

**DIGITAL VISIBILITY OPTIMIZATION: SEO ARTICLE
STRATEGY AND IMPACT ON WEBSITE TRAFFIC AT PT
TOUREZIA INSPIRA CAKRA**

Internship Final Report



**Arranged by
Nova – 22311315**

**INTERNATIONAL UNDERGRADUATE PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA
2026**

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SEO ARTICLE STRATEGY AND IMPACT ON WEBSITE
TRAFFIC AT PT TOUREZIA INSPIRA CAKRA**

Internship Final Report

Compiled and submitted to meet the final exam requirements in order to obtain a
Bachelor's degree in Management Study Program Faculty of Business and
Economics, Islamic University of Indonesia

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Nova – 22311315

**INTERNATIONAL UNDERGRADUATE PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA
2026**

DECLARATION OF AUTHENTICITY

Hereby, I declare that this final project that I have arranged as one of the requirements for obtaining a Bachelor's Degree in the International Undergraduate Study Program of the Management Department, Faculty of Business and Economics, Universitas Islam Indonesia, is my original work. As for the parts in the writing of the final project that I cited from other people's creations, the sources have been mentioned clearly in accordance with the norms, rules, and ethics of scientific writing. Suppose in the future it is found that all or part of this final project is not my work, or there is plagiarism in certain parts. In that case, I am willing to accept sanctions, including revocation of my bachelor status under applicable laws.

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WEBSITE TRAFFIC AT PT TOUREZIA INSPIRA CAKRA**

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PREFACE

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ABSTRACT

The post-pandemic recovery of the tourism and event industry has intensified competition among service providers, particularly in terms of digital visibility. This situation requires companies to optimize search engine-based marketing strategies to effectively reach potential customers. This study aims to analyze the implementation of *Search Engine Optimization* (SEO) article strategies and examine their relationship with website traffic performance at PT Tourezia Cakra Inspira during the internship period from February to July.

This study adopts a qualitative descriptive approach using a case study design. Data were collected through direct observation during the internship, interviews with the SEO Supervisor, and secondary data analysis obtained from Google Analytics and Google Search Console. The analysis focuses on the SEO article writing process, website traffic patterns, and internal factors influencing organic traffic performance.

The findings indicate that PT Tourezia Cakra Inspira has implemented SEO article strategies through a systematic process, including keyword research, content planning, article writing, on-page optimization, and performance monitoring. SEO articles function as initial entry points that direct users to the company's core service pages, particularly event services. However, despite consistent article publication, website traffic performance remains unstable, as reflected in fluctuating visitor numbers and relatively low click-through rates.

These findings suggest that SEO effectiveness is influenced not only by content volume but also by content relevance, strategic consistency, and continuous use of analytical data. Accordingly, this study recommends the development of a structured SEO editorial calendar, optimization of on-page elements, and data-driven performance evaluation to improve traffic stability and strengthen the company's digital visibility.

Keywords: Search Engine Optimization, SEO Articles, Website Traffic, Digital Visibility, Internship Report

ABSTRAK

Industri pariwisata dan event pascapandemi mengalami pemulihan yang mendorong meningkatnya persaingan antar penyedia jasa, khususnya dalam aspek visibilitas digital. Kondisi ini menuntut perusahaan untuk mengoptimalkan strategi pemasaran berbasis mesin pencari guna menjangkau calon pelanggan secara lebih efektif. Penelitian ini bertujuan untuk menganalisis penerapan strategi artikel *Search Engine Optimization* (SEO) serta hubungannya dengan kinerja trafik website di PT Tourezia Cakra Inspira selama periode magang Februari–Juli.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus. Data dikumpulkan melalui observasi langsung selama kegiatan magang, wawancara dengan SEO Supervisor, serta analisis data sekunder dari Google Analytics dan Google Search Console. Analisis dilakukan dengan mengkaji proses penulisan artikel SEO, pola trafik website, serta faktor internal yang memengaruhi performa trafik organik.

Hasil penelitian menunjukkan bahwa PT Tourezia Cakra Inspira telah menerapkan strategi artikel SEO secara sistematis melalui tahapan riset kata kunci, perencanaan konten, penulisan artikel, optimasi *on-page*, dan pemantauan kinerja. Artikel SEO berperan sebagai titik masuk awal pengguna menuju halaman layanan utama, khususnya layanan event. Namun, meskipun publikasi artikel dilakukan secara rutin, kinerja trafik website masih menunjukkan ketidakstabilan, yang tercermin dari fluktuasi jumlah kunjungan dan rendahnya tingkat *click-through rate*.

Temuan ini mengindikasikan bahwa efektivitas SEO tidak hanya ditentukan oleh jumlah konten, tetapi juga oleh relevansi topik, konsistensi strategi, dan pemanfaatan data analitik secara berkelanjutan. Oleh karena itu, penelitian ini merekomendasikan penyusunan kalender editorial SEO yang terstruktur, optimalisasi elemen *on-page*, serta evaluasi kinerja berbasis data untuk meningkatkan stabilitas trafik website dan visibilitas digital perusahaan.

Kata kunci: Search Engine Optimization, Artikel SEO, Trafik Website, Visibilitas Digital, Laporan Magang

CHAPTER I INTRODUCTION

1.1 Company History

PT Tourezia Cakra Inspira is a startup company engaged in the service sector that offers premium-standard solutions in tour and event organizing based in Yogyakarta. The company was founded in August 2016, initially operating under the name Hud-Hud Tour, and began with a family car rental business. From 2016 to 2019, the company gradually expanded its services to include bus rentals, accommodation reservations, and tour organizing tailored for both B2C and B2B segments. In 2020, the business was officially established as a legal entity under the name PT Tourezia Cakra Inspira, recognized by the government as a limited liability company (PT). Since then, Tourezia has continued to strengthen its go-to-market strategies, enhance its services in the tour and event sectors, and improve its corporate governance systems in an effort to grow and evolve into a medium-sized enterprise. Looking forward to the next 20 years, the company aspires to transform into a multinational organization by expanding its operational reach to major cities across Asia and serving clients on five continents.

1.2 Vision, Mission, and Values

PT Tourezia Cakra Inspira is a company engaged in the tour and event service industry. The company believes that every travel experience carries unique meaning, and each client has different needs and expectations. Therefore, Tourezia is committed to creating meaningful, memorable, and personalized travel and event experiences that support both individual and organizational objectives.

The company has a vision that states *“One week, One city, One tour & event, For a better life.”* This vision reflects Tourezia’s aspiration to deliver efficient, high-quality, and well-organized travel and event services that contribute positively to clients’ Taken as a whole experience and well-being. To support this vision, the

missions include: (1) providing innovative and tailored travel and event solutions that empower organizations and individuals through exceptional services in bus rentals, homestay reservations, and tour organizing; and (2) continually enhancing customer satisfaction and strengthening stakeholder engagement by maintaining sustainable growth, high-quality service standards, and meaningful contributions to the community.

Here are five values that guide the company's operations:

1. **Professionalism:** Delivering services with high competence, accountability, and ethical standards.
2. **Customer-Centricity:** Prioritizing customer satisfaction by understanding and adapting to their unique needs.
3. **Innovation:** Creating creative, efficient, and adaptive solutions for travel and event services.
4. **Reliability:** Providing consistent, trustworthy, and timely service to build strong client relationships.
5. **Team Collaboration:** Working cohesively across divisions to ensure smooth coordination in every tour and event execution.

1.3 Company Structure

The organizational structure of a company is a formal framework that outlines positions, division of tasks, authority, and responsibilities according to each role within the designated divisions. The organizational structure of PT TOUREZIA Cakra Inspira can be seen in Figure 1.2 below

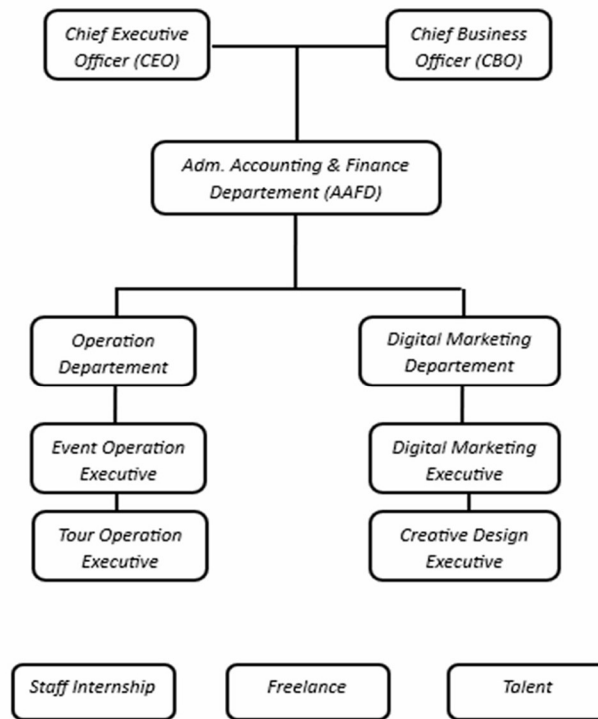


Figure 1.1 PT Tourezia Cakra Inspira Organizational structure

(Source: PT TOUREZIA Cakra Inspira)

This organizational structure assigns specific responsibilities and authorities to each division. The explanations are as follows:

1. Chief Executive Officer (CEO)

The Chief Executive Officer (CEO) at PT Tourezia Cakra Inspira holds the highest leadership position and is responsible for directing the Taken as a whole operation of the company. The CEO makes strategic decisions, oversees long-term business planning, and ensures that all activities align with the company’s vision and mission. In addition, the CEO provides guidance to every division, evaluates company performance, and establishes strategies to maintain competitiveness in the tour and event service industry.

2. Chief Business Officer (CBO)

The Chief Business Officer (CBO) plays a central role in driving the company’s business development initiatives. This division is responsible for planning and

executing marketing strategies, managing partnerships, and expanding collaborative networks with clients, vendors, and stakeholders. The CBO also supervises the Operations Department to ensure that event and tour activities run smoothly and efficiently. By strengthening business relationships and identifying new opportunities, the CBO contributes significantly to the company's growth and sustainability.

3. Administrative, Accounting, and Finance Department (AAFD)

The Administrative, Accounting, and Finance Department (AAFD) is responsible for managing all administrative processes, financial operations, and accounting activities within the company. This division ensures that budget planning, financial reporting, and payment processing adhere to applicable regulations and internal standards. AAFD plays an essential role in maintaining accurate documentation, controlling operational expenses, and supporting other departments through effective financial management. The department ensures financial stability and transparency, which are vital for the company's operational continuity.

