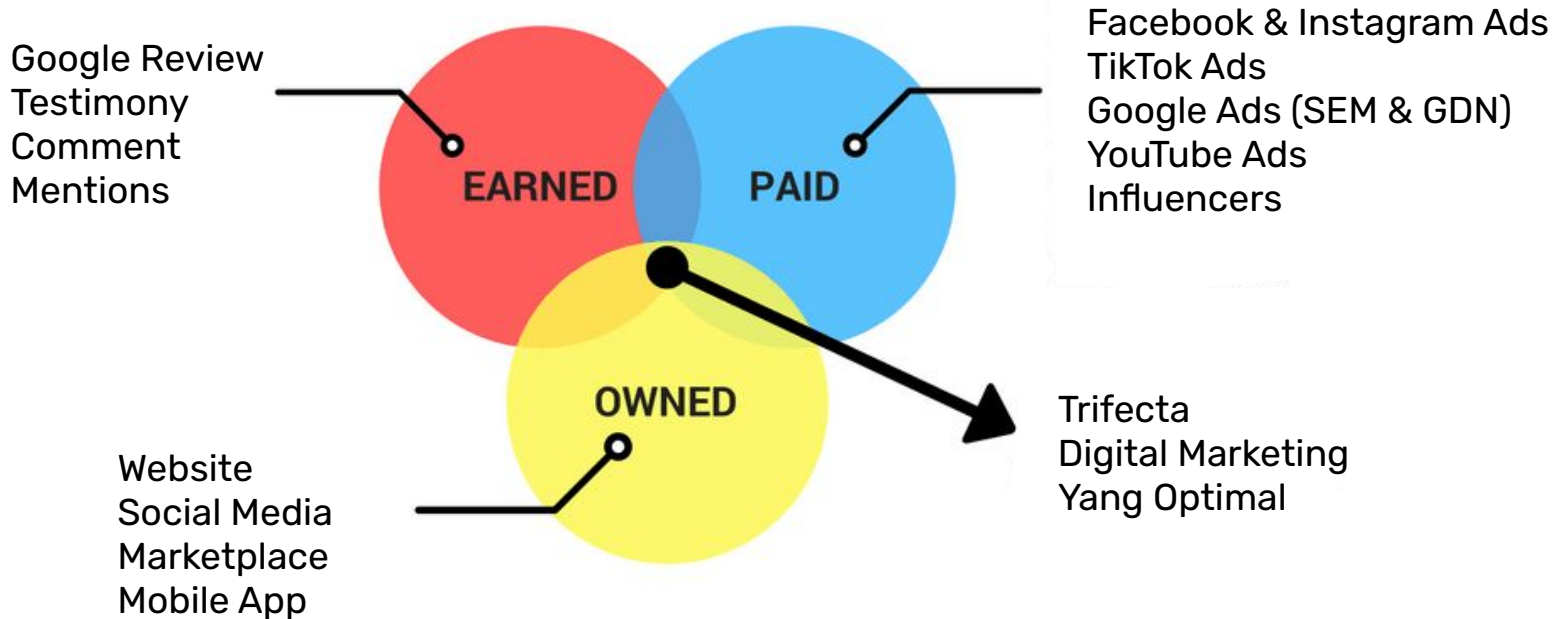
Motivasi Menggunakan Internet - 2023

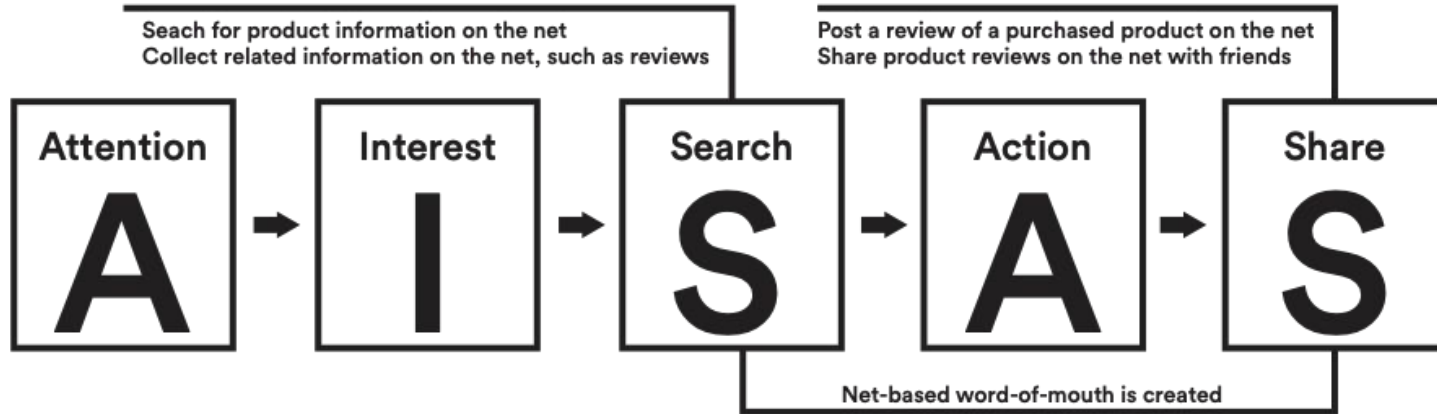


Traditional vs Digital Marketing

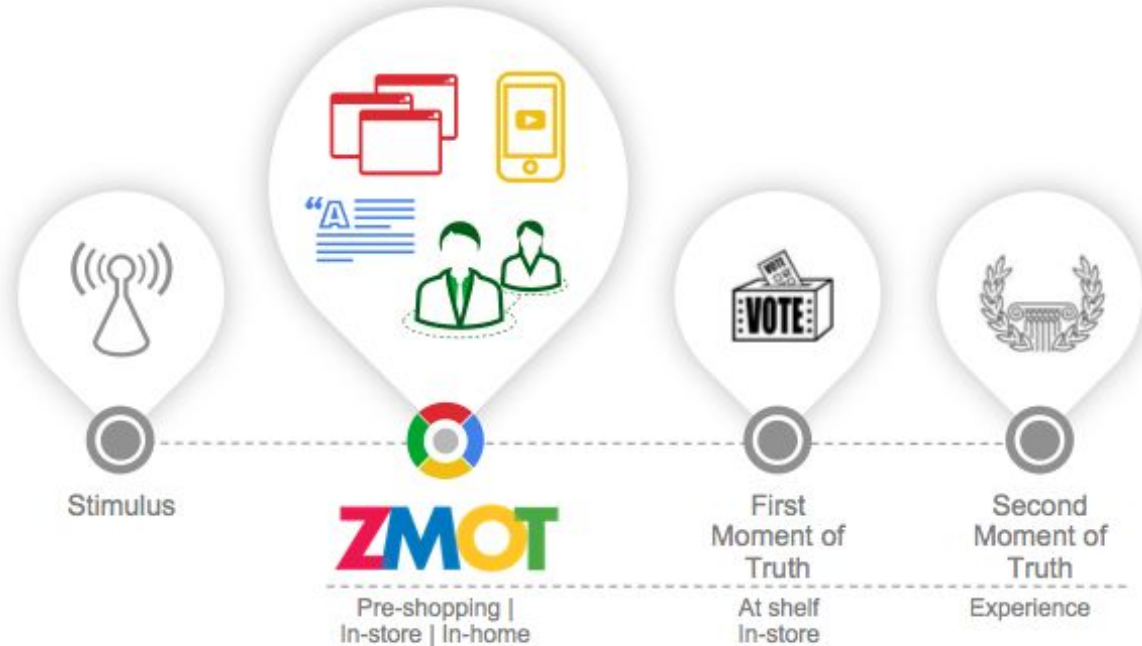
Variables		Traditional Marketing	Digital Marketing
1	Reach	Geographically Limited	Worldwide, Wider Reach
2	Cost	Higher Cost	Flexible & Effective Cost
3	Targeting	General Targeting	Hyper Targeting
4	Measurable	Less Measurable	More Measurable
5	Model of Communication ¹	One Way Communication (Linear)	Two Way Communication (Interactional / Transactional)
Integrated Marketing Communication			

Digital Marketing Terdiri Dari...





