



Final Presentation

*Team
Profile*



Angela



Antony



Bagea



Davita

Introduction



Indonesia Sehati is a health news portal with a mission to improve health literacy in Indonesia while striving to beat false news and hoax. We also offer health appliances as product sales in the mission to improve the urgency of health check awareness, even in the midst of the pandemic era.

We develop our brand by providing trustworthy news throughout our digital assets. We provide information on diseases, lifestyle, beauty, fac check, and Covid-19.

Targeted Audience



Age

- 22-40 Years Old

Gender

- Men & Women

Interest

- Have interest in health news, healthy lifestyle and beauty care.
- People who are active in social media and internet

Competitors



halodoc hellosehat ALODOKTER

halodoc.com

hellosehat.com

alodokter.com

@HalodocID

@hellosehat

@alodokter

@halodoc

@hellosehat

@alodokter_id

Digital Assets



Website

www.indonesiasehati.com



Twitter

@Sehati_Official



Facebook Page

@indonesiasehati.official



Tiktok

@Sehati_Official



Instagram

@indonesiasehati.official



Youtube

Indonesia Sehati Official

SMART Goals



Specific

Measurables

Achievables

Realistic

Time

Increase ER in Social Media

Reach 250 Followers on IG, 50 likes @ post, 50 new followers on FB & Twitter, 50 TikTok Followers

Optimize contents, hashtag, add more CTA, add more contents

Reach 150 Followers on IG, 30 Likes @ post, 25 new followers on FB & Twitter, 35 followers on TikTok

1 month

Generate Revenue

Sell 3 Glucometers

Create SEO optimized Landing Page, Create Google and FB Ads, Optimize Article

Sell 1 Glucometers

1 month

SMART Goals



Specific

Increase website traffic by 50%

Increase Avg. Position to Top 5

Measurables

Reach 4K Page Views, 5 page/session, 1.5K Users, 00:05:00 Avg Time, 50% Bounce Rate.

Reach 200 organic impressions, 30 Backlinks, 50 organic clicks, 30% CTR

Achievables

Create at least 4 articles/week & Cross-platform Distribution.

Keywords research and implementation, SEO Optimization on every page, link building

Realistic

Reach 3.6K Page Views, 1.3K Users, 00:03:00 Avg Time, 3 Pages/session, 60% Bounce Rate

Reach 150 organic traffic, 15 Backlinks, 20 organic clicks, 20% CTR

Time

1 month

1 month



Unique Selling Points

We provide credible health information regarding healthy lifestyle do-able tips to promote health awareness.

We offer medical devices such as glucometer, oximeter, blood pressure monitor that are vital towards the importance of regular health check that can be done at home during the pandemic era.

Value Proposition

Informative

We provide quality news that are information rich.

Easy to Read

We write articles with the audience in mind so they can understand easily.

Trustworthy

We are very selective with our sources.

Content Persona

- Friendly
- Cheerful
- Warm

Language

- Original
- Simple
- Fun

Tone & Manner

- Natural
- Straight-forward
- Honest

Persona Purpose

- Engagement
- Education
- Informative

*Brand
Personification*



SEO *Optimization*

On-Page SEO

- Variety forms of content such as text, image, and video,
- Rich result for content optimization in SERP,
- Outbound and Internal Link in content pages,
- Optimized image size and alt text,
- Golden Keyword research that suits user's needs,
- Setting website layout to maximize user experience.

Off-Page SEO

- Promoted website content through social media,
- Link building by doing manual email backlink campaign towards high score domain websites,
- Constructed backlinks in few other websites by posting in forums.

Website Structure



Keywords Research



Keywords	Monthly Search	Competition
stay safe artinya	22200	Low
pola hidup sehat	18100	Low
protokol kesehatan new normal	12100	Low
cara mengatasi diare	12100	Low
panic attack	22000	Low
penyebab darah tinggi	12100	Low
penyebab polusi udara	1600	Low
tidur yang berkualitas adalah	1300	Low

SEO Audit by SEOptimer



Audit Results for indonesiasehati.com

A-

Your page is good

Number of recommended improvements: 9

Report Generated: 9 May 2:43PM [Refresh Results Now](#)



On-Page SEO: A+ | Links: A+ | Usability: A- | Performance: B- | Social: C

On-Page SEO

Links

Usability

Performance

Social

On-Page SEO

Performance

Social

Mobile & UI

Links



SEO Recommendation



(All: Low Priority according to SEOptimer)

- Create and link twitter profile,
- Use your main keywords across important HTML tags,
- Increase page text content,
- Optimize your images to reduce their file sizes,
- Increase Youtube subscribers,
- Create and link associated Linkedin profile,
- Remove inline styles,
- Remove clear text email address,
- Improve the size of tap targets.



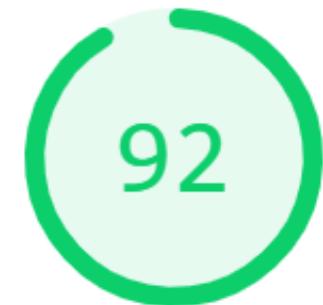
Backlinks



Total Backlinks	18	Ref. Domains	Authority Score
Follow	16	serendeputy.com	47
No Follow	2	gamesfort.net	37
Domain Authority	1	followwe.club	21

AS	Root Domain / Category	Backlinks	Country / IP	First Seen	Last Seen
47	serendeputy.com Internet & Telecom > Web Services > Web Design & Development 9 more	1	172.67.70.139	24 d ago	24 d ago
37	gamesfort.net Games > Computer & Video Games 9 more	1	217.146.72.235	2 Apr'21	5 Apr'21
21	Followwe.club Business & Industrial 9 more	1	144.91.85.88	30 Mar'21	30 Mar'21

Site Performance



Performance

Metrics

● First Contentful Paint

0.9 s

● Speed Index

1.1 s

■ Largest Contentful Paint

1.5 s

● Time to Interactive

1.9 s

● Total Blocking Time

20 ms

● Cumulative Layout Shift

0.1

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)



Performance



Accessibility



Best Practices



SEO



Progressive
Web App



Opportunity

■ Eliminate render-blocking resources

0.53 s ▾

■ Remove unused CSS

0.32 s ▾

■ Remove unused JavaScript

0.21 s ▾



Paid Media Performance

Landing Page

sehati

Artikel Toko ▾ E-book Gratis Akun Saya

Cara Mencegah Diabetes Saat Lebaran

by Davita Natasha



Search ...