4. Operations Department

The Operations Department coordinates the execution of the company's core services, focusing primarily on tour and event operations. This division ensures that all operational activities run according to schedule, meet client expectations, and comply with internal quality standards. Within this department, two primary roles support daily operations:

- **Event Operation Executive:** Responsible for planning, preparing, and executing event operations. This role oversees the entire event process from initial coordination to on-site implementation to ensure smooth and successful outcomes.
- **Tour Operation Executive:** Manages tour program execution by coordinating schedules, transportation, accommodation, and technical

arrangements. This role ensures that every tour activity runs efficiently and delivers a positive experience for clients.

Through structured teamwork, the Operations Department serves as the backbone of Tourezia's service delivery.

5. Digital Marketing Department

The Digital Marketing Department manages the company's online presence and digital promotional activities. This division is responsible for implementing digital marketing strategies, producing relevant and engaging content, and monitoring the performance of online campaigns. Two main roles support this function:

- Digital Marketing Executive: Develops and manages digital campaigns, optimizes website and social media content, and analyzes campaign performance to improve online visibility.
- Creative Design Executive: Creates visual materials for branding, promotions, and client communication, ensuring that the company's digital identity remains consistent and appealing.

Together, these roles help strengthen Tourezia's brand positioning and digital reach within a competitive market.

6. Internship Staff

Internship Staff serve as support personnel who contribute to various operational and administrative tasks while gaining hands-on experience in a professional work environment. This division supports ongoing projects, assists with documentation, and learns directly from different departments. Through this program, Tourezia invests in talent development by offering real-world exposure and skill-building opportunities.

7. Freelance & Talent

Freelance & Talent refers to external personnel who collaborate with PT Tourezia Cakra Inspira on a project basis, depending on specific operational needs. These individuals may include event crew, photographers, performers, or technical specialists. Their flexible engagement allows the company to scale resources according to project complexity, ensuring that each event or tour is executed with adequate expertise and manpower.

1.4 Company Logo

A logo is a form, color, image, or word that serves as the identity and distinctive characteristic of a company, institution, product, or other entities. With a logo, a company becomes more easily recognized and remembered by the public. PT Tourezia itself has an official company logo that reflects its values and spirit, as shown in Figure 1.1 below.



Figure 1. 2 Company Logo

(Source: PT TOUREZIA Cakra Inspira)

The name "Tourezia" in the logo is formed from two words: "Tour," derived from "Tourism," reflecting the company's focus on the travel and event industry, and "Ezia," which originates from "Easy," symbolizing convenience, with the intention of delivering services that are simple, comfortable, and efficient for customers. The color selection incorporates blue, black, and white, each carrying distinct meanings: blue signifies the trust-based relationship, professionalism, and reliability; black strengthens the premium image, representing power, luxury, and formality; and white symbolizes honesty and service simplicity. Furthermore, an

upward-pointing arrow enhances the logo's distinctiveness, representing Tourezia's corporate ethos of continuous innovation, growth, and commitment to achieving superior results. This logo embeds the company's dedication to being a reliable provider of travel and event services, offering meaningful and unforgettable experiences for every client.

1.5 Background

In the era of digital transformation, the tourism and event industry has become one of the most adaptive sectors (Chaffey & Ellis-Chadwick, 2019; (Buhalis & Sinarta, 2019) in adopting technological innovation. The rapid development of digital platforms has significantly changed how individuals and organizations search for information, plan activities, and select tour and event service providers. As a result, companies operating in this sector are required to strengthen their digital presence to remain competitive and accessible to potential customers.

Indonesia's tourism industry has shown a recovery trend following the pandemic. Data from Statistics Indonesia (BPS) indicate that both international and domestic tourist visits experienced a significant decline during the pandemic period, followed by a steady recovery starting in 2022. This recovery reflects renewed public interest in travel, events, and corporate activities across major cities in Indonesia.



Sumber: BPS, Laporan Statistik Wisatawan Mancanegara dan Nusantara 2025

Figure 1. 3 Trend of International and Domestic Tourist Visits in Indonesia (2019–2024)

(Source: Statistics Indonesia (BPS), Tourism Statistics Report (2025))

The figure illustrates a significant decline in both international and domestic tourist visits during the pandemic period, followed by a steady recovery starting in 2022. The increasing number of tourist movements across major cities in Indonesia indicates renewed public interest in travel, events, and corporate activities. This recovery has intensified competition among tour and event service providers, making digital visibility through search engines increasingly important.

This recovery has intensified competition among tour and event service providers, as growing demand is accompanied by an increasing number of service alternatives. In this context, potential customers tend to rely on online search engines to compare services, seek information, and make purchasing decisions. Consequently, digital visibility has become a critical factor for companies operating in the tourism and event industry (Gössling et al., 2021).

Search Engine Optimization (SEO) plays an essential role in improving website visibility on search engine results pages (SERPs) (Papagiannis, 2020). SEO enables websites to attract organic traffic by aligning content with user search intent, without relying solely on paid advertisements (Confetto & Covucci, 2021). For service-based companies, effective SEO implementation is crucial for increasing brand awareness, reaching targeted audiences, and supporting long-term digital growth (Junainah & Mahdee, 2022).

PT Tourezia Cakra Inspira, a tour and event service company based in Yogyakarta, recognizes the importance of SEO as part of its digital marketing strategy. As a company that relies on its website to provide service information and attract potential clients, maintaining strong online visibility through organic search becomes a strategic priority. The company actively utilizes its website as a primary platform for promoting tour services and event organizing solutions.

During the internship period from February to July, the intern was directly involved in SEO-related activities within the Digital Marketing Department of PT Tourezia Cakra Inspira. These activities included SEO article writing, keyword research, content planning, and monitoring website performance using Google Analytics, Google Search Console, and WordPress analytics. Through this involvement, the intern observed that although the company had published a large number of SEO articles, the implementation of SEO strategies had not yet been carried out in a fully structured and consistent manner.

Based on Google Analytics data collected during the internship period (February 7 – July 1, 2025), website traffic demonstrated fluctuating patterns rather than consistent organic growth. From February to April, session numbers remained relatively stable with minor daily variations. However, a significant spike was observed in late May, followed by a return to baseline levels in June. as shown in Figure 1.4.

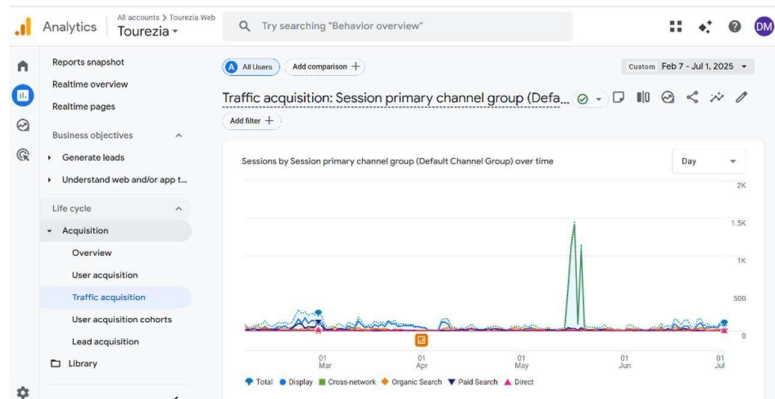


Figure 1.4 Website Traffic Trend (February 7 – July 1, 2025)

(Source: Google Analytics, 2025)

Although organic search consistently contributed to overall sessions, the traffic trend did not show a sustainable upward trajectory throughout the observed period. The temporary surge in late May suggests short-term visibility improvements, potentially driven by specific content performance or campaign-related exposure, rather than long-term SEO optimization.

This fluctuation indicates that the company's SEO implementation during the internship period had not yet achieved stable and structured performance growth. Despite the continuous publication of SEO articles, organic traffic performance did not increase proportionally, suggesting gaps in keyword consistency, content planning, and ongoing performance evaluation.

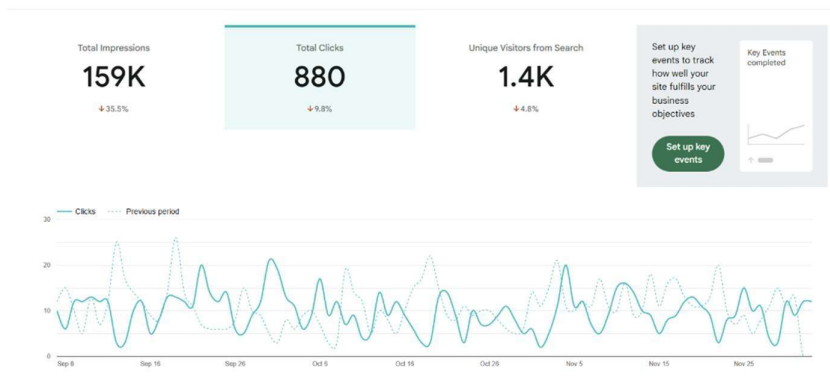


Figure 1. 5 SEO Performance Metrics: Impressions, Clicks, and Unique Visitors

(Source: Google Search Console, 2025)

In addition, the company's SEO performance indicators recorded 159K total impressions, showing a decrease of 35.5% compared to the previous period. During the same timeframe, the website generated 880 clicks (↓9.8%) and 1.4K unique visitors from organic search (↓4.8%). These figures indicate that although the website continued to appear on search engine results pages, its Taken as a whole visibility and ability to attract organic traffic were not yet stable.

The disparity between impressions and clicks suggests that existing SEO efforts have not been fully effective in converting search visibility into user engagement. This condition may be influenced by inconsistent keyword optimization, limited content updates, or suboptimal use of on-page elements such as titles and meta descriptions. Therefore, despite maintaining a presence on search engines, PT Tourezia Cakra Inspira still requires more structured and consistent SEO implementation to improve user engagement and organic traffic performance.

