Implementation of White Hat SEO Techniques to Improve Digital Promotion of Village Potentials Product
(Case Study: Kebun Kelapa Village)

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ABSTRACT

This paper investigates the implementation of white hat SEO (search engine optimization) techniques to promote village potential products online, using the case study of coconut distributors in Kebun Kelapa Village, Medan, Indonesia. The specific SEO techniques explored include keyword optimization, quality content creation, meta tag and description refinement, alt text for images, internal linking between related posts, and optimizing for mobile devices. Initial results show that targeted keyword usage, organizing site structure, and highlighting unique value propositions in content can effectively improve site visibility and search engine rankings. Further analysis on user engagement and lead generation conversion is still required. Adoption of white hat SEO strategies has promising potential for rural businesses to expand their reach via digital platforms.

Keywords: *White Hat SEO, Kebun Kelapa, Keyword Optimization, Village Potential*

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1. INTRODUCTION

Businesses, particularly those in rural towns, must effectively leverage internet platforms to promote their products and services in today's competitive digital landscape. Due to limited resources and a lack of digital marketing skills, village potential products, like as those made in Kebun Kelapa Village, Indonesia, frequently encounter obstacles in getting awareness and reaching a wider audience. White hat SEO strategies, which are ethical and long-term search engine optimization practices[3], can be used to enhance the digital promotion of village prospective products and broaden their market reach.

White hat SEO approaches emphasize the creation of high-quality, interesting material that is pertinent to the target audience as well as search engine algorithms[3]. This includes optimizing website content, obtaining backlinks from credible sources, and participating in social media marketing. Businesses can ensure that their website and content are visible to potential customers while maintaining a favorable reputation in the online community by following to white hat SEO standards[4]–[6].

Using Kebun Kelapa Village as a case study, this research intends to investigate the use of white hat SEO tactics to increase the digital promotion of potential village products. The study will look into the performance of various white hat SEO tactics for increasing website traffic, improving search engine ranks, and generating leads for prospective village products[5]. Furthermore, the research will look into the obstacles and opportunities that come with using white hat SEO techniques in rural regions.

The conclusions of this study will provide significant insights for village potential product manufacturers, community leaders, and digital marketing professionals on how to use white hat SEO tactics to effectively promote their products and services online. These stakeholders may empower themselves to improve their digital presence, reach a larger audience, and achieve long-term economic success by knowing the principles and techniques of white hat SEO[6]–[8].

2. RESEARCH METHODOLOGY

Figure 1. White Hat SEO Techniques

3. RESEARCH RESULTS

3.1. Titles and Tagging

Titles and tagging enable the page to be understood. By adding different titles to all your pages plus different meta descriptions and marking your headers as H1, H2, etc., make the pages simple to index. It is important to include the main keyword *"Distributor Kelapa Muda di Medan"* in the title tag to increase relevance and article visibility in search results. In addition, make sure the title tag attracts attention and provides a brief overview that is interesting for users to click on the article. With an effective title tag, this article has a greater chance of getting more clicks and organic traffic. The following is the title tag which can be seen in the image below:
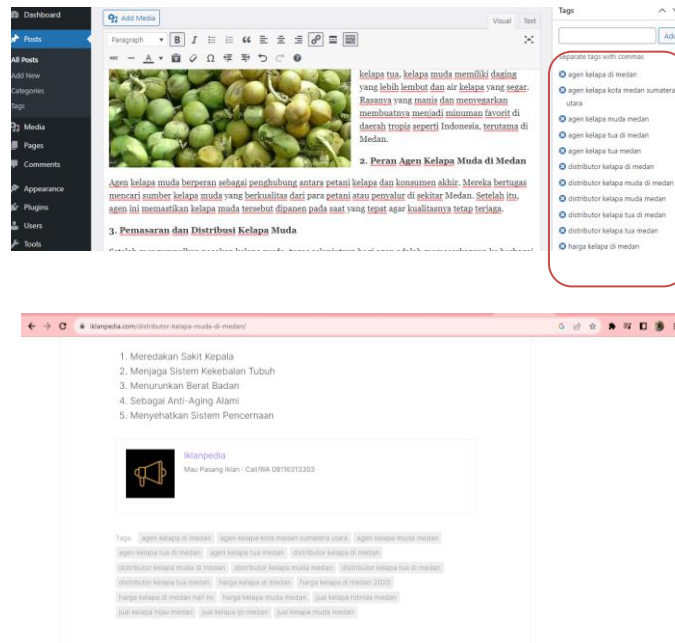

