

IMPLEMENTATION SEARCH ENGINE OPTIMIZATION (SEO) AS THE FOUNDATION OF DIGITAL MARKETING FOR MSMEs: A CASE STUDY ON MADU APIS SHOP

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Abstract

In the digital era, the intensity of business competition requires micro, small, and medium enterprises (MSMEs) to adopt digital marketing strategies to improve competitiveness. However, many MSMEs including Gerai Madu Apis a case study examined in this research, face obstacles in the form of low technological literacy, which hinders their brand visibility online. This study aims to design and implement a strategy that increases website visibility through search engine optimization (SEO) methods, using the website as the main marketing medium. The research methodology includes three stages: (1) determining keywords relevant to the product, (2) implementing on-page SEO through content optimization and creating informative articles, and (3) implementing off-page SEO to build domain authority. The results showed a gradual increase in visibility, though there was no significant surge in visitor traffic. Positive trends were identified in keyword rankings on search engines. It can be concluded that systematically implementing on-page and off-page SEO is an effective, fundamental strategy for MSMEs to build a strong digital marketing foundation. This research confirms that, while optimal results require a long-term process, structured SEO implementation is a crucial first step for achieving sustainable growth in the digital market.

Keywords: Search Engine Optimization, Visibility, Digital Marketing, Traffic, MSMEs

Introduction

The development of digital technology has transformed how people access information and engage in economic activities (Van Veldhoven & Vanthienen, 2022). In the Industry 5.0 era, technologies such as artificial intelligence (AI), social media, and online search engines have become essential for driving innovation and economic growth and for enhancing the competitiveness of businesses, including micro, small, and medium-sized enterprises (MSMEs) (Michael, 2025). Search engines like Google have become the primary means for people to access information, and MSMEs also use them as web-based promotional tools (Setyawati et al., 2023). Currently, websites have become one of the main channels used by micro, small, and medium enterprises (MSMEs) to expand their market reach digitally, particularly through search engine optimization (SEO). With their ability to provide real-time product information, websites function as virtual storefronts and strategic tools for building credibility and brand image in the digital space (Nugroho, 2024). The increased use of this technology aligns with the national digitalization trend and is supported by Indonesia's internet penetration, which reached 78.1% of the total population in 2023 (Fathimatuzzahra & Dompak, 2024). However, the adoption of digital technology particularly web-based marketing strategies still faces significant challenges (Akpan et al., 2022). Many MSMEs, particularly those outside the technology sector, lack the digital literacy and technical skills necessary to effectively manage websites (Noviyanti et al., 2025). This results in an information technology utilization gap that could hinder their competitiveness in an increasingly digital economy (Nugroho et al., 2024). Therefore, MSMEs across all regions of Indonesia need support in the form of training, mentoring, and inclusive access to technology to strengthen their digital capacity (Aminullah et al., 2024).

Gerai Madu Apis is an MSMEs based in Depok that sells pure acacia honey. Currently, the company's marketing activities are still carried out conventionally, and it has not utilized website-based digital strategies. The low level of product exposure, coupled with increasingly fierce price competition, makes it difficult for Gerai Madu Apis to become widely known and compete optimally in the market. Therefore, a relevant and targeted digital marketing approach is necessary. One solution is SEO, which enhances the visibility of SME websites on search engine results pages and attracts more potential customers organically. SEO a systematic approach designed to improve a website's visibility and ranking in organic search engine results by implementing on-page and off-page strategies (Patel et al., 2023). On-page SEO techniques focus on optimizing internal elements of a website, such as content quality, page structure, keyword usage, and loading speed (Kowalczyk & Szandala, 2024). Off-page SEO, on the other hand refers to external strategies that

enhance domain credibility and authority (Akbar et al., 2022). These strategies include developing backlinks from relevant and trustworthy external websites (Tatikonda et al., 2024). Integrating these two approaches synergistically is expected to give the Gerai Madu Apis website a more strategic position on search engine results pages, increase user visits, and indirectly drive digital sales growth.

Methods

This research was conducted using a descriptive qualitative approach through case studies to gain comprehensive insights into marketing content management strategies optimized through search engine optimization (SEO).

