

**IMPLEMENTATION OF SEARCH ENGINE OPTIMIZATION (SEO) ON THE
PINEAPPLE DODOL WEBSITE TO INCREASE SEARCH ENGINE
VISIBILITY**

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ABSTRACT

This research is driven by the low digital visibility of the Pabrik Dodol Nanas Wonosari on Google search engines, which hinders product marketing. The study aims to enhance technical quality and visibility through the implementation of direct on-page SEO within the website's source code. The method employed is Action Research, encompassing observation, planning, implementation, and automated audit evaluation. Optimization techniques applied include the use of semantic HTML5 elements, hierarchical heading structures (H1-H3), alt-text attributes, image lazy loading, and the integration of dynamic meta tags with the database. Google Lighthouse audit results demonstrate significant quality improvements: the SEO score rose from 82 to 100, while accessibility surged from 56 to 95 due to enhanced visual contrast and image metadata. The performance aspect also saw an increase from 75 to 95, placing all site categories within the "Excellent" or green zone. The study concludes that source-code level technical optimization effectively improves search engine indexing readiness for MSME websites.

Keywords : Search Engine Optimization, On-Page SEO, Visibility, Website, Pineapple Dodol.