Title	Pageviews	Sessions	Engagement Rate	Session Duration
1. Home - Tourezia Corporate Event Organizer (EO) Terbaik di Jakarta /	1,276	974	67.76%	1m 56s
2. Ide Doorprize Menarik untuk Acara Gathering Kantor - PT Tourezia Cakra Inspira /artikel/ide-doorprize-menarik-acara-gathering-kantor/	203	180	51.67%	1m 53s
3. Career & Internship - PT Tourezia Cakra Inspira /career/	162	137	78.83%	2m 45s
4. Company - PT Tourezia Cakra Inspira /about-us/	152	148	72.3%	2m 49s
5. Event Service - PT Tourezia Cakra Inspira /service-event/	132	109	77.98%	1m 25s
6. 5 Restoran Mewah di Yogyakarta yang Wajib Kalian Kunjungi ! - PT Tourezia Cakra Inspira /artikel/rekomendasi-5-restoran-mewah-di-yogyakarta-yang-wajib-kalian-kunjungi/	114	98	71.43%	2m 36s
7. Ballroom Terbesar di Indonesia Ada di Hotel ini! Cek Sekarang! - PT Tourezia Cakra Inspira /artikel/ballroom-terbesar-di-indonesia-ada-di-hotel-ini-cek-sekarang/	103	96	64.58%	1m 39s
8. Portofolio - PT Tourezia Cakra Inspira /portofolio/	100	94	85.11%	1m 15s
9. Service Tour - PT Tourezia Cakra Inspira /service-tour/	79	66	84.85%	2m 20s

Figure 1.6 Top 10 Performing Web Pages of PT Tourezia Cakra Inspira

(Source: Google Analytics, 2025)

From the content perspective, PT Tourezia has published hundreds of articles, including those produced during the internship period including 55 articles in February, 35 in March, 34 in April, 23 in May, 20 in June, and 1 in July, 35 in March, 34 in April, 23 in May, 20 in June, and 1 in July, totaling 168 articles. Despite this large volume, the company has not yet implemented a structured editorial plan or consistent keyword optimization strategy, resulting in uneven ranking performance across posts. Furthermore, periodic analytics evaluation has not been maximized, leading to difficulties in identifying which content types generate the highest traffic.

These findings highlight several key issues in the company's SEO management, namely:

- (1) Inconsistent keyword usage,
- (2) Weak and unstable website traffic performance despite continuous content publication, and
- (3) Limited utilization of performance analysis tools.

As a result, the company's web traffic shows periodic fluctuations influenced by the appeal and frequency of content publication. Operationally, PT Tourezia Cakra Inspira handles 3–5 major projects annually, primarily for corporate events, educational tours, and gatherings, with most client inquiries received via WhatsApp, indicating that digital engagement can be further optimized to generate direct conversions.

Considering the strategic role of SEO in shaping online visibility, this study aims to analyze the relationship between SEO implementation and website traffic on PT Tourezia Cakra Inspira's official site. The research intends to identify how SEO practices influence user reach and engagement levels and to propose improvement strategies that align with digital marketing best practices.

The expected outcomes of this study are twofold:

- (1) Practically, to provide recommendations that can help PT Tourezia enhance its SEO performance and attract more qualified visitors; and
- (2) Theoretically, to contribute to the broader understanding of how SEO strategies impact website visibility within small-to-medium service-based enterprises in Indonesia's tourism and event sectors.

1.6 Problem Formulation

Based on the issues identified during the internship at the Digital Marketing Division of PT Tourezia Cakra Inspira, several problems were found regarding the implementation of SEO strategies that affect website performance. These problems are formulated as follows:

1. How does PT Tourezia Cakra Inspira ensure consistency in its SEO article writing?
2. What factors influence the increase in website traffic at PT Tourezia Cakra Inspira?
3. What SEO strategy recommendations can be proposed to enhance the company's website traffic performance?

1.7 Research Objectives

Based on the problem formulation above, the objectives of this research are as follows:

1. To analyze the techniques and practices applied by PT Tourezia Cakra Inspira in writing and structuring SEO articles to support website visibility.
2. To identify internal and external factors that influence website traffic performance driven by SEO-based content.
3. To propose actionable recommendations to improve the effectiveness and consistency of PT Tourezia's SEO article strategy.

1.8 Benefits of Implementing an internship

1.8.1 Benefits for Students

Benefits of Internship Implementation for Students at PT Tourezia Cakra Inspira:

1. **Soft Skills:** Developing communication, teamwork, adaptability, critical thinking, and time management skills through real project execution within the digital marketing division.
2. **Hard Skills:** Learning to conduct keyword research, analyze website performance using Google Analytics, Google Search Console, and apply SEO principles in article writing and content optimization.
3. **Professional Experience:**
 - a) Gaining hands-on experience in planning, writing, and publishing SEO articles for digital marketing purposes.
 - b) Acquiring technical understanding of how SEO impacts website visibility, traffic growth, and brand awareness in the tourism and event industry context.
 - c) Learning how to interpret performance metrics and apply analytical insights to improve content strategy.

1.8.2 Benefits for the Company

Benefits of Internship Implementation for PT Tourezia Cakra Inspira:

1. Providing the company with additional human resources support in digital marketing and SEO activities, which contributes to improving the efficiency of content production and publication.
2. Offering fresh perspectives and creative ideas from interns that can inspire new marketing strategies, improve keyword targeting, and strengthen brand positioning.
3. Giving the company an opportunity to identify and evaluate potential young talents for future recruitment.

1.8.3 Benefits of the Internship Research

This internship research is expected to provide both theoretical and practical benefits:

1. Theoretically, the findings contribute to the understanding of how SEO strategies affect website visibility and traffic performance, especially within small-to-medium enterprises in the tourism and event sector.
2. Practically, the research provides insights and recommendations that can help PT Tourezia Cakra Inspira optimize its SEO-based article strategy to increase organic website traffic and strengthen its online presence.

CHAPTER II LITERATURE REVIEW

2.1 Basis Theory

2.1.1 Search Engine Optimization (SEO)

Search Engine Optimization (SEO) refers to a series of strategies and techniques used to improve a website's visibility and ranking on *Search Engine Results Pages* (SERPs). The main objective of SEO is to optimize a website to appear on the top results of organic searches, thus attracting relevant traffic without relying on paid advertisements. According to *Search Engine Land* (2024), SEO helps search engines understand a website's content and connect it with users by delivering relevant and valuable results based on their search queries.

(Usmany et al., n.d.) emphasize that consistent implementation of SEO significantly contributes to improving a website's organic ranking and traffic. Their meta-analysis of ten studies conducted between 2022 and 2024 found that the effectiveness of SEO has a high effect size ($d = 1.049$), confirming its substantial role in digital marketing. Key factors such as content quality, keyword optimization, and backlink usage were identified as major determinants of SEO performance. These findings highlight that SEO remains a vital digital marketing component that directly influences visibility, brand awareness, and conversion growth.

Furthermore, (Umam, n.d.) discusses that innovations in SEO practices are no longer limited to ranking improvements but also focus on enhancing *user experience* (UX) and *user retention rates*. The integration of relevant content, site speed, and mobile responsiveness plays a crucial role in retaining visitors and strengthening audience engagement.

Similarly, (Jusuf, 2023) explains that effective SEO strategies should adhere to *white-hat SEO* principles, which comply with search engine guidelines such as Google's. This ethical approach emphasizes natural optimization through keyword research, high-quality content creation, and credible domain authority building. When implemented consistently, SEO strategies contribute to sustainable visibility improvement and serve as a long-term foundation for digital growth.

Taken as a whole, SEO is not merely a technical aspect of website management but a strategic foundation in modern digital marketing. By combining data analysis, content strategies, and technical optimization, businesses can achieve sustainable organic traffic growth and strengthen their competitive position in the digital landscape.

2.1.2 The Role of Content in SEO

Content is one of the most critical components in Search Engine Optimization (SEO), functioning as the primary determinant of a website's ranking and visibility. High-quality and relevant content serves as the foundation for improving user engagement and establishing credibility with search engines. According to Ahmad, (Ahmad et al., 2024), valuable content plays a crucial role in determining online brand positioning, as it enhances the effectiveness of SEO strategies through clarity, relevance, and continuous updates that attract both users and algorithms.

The principle of "content is king" remains central in SEO. (Sezer Çırakoğlu & Koşaner, 2024) emphasize that linguistic and textual quality including readability, coherence, and semantic relevance directly influences how search engines evaluate web pages. Their study indicates that fresh, well-structured, and semantically rich text not only improves ranking potential but also boosts the credibility of the website in the eyes of both users and algorithms.

Similarly, the study by Astuti, Saputra, and Yulian (2024) found that optimizing on-page content such as keyword placement, meta descriptions, and

internal linking significantly increases organic traffic and search visibility. The authors conclude that consistency in content quality and keyword alignment directly correlates with improved website performance and engagement.

In summary, content serves as both a technical and strategic pillar of SEO. The combination of linguistic precision, semantic structure, and consistent keyword alignment enhances search engine recognition and user trust. For companies such as PT Tourezia Cakra Inspira, applying these principles in SEO article writing ensures that content not only attracts organic visitors but also sustains long-term visibility and engagement.

2.1.3 Technical SEO and User Experience (UX)

Technical Search Engine Optimization (SEO) refers to the optimization of a website's technical elements to ensure that it can be efficiently crawled and indexed by search engines while providing the best possible experience for users. According to (Bansal, 2024) the implementation of technical SEO plays a crucial role in improving page loading speed, website structure, and mobile compatibility. An optimized website not only enhances user satisfaction but also contributes to higher rankings on Search Engine Results Pages (SERPs).

(Bansal, 2024) further explains that key factors such as site responsiveness, HTTPS security, clear URL structure, and the use of Content Delivery Networks (CDNs) significantly influence SEO performance. Slow-loading or non-responsive websites tend to increase bounce rates and reduce user session duration, which negatively affects search rankings. Conversely, websites with intuitive navigation, responsive design, and fast-loading pages improve user engagement and encourage longer interactions.

Thus, technical SEO and user experience (UX) are interdependent components of a successful digital strategy. While technical SEO ensures that search engines can effectively interpret and rank a site, good UX retains users and strengthens behavioral metrics such as visit duration and page depth. For

companies like PT Tourezia Cakra Inspira, aligning technical SEO with UX principles enhances digital visibility, builds user trust, and supports sustainable organic growth in the competitive digital environment.

2.1.4 SEO and Data Analytics

Data analytics serves as a vital component in optimizing Search Engine Optimization (SEO) strategies, as it allows organizations to monitor, evaluate, and improve website performance based on measurable data. (Bansal, 2024) explains that analytical tools such as Google Analytics, SEMrush, and Adobe Analytics help marketers understand user behavior, keyword performance, and traffic sources in detail. Through this information, companies can adjust their SEO strategies more accurately to meet audience preferences and search engine standards. The integration of analytics ensures that optimization efforts are guided by actual data rather than assumptions, resulting in more targeted and effective digital marketing initiatives.

