

# Search Engine Optimization (SEO) in Promoting E-Commerce StartAja.Com

Adrian Kosasih, Lorio Purnomo, Oscar Sidanta, Sfenrianto

*Abstract: StartAja.com is an e-commerce designed to help connecting business people who have similar interests in certain business area. Currently, StartAja.com hasn't have digital marketing strategy yet to simplify keyword searches in promoting StartAja.com. This research's objective is to formulate a Search Engine Optimization (SEO) strategy. By using SEO, StartAja.com is expected to be the top ranked e-commerce in search engine websites. Research data are obtained through observing the interface and functionalities of StartAja.com, and also its promotion requirements. This research has discovered the right combination of keywords to be used in SEO, to help optimize the promotion of StartAja.com.*

*Keywords: Digital Marketing, E-Commerce, Promotion, Search Engine Optimization.*

## I. INTRODUCTION

StartAja.com is a web-based e-commerce designed to support its users search for the desired business partners based on similar interests in their business area. StartAja.com users can be divided into three categories based on their positions, which are conceivers, investors and expert workers. StartAja.com is currently still under development and will be launched in the near future.

StartAja.com requires proper promotion strategy during launching to allow it successfully go public. Regardless of the good quality of digital product, development will prove difficult without a correct promotion strategy [1]. Without the right promotion, certain products will be less likely to be exposed to potential users. As a result, it is not uncommon for digital product developers to terminate their product's distribution. This, of course, is an unwanted turn of events for StartAja.com.

StartAja.com promotion using Search Engine Optimization (SEO) can become one of the supporting factors for the promotion strategy [2]. By using SEO, StartAja.com is expected to become the leading e-commerce for searching business partners, to help ease users with the search function. This allows for easier searches through the use of correct keywords while running SEO.

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## II. LITERATURE REVIEW

### A. E-Commerce

E-commerce is a form of electronic communication-based (internet) business transaction. The rapid acceleration of businesses in modern times towards forms of e-commerce has provided various options for businesses to help approach their clients. One such advantage offered by e-commerce is the ease of increasing promotion while reducing information overload [3].

To help optimally utilize the opportunities offered by e-commerce, the company must be able to create a medium to optimize their trust between client and company. StartAja.com is made with the objective to help clients develop relationship between their business partners. StartAja.com allows to maintain greater trust in both clients and companies [4].

The importance of client trust in e-commerce will become the priority during the promotion's launch. StartAja.com can use digital marketing strategies to create a positive experience for its users [5].

### B. Digital Marketing

Digital marketing implementation is currently one of the most widely utilized forms of business strategies. Digital marketing is a strategy that allows people or company to have the greater ability to approach customers using more practical methods by combining technology with traditional marketing strategies [6]. Technological support makes marketing strategies easier to implement and helps increase marketing effectiveness.

Digital marketing based on its strategic approaches can be divided into several types. The first strategy is Search Engine Optimization (SEO). This strategy will process an optimization of website ranking to help push its category ranking upwards in certain subjects. The second strategy is Social Media Marketing, where brand marketing techniques uses social media channels. The third strategy is Content Marketing, a marketing technique that endorses content to help increase public awareness to a certain brand. Marketing Automation is the next marketing strategies. Pay-Per Click (PPC) is the last type of business strategy [7].

From the types of digital marketing above, Search Engine Optimization (SEO) remains the most appropriate promotion approach for StartAja.com e-commerce development. This is due to StartAja.com development status (in-progress). Hopefully when launching processed, StartAja.com will be the e-commerce leader of the search engine websites.

**C. Promotion**

Promotion is an attempt to notify and offer products or services, with the purpose of attracting potential consumers to buy or consume it. With the promotion, the product owner expects an increase in the number of visitors on the site StartAja.com [8].

Promotion using Search Engine Optimization (SEO) can consider how search algorithms work and what customers are looking for online. An approach, based on activity theory, since online customers search for information through search engine websites. StartAja.com has the initiative to deal with prospective online customers because of the involvement of prospective online customers in the search engine websites [9].

**D. Search Engine Optimization (SEO)**

Search Engine Optimization (SEO)-based promotion strategies has attracted sizeable interest in recent times, as digital technology has eased products promotion. Promotion approaches using SEO must notice several things. The first is tools of SEO, which are tools to optimize the searches in search engine websites. Search engine makes online user easier to find something they need, with search engine created some application system like keyword tools, link tool, usability tool, keyword strategy ad high quality incoming link [10].

Keyword tools are the main element of SEO Tools. Keyword tools include tools for keyword analysis, density analysis tools and competitor analysis tools. The next element, link tool, is based on IP Address, which provides an easy method of searching through IP tracking in popular links. The usability tool helps provide easier searches by recognizing the types of browsers used through both HTML and CSS validation.

