



Optimizing SERPs Rankings Using White Hat SEO Techniques on Hospitality Industry

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ARTICLE INFO

Article history:

Received 11 Agustus 2025

Revised 6 September 2025

Accepted 22 September 2025

Keywords:

SERP;

SEO;

White Hat;

Hospitality Industry;

ABSTRACT

In today's digital era, online visibility has become a critical factor for business success, particularly in the highly competitive hospitality industry. Premierplacehotels.com, despite offering quality services, experienced low search engine visibility, limiting its ability to attract organic traffic and direct bookings. Interview data revealed that online reservations were minimal at the beginning of 2024, with only three bookings in January, rising to 13 in February and 25 in March, highlighting the urgent need for an effective digital marketing strategy to enhance competitiveness. This study examines the implementation of White Hat Search Engine Optimization (SEO) techniques to improve the website's performance on Search Engine Result Pages (SERPs). White Hat SEO focuses on ethical, long-term strategies in line with search engine guidelines, with methods applied including on-page optimization (such as improving meta tags and creating high-quality content) and off-page optimization (such as acquiring authoritative backlinks). The results demonstrate a significant improvement in keyword rankings, with "Juanda Airport Hotel" rising to position 3, "Surabaya Airport Hotel" to position 4, "Airport Hotel Juanda" to position 3, "Surabaya Hotel Near Airport" to position 3, "Hotel Near Juanda Airport Surabaya" to position 7, and "Airport Hotel Sidoarjo" to position 5. Website performance also improved, with clicks increasing from 321 to 560, impressions from 5,208 to 5,993, and the SEO health score from 68/100 to 83/100. In conclusion, the implementation of White Hat SEO proved effective in improving search visibility and website performance, offering a practical digital marketing strategy for enhancing competitiveness in the hospitality sector.

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1. Introduction

The development of the digital era has a significant impact on the industrial sector [1], including the hospitality industry [2]. As consumer behavior increasingly shifts toward digital platforms for search and booking activities, hotel websites now serve not only as

informational portals but also as strategic marketing tools. These websites play a crucial role in shaping consumer perceptions [3], facilitating direct bookings, and building brand trust. However, securing prominent visibility in search engines - especially Google which dominates the global search market - remains a challenge due to the sheer volume of online content and intense competition for top rankings in the Search Engine Result Pages (SERPs) [4], [5].

A website is a key technology that facilitates online business processes; however, it requires optimization to effectively support a suitable promotional strategy [6]. *Premierplacehotels.com*, a hospitality website operating in a competitive digital environment, exemplifies this challenge. Despite offering quality services, the website struggles to achieve adequate search visibility and attract organic traffic. Analysis using SERPROBOT reveals that *Premierplacehotels.com* ranks low on Google SERPs for relevant keywords, limiting its reach to potential guests and adversely affecting direct bookings and revenue. Interview data with Ms. Melati Kusuma Sari, a hotel representative, indicates that online bookings were minimal at the beginning of 2024, with only three in January, increasing to 13 in February and 25 in March. These findings highlight the urgency of adopting an effective and sustainable digital marketing strategy, as limited online visibility directly reduces competitiveness, weakens customer acquisition, and constrains revenue growth in the hospitality sector. Addressing this problem is essential for hotels to remain competitive in the digital marketplace.

Search Engine Optimization (SEO) refers to the systematic process of improving a website's visibility on search engines by leveraging algorithmic structures to attract higher-quality and more targeted traffic [7], [8], [9]. The utilization of SEO is considered to facilitate the proper indexing of a website, thereby ensuring its accessibility to all users on the internet via search engines [10]. The implementation of SEO aims to increase the visibility of a website on SERPs [11], [12]. This study focuses on the implementation of *White Hat* SEO techniques, which prioritize ethical, sustainable methods aligned with search engine guidelines [13]. Unlike Black Hat SEO, White Hat SEO aims to provide long-term value by enhancing website quality, usability, and relevance.