According to (Umam, n.d.) search engine algorithms such as Google Panda and Penguin rely heavily on various analytical indicators such as bounce rate, dwell time, and backlink credibility to determine a website's ranking position. Therefore, the ability to interpret these data metrics has become essential in maintaining visibility and compliance with algorithmic requirements. By continuously monitoring analytical reports, digital marketers can detect performance fluctuations, identify technical issues, and adapt their strategies to align with algorithm updates. This analytical approach supports long-term ranking stability and improves the quality of user engagement.

(Haryanto et al., 2024) also highlight that the use of data analytics in keyword optimization contributes significantly to enhancing SEO outcomes. By tracking search trends, keyword competitiveness, and audience interactions, businesses can produce more relevant and discoverable content. This analytical process not only strengthens content quality and keyword targeting but also assists in evaluating how effectively SEO contributes to website traffic growth. For

companies operating in the tourism and event sectors, such as PT Tourezia Cakra Inspira, the use of data analytics provides valuable insights for improving digital visibility and ensuring that marketing strategies remain adaptive to audience behavior and search trends.

2.1.5 Website Traffic as the Main Performance Outcome

Website traffic serves as one of the most important indicators of digital marketing success and SEO performance. According to (Naveen Dobriyal, 2025) website traffic metrics—such as total visits, bounce rate, page views per visit, and average session duration—are essential for assessing the visibility, user engagement, and Taken as a whole quality of a website. These metrics not only show how effectively a website attracts visitors but also reflect user behavior and satisfaction. A higher number of visits combined with longer session durations indicates better engagement and relevance of website content to user intent.

The study conducted by (Naveen Dobriyal, 2025) demonstrates a strong correlation between website traffic and website quality metrics across 18 university websites in India. Websites with higher organic traffic tend to have lower bounce rates and longer visit durations, suggesting a positive user experience and effective SEO optimization. Their research highlights that tools like *Google Analytics* and *SimilarWeb* play a vital role in monitoring these traffic patterns and generating actionable insights for web performance improvement.

In the context of service-based industries, such as tourism and event management, traffic metrics act as tangible indicators of brand visibility and audience reach. For PT Tourezia Cakra Inspira, monitoring organic website traffic allows the company to assess the success of its SEO implementation, identify the most engaging content, and develop strategies to retain visitors. Understanding traffic patterns also helps in refining content strategy and ensuring that digital marketing efforts lead to measurable outcomes in visibility, engagement, and conversion.

2.2 Conceptual Framework

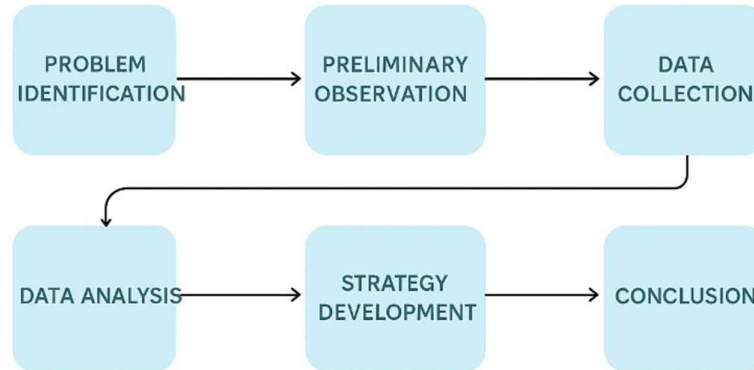


Figure 2. 1 Conceptual Framework

1. Problem Identification

The identification of the problem in this study begins with analyzing the challenges faced by PT Tourezia Cakra Inspira in implementing Search Engine Optimization (SEO) article strategies. Although SEO articles are recognized as an important component in improving online visibility, inconsistencies in keyword planning, article structure, and performance measurement have reduced their effectiveness. This problem is reflected in the fluctuating website traffic and the limited optimization of organic reach. Identifying this issue provides the foundation for defining the research focus and formulating the problem statements related to SEO implementation and web performance.

2. Preliminary Observation

Preliminary observations were carried out to understand the company's current SEO practices and their impact on website performance. The researcher analyzed the company's official website and its published articles to identify patterns in keyword usage, content quality, and update frequency. These observations were supported by general insights from SEO performance metrics accessible via WordPress Dashboard and Google Search Console. The purpose of this step is to gain a preliminary understanding of how the company applies SEO

strategies and to identify potential weaknesses that hinder the achievement of optimal web traffic.

3. Data Collection

Data for this research were collected using qualitative methods. The researcher conducted a literature review on SEO, content optimization, and digital marketing analytics to establish a strong theoretical foundation. Primary data were obtained from direct observation and discussions with internal teams within PT Tourezia Cakra Inspira's digital marketing division. Secondary data were gathered through analytics tools such as Google Analytics and WordPress metrics to assess keyword performance, page views, and engagement rates. This phase aims to obtain both empirical and theoretical insights regarding the implementation and impact of SEO article strategies.

4. Data Analysis

The analysis process was carried out qualitatively by interpreting data from observations and company reports. The findings were analyzed to identify key themes related to content optimization, keyword consistency, and the relationship between SEO efforts and organic website traffic growth. Data from Google Analytics were compared with the literature findings to determine the effectiveness of SEO implementation. This analysis stage is essential to uncover existing gaps between planned SEO strategies and actual outcomes in website performance.

5. Strategy Development

This stage focuses on developing practical recommendations to enhance SEO article writing strategies at PT Tourezia Cakra Inspira. Based on the analysis results, the researcher formulates an improved SEO content framework that emphasizes keyword targeting, internal linking, and content quality optimization. The goal of this stage is to create strategies that can increase organic visibility, stabilize traffic growth, and strengthen the company's digital brand presence.

6. Conclusion

The final stage of this framework summarizes the main findings and provides conclusions regarding the effectiveness of SEO article strategies in improving website performance. This section also includes actionable recommendations for PT Tourezia Cakra Inspira to maintain SEO consistency and adapt to future algorithm changes. The conceptual framework thus serves as a systematic guide for evaluating and refining SEO practices to achieve better digital marketing outcomes.

CHAPTER III METHODOLOGY

3.1 Approach

3.1.1 Types of Research

This study employs a qualitative descriptive approach with a case study design to explore how PT Tourezia Cakra Inspira implements Search Engine Optimization (SEO) strategies in writing and managing its website articles. The qualitative approach is suitable for this research because it focuses on understanding real-world processes, behaviors, and experiences directly from individuals involved in the company's digital marketing division. Instead of relying on numerical data, this research emphasizes exploring *how* and *why* SEO strategies are developed, applied, and evaluated within the company's operational context (Tenny, 2025)

A qualitative descriptive approach is particularly appropriate when the research objective is to provide a straightforward summary of a specific phenomenon within a company's natural environment. As noted by (Doyle et al., 2020) this method is valued for its simplicity, flexibility, and relevance in applied business contexts. Although sometimes critiqued for its limited theoretical generalization, qualitative descriptive research when conducted transparently and systematically—can produce findings that are both valid and practically useful. In this study, the method allows the researcher to capture contextual insights regarding the workflow, challenges, and strategies of the digital marketing team at PT Tourezia Cakra Inspira.

The research also applies a case study method, as it focuses on one organization in depth. According to (Perry, 1998) case studies are effective for examining contemporary events in real-life settings, making them ideal for understanding internal processes and strategic practices within a company. By focusing on PT Tourezia as a single case, this research aims to provide detailed and

targeted recommendations for improving the effectiveness of SEO article writing and Taken as a whole website performance.

3.2 Expertise

This study employs targeted (purposive) sampling, a non-probability sampling technique in which informants are intentionally selected based on their knowledge, experience, and relevance to the research topic. According to (Nikopoulou, 2022) purposive sampling is particularly effective when the objective of the research is to obtain in-depth insights rather than statistical generalization. This method allows researchers to focus on individuals who possess specific expertise and are directly involved in the processes being studied, thereby enhancing the accuracy, depth, and relevance of the collected data.

The focus of this research is to analyze the implementation of SEO article strategies and their relationship with website traffic performance at PT Tourezia Cakra Inspira. Therefore, the selected informants were internal stakeholders who are directly involved in digital marketing activities, content creation, and website management. These individuals were chosen because of their direct roles in planning, executing, and evaluating SEO-related tasks during the researcher's internship period.

The selected informants in this study include:

1. Name: Haris Aji Hogatoro
Position: Digital Marketing Executive
Division: Digital Marketing Department
Length of Service: 5 years

Haris Aji Hogatoro is responsible for managing the company's digital marketing activities, particularly in relation to SEO implementation. His role includes content planning, SEO article writing, keyword research, website management, and performance monitoring. His expertise is highly relevant to

this research, as he is directly involved in developing SEO strategies and evaluating their impact on website visibility and traffic performance.

6. Name: Kresnia Huzaeni Abdi

Position: Administration, Accounting, and Finance Executive

Division: Administration, Accounting, and Finance Department

Length of Service: 3 years

Kresnia Huzaeni Abdi contributes to SEO-related activities through SEO article writing and administrative support for website content management. Her involvement provides additional insight into how SEO articles are produced and documented within the company. This perspective is valuable for understanding cross-departmental participation in SEO content creation and the consistency of article implementation.

By selecting informants with direct involvement in SEO content planning, execution, and monitoring, this study ensures that the data collected reflects actual practices within PT Tourezia Cakra Inspira. The use of purposive sampling enables the researcher to obtain rich, contextual insights into the company's SEO article strategy and its influence on website traffic performance.

3.3 Identification of the Main Problem and Research Objectives

3.3.1 Main Problem

Based on preliminary observations and the researcher's experience during the internship at PT Tourezia Cakra Inspira, the company has implemented Search Engine Optimization (SEO) through article writing as part of its digital marketing strategy. However, the implementation of SEO article strategies has not been carried out consistently and optimally. Several SEO-related practices, such as content planning, keyword selection, and performance evaluation, are still conducted in a fragmented manner.

As a result, the growth of organic website traffic tends to fluctuate and does not fully reflect the potential impact of SEO-driven content. This condition indicates that although SEO articles are regularly published, their effectiveness in improving website visibility and attracting targeted visitors remains limited. Therefore, the main problem of this research lies in the suboptimal implementation of SEO article strategies and their impact on website traffic performance at PT Tourezia Cakra Inspira.

