



# Utilizing Search Engine Optimization (SEO) through SEO-Friendly Websites as a Digital Transformation of Online Marketing Strategies for MSMEs

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## ABSTRAK

**Background:** Era digital membuat dampak disruptif terhadap berbagai sektor termasuk dalam sektor industri. Sektor industri harus mampu beradaptasi untuk memasarkan produknya dengan menggunakan media digital supaya dapat mengambil pasar yang lebih luas. Tujuan dari pengabdian ini adalah untuk memberikan pendampingan kepada UMKM dan memberikan bekal ke UMKM sehingga mampu menerapkan pemasaran digital. **Metode:** Workshop pembuatan dan pemangatan website berbasis SEO digunakan untuk memeberikan pendampingan kepada UMKM sehingga dapat memberikan pengetahuan yang lebih komprehensif disertai dengan praktek. **Hasil:** Penggunaan website berbasis SEO berhasil meningkatkan visibilitas UMKM dan produk UMKM ke tayangan nasional dan internasional. Sebelum adanya website UMKM tidak memiliki penayangan sama sekali, setelah adanya website mampu menjangkau 1274 penanyangan dengan 4 postingan produk. **Kesimpulan:** Kegiatan pengabdian dapat meningkatkan kapabilitas UMKM dalam melakukan transformasi pemasaran tradisional ke pemasaran yang lebih modern dengan menggunakan media digital seperti website SEO friendly sehingga dapat meningkatkan performa UMKM.

## ABSTRACT

**Background:** The digital era has had a disruptive impact on various sectors, including the industrial sector. The industrial sector must be able to adapt to market its products using digital media in order to capture a wider market. The purpose of this community service is to provide assistance to MSMEs and equip them with the knowledge to implement digital marketing. **Method:** A workshop on creating and maintaining SEO-based websites was used to provide assistance to MSMEs so that they could gain more comprehensive knowledge accompanied by practical experience. **Result:** The use of SEO-based websites has successfully increased the visibility of MSMEs and MSME products to national and international audiences. Before the website existed, MSMEs had no visibility at all, but after the website was created, they were able to reach 1,274 views with 4 product posts. **Conclusion:** Community service activities can improve the capabilities of MSMEs in transforming traditional marketing to more modern marketing by using digital media such as SEO-friendly websites, thereby improving the performance of MSMEs.



## INTRODUCTION

The era of the Fourth Industrial Revolution has brought disruption to various sectors of life. This disruption is global in scope, bringing both opportunities and challenges to the world of marketing on both a large and small industrial scale (Elhusseiny & Crispim, 2021; Masood & Sonntag, 2020). Whereas previously buying and selling activities were carried out conventionally through offline stores and face-to-face meetings between sellers and buyers, this process has now undergone a transformation to become more modern by utilizing digital technology. Currently, buying and selling transactions can be carried out online without leaving home (Darmayanti et al., 2024).

Digital transformation has become an inevitability in the global economic ecosystem, especially amid the rapid development of information and communication technology. According to a 2023 report by the International Telecommunication Union (ITU), more than 5.4 billion people worldwide are connected to the internet, and the majority of them use it for economic activities such as product searches, online shopping, and purchasing decisions. Data from Statista (2023) also shows that around 68% of consumers start their product search through search engines, making digital visibility optimization a key factor in contemporary marketing strategies (Kovalenko & Kuzmenko, n.d.). In this context, Search Engine Optimization (SEO) is a very important approach, as it allows a product or service to be found organically by consumers through search engines, without relying on paid advertising (Bhandari & Bansal, 2018; Hoo et al., 2023; Poturak et al., 2022).

For Micro, Small, and Medium Enterprises (MSMEs), which are the backbone of the national economy, utilizing SEO through websites is an inevitable part of digital transformation. (Ketut Sumardana et al., 2024). SEO can be an effective strategy for increasing digital visibility. (Prasetyo et al., 2025). However, many MSMEs in Indonesia still face limitations in terms of technical capacity and resources to manage their digital visibility independently.

