Review Article

Online Shop as an Interactive Media Information Society Based on Search Engine Optimization (SEO)

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Abstract - *Online stores in one of the semantic web 3.0 as interactive media in order to represent the trade process both in handling requests for information from potential customers, reviewing product information, ordering processes, invoicing, payment to the post-transaction. This research aims to be a rule model for using SEO methods for the information community and digital business people. This research method uses the SEO process with the phase, i.e. research, structure, on-site SEO, link building, keep improving and analyze rankings and traffic. The results of this research describe that applying SEO strategies appropriate for online shop holders can potentially increase visitor traffic and rankings in a relatively short time.*

Keywords - Online stores, SEO methods.

I. INTRODUCTION

The online store is one of the semantic web (3.0) generation platforms that comes with a virtual office concept that pursue users to carry out their activities at their place of activity without having to attend or come to the office. Online stores sell a variety of products through interactive media in order to represent the trade process both in handling requests for information from potential customers, reviewing product information, ordering processes, invoicing, payment to the post-transaction [1]. The online shop can be operated with a website platform, blog, and social media accounts and forums.

The occurrence of using online stores can attract a lot of attention and have a big influence on the information society. This content is often used as a strategy to promote products for the business world or business people with a target market that meets the criteria for size, money, permissions, and availability [2]. E-commerce organizational maybe a spacious time period means the usage of all its ingenious. In firms, it does not advocate cozy shopping and online selling. It's mostly other industrial organization strategies like serving customers/companies dealing with their relationships electronically [3].

According to the release of reports from Marketeers and Snapchart (www.snapchart.global) of online shopping surveys in Indonesia in a quarter of 2018 showed that the frequency of online shopping by consumers is 27 percent, with 69 percent using the payment method with bank transfer [4]. This shape shows that the perception of the information community remains optimistic about conducting transactions or shopping online although the event of an economic recession. Many of the popular web portals provide online store services such as Tokopedia, Bukalapak, Kaskus Trading Forums, Lazada, Blibli, Shopee, OLX, Elevenia, Blanja and Zalora, which will always be sought by site visitors because they have a high enough ranking in the data traffic information visitors to a website with a statistical approach.

For exemplification, PT Jakarta Notebook with the business concept of selling electronic computer equipment and its accessories with a partnership concept to members who collaborate with Bukalapak and other online store service providers. This website has a preference of 73,8 percent by involving panellists with Likert scores in the range of 60 to 79,99 percent, which means Agree/Good/ Likes to the jakartanotebook.com online store system [5]. Another instance is the Egyptian Cream product that uses 9 (nine) website online store service providers to optimize their marketing media in order to invent a brand image. Blogging techniques and web platforms are used to position products at the top of the first page based on search engines with a fast time relatively [6]. ALEXA ranking system with SEO methods on the official site iLearning+ to increase the number of visitors by adding SSO (search engine optimized) features on the main menu page, official web registration to various search engine pages, articles with keywords or tags, using social media, etc. [7]. SEO cultivation by modifying multiple criteria decision making (MCDM) through 6 (six) web design criteria, meta tags, keywords, site guides, social media and linkage, where search rankings on search engines are more dominated by SEO on a website [8]. Improvement of SEO uses the hybrid modified MCDM method on the UMKM

website to increase the ranking and number of visitors in the search engine in a certain period of time with the aim of helping the information community in their information needs [9].

Search engines involve a series of activities that can be used in web pages to get the first page rank of a particular niche and also help in providing relevant results. This research is expected to be a rule model for the use of SEO methods for the information community and digital business person, especially a beginner who uses an online store as the main platform for monitoring visitor traffic rankings in a search engine.

II. STUDY LITERATURE

Online shop is one shape of marketing media that has become a shopping trend among people in need to purchase goods and services via the internet [10]. Online stores in the retail business perspective are new changes and developments in online shopping or purchasing electronic goods via the internet [10]. Online shopping activities use an integrated system that is connected with online-based media with the result that information society can see goods in the online store. The resulting customer loyalty should be aimed at customer loyalty by paying attention to improving product quality and personal service levels [12].

The thrive of online media is a challenge for the information society. Certain online business people must pay attention to building an interactive system. An information society is an illustration of a society with a certain economic level in the use of new information and technology [13]. The information society also includes aspects of phenomenology in the use of context information in social change and improvement of living standards.