3.3.2 Supporting Problems

To further understand the main issue, several supporting problems are identified as follows:

1. Inconsistent SEO Content Planning

The planning of SEO articles has not been supported by a structured editorial strategy. Content topics are sometimes determined without clear prioritization of search intent, keyword difficulty, or long-term traffic potential. This inconsistency reduces the effectiveness of SEO articles in achieving sustained organic growth.

2. Limited Optimization of Keywords and Content Structure

Keyword research is conducted, but its application in article structure, headings, and internal linking is not always optimal. As a result, some articles fail to rank competitively on search engine results pages (SERPs), despite addressing relevant topics.

3. Suboptimal Use of Website Performance Data

Although website performance data from tools such as Google Analytics and Google Search Console is available, it has not been fully utilized as a basis for evaluating SEO article effectiveness. This limits the company's ability to identify high-performing content, detect underperforming pages, and refine SEO strategies based on data-driven insights.

4. Lack of Consistent Performance Monitoring

The monitoring of SEO article performance, including organic traffic growth, click-through rates, and keyword rankings, is not conducted regularly. Without

continuous evaluation, it becomes difficult to assess whether existing SEO strategies contribute effectively to website traffic improvement.

3.4 Research Objectives

Based on the identification of the main problem and supporting problems discussed in the previous section, this research is conducted with the following objectives:

1. To Comprehensively analyze the current implementation of SEO articles strategies at PT Tourezia Cakra Inspira

This objective focuses on examining how SEO articles are planned, written, and managed within the company's digital marketing activities. The analysis includes content planning processes, keyword research and selection, publishing consistency, and the use of SEO elements within articles. Through this objective, the study aims to describe the existing SEO practices and identify how they are applied in daily operational activities.

2. To identify internal factors that influence website traffic performance in relation to SEO articles implementation

This objective seeks to explore internal factors that may affect fluctuations in website traffic, such as consistency in article publication, relevance and optimization of keywords, content quality, and the extent to which performance analysis tools are utilized. Understanding these factors is essential to determine which aspects of SEO article strategy contribute positively or negatively to website traffic outcomes.

3. To evaluate the relationship between SEO article implementation and website traffic growth at PT Tourezia Cakra Inspira

This objective aims to assess how SEO article strategies relate to changes in website traffic performance, particularly organic traffic. By reviewing available website data and performance indicators, this study attempts to understand whether improvements or inconsistencies in SEO article practices

are associated with increases or decreases in website visits and user engagement.

4. To formulate practical and actionable recommendation for improving SEO article strategies

Based on the findings of the analysis, this objective focuses on developing recommendations that can help PT Tourezia Cakra Inspira enhance the effectiveness, consistency, and sustainability of its SEO article strategy. These recommendations are expected to be applicable within the company's operational context and aligned with its available resources and digital marketing capabilities.

5. To support digital marketing decision-making within the company
The final objective of this research is to provide insights that can assist PT Tourezia Cakra Inspira in aligning its SEO strategies with broader digital marketing activities and long-term business objectives. By presenting structured findings and recommendations, this study aims to contribute to more informed and data-supported decision-making related to content marketing and website optimization.

3.5 Source of Data

This research utilizes primary and secondary data sources to obtain a comprehensive understanding of the implementation of SEO article strategies and their relationship with website traffic performance at PT Tourezia Cakra Inspira.

According to (Ajayi, n.d.) primary data refers to data collected directly by the researcher through first-hand methods such as observation, interviews, and direct involvement in organizational activities. In this study, primary data were obtained through direct observation during the internship period (February–July) in the Digital Marketing Division of PT Tourezia Cakra Inspira. The researcher was actively involved in SEO-related activities, including SEO article writing, keyword research, content planning, and website performance monitoring. This direct

involvement enabled the researcher to gain practical insights into the actual implementation of SEO strategies within the company.

In addition to observation, primary data were also collected through informal interviews and discussions with internal stakeholders who were directly involved in digital marketing and SEO activities. These interviews provided deeper insights into internal workflows, challenges, decision-making processes, and evaluation practices related to SEO article implementation and website traffic performance.

Secondary data were obtained from digital analytics platforms and internal company documentation. According to (Saunders et al., 2020) secondary data consist of information that has already been collected for other purposes but can be reanalyzed to support research objectives. In this study, secondary data were sourced from Google Analytics and Google Search Console, covering the period of February to July, which corresponds to the researcher's internship duration. These platforms provided quantitative data on website traffic, organic search performance, user behavior, and keyword visibility, which supported the qualitative findings from observation and interviews.

Additional secondary data were collected from internal documents such as SEO article drafts, keyword lists, WordPress website dashboards, and monthly traffic reports. These documents were used to validate and triangulate findings from primary data sources, ensuring data credibility and consistency.

By integrating both primary and secondary data sources, this study ensures a well-rounded analysis of SEO article strategies at PT Tourezia Cakra Inspira, allowing for a more accurate evaluation of their implementation and impact on website traffic performance.

3.6 Data Collection Techniques

This study applies several qualitative data collection techniques to obtain a comprehensive understanding of the implementation of SEO article strategies at PT

Tourezia Cakra Inspira. The techniques used are observation, document analysis, and interviews. These methods were selected to capture real operational practices, internal perspectives, and performance-related insights within the company's digital marketing activities.

3.6.1 Observation

Observation was conducted directly during the internship period at PT Tourezia Cakra Inspira, from February to July. This method allowed the researcher to observe firsthand how SEO article activities were carried out within the Digital Marketing Department. The observation focused on content planning processes, keyword usage practices, article publishing routines, and basic website management activities through the WordPress dashboard.

According to (Saunders et al., 2020) observation is particularly effective in qualitative research as it enables researchers to understand real organizational behavior within its natural setting. Through direct involvement in daily tasks, the researcher gained contextual insights into how SEO strategies were implemented in practice, rather than relying solely on reported information.

3.6.2 Document Analysis

Document analysis was used to support observational findings and strengthen data validity. Documents analyzed in this study include SEO article drafts, keyword lists, website dashboards from WordPress, Google Analytics reports, and Google Search Console performance data. These documents provided objective evidence regarding website traffic trends, keyword performance, and content visibility.

(Bowen, 2009) explains that document analysis is a systematic procedure for reviewing or evaluating documents to gain meaningful insights and support qualitative findings. In this research, document analysis helped the researcher identify patterns between SEO article activities and changes in website traffic performance during the internship period.

3.6.3 Interview

To complement observation and document analysis, informal interviews were conducted with selected internal stakeholders at PT Tourezia Cakra Inspira. The informants were chosen using purposive sampling, focusing on individuals directly involved in SEO article creation and management. The interviews aimed to explore deeper insights regarding challenges, decision-making processes, and evaluation practices related to SEO strategies.

As stated by (Creswell, 2018) interviews enable researchers to capture participants' experiences, perceptions, and interpretations of specific phenomena. In this study, interviews played a crucial role in understanding internal viewpoints on SEO article effectiveness and its influence on website traffic performance.

3.7 SEO Article Activities at PT Tourezia Cakra Inspira

SEO article activities at PT Tourezia Cakra Inspira were carried out as part of the company's digital marketing efforts to improve website visibility and attract organic traffic. These activities were mainly conducted within the Digital Marketing Department, where SEO-based content functions as a strategic tool to support brand awareness and service promotion in the tourism and event industry.

During the internship period, the researcher was directly involved in several stages of SEO article implementation. The activities began with content planning, where article topics were determined based on company services, market needs, and potential search intent of users. Topic selection was aligned with tourism-related keywords, such as tour services, event organization, and destination-related content, to ensure relevance to the company's target audience.

The next stage involved keyword research, which was conducted using tools such as Google Search Console and keyword suggestion features from content management systems. Keywords were selected based on relevance, search potential, and alignment with the article's objective. These keywords were then

integrated into article titles, headings, meta descriptions, and body content following basic on-page SEO principles.

After the planning and keyword research stage, SEO article writing was carried out using the company's WordPress platform. Each article was structured to meet SEO standards, including the use of clear headings, internal linking, readable paragraph length, and keyword placement that remained natural and user-oriented. The articles focused on providing informative and practical content related to tour services, corporate events, and travel planning, rather than purely promotional messaging.

Once published, website performance monitoring became an essential part of the SEO article activities. The researcher monitored article performance using Google Analytics and Google Search Console to evaluate metrics such as page views, impressions, clicks, and user engagement. These metrics were used to assess how SEO articles contributed to website traffic trends during the internship period.

Taken as a whole, SEO article activities at PT Tourezia Cakra Inspira were not limited to content creation but also included evaluation and reflection on performance outcomes. This process allowed the company to identify strengths and limitations in its SEO implementation and provided a practical basis for improving future content strategies. The researcher's involvement in these activities provided direct insight into how SEO articles are applied as part of digital marketing operations in a service-based company.

CHAPTER IV RESULTS AND DISCUSSION

1.1 Results

1.1.1 SEO Article Implementation Results

The implementation of SEO articles at PT Tourezia Cakra Inspira is carried out as part of the company's digital marketing strategy to increase website visibility and organic traffic. During the internship period (February–July), SEO articles were systematically planned, written, optimized, and published through the company's website using WordPress as the content management system. The primary focus of these activities was to attract potential users searching for travel, tour, and event-related information through search engines.

The SEO article workflow begins with keyword research, which aims to identify relevant search terms with appropriate search volume and competition levels. Keywords such as *trip Dieng*, *event organizer*, *tour and travel*, and other location-based or service-based queries were selected using SEO tools to ensure alignment with user search intent. These keywords were then used as the main focus keyphrases for each article and integrated naturally into the article title, headings, content body, URL slug, and meta description.

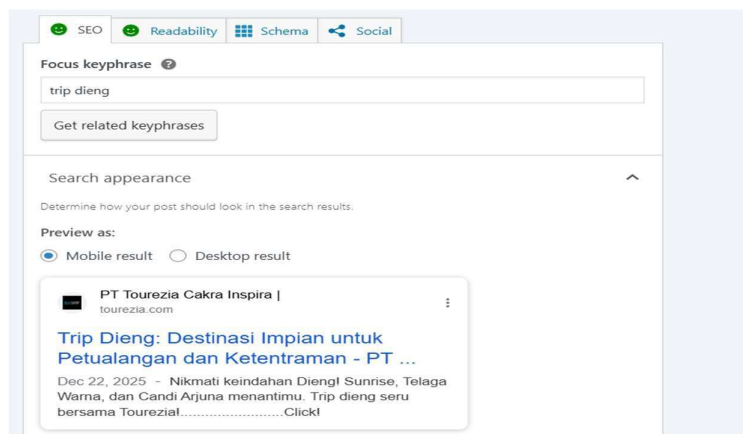


Figure 4. 1 Yoast SEO Plugin Dashboard, PT Tourezia Cakra Inspira (2025)

Source: PT Tourezia Cakra Inspira (2024)

After keywords were determined, the next stage involved content planning and article writing. Articles were written in an informative and descriptive style, while still applying SEO best practices. Keywords were integrated naturally into important on-page elements, including article titles, headings, body content, URL slugs, and meta descriptions. To support on-page optimization, each article draft was reviewed using the Yoast SEO plugin, which provided guidance on SEO scores, readability, and technical optimization indicators before publication.