One of the MSMEs currently facing challenges in the marketing digitalization process is Benang Koga, located in Jombor Village, Klaten, Central Java. This MSME is engaged in the production of yarn for industrial purposes with a potential market segmentation, both within and outside the region. However, in its marketing practices, Benang Koga is still limited to utilizing e-commerce platforms as a medium for product promotion and distribution. To date, this SME does not have its own website, let alone implement an SEO strategy that can support continuous improvement in digital visibility and credibility. This condition is in line with the findings from (Martiyanti et al., 2024) which states that 32% of the total 64,000,000 MSMEs in Indonesia have not optimally utilized digital space.

This limitation has an impact on the limited reach of consumers, which only covers users of certain platforms, without any increase in organic traffic through search engines such as Google. (Anton et al., 2023). As a result, market expansion efforts have been hampered and it has become difficult to reach a wider audience.

This issue reflects the gap between the potential use of website-based digital technology and the marketing practices currently employed by some MSMEs, including Benang Koga. Until now, the digital marketing approach by MSMEs has tended to be partial and dependent on third parties

(marketplaces), so that they do not have full control over their brand's digital identity. The novelty of this activity lies in the effort to empower MSME partners through the integration of training and implementation assistance related to the application of website-based SEO. This program not only focuses on website creation and management but also includes content strategy development and technical optimization to ensure websites can compete in organic search engine results. In the context of empowerment, continuous mentoring in the form of structured and needs-based training for partners is the key to the success of SME digitalization programs. (Simanjuntak et al., 2024).

This approach is designed to address the specific needs of partners and ensure the sustainable independent use of digital marketing. The objective of this activity is to improve the ability of Benang Koga MSMEs to manage websites and implement SEO as part of their digital marketing strategy. As a result, it is hoped that these MSMEs will be able to expand their market reach, increase the competitiveness of their products both nationally and internationally, and build a stronger position in the digital economy era. Furthermore, this activity is also expected to serve as a model of good practice that can be replicated in other MSME empowerment programs in the Klaten area and its surroundings.

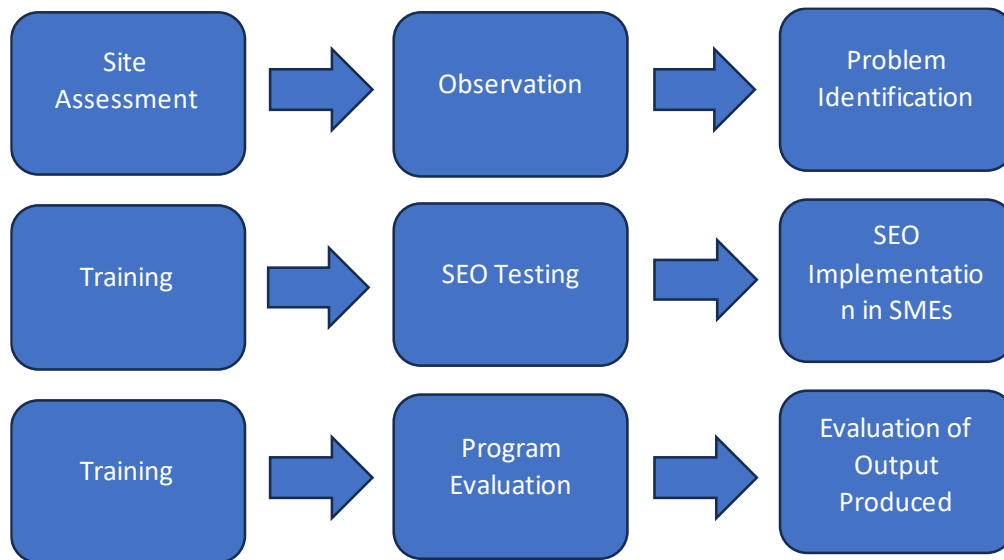
## PROBLEM

Small and medium-sized enterprises (SMEs) engaged in yarn spinning in Jombor Village, Klaten Regency, face major challenges in reaching online markets due to fierce competition. A lack of skills in digital marketing is a major obstacle. Some SMEs already use online marketing, but their products are still difficult for potential customers to find. Additionally, SMEs lack strong branding, making them less appealing to potential customers, especially in markets already dominated by competitors who have established a foothold. Limited distribution networks also pose a challenge, as sales rely heavily on local and offline markets without sufficient connections to distributors or resellers. This combination of issues acts as a barrier to the growth of SMEs in this increasingly competitive digital era.