The core concept of CEO is the utilization of keywords strategy. Word choices are also recommended to follow a few of the following points. First point, pick the keywords that have strong relationship with our products to be promoted. Second point, keywords suggested not too many to help reduce the SEO’s workload and complete the required factors in the search engine. Third point, the keywords must immediately be available for analysis. The last point to be noticed is the usage of keywords on the webpage [11].

**III. METHODOLOGY**

This research uses the observation method to obtain the research data. Observation starts with examining the appearance and functionality of StartAja.com. Researchers try to find keywords that define the object of searches. For this reason, it is very important to know the keywords that defined as the general picture of people in the field of business, entrepreneurship and the search for business partners. So that these keywords can be loaded on Search Engine Optimization (SEO) for StartAja.com.

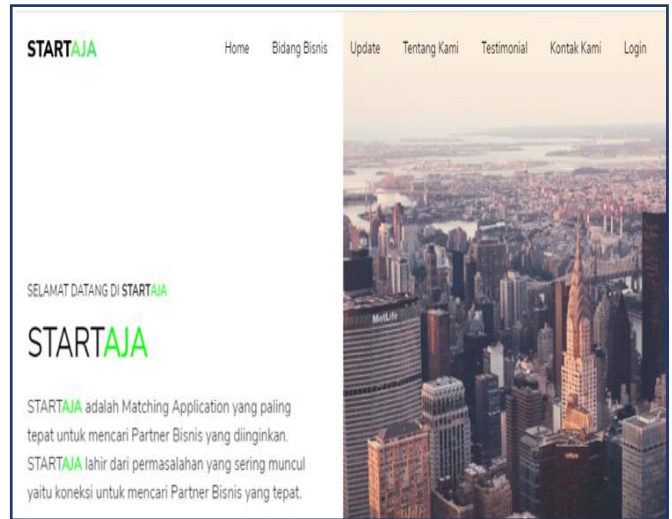
The steps of the observation method used in this study consisted of three stages sequentially:

- Knowing and learning about StartAja.com appearance and functionalities.
- Choosing main keywords for StartAja.com search obtained from the appearance and functionalities of StartAja.com.

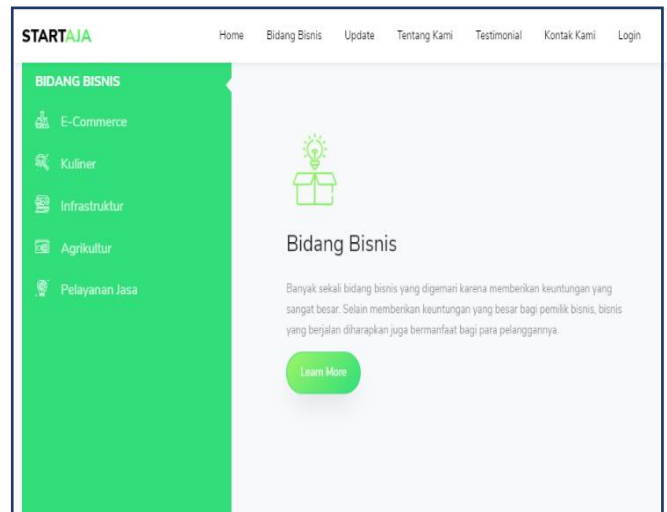
- Make a summary by combining several main keywords systematically, because in general, search engine website users look for something by typing several keys, not just one keyword.

**IV. RESULT AND DISCUSSION**

In accordance with the research methods described earlier, the first step is knowing and learning the appearance and functionalities of StartAja.com. Based on observation that has been carried out, here are the interface of e-commerce StartAja.com (please see figure 1 until figure 4).