Once optimized, the articles were published consistently on the company's website across several content categories such as Travel, Tour, and Event. Based on data from the WordPress dashboard, the publication of SEO articles showed a relatively steady pattern during the internship period, reflecting the company's effort to maintain content freshness and improve search engine indexing. This consistency is important in supporting long-term organic visibility.

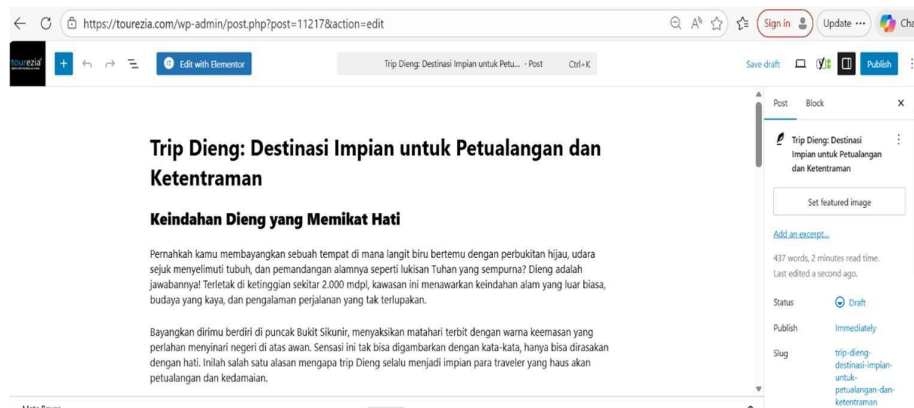


Figure 4. 2 Internal WordPress Dashboard of PT Tourezia Cakra Inspira

Source: WordPress Dashboard, PT Tourezia Cakra Inspira

To evaluate the performance of SEO article implementation, website traffic data was monitored using Google Analytics and Google Search Console. Several key performance indicators were observed, including page views, number of users, and

new users. These metrics were analyzed on a monthly basis to identify traffic patterns and engagement trends following the publication of SEO articles.

The data indicates that periods with higher SEO article publication tended to be followed by an increase in website engagement, particularly in terms of page views. This suggests that SEO articles contributed to attracting visitors who accessed specific content pages through organic search results.

Taken as a whole, the implementation of SEO articles at PT Tourezia Cakra Inspira can be described as a systematic process that integrates keyword research, content optimization, consistent publishing, and performance monitoring. Although traffic performance showed fluctuations, the implementation demonstrates that SEO articles play an important role in supporting the company's digital visibility and contribute positively to organic website traffic growth.

1.1.2 Website Traffic Performance Based on Google Analytics

1.1.2.1 Overview of Website Traffic Performance (February–July)

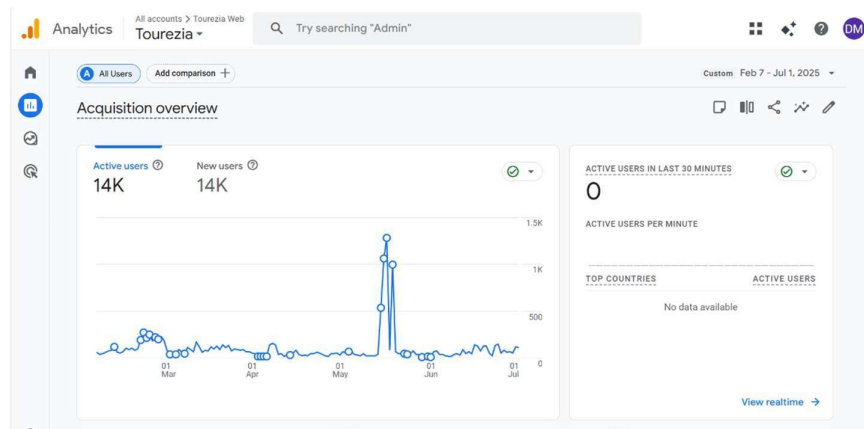


Figure 4. 3 Website Traffic Overview Based on Google Analytics (February–July)

Source: Google Analytics, PT Tourezia Cakra Inspira (2025)

Website traffic performance at PT Tourezia Cakra Inspira was analyzed using Google Analytics (GA4) during the internship period from February to July. The analysis focuses on key performance indicators, including page views, active

users, and new users, to evaluate the impact of SEO article implementation on organic website traffic.

Based on the Google Analytics overview, the website recorded a total of 22,733 page views, 13,569 active users, and 14,000 new users during the observation period. The traffic trend shows gradual growth with several noticeable spikes, particularly between May and early June, indicating periods of increased user engagement.

1.1.2.2 Page View Performance by Page Category

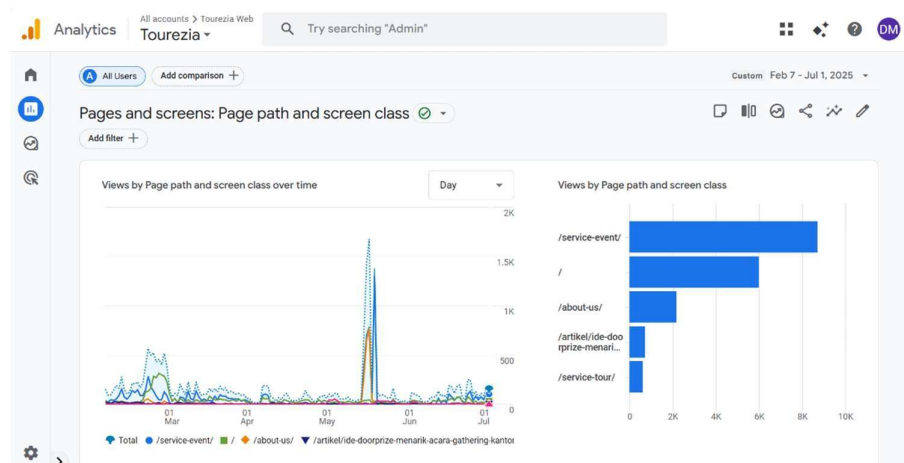


Figure 4. 4 Page Views by Page Path Based on Google Analytics (February–July)

Source: Google Analytics, PT Tourezia Cakra Inspira (2025)

Further analysis was conducted on page views by page path, which provides insights into which website sections attracted the highest user attention. The data shows that service-related pages and SEO articles were among the most visited pages.

The /service-event/ page recorded the highest number of views (8,707 views or 38.3% of total page views), followed by the homepage (5,979 views) and the /about-us/ page (2,187 views). Notably, one SEO article page, “Ide Doorprize

Menarik Acara Gathering Kantor”, achieved 737 page views, demonstrating the contribution of SEO articles to organic traffic acquisition.

1.1.2.3 Event Service Page Traffic Performance

This subsection focuses on the traffic performance of the Event Service pages as the core service of PT Tourezia Cakra Inspira. The analysis is based on website traffic data obtained from Google Analytics during the internship period (February–July).

The results indicate that Event Service pages recorded the highest number of page views compared to other page categories on the website. This finding shows that service-oriented pages, particularly those related to event organization, attracted the most user attention during the observation period. High traffic to these pages suggests strong user interest in the company’s main service offerings.

Furthermore, the performance of Event Service pages reflects the effectiveness of SEO articles as supporting entry points. Users who initially accessed informational SEO articles tended to continue navigating to service-related pages, indicating a positive flow from content pages to core service pages.

Taken as a whole, the traffic performance of Event Service pages demonstrates that SEO content plays an important role in driving users toward the company’s primary services and supporting customer acquisition objectives.

1.1.3 Website Traffic Performance Based on Google Search Console

Website traffic performance at PT Tourezia Cakra Inspira during the internship period (February–July) was further analyzed using data from Google Search Console (GSC). This analysis focuses on key organic search performance indicators, including total impressions, total clicks, average click-through rate (CTR), and average search position, which reflect the visibility and effectiveness of SEO article implementation on search engines.

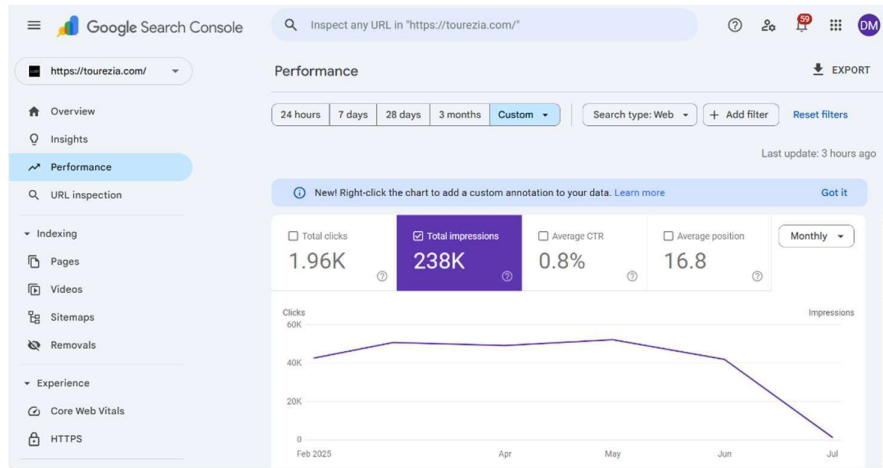


Figure 4. 5 Google Search Console Performance Overview (February–July)

Source: Google Search Console, PT Tourezia Cakra Inspira

Based on the Google Search Console data, the website recorded a total of 238,000 impressions and 1,960 organic clicks during the observed period, with an average CTR of 0.8% and an average search position of 16.8.

1.1.4 SEO Article Publication for Event Service

During the internship period, the researcher published SEO articles consistently using the company’s WordPress platform. Since Event Service is the main business focus of PT Tourezia Cakra Inspira, all SEO articles published between February and July contributed directly to promoting this service.