## METHOD

The community service activity was carried out at the Benang Koga MSME in Jombor Village, Ceper, Klaten. The activity was planned from May 2025 to July 2025 and was divided into three main activities, namely: pre-service, service implementation, and evaluation.

In implementing this community service program, partners will be actively involved in supporting its success. The method that will be used in the community service program "digital transformation of MSMEs through the use of Search Engine Optimization in online marketing strategies" is through workshops. Workshops have advantages over other methods because this method allows the community service team to provide guidance first and then the partners carry out the practice accompanied by the community service team. The flow of this community service program is as follows:



**Figure 1.** Process flow of community service

The location survey stage aims to identify the profile of MSME partners, the current state of digital marketing, and technological readiness. Activities are carried out through field observations. At this stage, only one type of media is used, namely Shopee e-commerce. The location survey stage is followed by observing the problems faced by MSME partners, which are difficulties in reaching a wider market.

The training stage is the core of the community service activities carried out in the form of workshops. The workshops are conducted by involving MSME partners to participate in implementing websites for digital marketing.

The final stage of the project is the evaluation stage to measure the effectiveness of the SEO-based website on the visibility of MSMEs and MSME products.

## RESULT AND DISCUSSION

Based on the results of the training and implementation of Search Engine Optimization (SEO) at Benang Koga MSMEs, quantitative data was obtained as presented in (Table 1). Before the activity was carried out, the partners did not have a website, so promotional activities and product sales were still limited to social media and direct transactions. After the website development assistance and digital content management training activities were carried out, there was a significant increase in the digital activities of MSMEs.

**Table 1.** Measurement results before and after the SEO workshop

Indicators	Before Workshop	After Workshop
Number of visits to the website	0 (because it did not have a website)	Total views 1279 website views
Number of products uploaded to the website	0	4 products uploaded
Visits from search engines	0	43

As shown in the table, the number of visits to the website after the activity reached 1,279 views, indicating that the digital media that was built has begun to be accessed by potential consumers. In addition, partners have also been able to upload four products to the website independently, signifying an increase in technical capabilities in managing content and understanding the concept of digital presence.

Furthermore, Google Search Console analysis results show that there were 43 visits from search engines, indicating that the website has begun to be indexed by Google through the application of basic SEO techniques taught. This achievement is an early indicator of the success of the community service program in expanding the promotional reach of MSMEs through digital optimization. Thus, these training and mentoring activities have had a tangible positive impact on increasing the visibility and digital activity of partner MSMEs.

The community service activities carried out for Benang Koga MSMEs in Jombor Village, Klaten, Central Java, have produced several significant achievements, particularly in terms of digital transformation through the use of websites and Search Engine Optimization (SEO) techniques. The main results of this activity are the development of the official website of Benang Koga SMEs, which has been integrated with basic SEO features, as well as intensive training for SME owners and managers on content management, keyword usage, meta descriptions, and visitor data monitoring.

Community service activities in MSMEs begin with a pre-service stage. During this pre-service phase, the service team conducted observations and identified problems experienced by MSMEs. Observations were made directly at MSMEs by conducting face-to-face interviews with MSME owners. The interviews identified the main problem, which was that MSMEs needed a means to make their businesses and products visible globally on search engines. The solution to this problem was to use a website that was SEO friendly.