**Fig. 1.Home Page of StartAja.com**



**Fig. 2.StartAja.com Business Areas**

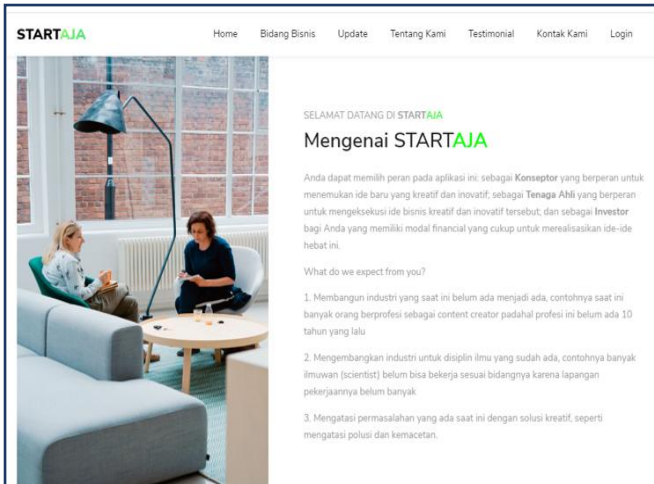


Fig. 3.About StartAja.com

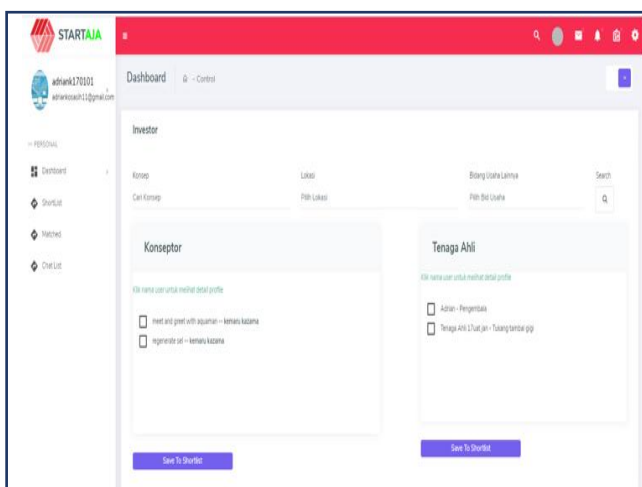


Fig. 4.StartAja.com Dashboard

In the pictures above, researchers find several keywords that describe StartAja.com. Among them are "matching application", "mencari partner bisnis yang diinginkan", "mencari partner bisnis yang tepat", bidang usaha favorit seperti IT, kuliner, pariwisata dan bidang lainnya, "investor", "konseptor", "ide" and "tenaga ahli". On StartAja.com dashboard, we can also see when we want to find the desired business partner, the search is categorized based on "konsep", "lokasi" and "bidang usaha lainnya" where people can find business partners that suitable to their desire.

While in terms of functionalities, StartAja.com can be used to find the right business partner in accordance with the similarity of interested business areas. StartAja.com can help investors who have difficulty in finding ideas to build a business. It is also useful to support the creativity of conceivers who have some good business ideas. StartAja.com also helps experts to find jobs in accordance with their expertise in their fields. In the end, StartAja.com unites the above actors in one desired business area because they are most likely need ("membutuhkan") each other.

Internet users who are serious in looking for business opportunities in a website search engine will usually write keywords that are detailed and systematic. The words that have been mentioned are keywords used in the concept of digital marketing by using SEO to promote StartAja.com. For SEO optimization, a summary of the keyword combination

must be made so that it is not duplicate or redundant.

After knowing and learning the appearance and functionalities of StartAja.com, for the second step, researchers gathered several keywords that describe StartAja.com, namely "mencari", "membutuhkan", "partner", "rekan", "bisnis", "usaha", "modal", "ide", and "tenaga ahli". These nine keywords are words that are very commonly used by business people to look for their needs. In addition, these nine keywords also correspond to the words used to describe StartAja.com. Because internet users have a tendency to search for what they want by typing in some keywords, researchers make keywords combination that can be seen in table 1.

Table-I: Keywords Combination

No.	First Word	Second Word	Third Word
1.	Mencari	Partner	Bisnis
2.	Mencari	Partner	Usaha
3.	Mencari	Rekan	Bisnis
4.	Mencari	Rekan	Usaha
5.	Membutuhkan	Partner	Bisnis
6.	Membutuhkan	Partner	Usaha
7.	Membutuhkan	Rekan	Bisnis
8.	Membutuhkan	Rekan	Usaha
9.	Membutuhkan	Modal	Bisnis
10.	Membutuhkan	Modal	Usaha
11.	Membutuhkan	Ide	Bisnis
12.	Membutuhkan	Ide	Usaha
13.	Mencari	Tenaga ahli	
14.	Membutuhkan	Tenaga ahli	

The fourteen keywords combination above fully describe the users' needs for their business activities and the description of StartAja.com. The combination of keywords above will be used in developing digital marketing using SEO to promote StartAja.com. Although not too many, the fourteen keywords combination above have become a summary of the urgency of StartAja.com users. Using the keywords combination above, StartAja.com will be at the top of the search engine websites.

## V. CONCLUSION

Search Engine Optimization (SEO) has become influential digital marketing requirement that is used to promote an e-Commerce. StartAja.com is currently in development process and will be launching soon. The results of a survey of the appearance and functionalities of StartAja.com obtained nine keywords for SEO in promoting StartAja.com. Keywords that describe StartAja.com are "mencari", "membutuhkan", "partner", "rekan", "bisnis", "usaha", "modal", "ide", and "tenaga ahli". The right selection of keywords will help in supporting the promotion strategy, so that StartAja.com can be known globally. Thus, there will be large number of online users who know StartAja.com at the beginning of its launch. It is expected that StartAja.com can become one of the top e-commerce in finding best business partners.



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