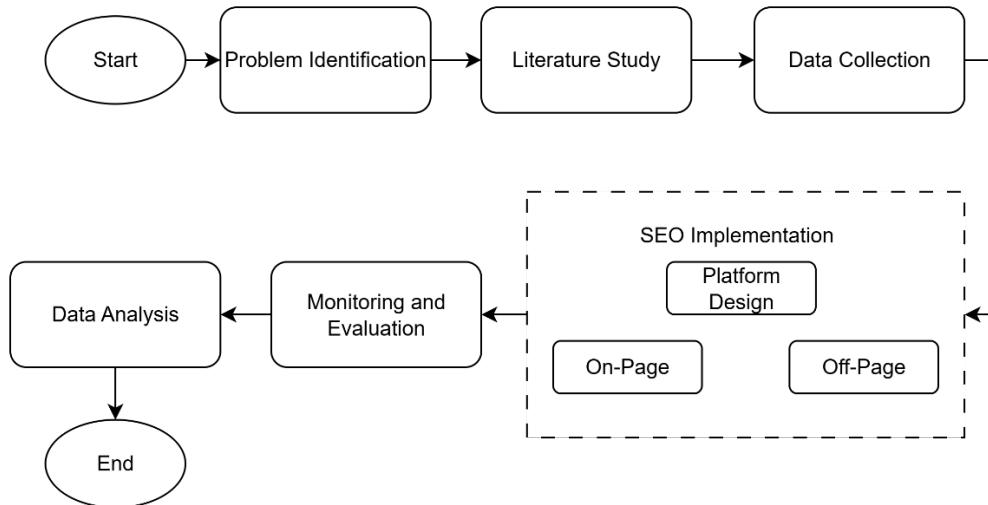


Figure 1. Flowchart SEO Implementation.

a. Problem Identification

At this stage, we identified the problems faced by Gerai Madu Apis MSMEs, focusing on marketing and product promotion issues.

b. Literature Study

A literature study was conducted to collect and analyze information directly related to the research topic in order to strengthen its theoretical basis and conceptual framework.

c. Data Collection

Data collection is an integral part of the research process and involves obtaining relevant information for systematic analysis. Data is obtained through various methods at this stage, such as interviews, observations, and questionnaires.

d. SEO Implementation

At this stage, the researchers designed and built a website platform for MSMEs as a digital medium, then implemented search engine optimization (SEO) measures, including on-page and off-page strategies. This implementation aimed to increase the site's visibility on search engines by strengthening its internal structure and managing external factors that support search rankings.

e. Monitoring and Evaluation

At this stage, researchers utilize Google Analytics as a tool for monitoring website performance, focusing on a number of key metrics such as the number of visits, bounce rate, user visit duration, keyword performance, and backlinks performance. These monitoring results are used to evaluate the effectiveness of the implemented SEO strategy and identify areas requiring further optimization to continuously improve the website's visibility and search engine rankings.

f. Data Analysis

In the data analysis stage, the implementation results are compared with the initial data (baseline) to evaluate the effectiveness of the implemented SEO strategy and identify areas that still require further optimization to improve the visibility and performance of the website in search engines.

Results and Discussions

SEO On-page

The landing page display on the Gerai Madu Apis website is designed simply to prioritize the use of digital platforms as a marketing medium.

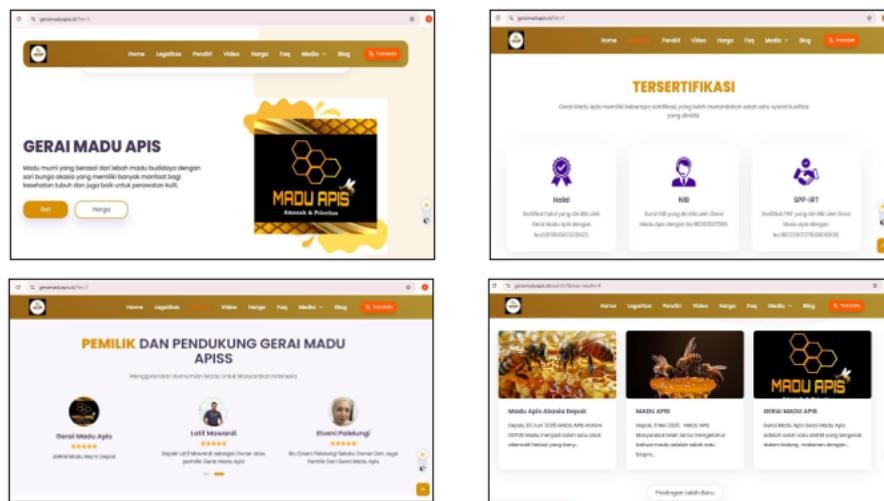


Figure 2. The landing page display on the Gerai Madu Apis.

