# *ABSTRACT*

## *SEARCH RANKING OPTIMIZATION IN E-COMMERCE WEBSITE USING SEO (SEARCH ENGINE OPTIMIZATION) METHOD CASE STUDY ON BLOCKBUSTERDISTRO.COM*

**By**

**Sumanjaya**
**10108712**

*The development of web and internet technology available today allows someone to create a website with easier way. Quite a few websites created each year (netcraft web survey). Many websites are trying to become famous and most sought-after on the internet especially on search engines. One method that can be used to achieve this is by applying the method of SEO.*

*SEO stands for Search Engine Optimization which, if interpreted in the Indonesian language means "Optimisasi mesin pencari". In simple terms, SEO can be defined as a technique and process done in a systematically that aims to increase the number of visits to a particular website and improve website ranking by exploiting the mechanism of search engines algorithm like Google, Yahoo, Bing, MSN and others.*

*Case study of implementing SEO method is done on bockbusterdistro.com website. The application of SEO method on blockbusterdistro.com has increased website visitor traffic and make blockbusterdistro.com a top ranking website in search engine result page i.e google and bing for certain keywords.*

*Keyword: Search engine, Search Engine Optimization*