The SEO techniques in this study are categorized into two main types: on-page and off-page optimization. On-page SEO involves optimizing individual web pages through strategic keyword placement, meta tags, high-quality content, URL structure, and internal linking to improve both search visibility and user experience [14], [15]. Off-page SEO, on the other hand, refers to external strategies such as link building, content promotion via social media, and social bookmarking to enhance the website's authority and ranking credibility.

This study applies several tools to analyze and improve the SEO performance of *Premierplacehotels.com*. Google Search Console is employed to monitor website visibility, search queries, and technical performance issues. SEO Site Checkup provides a comprehensive assessment of SEO performance metrics such as site speed, keyword distribution, and backlink quality, along with actionable recommendations. Additionally, Ubersuggest is used for keyword research and competitor analysis, while SERPROBOT monitors the ranking progression of selected keywords over time. This study uses a descriptive qualitative method with a case study approach to evaluate the impact of White Hat SEO strategies on the website's SERPs performance. All data collected through these tools are analyzed descriptively to determine the effectiveness of the SEO interventions. The primary aim of this research is to address the visibility challenges faced by *Premierplacehotels.com* by applying ethical and sustainable SEO techniques, thereby

improving its search engine ranking, increasing organic traffic, and supporting the growth of direct bookings. By emphasizing this aim, the study seeks to provide practical insights for digital marketers and hospitality businesses in implementing effective *White Hat SEO strategies*.

2. Method

Figure 1 describes the research flow, includes collecting data, SEO health analysis, keyword analysis, pre-test and post-test.

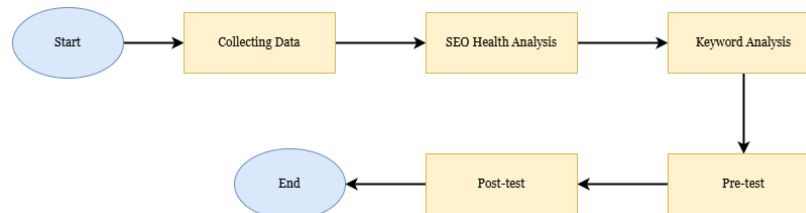


Figure 1. Research Flow

Collecting Data

At this stage, a data collection process was conducted with the objective of comparing the performance of the website before and after the implementation of *White Hat SEO* techniques. The primary tool used in this process was Google Search Console. Google Search Console is a web service provided by Google that enables website administrators to monitor, maintain, and troubleshoot their site's presence in Google Search results.

Google Search Console plays a vital role in indexing websites, allowing them to be recognized and listed within Google's search engine system. In this study, the researcher utilized the platform to submit the URL of the website *Premierplacehotels.com* for indexing purposes. This submission is essential to ensure that the website is crawled and listed in Google's search index, thereby enabling it to appear in organic search results when relevant keywords are queried.

Table 1. Google Search Console Result Before Optimization

Date	Total Clicks	Total Impressions
1 June 2024	32	441
2 June 2024	31	432
3 June 2024	42	588
4 June 2024	28	549
5 June 2024	50	576

As demonstrated in Table 1, the *Premierplacehotels.com* website recorded only 321 clicks and 5,208 impressions through organic search queries. These numbers reflect a relatively low level of visibility, indicating that the website was not effectively reaching potential users through Google Search. The limited number of clicks and impressions suggests that the site was difficult to find organically, thereby restricting its ability to attract visitors and generate direct bookings. This condition highlights the urgency for optimization efforts aimed at increasing search visibility through ethical SEO practices such as *White Hat* techniques.

SEO Health Analysis

At this stage, the researcher employed the SEO Site Checkup tool to evaluate the SEO performance and overall health score of the *Premierplacehotels.com* website. SEO Site Checkup is an online diagnostic platform that provides detailed assessments of a website's SEO status based on several key performance indicators, such as metadata usage, mobile responsiveness, page load speed, and structured data implementation [16]. This tool allows to identify whether a website meets the established criteria for being SEO-friendly.