Define SEO can be implementing the right strategy for the owner of a platform (blog or online store) with a relatively short period of time in order to increase visitor traffic [14]. The search engine has three main functions, viz. content crawling, code search for every URL found by search engines, indexing content found by storing and managing it during the search process. Following the page is at a certain index, a page is processed to display results that are relevant to a search. The ranking is the answer to a search for the best content, relevant to the less relevant. SEO is classified into two types, viz. on-page SEO and off-page SEO. On-page SEO allows page SEO to refer to practices that are applied internally within the scope of web pages, websites and codes. SEO on-page factors include keywords in title, description and meta tags, site map, mobile optimization, quality and unique content, frequency of the latest content, internal links, outbound links. Off-Page SEO allows SEO pages that refers to activities carried out externally or on other websites to increase search engine rankings. Off-page SEO factors include location, speed and latency, integrated Webmasters Tools, Quality and Quantity of backlinks, social

bookmarking, page rank of website pages, the relevance of links, anchor links, blog posts, user blogging, utilization media of Twitter and Facebook as long as social media optimization [15].

III. RESEARCH METHODS

A. Type of Research and Data Collection

This research uses a descriptive study. Descriptive research is research conducted to determine the existence of an independent variable, either only on one or more variables (a stand-alone variable) without making comparisons or connecting with other variables [16]. This study aims to analyze online store strategies as interactive media with SEO methods.

Data collection is carried out to analyze information through divining manual studies, accessing internet media that aims to provide an overview of the use of SEO and tracking an online store. Some online store web references are used to obtain this data in the use of Google Keyword Planner and Tools services, Google Trends, Google Suggest, Google Analytics and Google Webmaster.

B. Research Phases

Fig. 1 SEO Process [16]

The SEO process is the stage of this research:
- Research the main keywords using analysis tools and competitor analysis.
- Develop on each page the structure of certain keywords.
- Optimize the main keywords on each page.
- Connect links to the homepage and main page.
- Search engines will need time to update links and keywords.
- When search engines update and increase traffic, look to the ranking and traffic to analyze the results.

Occur in the first position based on a popular search engine will increase the chances of an online shop business to get visitors and new customers.

IV. RESULTS AND DISCUSSION

A. Research

This research phase aims to see whether an online store that is registered with a service provider already has an index in search engines, such as Google. Search identification by searching techniques for product data records on services such as Google Suggest, Google Trends and Google Keyword Planner. For exemplification, the preference analysis of information search regarding COVID-19 based on Google Trends with country, month, category and device search features. Keyword analysis can use the Google Keywords Tool to find out the volume or search traffic per month, e.g. COVID-19 pertilence forecast. Online stores can formulate steps taken to reach target markets and increase sales, for example, increasing the production of hand sanitisers in order to meet customer demand based on this analysis.

B. Structure

This phase is one of the utilization of on-page SEO to get information on whether the keyword structure has certain traffic. Online store content should create some appropriate keywords to make it easier for visitors to refer to these online stores. The choice of keywords must be based on the viewpoint of visitors in the search for product information as attractive as possible. In addition, the keywords exertion should be adjusted to the domain name so that online stores are easy to find by visitors. For instance, the COVID-19 uses a keyword structure that takes the form of text, video, audio, graphic, and photo media that are given the "Healthcare" keywords for each page that contains the article or post. The selection of keywords uses one or more keywords based on the results of the Google Keyword Planner.

C. On-Site SEO

This phase is the codification implementation based on:

a) Title page

The online shop design was expanded with the aim of focusing on important elements such as making it easier for search engine scripts to read the content of the site by paying attention to the placement of keywords in the title that appears in the <head> section. A title page should be made brief and include content from the store site to visitors.

b) Meta tag

Metadata describing online store content that consists of a meta title, meta description and meta keywords. Writing meta tags should pay attention to the things that have a very big effect on the SEO process by avoiding the use of conjunctions and keyword repetition.

```
<HEAD>
<META NAME="title" Content="Page Title Here">
<META name="description" content=" Description of Your webpage.">
<META name="keywords" content="keyword1, keyword2, keyword3, keyword4">
</HEAD>
<BODY>
    Your body content here
</BODY>
```

Fig. 2 Illustrations of *Meta Tag* [13]

c) URL Structure/permalink

Picturesque code found on the online store page to display the contents of the page stored in the URL. The use of permalink must pay attention to the content of the URL posting by avoiding using patterns that do not characterize the structure of the content. URLs are recommended not to use long words using numbers.

http://covid_19/disease/coronavirus /

d) Navigation/sitemaps

The design of the layout should be placed in the middle area and surrounded by navigation. The placement of a good layout will make it easier for visitors to find important information about certain online stores.

```
<HEAD>
<META NAME="title" Content="Page Title Here">
<META name="description" content=" Description of Your webpage.">
<META name="keywords" content="keyword1, keyword2, keyword3, keyword4">
</HEAD>
<BODY>
    Your body content here
</BODY>
```

Fig. 3 Design of *layout* [13]