Keyword Analysis

Based on the results of the keyword analysis, three main keywords with high relevance were identified “Gerai Madu Apis”, “Manfaat Madu Murni Untuk Kesehatan,” and “Olahan Makanan Dari Madu”.

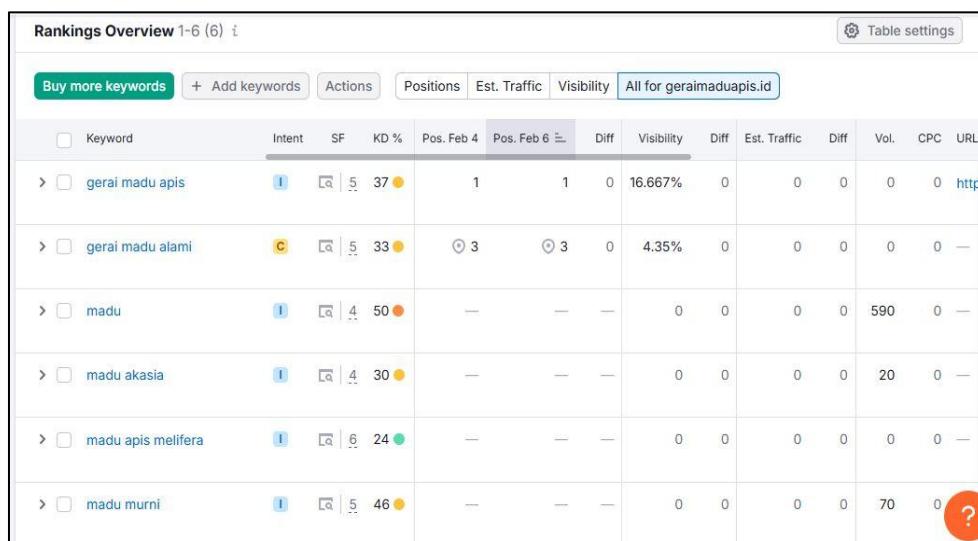


Figure 3. Rankings Short Tail Keyword.

These keywords were then used to formulate long-tail keywords, which were used as a reference when preparing article content to support SEO strategies.

Table 1. Articles resulting from keyword development.

No.	Article
1.	Gerai Madu Apis
2.	Madu Apis
3.	Madu Apis Akasia Depok
4.	Manfaat Madu Murni untuk Tubuh Sehat dan Bertenaga
5.	Manfaat Madu Murni Bagi Kesehatan Tubuh
6.	Manfaat Madu Apis Berdasarkan Usia - Aman untuk Anak, Ibu Hamil, dan Lansia
7.	Campuran Yang Boleh Digunakan Pada Madu Untuk Menambah Khasiat dan Cita Rasa
8.	Ide Olahan Dengan Madu Lezat dan Inovatif
9.	Resep Olahan Madu Lezat Untuk Menu Harian

Based on the results of keyword optimization into an article using SEO techniques, it was found that the keyword Gerai Madu Apis has successfully ranked at the top of Google search results. This achievement reflects the effectiveness of keyword-based content development strategies in increasing the digital visibility of related MSMEs.

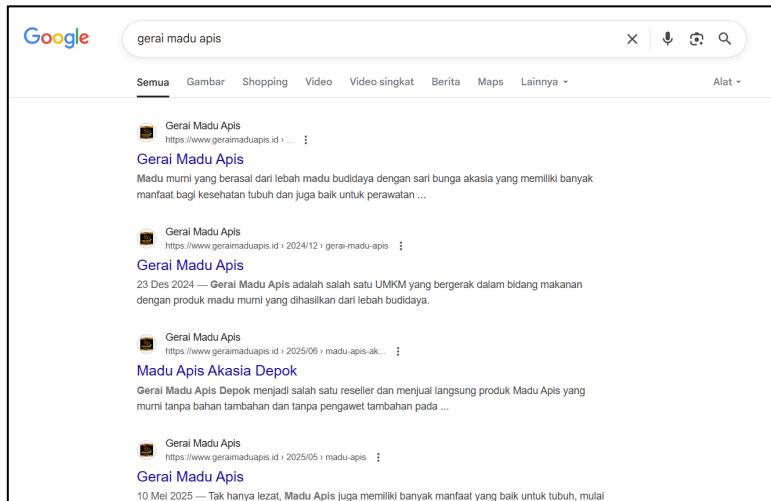


Figure 4. Result keyword.