The tool assigns a score on a scale of 0 to 100, where a higher score reflects better SEO compliance. A lower score indicates that the website lacks essential optimization elements and may face challenges in achieving high visibility in Search Engine Result Pages (SERPs). As illustrated in Figure 2, the *Premierplacehotels.com* website obtained a score of 68 out of 100, placing it in the moderate category. This result highlights several areas that require improvement, including the inclusion of meta titles, meta descriptions, and alternative text for images. These elements are fundamental for search engines to understand and index website content accurately [13].

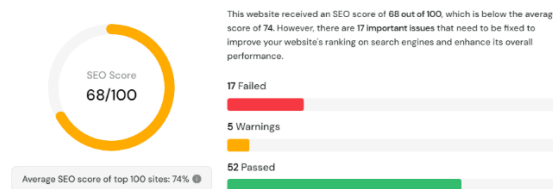


Figure 2. SEO Score Result Before Optimization

In the context of this study, the SEO health analysis serves as a preliminary diagnostic phase, conducted prior to the implementation of *White Hat* SEO techniques. The findings from this stage guide the subsequent optimization steps, ensuring that interventions are data-driven and targeted toward improving both technical and content-related aspects of the website [13].

Keyword Analysis

The keyword analysis stage is conducted to identify the most relevant and high-performing keywords based on search behavior of users seeking accommodation near Juanda International Airport, Surabaya. This process is crucial for aligning website content with user intent and ensuring that the site appears in relevant search queries. In this study, keyword analysis serves as part of the preliminary research phase, guiding the implementation of subsequent SEO strategies for *Premierplacehotels.com*.

To perform the keyword analysis, this study utilized Ubersuggest to make informed decisions regarding which keywords to target based on real-time data obtained from search engine trends. Ubersuggest is a digital marketing tool that offers keyword suggestions, search volume data, competition levels, and SEO difficulty scores. This platform provides both short-tail and long-tail keyword recommendations, which are essential for developing a diverse content strategy that captures a broader range of search intents. Based on these recommendations, several keywords were identified and are presented in Table 2.

Table 2. Ubersuggest Keyword Recommendations

Keywords	Rank
Juanda Airport Hotel	High
Surabaya Airport Hotel	High
Airport Hotel Juanda	High

Surabaya Hotel Near Airport	Intermediate
Hotel Near Juanda Airport Surabaya	Intermediate
Airport Hotel Sidoarjo	Intermediate

Pre Test

The pre-testing stage functions as a baseline measurement in the ranking optimization process of the *Premierplacehotels.com* website. This stage is essential for comparing the website's condition before and after the implementation of *White Hat* SEO techniques. The primary objective of the pre-test is to evaluate the website's visibility and ranking in its current state, prior to any SEO intervention.

To conduct the initial ranking assessment, the SERPROBOT tool was used. SERPROBOT is a free online service designed to check the real-time ranking of specific keywords across various search engines, particularly Google. The tool enables users to monitor where a domain appears for selected search terms on SERPs [16].

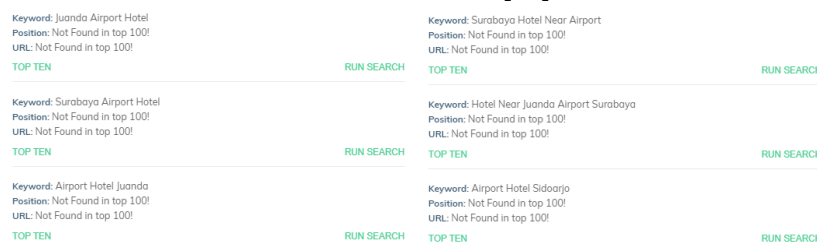


Figure 3. Keyword Rankings Before Optimization

As shown in Figure 3, the results of keyword testing using SERPROBOT indicated that *Premierplacehotels.com* did not appear within the top 100 listings on Google SERPs, indicating a significant lack of online visibility. The absence of the website from the top 100 search results highlights the inadequacy of existing SEO practices, particularly in terms of keyword usage, metadata application, and content relevance. These findings underscore the critical need for structured and ethical optimization efforts to enhance website discoverability and ensure long-term compliance with search engine guidelines [13].