Zero Moment of Truth



SEO Definition

➤ SEO

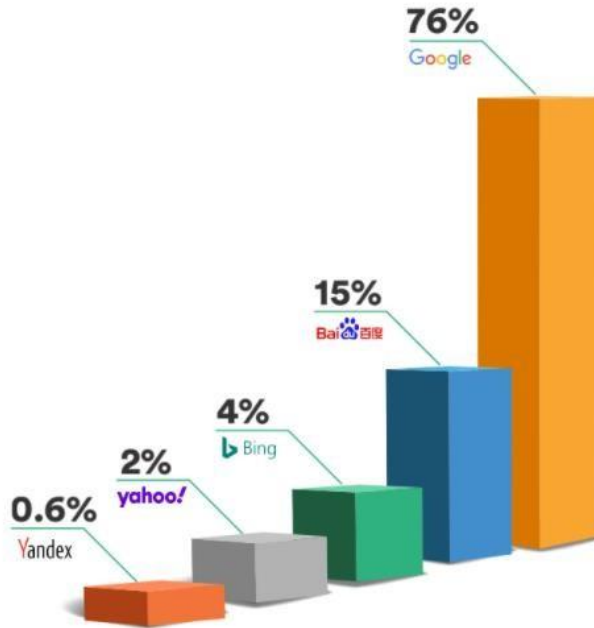
“Practices of increasing the quantity and quality of traffic to a digital asset through organic search engine results.”

Google Search Stats



According to Internet Live Stats, **over 6 billion** Google searches are performed per day or **2.19 trillion** searches per year

Google Search Stats



Google drives 76% of Search traffic, followed by Baidu at 15% and Bing with 4%.

Google Search Stats



**Shockingly,
Google drives
96% of Mobile
Search traffic,
followed by
Yahoo at 2%**

Google Search Stats



Google

Mencari Informasi



Mencari Brand
Membandingkan Brand Satu Dengan Lainnya
Mencari Penawaran Terbaik
Membeli & Review