Figure 2. Title and Tag

3.2 Structured data markup & Site Organise

Structured data markup, also known as schema markup, is a method of adding additional information to thw website's HTML code or Wordpress to help search engines comprehend the content better. It provides context and helps search engines display more relevant and informative results for users[9].

3.2.1 Keyword Optimization

Keyword optimization *"Distributor Kelapa Muda di Medan"* It can help reach a wider range of customers by improving a website's ranking and visibility in search engine search results. Keyword Research: Do keyword research to find out how often keywords are *"Distributor Kelapa Muda di Medan"* sought after by users. Use keyword research tools like Google Keyword Planner or Ubersuggest and Yoast SEO on the WordPress platform to find other popular and relevant related keywords[10], [11].
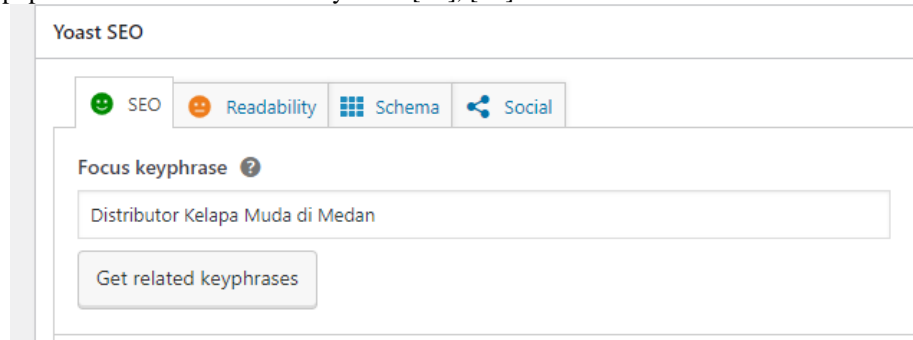

Figure 3. Keyword Optimization

Use Keywords in Content: Optimize website pages by using keywords *"Distributor Kelapa Muda di Medan"* in the title, heading tag (H1, H2, H3), and main content. Make sure the use of keywords looks natural and appropriate for context.

3.2.2 Meta Tag and Description

Meta Tag and Description: Use keywords in the meta tags of website titles and descriptions. These meta tags will appear in search results and can increase the site's appeal to potential customers.
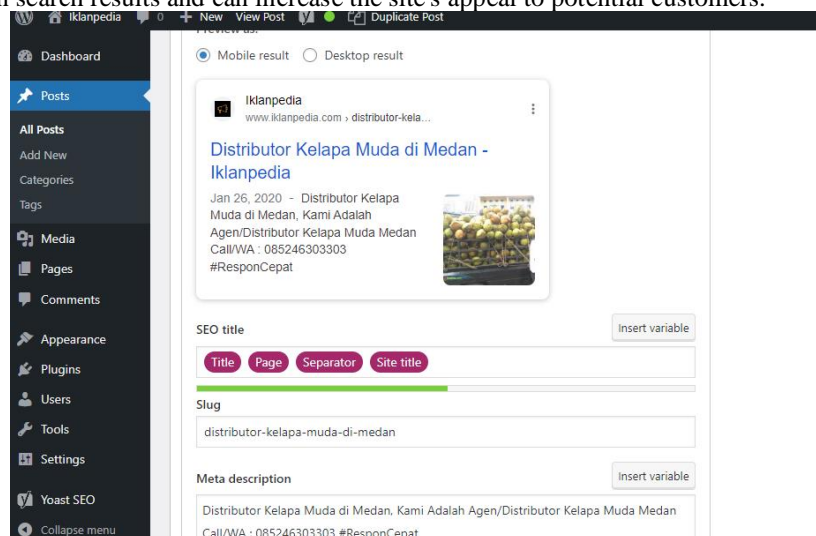

