

Implementation of On Page SEO for Gogalas Website

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ABSTRACT

The study investigates various fundamental elements of On-Page SEO, encompassing the optimization of titles, the quality of content, the structure of meta descriptions and URLs, the speed of web pages, the establishment of trustworthiness, and the implementation of internal linking. The study endeavors to showcase the collective impact of these strategies on enhancing one's online profile through careful analysis and application. The implementation phase encompasses the strategic incorporation of pertinent keywords in titles and content, the optimization of meta descriptions to improve click-through rates, and the structuring of URLs for the purposes of clarity and user-friendliness. The study also examines the significance of page loading speed and security measures, both of which have pivotal roles in enhancing user experience and search engine results. Moreover, the study highlights the significance of internal linking in promoting smooth navigation and improving the overall structural coherence of the website. The study offers practical insights for website owners, digital marketers, and SEO practitioners that aim to optimize their online platforms by demonstrating the sequential adoption of various approaches. This study ultimately illustrates the efficacy of implementing On-Page SEO tactics in enhancing search engine visibility, augmenting organic traffic, and providing a more gratifying user experience for the "Gogalas" website and similar online platforms.

Keywords: *On Page SEO, Gogalas, Meta Descriptions, URLs*

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1. INTRODUCTION

Within the dynamic and ever-changing realm of digital marketing, the practice of search engine optimization (SEO) has evolved as a crucial tactic for augmenting online prominence and generating natural web traffic to various websites. On-Page SEO is a crucial aspect of search engine optimization that significantly impacts a website's search engine rankings [1] and user experience. It encompasses different dimensions and is considered a foundational element in the field of SEO. The present study investigates the application of On-Page SEO strategies on the website "Gogalas : <https://www.gogalas.my.id/>" [2] in order to enhance its search engine performance by optimizing its content [3].

In the contemporary era of digital technology, individuals heavily depend on search engines as a primary means of accessing information, products, and services. In order to successfully engage their intended audience, websites must conform to the algorithms employed by search engines and cater to user preferences. On-Page SEO refers to the practice of optimizing individual web pages in order to meet specific criteria. This process involves various aspects, including but not limited to content quality, keyword usage, meta tags, URL structure, and internal linking [4], [5].

The website known as Gogalas serves as the focal point of this research, aiming to utilize On-Page SEO strategies in order to augment its digital visibility [6]. The website endeavors to enhance its search engine ranks, generate pertinent organic traffic, and provide users with a seamless and beneficial browsing experience through the strategic implementation of On-Page SEO strategies.

This introduction provides an overview of the importance of On-Page SEO within the field of digital marketing [7], highlighting its direct influence on search engine rankings and user engagement. Additionally, the aim of this study is to investigate the practical implementation of On-Page SEO tactics on the Gogalas website. It involves examining the customization of these approaches to enhance content optimization and improve the



website's visibility in search engine rankings. The following sections will explore the particular On-Page SEO tactics utilized, their deployment procedure, and the potential advantages they provide to the visibility and user engagement of the website.

2. RESEARCH METHODOLOGY

The cornerstone of a successful search engine optimization (SEO) campaign is in the internal activities conducted within the organization's website. It is imperative to emphasize the strategic selection and implementation of keywords[8], the choice of anchor text for internal page linking, and the utilization of meta tags, among other factors. The following graphic on on-page optimization provides a comprehensive overview of the various factors that need to be considered and implemented.

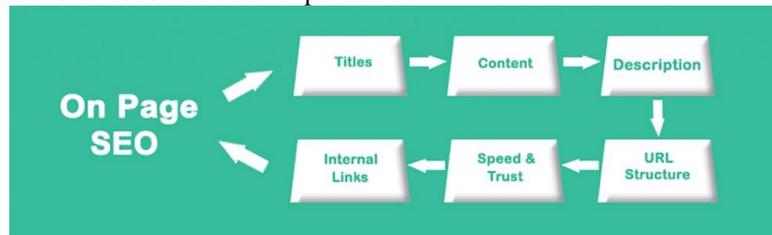


Figure 1. On Page SEO Techniques

3. RESEARCH RESULT

3.1. Titles

The title tag of a webpage holds significant importance in the realm of search engine optimization (SEO) due to its impact on Google's algorithms, which play a crucial role in comprehending the content of a webpage and determining its ranking. Modifying the titles of your web pages can result in either a favorable or unfavorable impact on the rankings of your website[9] in search engine results, as well as its visibility and the amount of traffic it receives for its main targeted keywords.