Artikel Terbaru

- Penyebab Darah Tinggi di Usia Muda, Emang Bisa?
- Tips Awet Muda ala Wanita Korea
- Takjil Buka Puasa Sedap dari Berbagai Negara, juga Tips Berbuka Puasa
- Jelaskan Pengertian Puasa dan Manfaatnya untuk Kesehatan!
- Manfaat Sunscreen sebagai Anti-Aging Terampuh untuk Kamu Ketahui

Archives

- April 2021
- March 2021
- February 2021
- January 2021

Artikel Toko ▾ E-book Gratis Akun Saya

Alat Cek Gula Darah



Alat Cek Gula Darah Praktis

Beli Di Sini

Ukuran Ringkas

LCD Besar

Kapasitas Memori Besar

USB Data Transfer

Activate Windows
Go to Settings to activate Windows.

Landing Page Artikel

Landing Page Produk

Google Ads



Ads

● Artikel Diabetes › ● Ad Diabetes 1

Cara Mencegah Diabetes | Indonesia Sehati | Info Kesehatan Terpercaya
[Ad] indonesiasehati.com/artikel/cegah_diabetes

Website Informasi Kesehatan Terpercaya. Kunjungi Website Kami untuk Informasi Kesehatan Terkini dan Terpercaya

Ad	Impressions	Clicks	CTR
● Enabled	2,399	25	1.04%

ALL SEARCH ADS ALL EXTENSIONS < 2 / 5 >

Display ads

Sort by: Impressions ▾

● Masker Uniqlo

Dapatkan Masker Uniqlo Murah!

se Masker Kain Uniqlo Murah Dibawah Harga Retail!

Ad	Impressions	Clicks	CTR
● Enabled	13,446	397	2.95%

DISPLAY ADS EXTENSIONS < 2 / 2 >

Ads

● Masker Uniqlo Murah-2 › ● Masker Uniqlo Murah

Dapatkan Masker Uniqlo Murah | Jual Masker Lembut dan Ringan | Protokol Kesehatan New Normal
[Ad] indonesiasehati.com/produk/masker-kain

Masker Kain Uniqlo Murah Dibawah Harga Retail! Promo Hanya Sampai 28 Maret 2021!

Ad	Impressions	Clicks	CTR
● Enabled	1,770	60	3.39%

ALL SEARCH ADS ALL EXTENSIONS < 3 / 5 >

Ads

● Artikel Diabetes › ● Ad Diabetes 1

Cara Mencegah Diabetes | Indonesia Sehati | Info Kesehatan Terpercaya
[Ad] indonesiasehati.com/artikel/cegah_diabetes

Kunjungi Website Kami untuk Informasi Kesehatan Terkini dan Terpercaya. Menjaga pola hidup sehat selama lebaran itu penting. Simak artikelnya di sini.

Ad	Impressions	Clicks	CTR
● Enabled	3,074	202	6.57%

ALL SEARCH ADS ALL EXTENSIONS < 1 / 5 >

Ads

● Artikel Diabetes › ● Ad Diabetes 1

Cegah Diabetes Saat Lebaran | Indonesia Sehati | Info Kesehatan Terpercaya
[Ad] indonesiasehati.com/artikel/cegah_diabetes

Lebaran sebentar lagi! Jangan takut makan-makan di saat lebaran. Tetap cek kondisi tubuh. Diabetes merupakan penyakit yang bisa dialami siapa saja.

Ad	Impressions	Clicks	CTR
● Enabled	1,273	4	0.31%

ALL SEARCH ADS ALL EXTENSIONS < 3 / 5 >

Ads

● Cara Mencegah Stroke (Traffic Search) › ● Traffic Search

5 Cara Simpel Mencegah Stroke | untuk Milenial dan Lansia 2021
[Ad] indonesiasehati.com/cara-mencegah/stroke

Simak langkah-langkah mudah mencegah penyakit stroke terbaru di tahun 2021. Cocok untuk generasi milenial maupun lansia, bisa dilakukan di rumah!

Ad	Impressions	Clicks	CTR
● Enabled	3,586	157	4.38%

ALL SEARCH ADS ALL EXTENSIONS < 1 / 5 >

Best Performing Google Ads



Masker Uniqlo Murah

Cost
Rp120K Impressions
13.4K Clicks
397 Avg. CPC
Rp302



Dapatkan Masker Uniqlo Murah!

se Masker Kain Uniqlo Murah
Dibawah Harga Retail!

< 1 / 1 >



Status

Paused campaign

This campaign is paused and not currently showing ads. To begin showing ads, enable this campaign.

ENABLE CAMPAIGN

EDIT CAMPAIGN



PAUSED

Goal: Sales

Type: Display

Subtype: Smart

Budget: IDR20,000.00/day

Artikel Diabetes

Cost
Rp193K Impressions
6.74K Clicks
231 Conversions
1

Cegah Diabetes Saat Lebaran | Indonesia Sehati |
Info Kesehatan Terpercaya
[Ad] indonesiasehati.com/artikel/cegah_diabetes

Lebaran sebentar lagi! Jangan takut makan-makan di saat lebaran. Tetap cek kondisi tubuh. Diabetes merupakan penyakit yang bisa dialami siapa saja. Monitor terus kondisi tubuh.