Table 4.1 SEO Article Publication During Internship Period

Month	Number of SEO Articles Published
February	55 articles
March	35 articles
April	34 articles
May	23 articles

June	20 articles
July	1 article
Total	168 articles

Table 4. 1 SEO Article Publication During Internship Period

Source: WordPress Dashboard PT Tourezia Cakra Inspira

The table shows that the highest number of SEO articles was published in February, followed by a gradual decrease in the following months. Despite this decline, article publication remained consistent throughout the internship period, indicating ongoing SEO content efforts focused on Event Service promotion.

1.1.5 Website Traffic Performance for Event Service Content

Website traffic performance for Event Service pages was evaluated using data from Google Analytics. Key performance indicators observed include Users, Sessions, and Page Views.

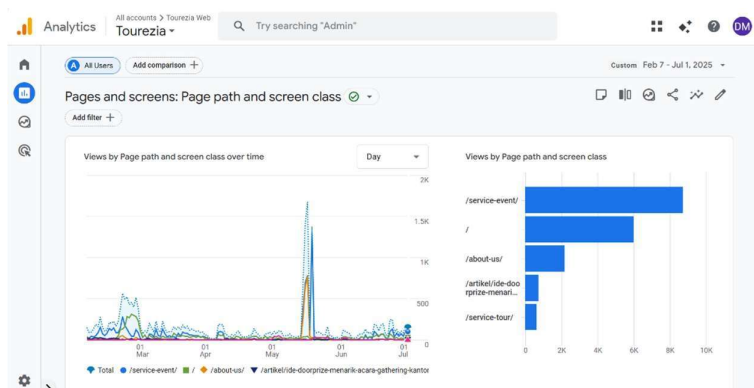


Figure 4. 6 Event Service Page Traffic Performance (February–July)

(Source: Google Analytics, PT Tourezia Cakra Inspira)

Based on Google Analytics data, the “Event Service – PT Tourezia Cakra Inspira” page recorded the highest number of page views compared to other service-related pages during the internship period (February–July).

1.1.6 Interview Results

Table 4.2 Interview Results Summary

Aspect	Key Findings	Supporting Quote
SEO Article Writing Process	SEO articles are developed through keyword research, content structuring, and on-page optimization.	“SEO articles usually start with keyword research and are optimized using SEO tools.”
Performance Monitoring	Article performance is monitored using Google Analytics and Google Search Console.	“We usually check traffic, impressions, and clicks to evaluate article performance.”
Traffic Influencing Factors	Traffic is influenced by content relevance, keyword selection, and publication consistency.	“When articles match user demand, traffic tends to increase.”
Implementation Challenges	Limited resources and time constraints affect consistent SEO evaluation.	“Sometimes it is difficult to evaluate SEO performance regularly due to time limitations.”

Table 4. 2 Interview Results Summary

Source: Interview with SEO Supervisor, PT Tourezia Cakra Inspira (2025)

Table 4.2 summarizes the main findings obtained from the interview with the SEO Supervisor of PT Tourezia Cakra Inspira. The interview results provide qualitative evidence regarding the company's SEO article writing process, performance monitoring practices, and challenges faced in SEO implementation. These findings serve as the basis for further discussion in Section 4.2.

1.2 Discussion

This section discusses the research findings by directly addressing the three research questions formulated in Chapter I. The discussion integrates secondary data obtained from Google Analytics (GA) and Google Search Console (GSC) with primary data collected through an interview with the SEO Supervisor of PT Tourezia Cakra Inspira, Mr. Haris Aji Hogantoro. To strengthen the analysis, relevant international journal references are also incorporated.

1.2.1 How does PT Tourezia Cakra Inspira implement its SEO article writing strategy?

The findings indicate that PT Tourezia Cakra Inspira implements its SEO article writing strategy through a structured and systematic process. This process begins with keyword research, followed by content planning, article writing, on-page optimization, and performance monitoring. The company primarily focuses on informational keywords that are closely related to its core services, particularly in the field of event organization and corporate services.

The interview results support these findings. The SEO Supervisor stated that *“SEO articles usually serve as the initial entry point for users coming from organic search before they navigate to the main service pages.”* This statement highlights that SEO articles function not only as informational content but also as a strategic bridge between user information needs and the company's service offerings.

This implementation aligns with the findings of (Confetto & Covucci, 2021) who emphasize that content quality and semantic relevance play a critical role in improving search engine visibility. Similarly, (Papagiannis, 2020) explains that

effective SEO content marketing relies heavily on consistency and alignment between keywords and user search intent. In addition, (Drivas et al., 2021) found that well-structured and relevant content significantly contributes to improved SEO performance.

From a technical perspective, the use of SEO plugins such as Yoast SEO assists the content team in ensuring appropriate keyword placement, content readability, and compliance with on-page SEO standards. Therefore, it can be concluded that the SEO article writing strategy at PT Tourezia Cakra Inspira follows widely accepted SEO best practices.



Figure 4. 7 SEO Article Writing Workflow at PT Tourezia Cakra Inspira

Source: Internal documentation, PT Tourezia Cakra Inspira (2025)

Figure 4.6 illustrates the SEO article writing workflow implemented at PT Tourezia Cakra Inspira, starting from keyword research and content planning to on-page optimization and performance monitoring using Google Search Console. This workflow demonstrates that SEO articles are developed through a systematic and structured process, supporting the discussion of Research Question 1.

1.2.2 What factors influence the increase in website traffic at PT Tourezia Cakra

Inspira?

The analysis of Google Analytics data indicates that organic search is the dominant source of website traffic for PT Tourezia Cakra Inspira. This finding is supported by Google Search Console data, which shows a high number of impressions accompanied by a relatively low click-through rate (CTR). This condition suggests that although the website has achieved a reasonable level of visibility in search engine results, user engagement in terms of clicks remains limited.

In addition to organic search dominance, content consistency plays a significant role in influencing website traffic. SEO articles with informational topics, such as door prize ideas and venue recommendations, were found to generate the highest organic traffic. This indicates that content relevance to user needs is a key determinant of traffic growth.

The interview findings further support this result. The SEO Supervisor stated that *“website traffic tends to increase when SEO articles are published consistently and the topics match market demand.”* This observation is consistent with the findings of (Ahmad et al., 2022) who argue that SEO implementation, content relevance, and keyword selection are major factors affecting website traffic. Moreover, a meta-analysis study on SEO performance (2023) confirms that effective SEO practices have a positive impact on organic traffic growth.

Seasonal factors were also found to influence website traffic. GA data shows traffic spikes during certain periods, such as long holidays, when demand for event-related services increases. This finding aligns with previous studies indicating that user search behavior is dynamic and influenced by temporal and situational factors.

Overall, the increase in website traffic at PT Tourezia Cakra Inspira is influenced by a combination of organic search dominance, content relevance, publication consistency, and seasonal demand.

1.2.3 What SEO strategy recommendations can be proposed to enhance the

company's website traffic performance?

Based on the research findings, several SEO strategy recommendations can be proposed to enhance the website traffic performance of PT Tourezia Cakra Inspira. First, the company should develop a structured SEO editorial calendar to ensure consistent content publication. Consistency is essential to maintaining search engine visibility and sustaining long-term organic traffic growth.

Second, greater emphasis should be placed on optimizing on-page SEO elements, particularly page titles and meta descriptions. Google Search Console data reveals the presence of several high-impression but low-CTR queries, indicating substantial opportunities to improve click performance through more compelling and intent-aligned titles and descriptions.

This recommendation is supported by the interview results, in which the SEO Supervisor stated that *"title and meta description optimization remains one of the key areas that need improvement to increase clicks from search results."* Furthermore, studies published in Sustainability (2022) and Information (2021) highlight the importance of user experience, content quality, and data-driven optimization in improving SEO performance and user engagement.

Third, regular performance evaluation using GA and GSC data should be institutionalized. A data-driven evaluation approach allows the company to identify high-performing content as well as articles requiring optimization. This approach is considered more effective than intuition-based SEO strategies, as also supported by recent empirical SEO studies.

This discussion integrates secondary data from Google Analytics and Google Search Console with primary data obtained through an interview with the SEO Supervisor to comprehensively address the research questions.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study was conducted to analyze the implementation of SEO article strategies at PT Tourezia Cakra Inspira and to examine their relationship with website traffic performance during the internship period from February to July. Based on the analysis presented in Chapter IV, several key conclusions can be drawn.

First, the implementation of SEO articles at PT Tourezia Cakra Inspira has been carried out in a structured manner, covering key stages such as keyword research, content planning, article writing, on-page optimization, and content publishing through the WordPress platform. The use of SEO-supporting tools such as keyword research tools, Yoast SEO, Google Analytics, and Google Search Console indicates that the company has adopted fundamental SEO practices in managing its website content.

Second, the analysis of website traffic data shows that SEO article publication contributes positively to website performance. Pages related to Event Service recorded the highest page views during the internship period, particularly in February, which coincided with a long holiday period. This finding indicates that SEO articles aligned with high-demand services and seasonal conditions tend to attract higher organic traffic.

Third, despite the positive contribution of SEO articles, the study found several limitations in the implementation process. These include inconsistent keyword usage, the absence of a fixed editorial calendar, and limited utilization of performance analysis as a basis for content optimization. Traffic fluctuations observed in certain months suggest that SEO article performance is strongly influenced by content relevance, publication consistency, and keyword effectiveness.

Taken as a whole, this study confirms that SEO article strategies at PT Tourezia Cakra Inspira have a meaningful relationship with website traffic growth. However, the effectiveness of these strategies can be further enhanced through more data-driven and consistent implementation.

5.2 Recommendation

Based on the findings and conclusions of this study, several recommendations are proposed to improve the effectiveness and sustainability of SEO article strategies at PT Tourezia Cakra Inspira.

1. It is recommended that the company develop a structured and consistent editorial plan for SEO articles. A clear content calendar can help ensure regular publication schedules, align articles with seasonal demand, and improve content freshness, which is a key factor in search engine ranking.
2. keyword research should be conducted more systematically and reviewed periodically. The company is advised to focus on service-oriented and high-intent keywords, particularly those related to event services, as these have proven to generate higher traffic. Keyword performance data from Google Search Console should be used as a basis for updating existing articles and planning future content.
3. the utilization of Google Analytics and Google Search Console should be strengthened by integrating traffic data into content evaluation. Metrics such as page views, average engagement time, and organic search clicks can be used to identify high-performing and underperforming articles, allowing for continuous optimization.
4. internal coordination within the Digital Marketing Department should be enhanced to ensure that SEO article strategies align with the company's core business focus. Since event services are the main revenue-generating service, SEO content should consistently support this positioning through targeted articles and landing pages.