SEO Topics



KEYWORDS



BACKLINK



ANALYSIS



WEB



TRAFFIC



ON PAGE
OFF PAGE



SITE
ARCHITECTURE



RANKING

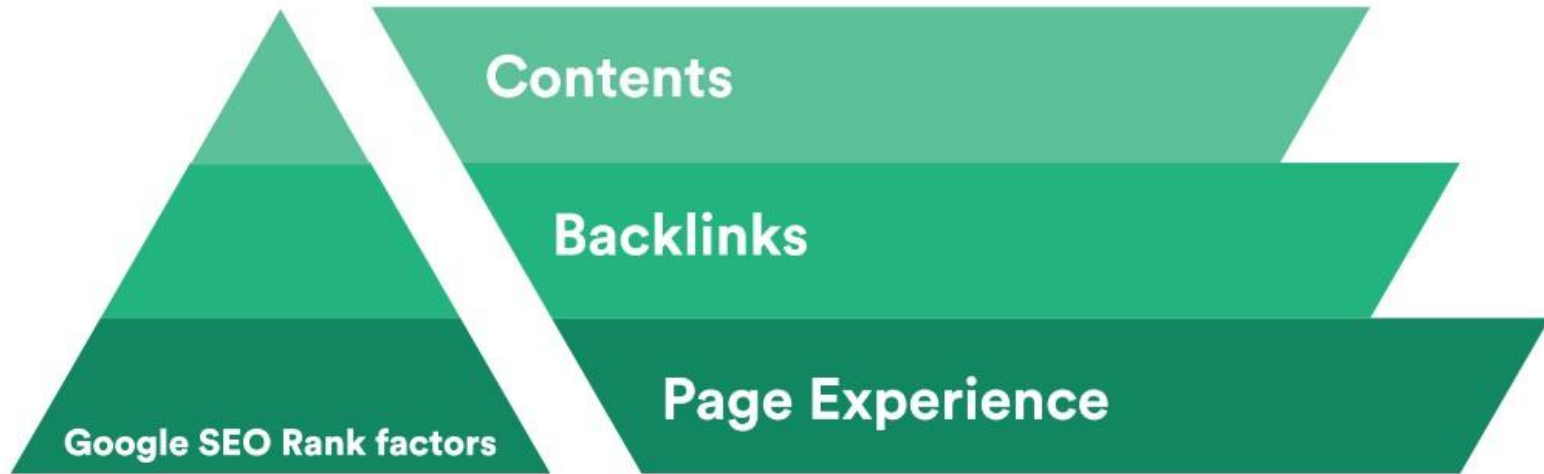


CONTENTS

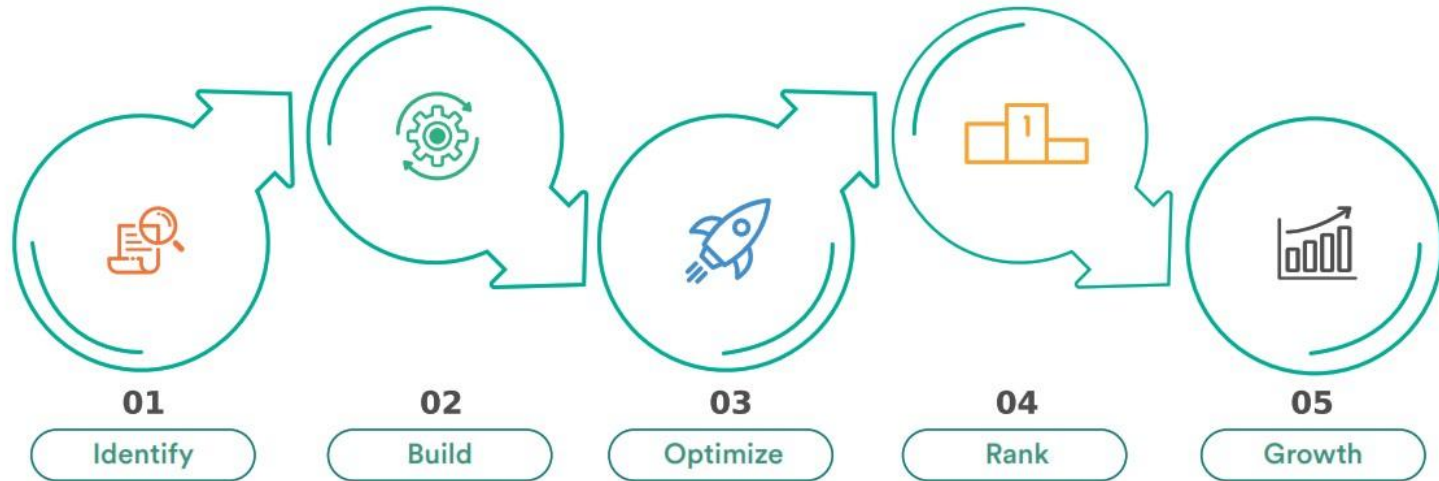
SEO Topics



Essential SEO Rank Factors



Essential SEO Workflow



Understanding Google Machine



CRAWLING

Tahapan saat Googlebot menjelajahi internet, mencari content serta mengecek code/content untuk tiap URL, website dan content yang ditemukan oleh Googlebot.



INDEXING

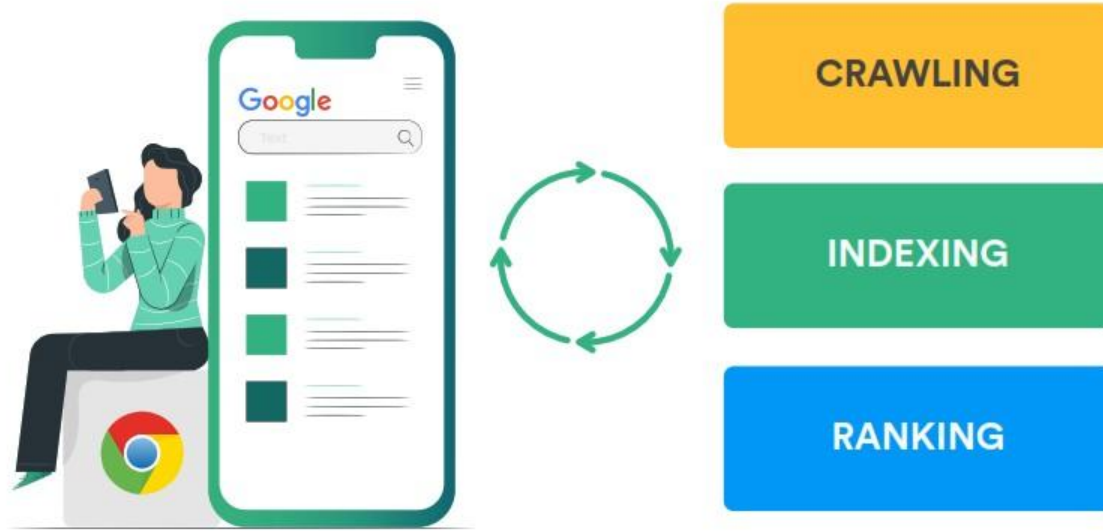
Tahapan saat Googlebot mendata, menyimpan dan mengorganisir semua content yang ditemukan.