< 3 / 3 >



Add audiences for reporting

Get insightful reporting on audiences relevant for your business

See why this is recommended

APPLY

VIEW

< 1 / 2 >

EDIT CAMPAIGN

ENABLED

Status: Eligible

Goal: Website traffic

Type: Search

Subtype: Standard

Budget: IDR40,000.00/day

Cost: Rp120K

Impressions: 13.4K

Clicks: 397

CPC: Rp 302

CTR: 2.95%

Cost: Rp193K

Impressions: 6.74K

Clicks: 231

CPC: Rp 835

CTR: 3.4%

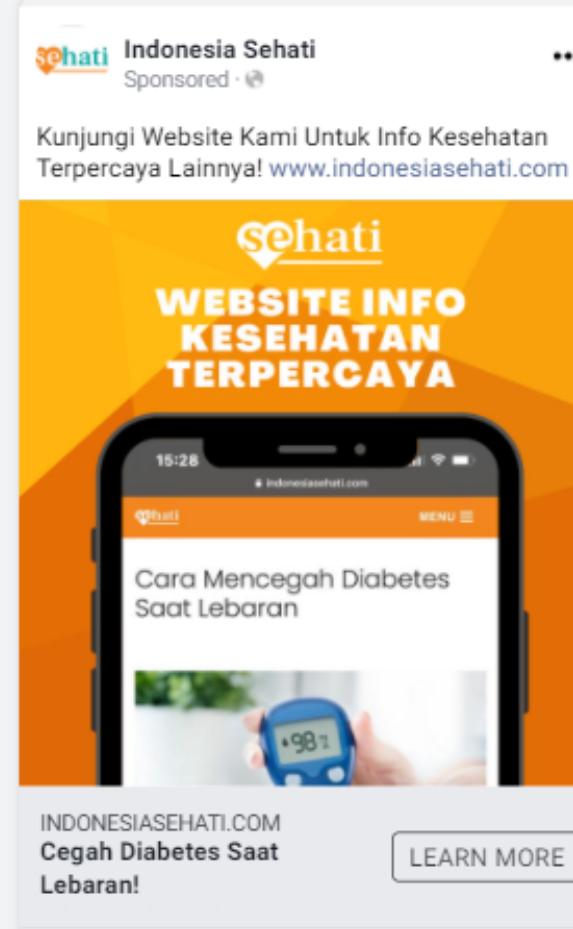
Facebook & Instagram Ads



**Facebook
Feeds**