Figure 4. Meta Tag and Description

3.2.3 Url Structure

URL (Uniform Resource Locator) Structure, also known as URL structure, is a way of writing and setting up web addresses to access pages or resources on a website. A good URL structure can help users and search engines understand the content and hierarchy of pages within your website more easily. Here are some of the components that are usually present in URLs and guidelines for building an effective URL structure:

a) Path: A path is the part of a URL that points to a page or directory on your website. For example "/produk", "/artikel", atau "/kontak". Use path by briefly describing the content of the intended page so that users and search engines can easily understand it.

b) Query Parameters: Query parameters are parts of a URL that contain additional information that a website can use to provide specific content. Typically, query parameters are marked with a question mark "?" followed by the name of the parameter and its value, such as "?category=tool&type=electronic".

c) Fragment identifier: A fragment identifier is typically used to direct a user to a specific section of a web page. It is marked with a hash mark "#", seperti "#sejarah" atau "#kontak".
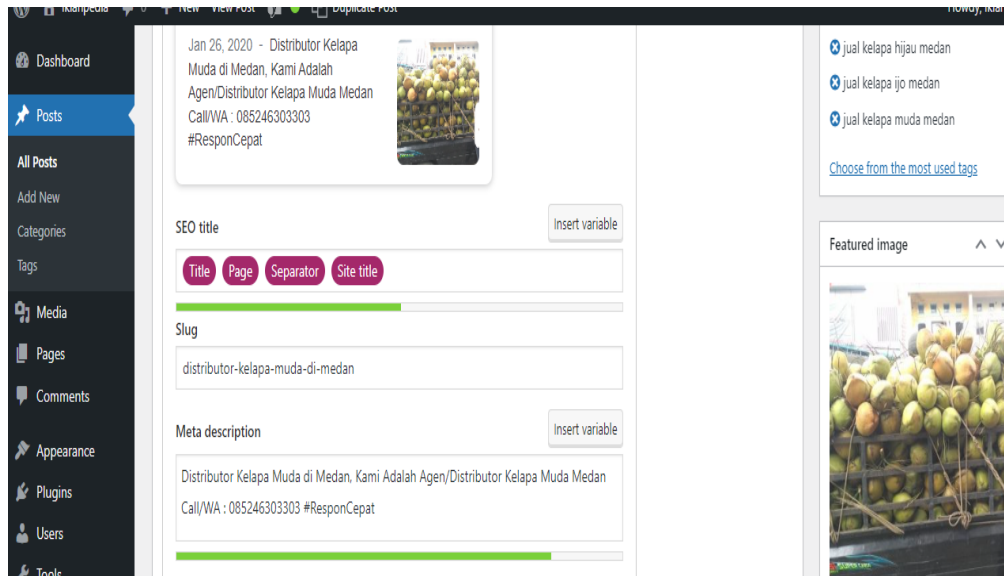
d) Example of a URL with a good structure: https://www.iklanpedia.com/distributor-kelapa-muda-di-medan/

Figure 5. URL Structure

3.3 Alt Tag (Alternative image)

Alt tags (alternative image) are descriptions of text used for images on websites. It is an important part of web accessibility and SEO (Search Engine Optimization). When an image fails to load or a user uses a screen reader, the alt tag will help explain the content of the image to them.