RANKING

Tahap terakhir dimana konten yang terdata akan disajikan, diurutkan dan di ranking berdasarkan relevansinya terhadap *search query* pengguna Google.

C.I.R Process



GoogleBot



**Check list
for where to go**



Scan Page



Send to Google



List and Record



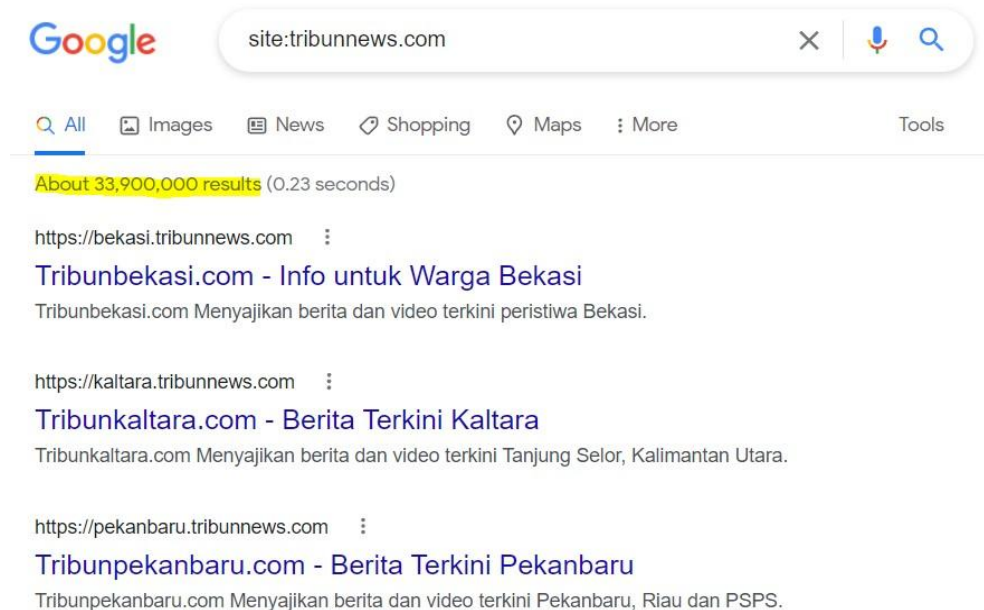
Crawled & Indexed



Google

site:domainmilikkamu.com |




Crawled & Indexed





Google X  

[All](#) [Images](#) [News](#) [Shopping](#) [Maps](#) [More](#) [Tools](#)

About 33,900,000 results (0.23 seconds)

<https://bekasi.tribunnews.com> 
Tribunbekasi.com - Info untuk Warga Bekasi
Tribunbekasi.com Menyajikan berita dan video terkini peristiwa Bekasi.

<https://kaltara.tribunnews.com> 
Tribunkaltara.com - Berita Terkini Kaltara
Tribunkaltara.com Menyajikan berita dan video terkini Tanjung Selor, Kalimantan Utara.

<https://pekanbaru.tribunnews.com> 
Tribunpekanbaru.com - Berita Terkini Pekanbaru
Tribunpekanbaru.com Menyajikan berita dan video terkini Pekanbaru, Riau dan PSPS.

C.I.R Optimization

CRAWL

Check your indexed pages, submit sitemaps, robots.txt, site navigations, crawl's errors, use GSC (Google Search Console) URL inspection tool.

C.I.R Optimization

INDEX

check robots meta

(index/noindex, follow/nofollow, noarchive, use GSC index tools (coverage, sitemaps)).