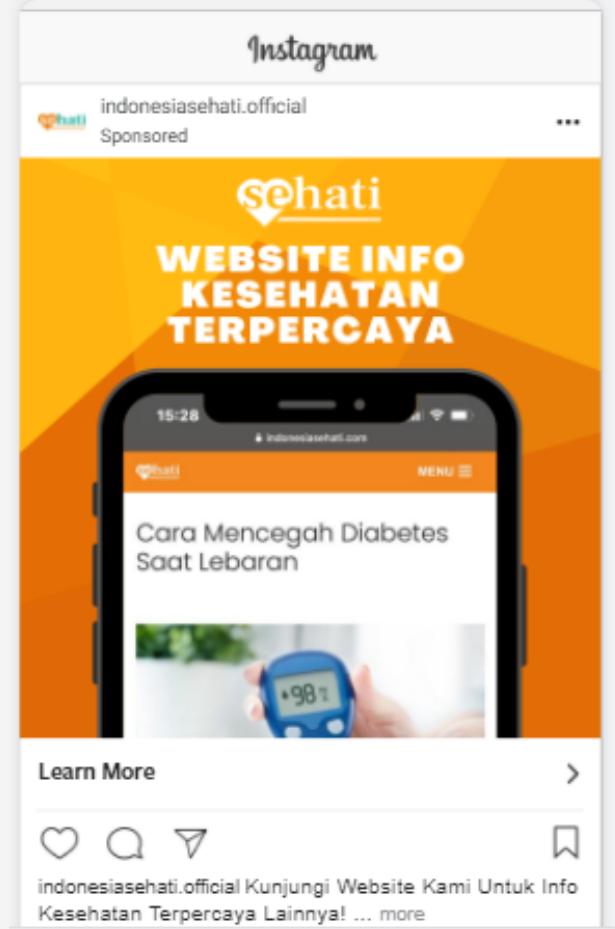
**Facebook
Feeds**



**Instagram
Feed**



**Instagram
Feed**

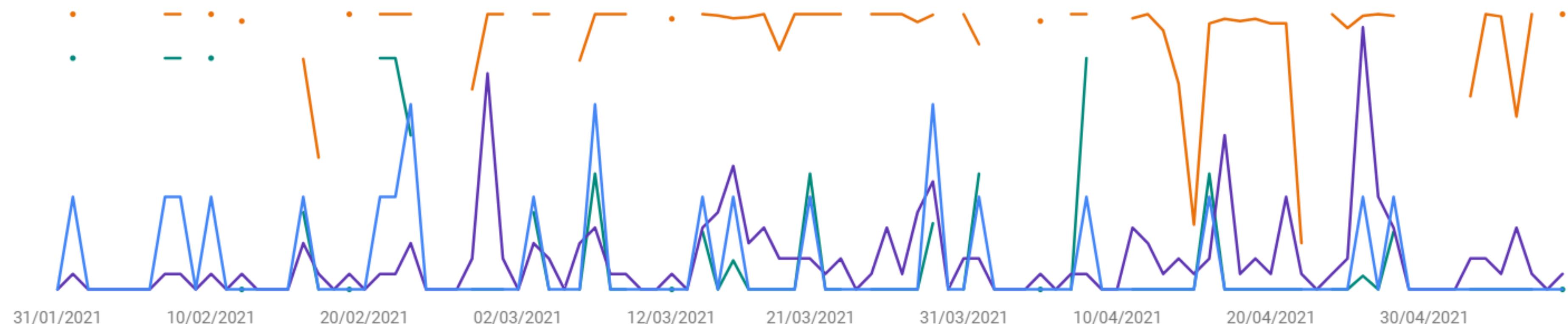
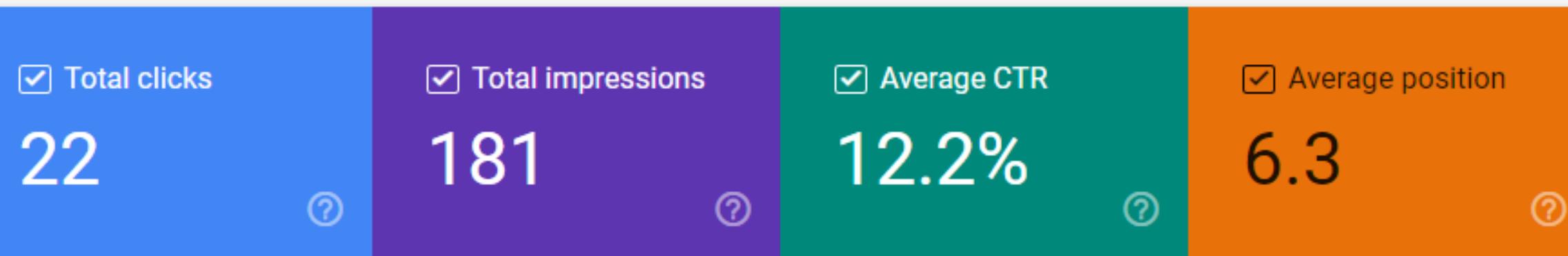


Ad Name	Results	Reach	Impressions	Cost per Result
Leads Ad	21.0 Estimated Ad Recall ...	6.550	6.857	Rp30 Per Estimated Ad Re...
Leads Ad - Video	1.580 Estimated Ad Recall ...	38.825	50.192	Rp65 Per Estimated Ad Re...
> Results from 2 ads ①	1.740 Estimated Ad Recall Li...	43.873 People	57.049 Total	Rp63 Per Estimated Ad Re...