3. Result and Discussions

This section explains the application of *White Hat* SEO techniques in optimizing SERP rankings at *Premierplacehotels.com*. Each process in this section produces several findings.

Title Tag

The optimization of the title tag involves the inclusion of at least one relevant keyword to assist search engines in indexing and displaying the *Premierplacehotels.com* website more effectively on SERP. The implementation of optimization process is illustrated in Figure 4.

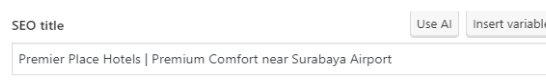


Figure 4. Title Tag Optimization

As shown in Figure 5, the results of the title tag optimization are reflected on the SERP. The title tag has been enhanced by incorporating the primary keywords "Premier Place Hotels" and "Surabaya Airport." The inclusion of these keywords significantly improves the

website's visibility in relevant search queries, increasing the likelihood of attracting users seeking hotel accommodations near Surabaya Airport.

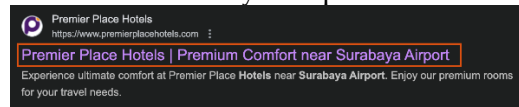


Figure 5. Result of Title Tag Optimization

Meta Description

The meta description functions as a brief summary that outlines the content of a webpage, thereby aiding users in understanding the primary topic of the site. Its fundamental objective is to attract user interest and motivate them to visit the website. The implementation of the meta description optimization is presented in Figure 6.

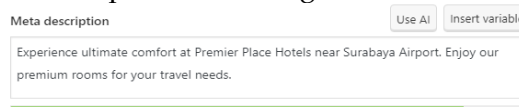


Figure 6. Meta Description Optimization

As depicted in Figure 7, the optimized meta description is effectively displayed on the SERP. It provides a succinct yet informative overview of the services offered by Premier Place Hotels, stated as follows: "Experience ultimate comfort at Premier Place Hotels near Surabaya Airport. Enjoy our premium rooms for your travel needs." This well-crafted and engaging summary is strategically designed to capture user attention and enhance the likelihood of click-throughs to the hotel's official website.

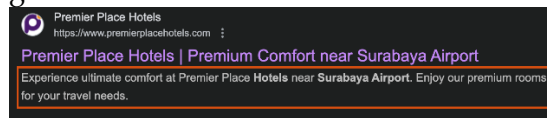


Figure 7. Result Meta Description Optimization

Focus Keyphrase

The focus keyphrase refers to a specific term or short phrase that represents the main topic of a webpage. It plays an essential role in helping search engines and users understand the page's core content. The implementation of focus keyphrase optimization is presented in Figure 8.

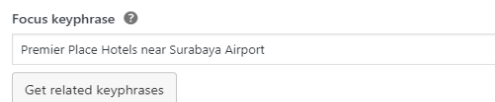


Figure 8. Focus Keyphrase Optimization

As shown in Figure 9, the focus keyphrase has been effectively optimized. The inclusion of a clearly defined and contextually relevant keyphrase improves the website's visibility in search engine results. By emphasizing a focus keyphrase that aligns closely with user search intent, particularly in relation to hotels near Surabaya Airport, the website becomes more discoverable to users seeking related accommodations or information.

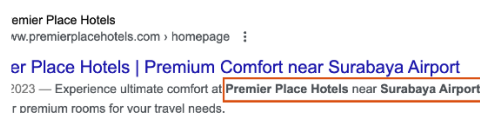


Figure 9. Result Focus Keyphrase Optimization

Image Alternative Text

The image alternative text optimization process involves the addition of descriptive text (alt text) to help search engines interpret the content of images. This alt text should be concise, relevant, and clearly reflect the visual elements presented on the webpage. The implementation of this optimization is presented in Figure 10.