In the article *"Distributor Kelapa Muda di Medan"* in WordPress, it can use alt tags on images that are relevant to the content of the article. For example, if you include a picture of a young coconut shop in Medan, the proper alt tag could look like this:
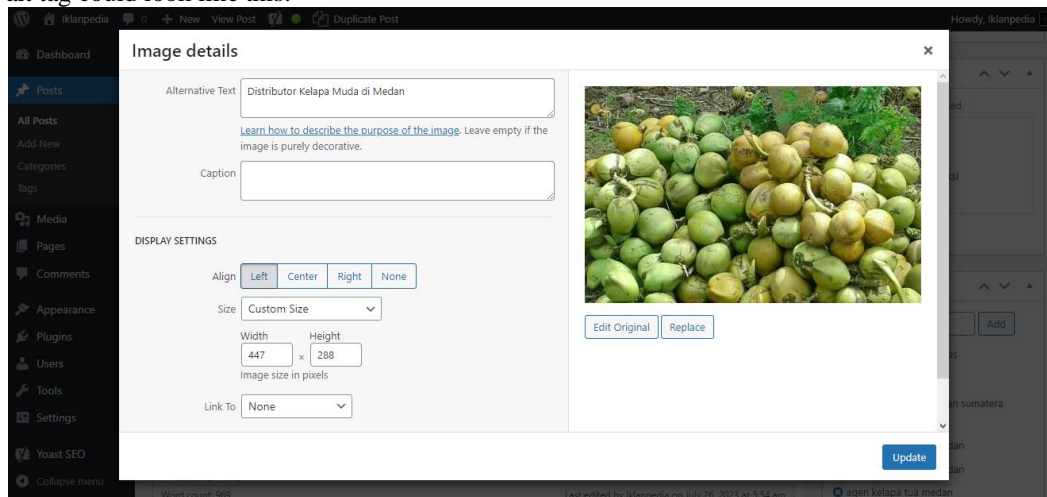

Figure 6. Alt Image

3.4 Great Articles/Content

Articles should focus on the topic "Distributor Kelapa Muda di Medan" and provide relevant and useful information related to young coconut distributors in the Medan area.
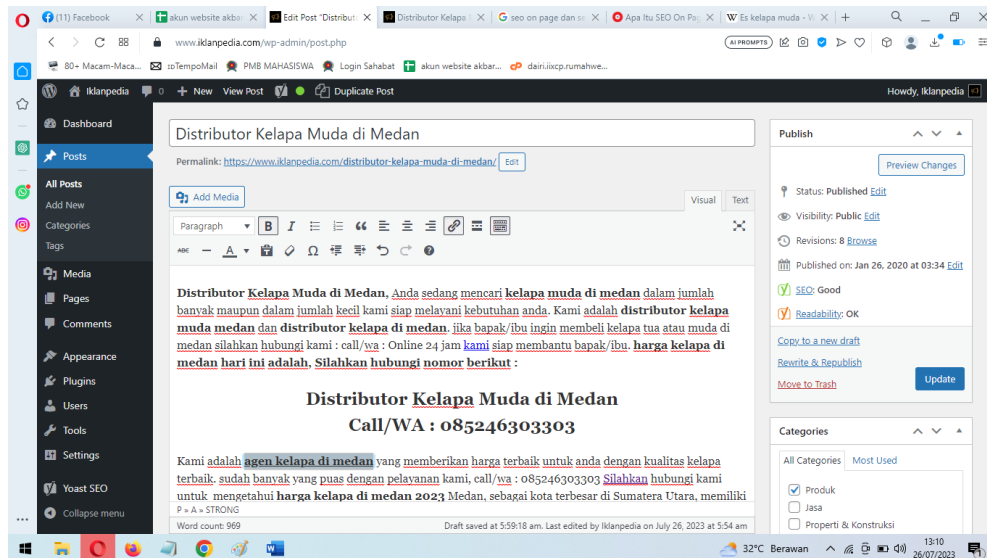
Figure 7. Great Articles/Content

The article must have a well-organized structure, such as having an attention-grabbing introduction, the content of the article divided into sub-topics that are easy to follow, and a conclusion that concludes the information that has been conveyed. The language used should be easily understood by readers of various backgrounds and levels of understanding. The article must provide added value for readers, such as providing information about the location of young coconut distributors in Medan, product quality, prices, or tips on choosing a reliable supplier.