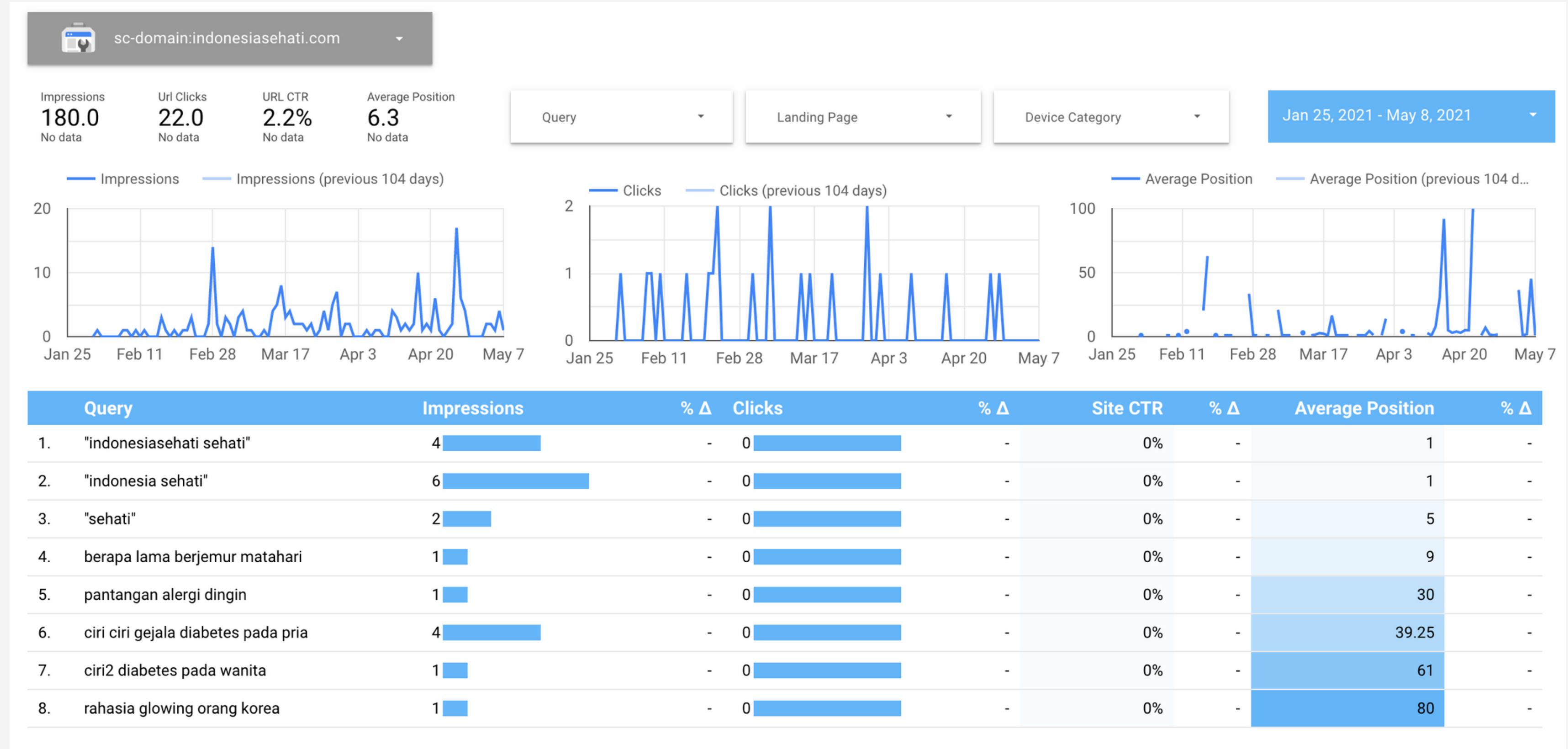


Data Analytics

Google Search Console



Google Search Console



Google Search Console



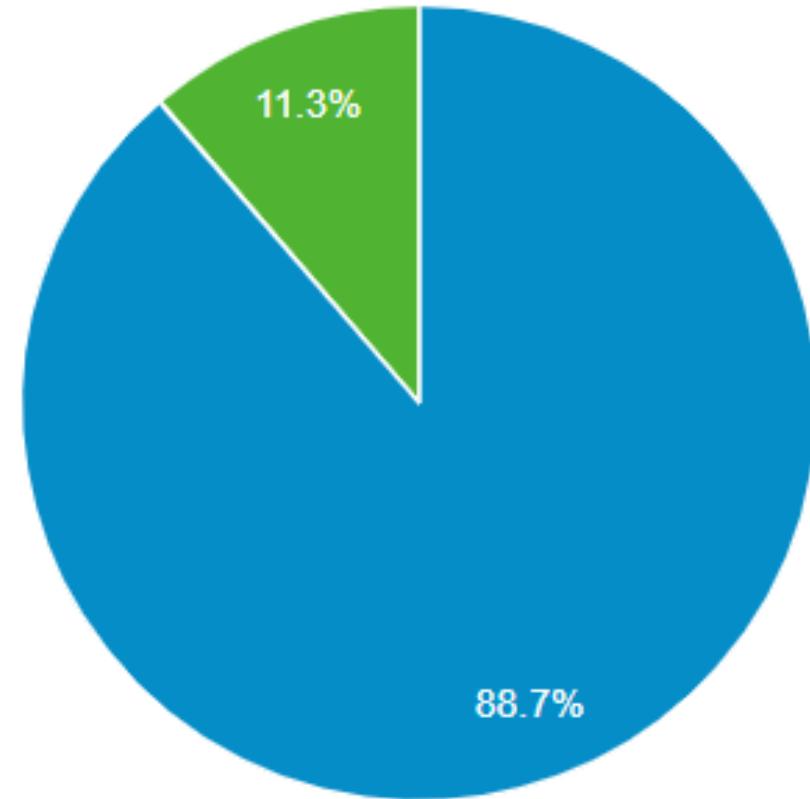
Top pages	↓ Clicks	Impressions	CTR	Position
https://indonesiasehati.com/	19	135	14.1%	2
https://indonesiasehati.com/artikel/	1	79	1.3%	2.4
https://indonesiasehati.com/s/	1	27	3.7%	2
https://indonesiasehati.com/ebook-takjil-gratis/	1	10	10%	2.3
https://indonesiasehati.com/contact-2/	0	94	0%	4.6
https://indonesiasehati.com/diare-adalah/	0	72	0%	4.1
https://indonesiasehati.com/author/admin/	0	59	0%	6.2
https://indonesiasehati.com/tag/bahaya-diabetes/	0	37	0%	7.2
https://indonesiasehati.com/garam-untuk-hipertensi/	0	34	Activate Windows Go to Settings to activate Windows.	8.6
https://indonesiasehati.com/stay-safe-artinya/	0	27	0%	7.6

GSC Data (25 Jan 2021-10 Mei 2021)