Figure 10. Image Alternative Text Optimization

As shown in Figure 11, the alt text has been effectively applied with the phrase "8th Anniversary Premier Place Hotel". This description provides a clear and contextually appropriate representation of the image content, thereby enhancing accessibility, improving SEO performance, and supporting image indexing by search engines.

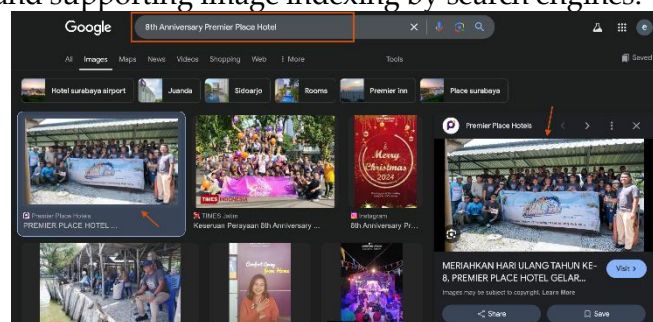


Figure 11. Result Image Alternative Text Optimization

Backlink Contextual

At this stage, this study utilizes articles and blog posts published on LiveJournal.com as a medium to embed contextual backlinks. The published articles focus on topics relevant to the hospitality industry, such as travel tips, tourist attraction reviews, and accommodation recommendations. At the end of the article, a hyperlink is inserted that leads directly to the main page of the website, as seen in Figure 13. This contextual backlink process is expected to have a positive impact in terms of ranking in search engines, increasing the amount of organic traffic, and developing the credibility and authority of the website.

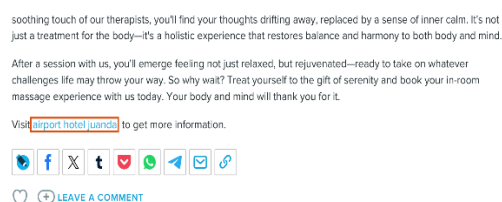


Figure 13. Backlink Contextual Optimization

Google Search Console Result

The results obtained after the implementation of White Hat SEO indicate a significant improvement compared to the previous performance. Before applying White Hat SEO, the *premierplacehotels.com* website recorded only 321 clicks and 5,208 impressions organically over 10 days. However, after optimization using White Hat SEO techniques, the number of clicks increased to 560, with impressions rising to 5,993 over the same period, as shown in Table 3. This improvement highlights the effectiveness of White Hat SEO strategies in

enhancing the website's visibility on search engines and attracting a higher volume of organic visitors to *premierplacehotels.com*.

Table 3. Google Search Console Result After Optimization

Date	Total Clicks	Total Impressions
6 December 2024	56	569
7 December 2024	59	463
8 December 2024	68	622
9 December 2024	75	923
10 December 2024	77	760

SEO Health Result

The results obtained after the implementation of White Hat SEO indicate a significant improvement compared to the previous performance. Before applying White Hat SEO, the *premierplacehotels.com* website achieved an SEO health score of 68/100, which falls into the medium category. After the SEO White Hat optimization, the SEO health score improved to 83/100, classifying it as high. This improvement is illustrated in Figure 22.

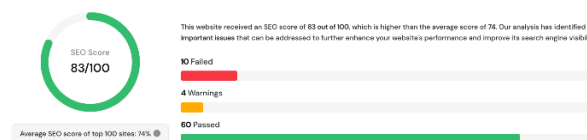


Figure 14. SEO Score Result After Optimization

This score reflects that, although the website's SEO performance has significantly improved, there is still room for further optimization. Additional enhancements could help the website achieve even more optimal results, further strengthening its role in digital marketing strategies.