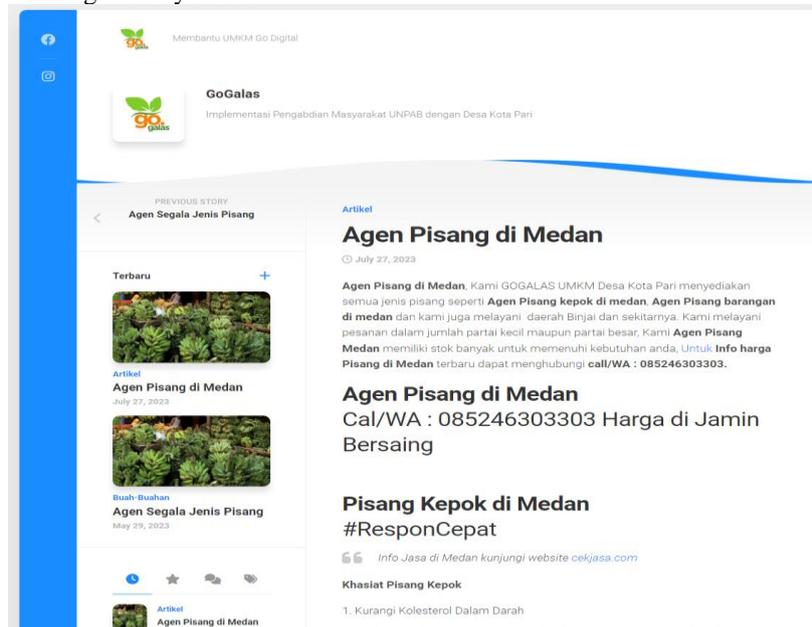


Figure 1. Title Tag

The webpage's title, also referred to as the title tag, holds significant importance as an essential element of On-Page SEO. In order to achieve success with this particular technique:

- a) The practice of keyword optimization involves including the primary keyword or focus keyword of a webpage into its title tag. This feature facilitates the comprehension of the webpage's subject matter by search engines.
- b) The importance of clarity and relevance lies in the appropriate representation of the information through the title of a page. The content should possess relevance, captivation, and clarity, catering to both people and search engines.

- c) It is advisable to adhere to the suggested length of approximately 60 characters for the title tag in order to prevent truncation in search results.

3.2. Content

The foundation of effective On-Page SEO lies on the provision of high-quality content. In order to achieve success with this particular methodology:

- a) Keyword integration is an essential aspect of content creation, wherein relevant keywords are seamlessly incorporated inside the text[10]. This practice ensures that the material aligns with the intended topic and enhances its visibility in search engine results. By strategically placing keywords in a natural and organic manner, content creators may optimize their work for search engine algorithms without compromising the overall quality and readability of the text. It is advisable to refrain from excessive use of keywords and instead prioritize the overall readability of the text.
- b) Generate comprehensive and informative material that thoroughly meets the user's intent and inquiries, providing important insights and knowledge.
- c) Originality: Generate content that is distinct and innovative. The presence of duplicate content has the potential to result in penalties in the field of search engine optimization (SEO).
- d) Structured Formatting: Employing hierarchical headings (H1, H2, H3, etc.) to organize and delineate the information. This feature enhances user navigation and facilitates search engine comprehension of information hierarchy.

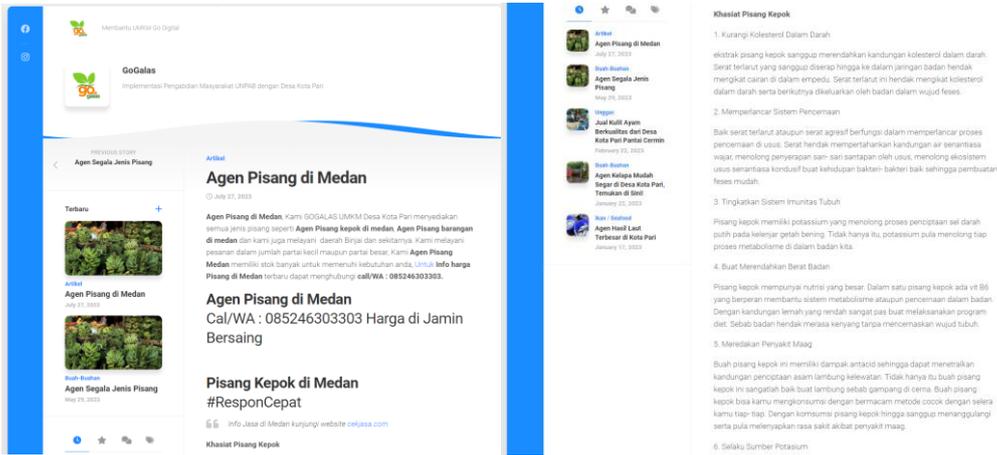


Figure 2. Content

3.3. Description

Meta descriptions serve as concise summaries of webpages inside search results. In order to achieve success with this particular technique:

- a) Keyword Usage: Include the target keyword if relevant, but focus on making the description enticing and informative.
- b) The objective of this task is to provide a succinct and persuasive portrayal that effectively reflects the substance of the webpage while also enticing users to click.