Google Analytics Overview



New Visitor Returning Visitor



New Visitors

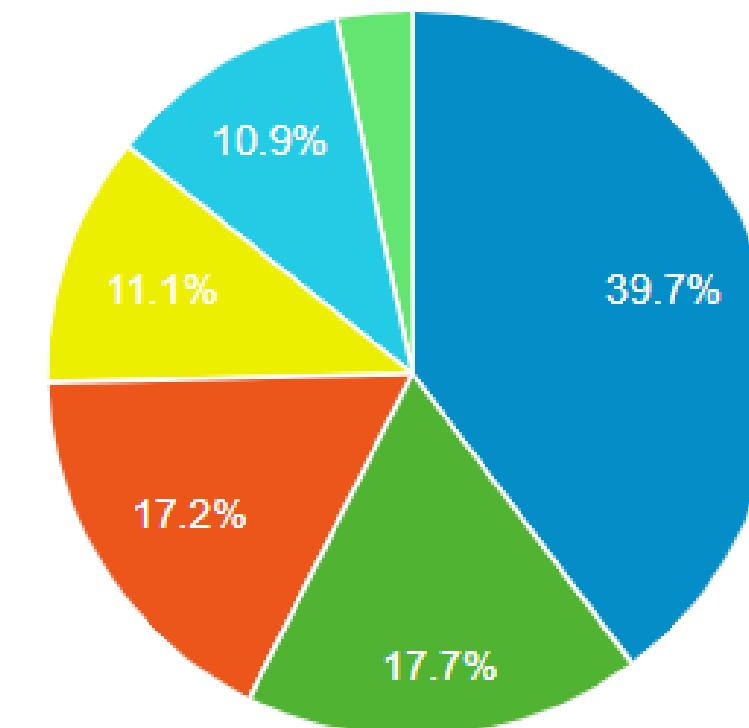
1310

Returning Visitors

167

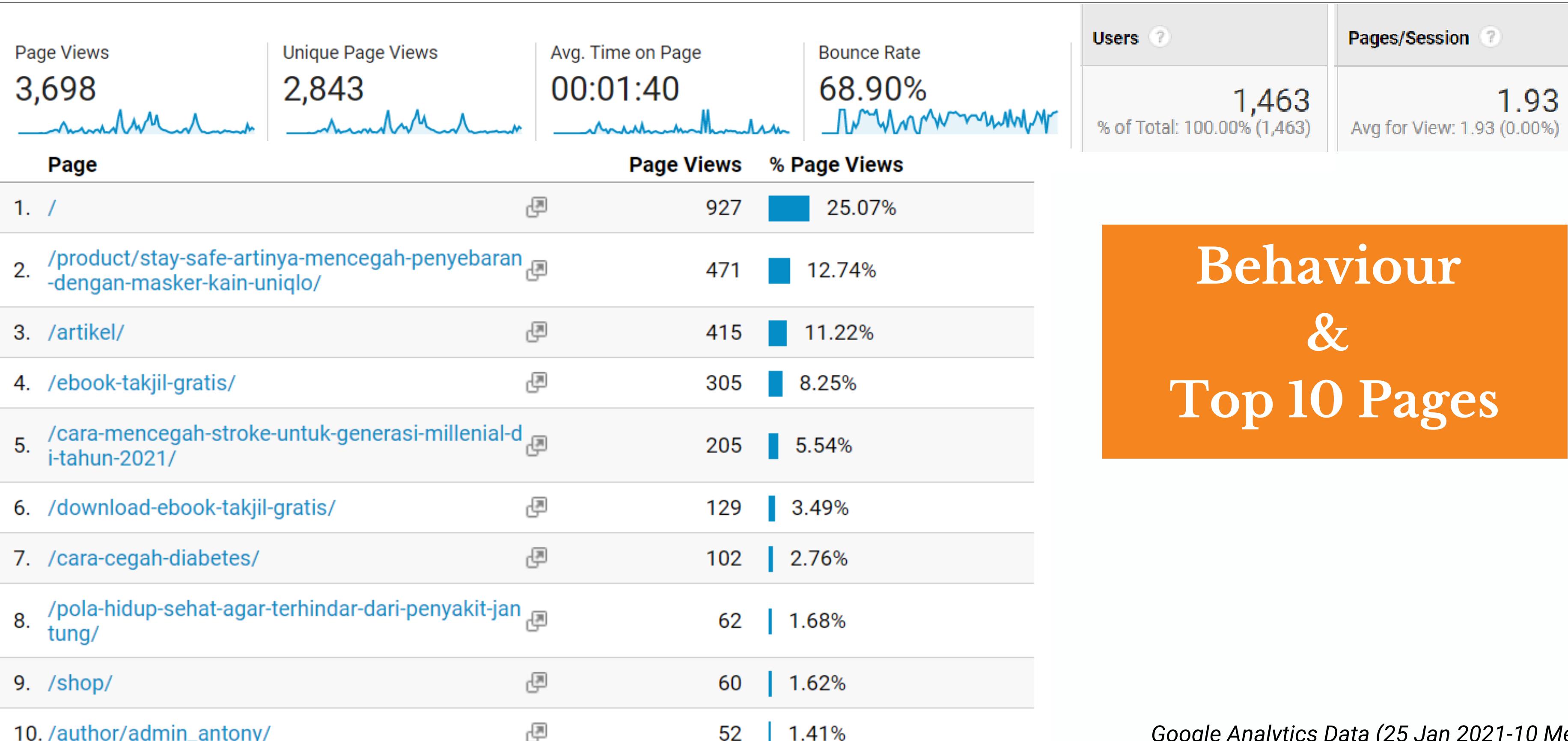
Direct	524
Display	233
Social	227
Organic Search	147
Paid Search	144
Referral	44