3.5 Internal Link

Internal link "Distributor Kelapa Muda di Medan" is a link that directs users from one page or content on the website to another page or content related to the distribution of young coconuts in the Medan region. The purpose of these internal links is to help users find relevant information quickly and strengthen links between related content within a website. Examples of using internal links "Distributor Kelapa Muda di Medan" are as follows:
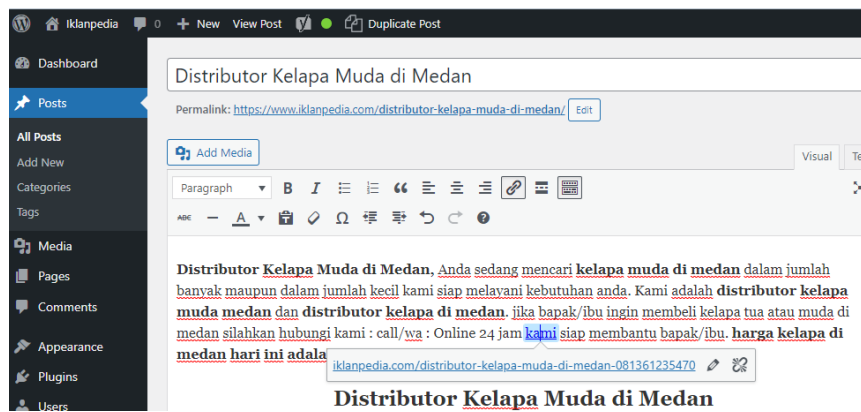

Figure 8. Internal Links

Blog Page or Article: If you have a blog article about the benefits of young coconut or a recipe for using young coconut, you can add an internal link with the text "Temukan Distributor Kelapa Muda di Medan Terdekat." This link will direct users to a page containing a list of young coconut distributors in Medan.

3.5 External Link

External links on articles "Distributor Kelapa Muda di Medan" is a link that directs users from your website to a page or content located on an external website, relevant to the distribution of young coconuts in the Medan region. The purpose of these external links is to provide users with references or additional information that comes from reliable external sources. Examples of using external links in articles with linked links https://id.wikipedia.org/wiki/Es_kelapa_muda :
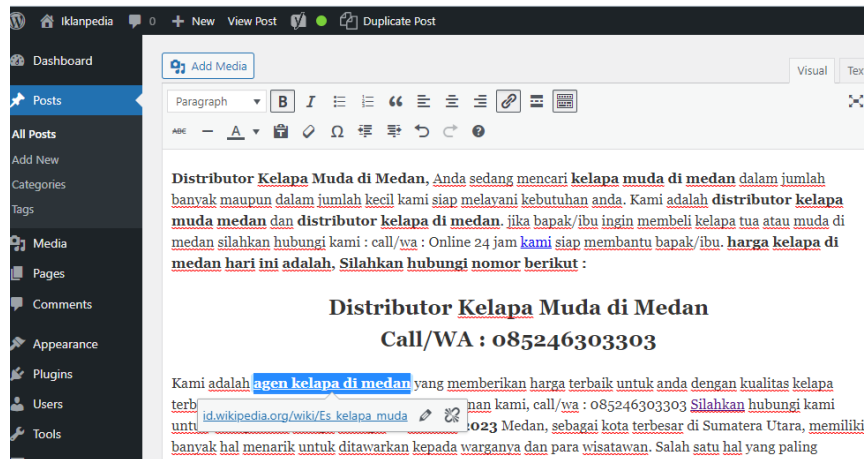
Figure 9. External Links