Figure 3. Meta Description

3.4. URL Structure

An orderly and well-structured URL configuration contributes to an improved user experience and search engine optimization (SEO). In order to achieve success utilizing this particular methodology:

- a) The creation of descriptive URLs is essential in providing consumers and search engines with a clear understanding of the material included within a webpage. Hyphens are employed to separate words.
- b) It is advisable to refrain from including superfluous special characters and symbols in URLs in order to maintain their integrity.

<https://www.gogalas.my.id/agen-pisang-di-medan/>

3.5. Speed & Trust

The factors of page speed and trustworthiness play a significant role in enhancing user happiness and achieving success in search engine optimization (SEO). In order to achieve success with this particular technique:

- a) In order to achieve quick page loading speeds, it is imperative to optimize images, simplify code, and utilize caching strategies.
- b) The implementation of an SSL certificate is recommended in order to establish secure browsing and augment user trust. The ranking algorithm employed by Google include secure websites as a determinant [11], [12].

3.6. Internal Links

The implementation of internal links enhances the navigational experience of a website and fosters increased user engagement. In order to achieve success with this particular technique:

- a) Relevance: Establish connections by incorporating hyperlinks to pertinent internal sites within the textual content. This feature facilitates the discovery of relevant content and enhances the overall structural integrity of the website.
- b) The utilization of descriptive anchor text is recommended in order to provide clear indications of the content and subject matter of the connected page. It is advisable to refrain from use general expressions such as "click here."
- c) Balanced Distribution: It is advisable to refrain from an overabundance of internal linking and instead strive to maintain a natural and evenly distributed allocation of links inside the text.

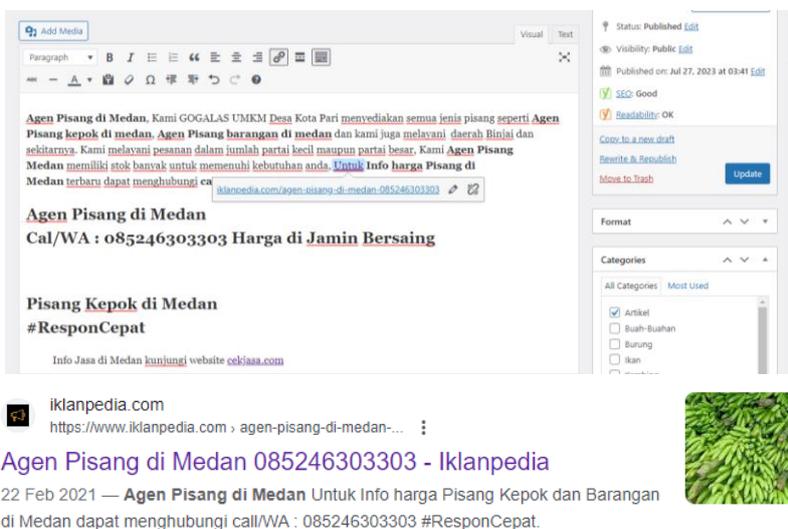


Figure 4. Internal Links

4. CONCLUSION

The application of On-Page SEO strategies on the "Gogalas" website has resulted in notable enhancements in its online presence, user engagement, and search engine standings. By implementing a systematic approach to optimizing many components, including titles, content, URLs, and internal connections, the website has effectively positioned itself to attract increased organic traffic and foster greater user interaction.

The deliberate choice and incorporation of keywords in titles and content have played a significant role in achieving a stronger correlation with user search queries and enhancing visibility on search engine results pages. The implementation of well-organized heads in material has not only enhanced its readability but also facilitated search engines in comprehending the hierarchical structure of the information.

The process of optimizing meta descriptions has led to the creation of more engaging and informative snippets in search results, which in turn has stimulated increased click-through rates and user engagement. In addition, the adoption of a well-organized URL structure has improved user comprehension of webpage content and facilitated search engine processes of indexing and ranking.

The better loading speed and security of the website, accomplished through the implementation of optimization techniques and the incorporation of SSL certificates, have resulted in a seamless user experience and increased credibility.

The deliberate use of internal linking within the content has effectively enabled seamless navigating between interconnected pages, enhancing the user experience and producing a cohesive website structure.

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