**Figure 2.** Pre-service activities to identify problems

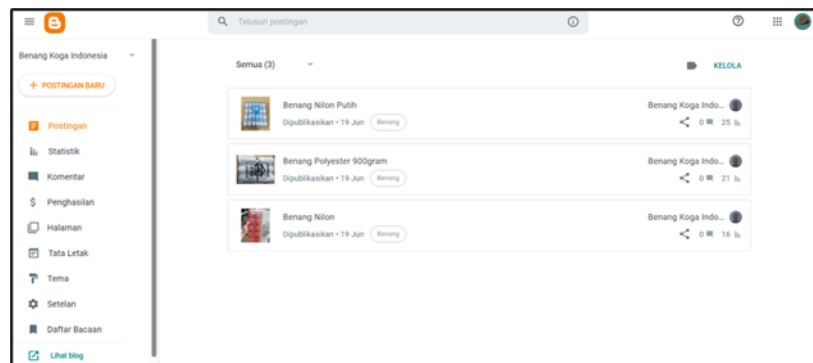
After conducting an initial analysis (needs assessment) as a pre-service stage in the form of identifying the actual conditions and needs of Benang Koga MSMEs in the use of digital technology, the analysis process was carried out through field observations, in-depth interviews with MSME owners, and documentation studies of existing marketing activities.

The results of the analysis show that partners still do not have official websites, promotional activities are still limited to social media, and there is no focused digital strategy such as the use of



Search Engine Optimization (SEO). In addition, limitations were also found in terms of human resources and digital literacy, requiring intensive training and technical assistance.

As a stage in pre-service, the next step is the service implementation stage. At this stage, the service team goes into the field to assist in the process of building a website from scratch. The requirements for this service are: an SEO website template, a blogger-based website, a website domain, and photos of products to be displayed on the website so that search engines can easily index the website. The service team creates the website using the Blogger platform with content containing information and products sold by MSMEs. The Blogger platform was chosen to create the website because of its ease of operation when the website is handed over to MSMEs.

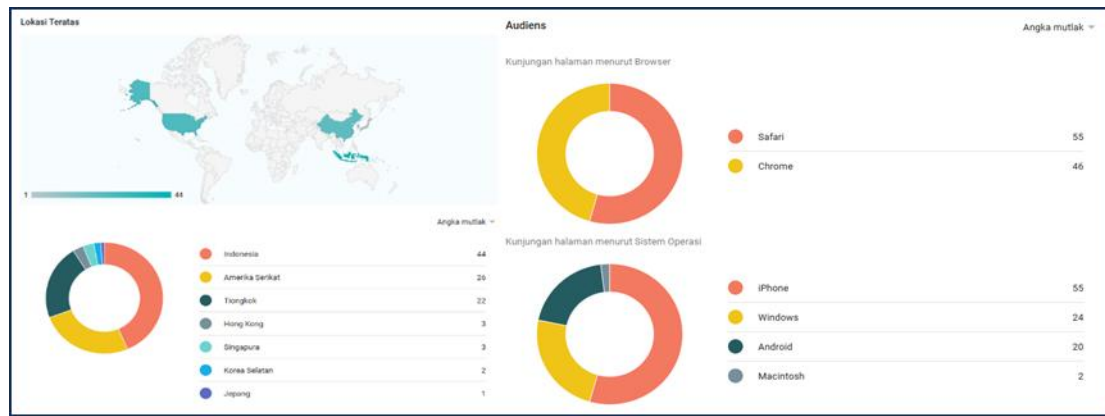


**Figure 3.** Blogger interface display

Blogger also allows website owners to analyze visitor countries, devices used, and types of web browsers used (Bhandari & Bansal, 2018; Deng & Said, 2025). Hal tersebut memudahkan pemilik dalam menjangkau lokasi yang akan dituju dalam postingannya sehingga postingan akan lebih tepat sasaran.

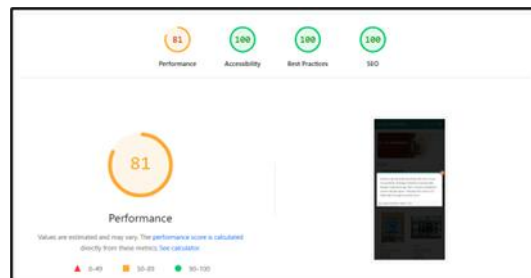
The significant difference between using an SEO website and e-commerce lies in the ability to measure and control visitor data. Through the website, partners can find out the number of daily visitors, the source of traffic (organic, direct, or referral), user behavior, and even the keywords used by potential customers to find products. (Basuki et al., 2023; Erdmann et al., 2022; Moorthi et al., 2021). This information forms the basis for strategic marketing decisions, such as developing new content, adjusting product descriptions, and planning more targeted digital campaigns.