C.I.R Optimization

RANK

Build valuable contents and build more backlinks,
optimize your website's page experience (SEO Rank factors).

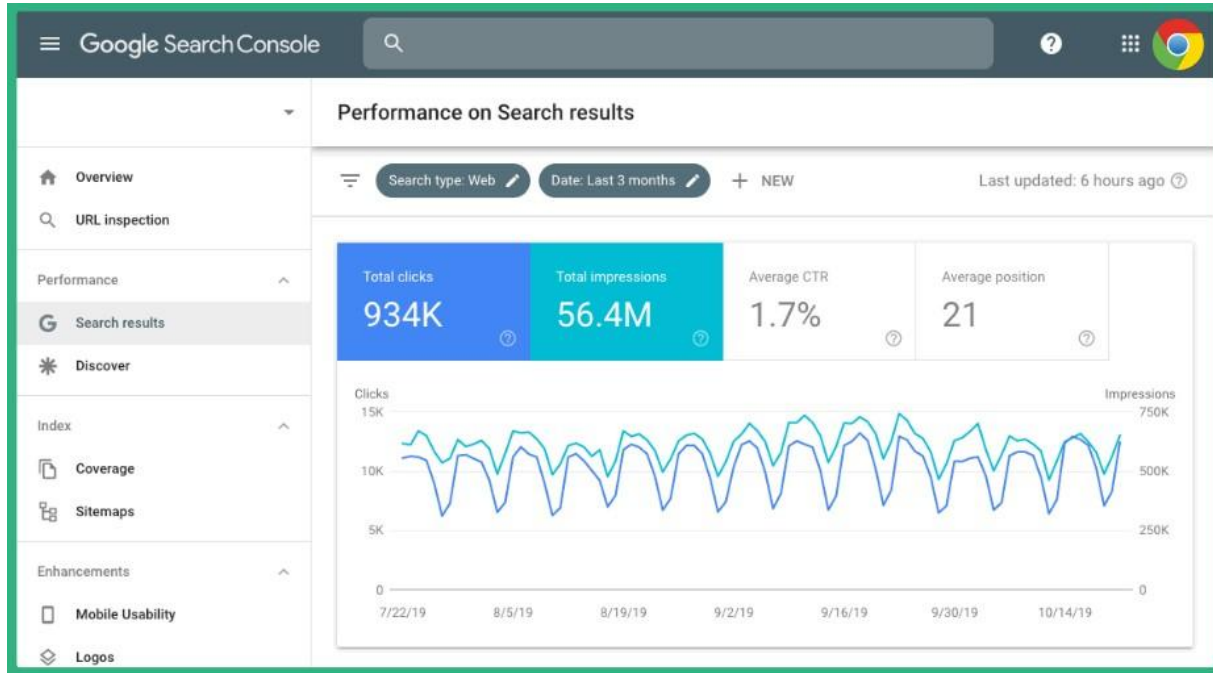
Google Search Console



Google
Search Console



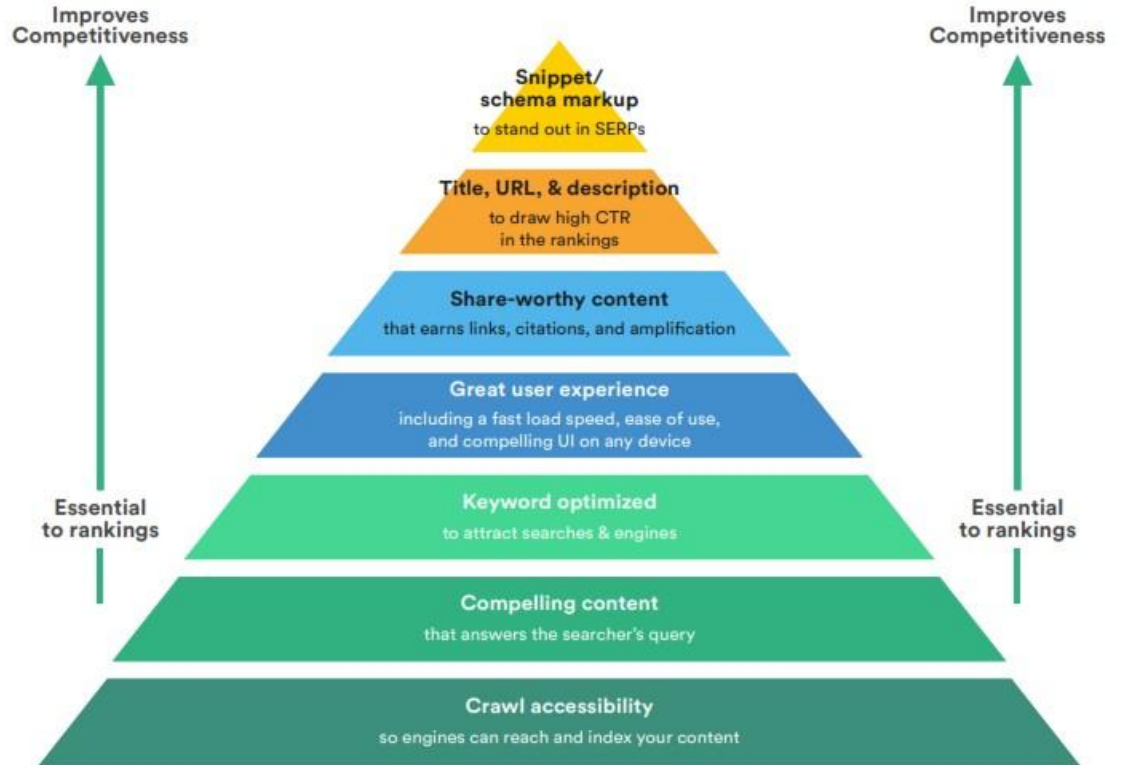