Keyword Result On SERP

Based on the keyword ranking evaluation conducted using the SERPROBOT tool to assess the *premierplacehotels.com* website's position on SERP, the results indicate strong performance. As shown in Figure 23, the keywords "Juanda Airport Hotel" and "Airport Hotel Juanda" successfully secured rank 3, while "Surabaya Airport Hotel" ranked 4th. Additionally, the keyword "Surabaya Hotel Near Airport" attained rank 3, followed by "Hotel Near Juanda Airport Surabaya" at rank 7 and "Airport Hotel Sidoarjo" at rank 5.

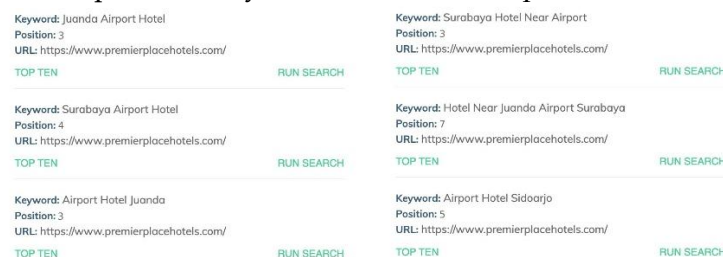


Figure 14. Keyword Rankings After Optimization

These rankings reflect a significant increase in visibility for the *premierplacehotels.com* website. This improvement can be attributed to a well-structured SEO optimization strategy, demonstrating that the website has successfully established competitiveness in the digital market, particularly in the hotel category near Surabaya Airport. By continuously maintaining and refining its SEO strategies, *premierplacehotels.com* is expected to further

strengthen its SERP positioning, resulting in higher visitor traffic and improved conversion rates. Overall, this achievement serves as compelling evidence that the implementation of effective SEO techniques can lead to substantial improvements in visibility and competitiveness in an increasingly competitive digital landscape.

These findings provide a clear response to the research problem introduced earlier, where *Premierplacehotels.com* suffered from limited visibility and low online bookings at the beginning of 2024. The significant improvements in keyword rankings, organic traffic on Google Search Console and SEO health score demonstrate how White Hat SEO interventions directly contributed to overcoming these limitations. This indicates that the research questions—whether ethical and sustainable SEO practices can effectively improve the website's visibility and competitiveness—are answered positively. The results not only validate the potential of White Hat SEO in addressing the specific challenges of *Premierplacehotels.com* but also highlight its broader applicability for hospitality businesses facing similar issues in highly competitive digital markets

4. Conclusion

The implementation of ethical White Hat SEO strategies significantly improved the website's visibility on SERPs. On-page optimizations, such as title tags, meta descriptions, focus key phrases, and image alt texts, enhanced content relevance, while high-quality backlinks strengthened rankings. As a result, key terms like "Juanda Airport Hotel" and "Airport Hotel Juanda" ranked 3rd, with "Surabaya Airport Hotel" reaching 4th place, demonstrating the effectiveness of the applied SEO techniques. Additionally, Google Search Console data indicated a notable increase in organic traffic, with clicks rising from 321 to 560 and impressions growing from 5,208 to 5,993, suggesting greater visibility and potential revenue growth. The SEO health score improved from 68/100 to 83/100, reflecting better optimization, though further refinements are needed to maximize digital marketing performance. These findings highlight that White Hat SEO not only improves search rankings but also contributes to broader business outcomes, particularly in increasing online visibility and supporting direct bookings in the hospitality sector. The study demonstrates that ethical SEO practices, when consistently maintained, can provide long-term competitiveness without risking search engine penalties. Moreover, the integration of multiple tools (Google Search Console, SEO Site Checkup, Ubersuggest, and SERPROBOT) proved effective in diagnosing problems and measuring improvements, offering a replicable framework for similar businesses seeking digital growth. For future research, further studies could expand the scope by comparing White Hat SEO with other digital marketing strategies, such as social media marketing or paid search advertising, to evaluate combined effects on traffic and bookings. Additionally, longitudinal research over a longer timeframe would provide deeper insights into the sustainability of SEO outcomes, while cross-case analysis involving multiple hotels could strengthen the generalizability of the findings.

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