SEO Off-page

As part of a digital visibility enhancement strategy, 73 blogwalking activities were carried out during the three-month period. Of these activities, 58 links were successfully indexed as active backlinks from 21 unique domains and there are 15 backlinks currently being indexed by search engines. This demonstrates the strategy's effectiveness in building a backlink network to support search engine optimization (SEO).

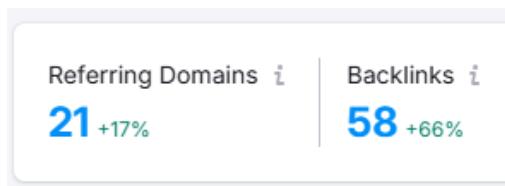


Figure 5. Result blogwalking.

Monitoring and evaluation

Applying on-page and off-page SEO methods produced dynamic changes in visitor traffic over a six-month period, as indicated by the website traffic patterns described below and observed on both Google Search Console and Bing Webmaster.

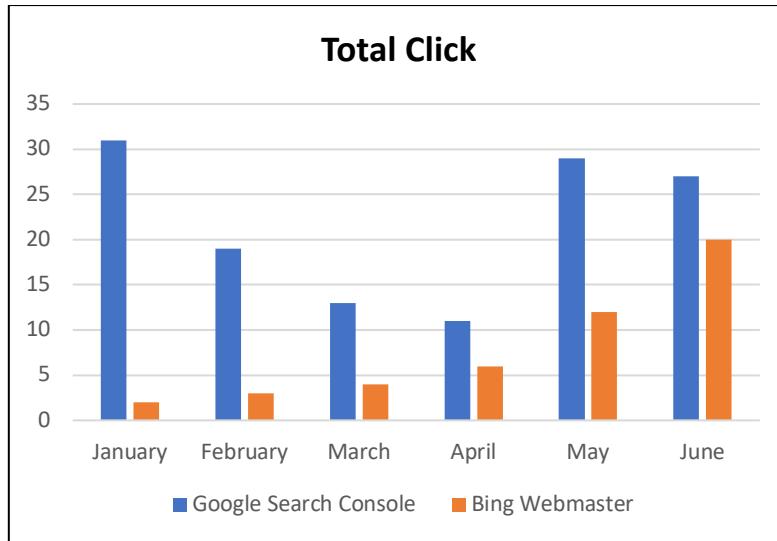


Figure 6. Results of visits to the site.

The short-term impact of the Gerai Madu Apis website implementation cannot yet be evaluated quantitatively and definitively, given that this digital platform is still in its early stages of launch. At this stage, the process of search engine indexing and market penetration still requires time to develop organically. This incubation period is highly dependent on the frequency of content updates, the quality of SEO implemented, and the intensity of promotions through supporting digital channels such as social media, business directories,

and e-commerce platforms. However, based on the fundamental principles of digital marketing and an initial analysis of the website's structure and content, this study indicates significant potential for increasing organic traffic, especially through keyword targeting strategies and improving domain authority with quality backlinks. Initial success in SEO can be marked by a gradual increase in impressions and clicks, as well as a decrease in the bounce rate.

The main strategy behind developing this platform is to create an effective digital conversion funnel. This funnel guides visitors who arrive via search results or referrals to understand the unique value proposition of Madu Apis products. This consumer education process is crucial for fostering sustainable engagement and converting visitors into active customers. Therefore, integrating educational content, customer testimonials, and structured calls to action are key to achieving optimal conversion rates. The Gerai Madu Apis digital platform's long-term success will depend heavily on its ability to achieve digital competitiveness that rivals or surpasses competitors in the niche honey products and local processed goods market. Strengthening brand positioning with high-quality content and a sustainable SEO strategy provides this MSMEs with a significant opportunity to establish an authoritative digital presence within the online business ecosystem. This aligns with the primary objectives of MSMEs digital transformation: expanding market reach, enhancing marketing efficiency, and ensuring long-term business sustainability.

Conclusion

The results of this study indicate that the application of SEO methods in the creation and development of websites began with the strategic launch of the www.geraimaduapis.id website to build the digital visibility of the Gerai Madu Apis micro, small, and medium enterprise (MSME). Optimization was carried out through the application of SEO strategies, including on-page and off-page approaches. These strategies entailed improving the website's design and structure, selecting relevant keywords, and creating SEO-friendly content. Additionally, blogwalking and backlinking activities were employed to strengthen the website's position in Google search results.

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