Finally, future research is encouraged to expand the scope of analysis by incorporating longer observation periods, additional SEO variables such as backlink strategies, or comparative analysis with competitors. This would provide a more comprehensive understanding of SEO effectiveness within the tourism and event service industry.

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APPENDIX

Appendix - 1 Internship Acceptance Letter



Surat Pernyataan Selesai Magang

Pada hari ini, yang bertanda tangan di bawah ini:

Nama : Nova
NIM : 22311315
Prodi : Manajemen Iup
Bidang Konsentrasi : Manajemen Pemasaran
Divisi : Business Development

Menyatakan bahwa saya telah menyelesaikan magang di PT Tourezia Cakra Inspira sejak 04 Februari 2025 s.d.07 Juli 2025 (5 bulan) dan saya setuju untuk :

1. menyelesaikan dan menyerahkan semua tugas selama magang
2. tidak menggunakan atau mengakses data perusahaan setelah menyelesaikan magang
3. melakukan log-out dari akun internship (email tourezia.internship@gmail.com dan canva operation) dan akun lain milik perusahaan yang telah diberikan akses
4. menaati kebijakan kerahasiaan data perusahaan, tidak diperkenankan menyalin dan menyebarluaskan data dan informasi perusahaan kepada pihak luar selain laporan kegiatan dan seizin dari perusahaan.

Demikian surat pernyataan ini dibuat dengan sebenarnya tanpa keberatan dan paksaan. Jika ternyata tidak sesuai atau menyalahi pernyataan ini, maka bersedia dibatalkan status kelulusan magang.

Yogyakarta, 7 Juli 2025
Yang membuat pernyataan,

Nova

Office Jakarta : Infini6 Office, Menara Cakrawala 12th Floor, Jl. M.H. Thamrin, Menteng Jakarta Pusat
Office Yogyakarta : Jl. Pogung Raya D-33A dan 27B, Sinduadi, Mlati, Sleman, D.I.Y.
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Email : info@tourezia.com. Website : www.tourezia.com

Appendix - 2 Interview Transcript

INTERVIEW SOURCE 1: Haris Aji Hogantoro – Digital Marketing Supervisor

General Questions

No	Question
1	How do you assess the role of SEO articles in increasing website traffic at PT Tourezia so far?
2	Has the SEO article strategy at PT Tourezia been designed in a structured manner, or is it still based on daily initiatives?
3	According to you, what is the main objective of writing SEO articles at PT Tourezia?

Questions Related to Article Writing Strategy and Process

No	Question
1	How is the workflow of creating SEO articles at PT Tourezia, from keyword selection to publication?
2	Who are involved in the process of writing SEO articles at PT Tourezia?
3	Are there any specific guidelines or standards applied in writing SEO articles at PT Tourezia?

Questions Related to Keyword Selection and SEO Tools

No	Questions
1	How does the team determine and conduct keyword research for SEO articles?
2	What SEO tools are used in the process, and does the entire team understand how to use them?
3	In your opinion, is the current keyword strategy effective enough?

Questions Related to Article Evaluation and Monitoring

No	Questions
1	Is there a routine evaluation to measure the performance of SEO articles? If so, how is the evaluation conducted?
2	What types of data or metrics are usually monitored in evaluating article performance?
3	Have SEO articles ever been revised based on the evaluation results?

Questions Related to Challenges and Constraints

No	Questions
1	What challenges are commonly faced when implementing an SEO article strategy at PT Tourezia?
2	What are the main obstacles that cause SEO articles not to be managed consistently?
3	Are there any constraints related to human resources, tools, or work priorities?

Questions Related to Website and Business Impact

No	Questions
1	Has there been an increase in website traffic after regularly publishing SEO articles?
2	In your opinion, are SEO contents able to attract potential clients?
3	How does SEO contribute to building the company's image or branding?

Questions Related to Suggestions and Recommendations

No	Questions
1	According to you, what aspects of PT Tourezia's SEO article strategy should be improved in the future?
2	Do you have any recommendations regarding upload frequency, content topics, or keyword research strategies?
3	If given full flexibility, what kind of SEO article strategy would be ideal according to you?

Appendix - 3 Interview Results

No	Answer
1	So far, SEO articles have played a significant role in increasing organic traffic to PT Tourezia's website. Articles that are optimized using <i>on-page</i> and <i>off-page SEO</i> techniques are able to consistently attract visitors, particularly through keywords that are relevant to the company's tourism services and destinations. In addition to increasing traffic, SEO articles also help strengthen the company's positioning as an informative and trustworthy tourism service provider.
2	Currently, the SEO article strategy at PT Tourezia has begun to be implemented in a more structured manner. The company has developed a

	roadmap that includes periodic keyword planning, editorial calendars, and routine website audits. However, flexibility is still maintained, as some content is created based on daily initiatives when there are relevant trends or business opportunities that need to be addressed immediately.
3	The main objective of writing SEO articles at PT Tourezia is to increase website visibility in search engine results, particularly on Google, in order to drive relevant organic traffic. Beyond attracting visitors, SEO articles are also intended to build brand authority and credibility in the tourism industry by providing informative content that aligns with users' search intent and supports potential conversion.
4	The process of creating SEO articles at PT Tourezia is conducted systematically, starting with keyword research using various SEO tools. Selected keywords are then developed into article topics and titles that match users' search intent. Afterward, an article outline is prepared to ensure structured writing and optimal SEO implementation. The article is then written using <i>on-page SEO</i> techniques, followed by review, editing, publication, and distribution through supporting channels such as social media.
5	Several parties are involved in the SEO article writing process, including the Digital Marketing Strategist who oversees content direction and strategy, the SEO Specialist who conducts keyword research and technical optimization, and the Content Writer who produces the articles based on the established SEO guidelines.
6	PT Tourezia applies specific guidelines in writing SEO articles to ensure consistent quality. These guidelines cover writing style and tone, article structure, <i>on-page SEO</i> implementation, content length, originality, and data accuracy. In addition, articles are supported with visual elements to enhance readability and SEO performance.
7	PT Tourezia conducts regular evaluations to measure the performance of SEO articles by monitoring metrics such as impressions, clicks, organic

	<p>traffic, keyword rankings, bounce rate, and page views through tools like Google Search Console and Google Analytics. Based on the evaluation results, articles may be updated or revised to improve performance and relevance.</p>
8	<p>The main challenges in implementing SEO article strategies include frequent changes in search engine algorithms, high keyword competition, limited human resources, and the need to balance SEO efforts with other digital marketing priorities. These factors sometimes affect consistency in article production and optimization.</p>
9	<p>After consistently publishing SEO articles, an increase in organic website traffic has been observed. This indicates that SEO content has a positive impact on website visibility. In addition, SEO articles are considered capable of attracting potential clients, as they target users who are actively searching for tourism-related information and services. SEO also plays an important role in building the company's image by enhancing credibility, trust, and long-term brand recognition.</p>
10	<p>To improve future SEO article strategies, it is recommended to diversify keyword types, particularly by targeting transactional and long-tail keywords. Increasing content depth, improving visual quality, maintaining consistent publishing frequency, and implementing a structured content funnel strategy are also considered ideal approaches to maximize both traffic growth and conversion potential.</p>

Appendix - 4 Internship Certificate



Appendix - 5 Documentation of internship activities

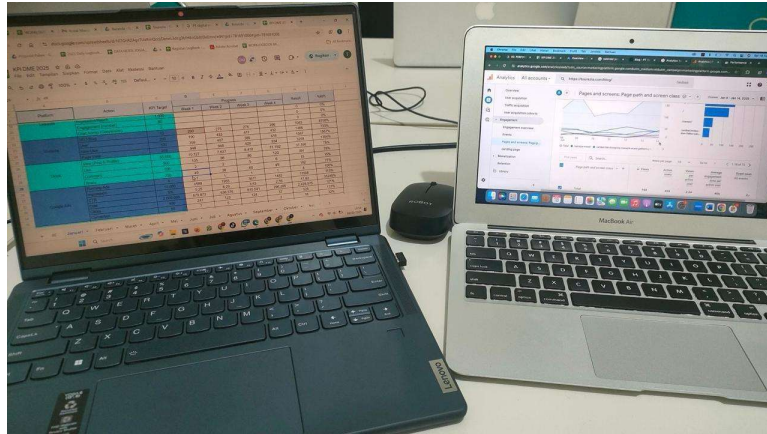






Appendix - 6 Internship project results





Platform	Activity	Deskripsi Singkat	Frekuensi	Metrik Pengukuran (KPI)	KPI Target
Instagram Event Ads	Ads Display	Menampilkan iklan acara untuk meningkatkan kesadaran acara.	Mingguan	Event Ads	1
	Reach Target Audience	Menargetkan audiens yang relevan untuk meningkatkan jangkauan acara.	Mingguan	Reach Event	1
	Engagement Boost	Meningkatkan interaksi dengan audiens melalui konten interaktif.	Mingguan	Engagement Event	1
	Impressions Optimization	Mengoptimalkan iklan untuk meningkatkan tayangan di audiens yang sesuai.	Mingguan	Impression Event	1
	Click-Through Strategy	Meningkatkan jumlah klik ke landing page atau pendaftaran acara.	Mingguan	Ad Click	1
TikTok	Event Content Post	Membuat dan mempublikasikan konten terkait acara yang akan datang untuk menarik perhatian audiens.	Mingguan	TikTok Post	10
	View Tracking	Memantau jumlah tampilan untuk melihat jangkauan konten acara di TikTok.	Mingguan	View	1
	Engagement with Likes	Meningkatkan interaksi dengan audiens melalui likes pada konten acara untuk mengukur minat dan respon audiens.	Mingguan	Like	1
	Engagement with Comments	Mengajak audiens untuk memberikan komentar pada video acara untuk meningkatkan keterlibatan dan mendalami respons audiens.	Mingguan	Comment	1
	Share Tracking	Mendorong audiens untuk membagikan konten acara mereka, memperluas jangkauan acara melalui fitur share TikTok.	Mingguan	Share	1
	Chat Admin Interaction	Memantau interaksi audiens yang menghubungi admin melalui inbox TikTok untuk mengukur minat lebih lanjut terhadap acara.	Mingguan	Chat Admin di Inbox	1