Conversely, when partners rely solely on e-commerce platforms, they do not have access to detailed traffic data. E-commerce platforms generally limit access to analytical data to transaction information or specific product displays, without providing comprehensive data on the origin of visits, retention rates, or search keywords. As a result, partners find it difficult to evaluate the effectiveness of their marketing strategies and tend to simply wait for orders without understanding the behavior patterns of potential consumers. (Alrumiah & Hadwan, 2021).



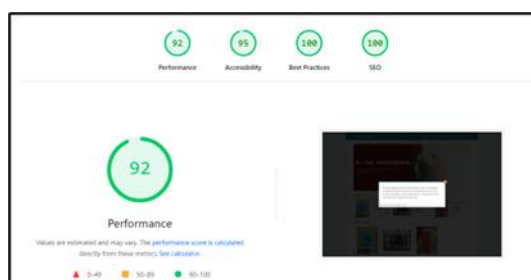
**Figure 4.** Website visitor statistics

The results of tests conducted after launching the website show that visitors to the website are not only from Indonesia but also from other countries, such as the United States, China, Hong Kong, Singapore, South Korea, and Japan. This international reach indicates that SEO-based websites can be used to increase the visibility of MSMEs and their products in the international arena.



**Figure 5.** Mobile website SEO score

Website template adjustment is the final stage in website creation. This stage is necessary to increase the website's SEO score from low to high.



**Figure 6.** Desktop website SEO score

Measurements using Google PageSpeed Insights show an SEO score of 100 on both mobile and desktop displays. This indicates that the website is SEO friendly and can be quickly indexed by search engines. The optimized display and speed of the MSME website can be seen in Figure 6 and can be visited at the following link: <https://www.benangkogaindonesia.com/>



**Figure 7.** MSMEs website display

To maximize SEO, MSMEs are also given guidance on the use of appropriate keywords that are relevant to the content. The keywords recommended by the service team are “sack sewing thread,” “nylon thread,” “polyester thread,” “tailor’s thread,” and “string thread.” The selection of these keywords is based on the MSME products that have been uploaded to the website and aligned with the meta tag: “Thread manufacturer for industrial needs. Threads sold: nylon thread, polyester thread. Useful for sack sewing thread, money string, craftsman thread.”

The final stage of community service activities is the evaluation stage. This stage is useful for assessing the achievements of all stages that have taken place. All stages of community service can be achieved optimally with indicators that the website can be created on time and submitted to MSMEs for further assistance in the future with off-page SEO optimization.



**Figure 8.** Website handover to MSMEs

The use of SEO through websites not only increases the digital visibility of MSMEs, but also provides greater control and insight into market behavior (Akbar & Betrand Sinaga, 2023; Alfiana et al., 2023). This approach is highly strategic for MSMEs in building digital independence and expanding market reach in a sustainable manner (Rahmi Rismayani Deri et al., 2025; Sintha Erika Putri & Budi Prabowo, 2023). A website optimized with SEO serves as a long-term digital asset, which not only increases sales potential but also shapes a professional and credible image in the eyes of consumers.



## CONCLUSION

Community service activities focused on developing Search Engine Optimization (SEO)-based websites have successfully contributed to increasing the digital visibility of Benang Koga MSMEs. Through training and technical assistance, our partners' abilities to manage digital content, optimize keywords, and utilize analytics tools to monitor website performance have improved significantly.

The results of these activities showed an increase in digital activity, reflected in increased website views, organic visits from search engines, and partners' independence in regularly updating content. Although the increase in sales transactions has not been directly measured, these results indicate that the promotional reach and level of digital trust of MSMEs has increased, which ultimately becomes an important foundation in the process of sustainable digital marketing transformation.

The novelty of this activity lies in the application of an interactive workshop approach combined with results-based SEO analysis, which can be used as a model for adaptive digital transformation that is easily replicated by other MSMEs with limited resources. For further development, it is recommended that similar activities be expanded with advanced training on organic traffic management, digital sales conversion, and cross-platform integration strategies to strengthen the competitiveness of MSMEs in the digital era.

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