

ABSTRACT

ANALYSIS OF LOCAL SEARCH ENGINE OPTIMIZATION TECHNIQUES USING GOOGLE MY BUSINESS AT BDL COMPUTER AND ENGLISH COURSE

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This study presents Local Search Engine Optimization (SEO) techniques using Google My Business through internal and external factors influencing Google My Business marketing at BDL Computer and English Courses. This research reveals the importance of Search Engine Optimization and its impact on Internet Marketing, as well as learning Google My Business to enhance business visibility in Google searches, provide accurate information to customers, interact with them, analyze performance, and increase customer trust in its ability to reach local customers. The research method used was a case study with a qualitative approach. Data collection was done through in-depth interviews and observations. Data analysis used SWOT analysis techniques. The result showed that Google My Business at BDL Computer and English Courses is in the growth phase (Quadrant IA), and the strategy employed was Rapid Growth. It required Optimal management of Google My Business, being active in posting content, and periodical data analyzing to understand user behavior and existing trends.

Keywords : *Search Engine Optimization, Internet Marketing, Google My Business, Computer and English Courses, SWOT*