3.6 Optimise for Mobile Devices

Make mobile devices a priority. Google gives a lot of credit to sites that are error-free on mobile, so ensure sure text is readable, photos scale, and fonts work across platforms.
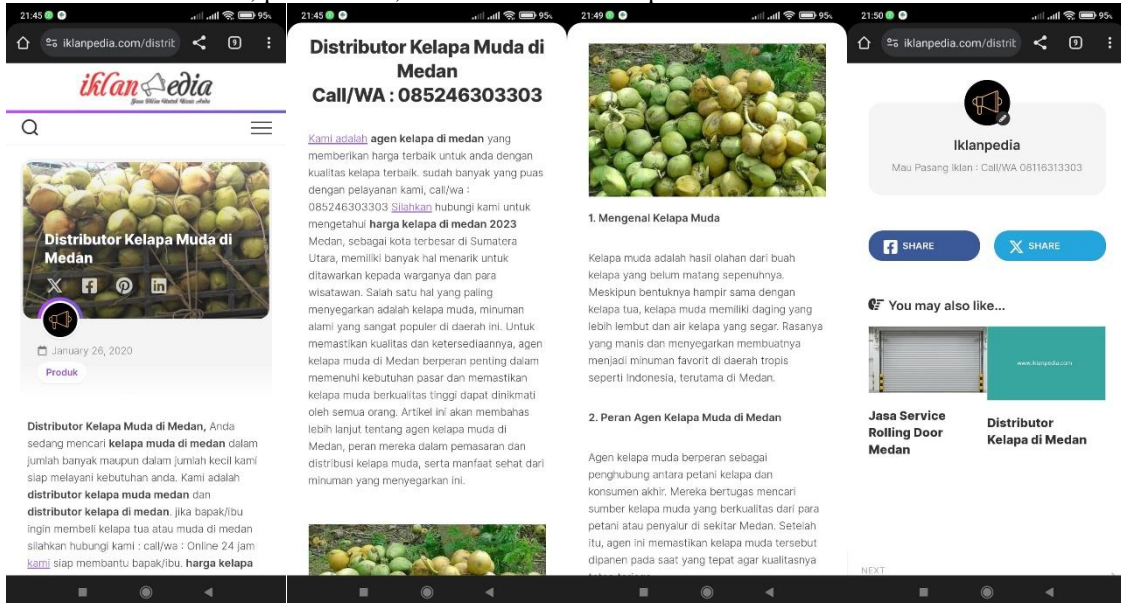

Figure 10. Optimise Mobile for Devices

3.6.1 SSL and HTTPS

SSL (Secure Socket Layer) and HTTPS (Hypertext Transfer Protocol Secure) are technologies related to security and data encryption on internet traffic. Here is an explanation of SSL and HTTPS:

a) Protocol: The protocol is the first part in a URL and determines how the browser communicates with the web server. Commonly used protocols are "http://" (without encryption) and "https://" (with SSL encryption). For security and SEO, it is recommended to use HTTPS for your website.

b) Domain Name: A domain name is a unique address that represents your website on the internet. For example "www.iklanpedia.com". Choose a domain name that's relevant to your site's content and easy for users to remember.

c) Subdomain (Subdomain): A subdomain is the section in front of the main domain located before "namadomain.com". For example, "blog.namadomain.com" or "shop.namadomain.com". The use of subdomains can help organize your site's content if you have different sections or sub-sites.
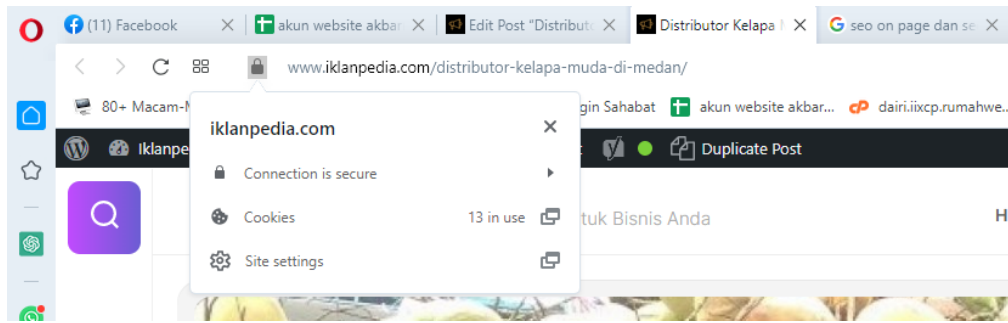
Figure 11. SSL dan HTTPS

4. CONCLUSION

The research indicates that implementing white hat SEO techniques can create significant opportunities for remote regions to promote goods digitally. Keyword optimizations and quality content that clearly communicates unique value propositions are key for improving site visibility and traffic. Rural businesses should focus on crafting mobile-friendly, schema-structured websites enriched with semantic cues for search engines and users. Tracking user engagement and lead conversions is also necessary for continued optimization. For sustainable success, SEO needs to be an integral element of the overall digital strategy. With strategic efforts on white hat SEO adoption, village communities can empower themselves to augment economic prosperity.

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