

ABSTRACT

Title : SEARCH ENGINE OPTIMIZATION EFFECT OF TRAFFIC DENSITY ON THE NUMBER OF VISITORS AT THE WEBSITE.

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Internet is the medium of the most in expensive, effective and fast in convey information. Other media such as brochures for example have to do print and send activity is physically so it will require a long time to delivery. Television media is very expensive, and only Just a few seconds can be displayed.

With internet we just to pay for the internet provider, create website and updating contents. Although it doesn't mean anything if the website are not visited by people. Effort is needed to the website can be visited by many people. The most effective way to bring visitors on the website is through Search Engine Optimization, or better known as SEO.

Search Engine Optimization is a technique that Optimize website created easily found or indexed by search engines such as Google, etc. With these techniques will make the website are the results Google search that will certainly make it easier for other people can access website and automatically beneficial for them.

For the implementation can be tested directly on the website follow some guidelines for search engines, especially Google. With the Search Engine Optimization is expected that the site owners or a website can increase the number of visitors the website and at once introduce and increase its revenue with the website.

Bibliography : 27 (2003 – 2009)