Sitemaps are tools for webmasters in introducing sitemaps on the web that are a form of navigation from the initial page to deeper links. There are 2 (two) formats requested by search engines, namely HTML format and XML format.
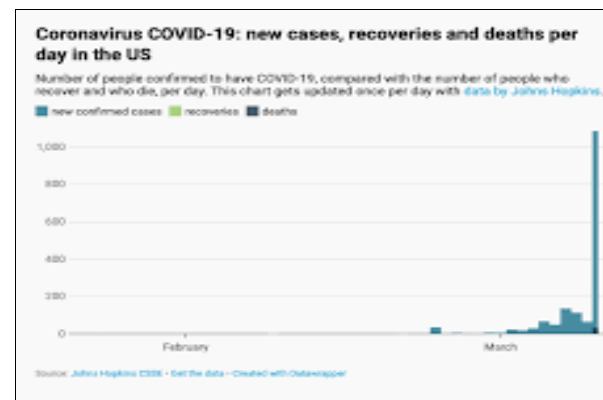

Fig. 4 Illustrations of *Sitemaps*

e) Tag heading

Making titles and sub-titles in the headings tag has six levels in HTML with the largest size, namely H1 Tag, while the smallest size is Tag H6.

```
<!DOCTYPE HTML>
<html>
        <head>
                <title>TAG Heading HTML</title>
        </head>
        <body>
                <h1>Heading H1</h1>
                <h2>Heading H2</h2>
                <h3>Heading H3</h3>
                <h4>Heading H4</h4>
                <h5>Heading H5</h5>
                <h6>Heading H6</h6>
        </body>
</html>
```

Fig. 5 Illustrations of *tag heading* [13]

Enhancement visitor traffic to online stores will be very determined when using the title tag structure that is easily tracked by search engine robots. The use of alt tags on images serves to complement the content of modern websites in search engines. The "alt" attribute will process the index of all images in each post, sidebar, widget, header and footer.

```
<img src="url" />
```

f)Anchor Text

A text created on a website that contains links with the aim of increasing the value of the bounch rate and pageview. Writing anchor text should also be adjusted to the intended content in a short and clear manner.

```
<a href="http://www.example.com">Example Anchor Text</a>
```
[13]

Create a robot file ".txt",; the file format that must be had on every website to inform search robots to go directly to the main directory.

```
User-agent: *
Disallow: /
```
[13]

*) user-agents are crawlers of search engines, and "Disallow" is a list of a number of files and directories that are not allowed to be indexed.

D. Link Building

This phase is the use of online store content by building links on an ongoing basis for businesses, especially small-scale online stores, in the hope that visitors will come to the homepage and the main page [16]. Building links can be done like Tweets, Likes & Shares technique to link accounts to several social media in order to help create new prospective visitors. The off-page SEO method is by assignment links on sites that already have a good SEO reputation. This technique can be done to increase the number of visitors, which in the end, the crawler will detect certain search categories by raising rankings on search engines for certain keywords.

E. Keep Improving

This stage ensures whether the search engine will update the content links of an old site that is static and has not been updated. This allows not to provide the latest content from the linked site.
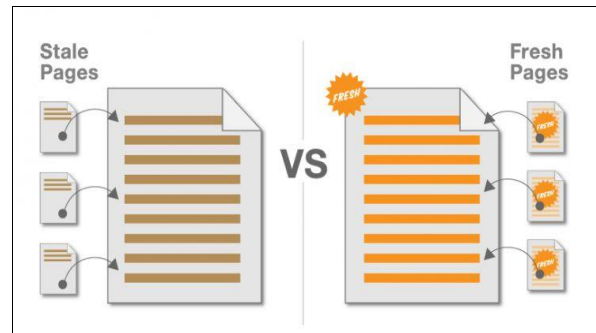

Fig. 6 Link from fresh content [16]

F. Analyze Rankings And Traffic

This phase is an analysis of online store web visitors who are registered on the visitor statistics site to find out the performance of visitors based on the origin of geographical areas, the number of pages or files accessed by internet users, the number of fans, friends, followers, readers, subscribers, links, #Like in Facebook App, etc., web and repeat visitors, number of comments, search rankings, results from analytic tools and the number of movements from certain communities.

Tracking visitors to online stores can be accessed using Google Analytics features a la free. Online stores can find out the effectiveness of using internet marketing tools and can make reports about traffic within a certain period of time, either daily, weekly or monthly, based on keywords that most refer to the site of the online store holder. SEO tools can also be used to track many links is available, who and how to provide backlinks, whether the given backlinks are sufficiently represented in the anchor text, the published content is unique, readable, shareable or just spinning categories. Alternative tools that can be used such as Technorati Advanced Search, Google Blog Search, Google Trends, Tiny URLs, Pagerank Homepage, and others.

V. CONCLUSION

Implementing SEO strategy precise for online store businesses can describe being potentially increased visitor traffic and rankings in a relatively short time. Online store SEO management should be carried out on an ongoing basis, not just looking at the achievement of SEO which is only at this time. The status of online shop visitors can change to customers or only once to visit the online store. SEO optimization techniques must also be combined with other factors such as the quality of products sold, product reviews, the existence of additional information services and using customer testimonials as a promotional event after the sale and purchase transaction.

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