Google Search Console



SEO Guidelines



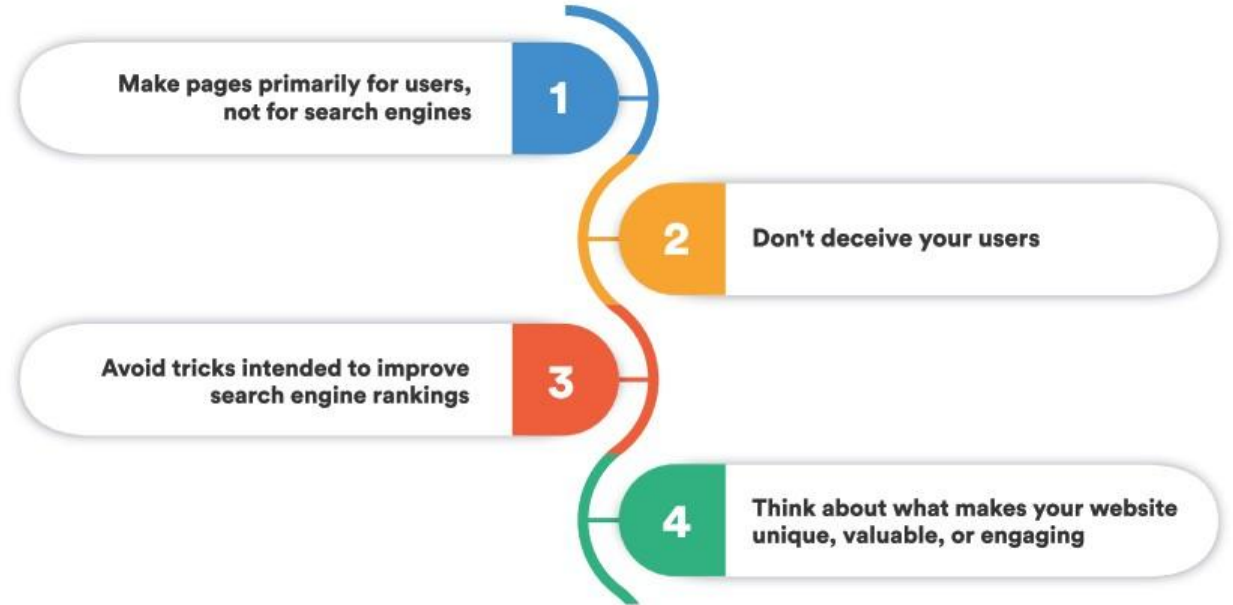
Mozlow Hierarchy Of SEO Needs



Google SEO Guidelines



Google Webmaster Quality Guidelines



Thank You!

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