Top Channels



Direct
Display
Social
Organic Search
Paid Search
Referral

Google Analytics Overview



Behaviour
&
Top 10 Pages



Social Media Performance

Social Media Assets



@indonesiasehati.official

Followers: 151

Following: 175

Post Page: 104



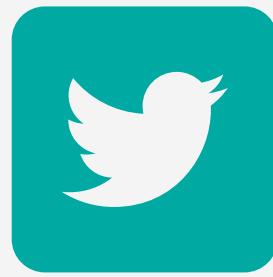
@indonesiasehati.official

Followers: 5

Page Like: 5



Social Media Assets



@Sehati_Official

Followers: 13
Following: 9
Tweet: 54



Sehati Official

Videos: 8
Subscriber: 43
Most Views: 196



@Sehati_Official

Followers: 24
Following: 7
Post: 15
Most Views: 591



POD.SOS

Total Plays: 20
Est. Audience: 14

Social Media Performance



Instagram



16,73%

Like Rate

Data from analisa.io

10 Mei 2021

83,44%

Followers Growth

Data from Sprout Social

126 Followers in 10 April 2021

151 Followers in 10 Mei 2021

17,66%

Engagement Rate

Data from analisa.io

10 Mei 2021

104

Total Post

Data from Facebook Insight

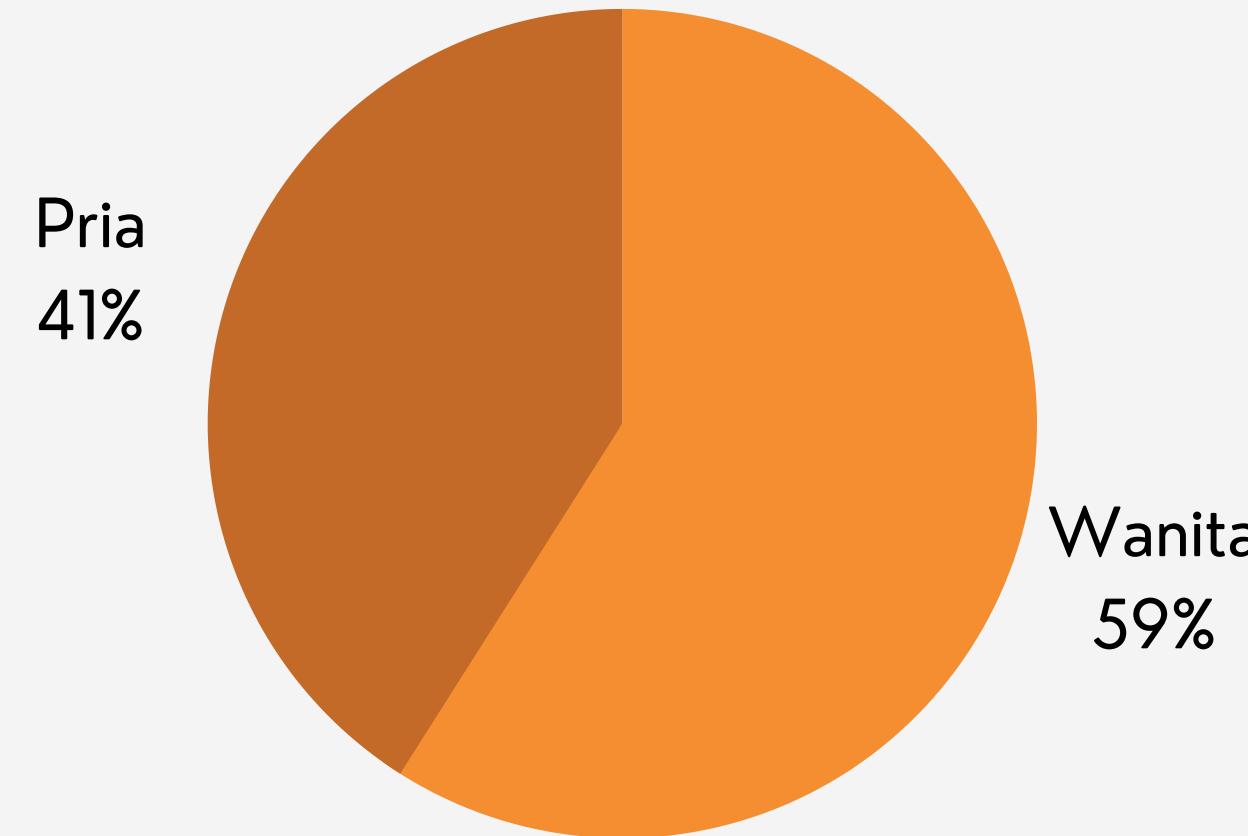
25 Jan 2021-10 Mei 2021

Social Media Performance

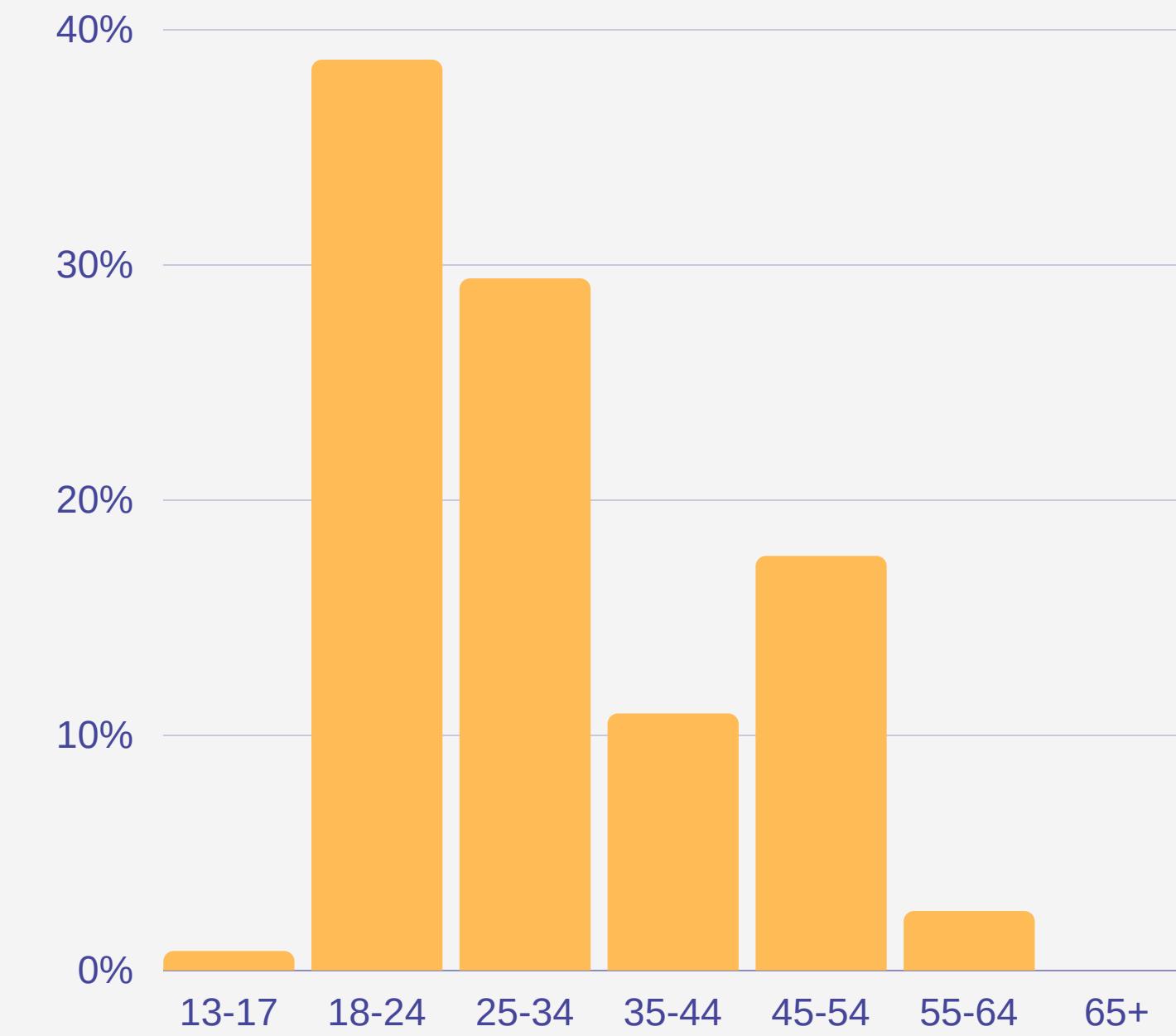


Instagram : Instagram Insight

Gender



Age Range



Performance Last 30 Days (11 Maret 2021-9 Mei 2021)

Social Media Performance



Instagram

Top 3 Post Reach



Top 3 Post Impressions



Lesson Learned

- Konten akan mendapat reach dan impressions yang tinggi jika mengikuti tren topik yang sedang ada
- Design konten juga dapat dibuat simple dan semenarik mungkin

Social Media Performance

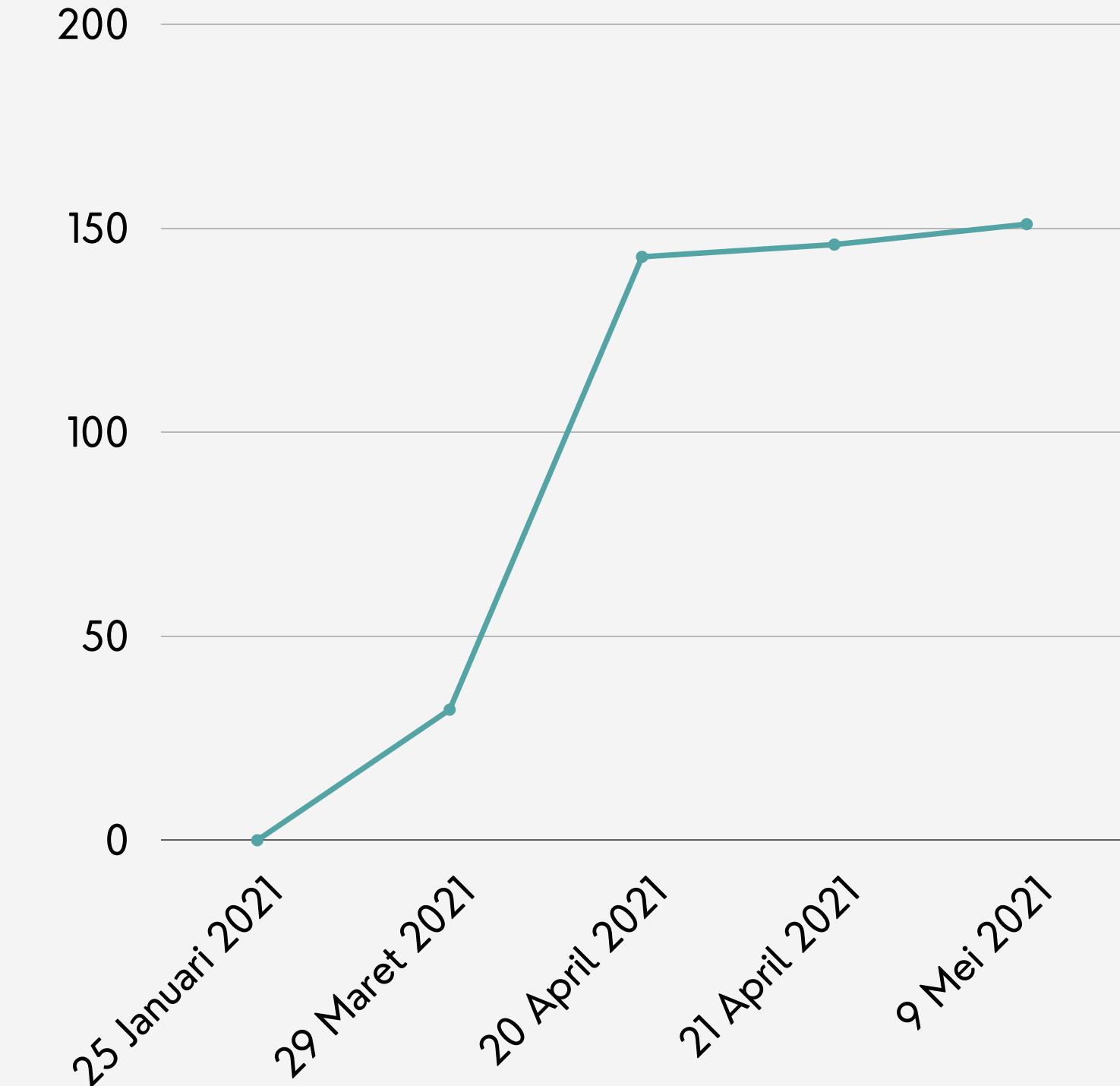


Instagram Live



IG Live Most Viewers Joined: 24

Followers Growth



Social Media Performance



Facebook



5

Page Likes

Data from Social Sprout
25 Jan 2021-10 Mei 2021

411

Engagements

Data from Social Sprout
25 Jan 2021-10 Mei 2021

53

Post Published

Data from Facebook Insight
25 Jan 2021-10 Mei 2021

64,342

Impressions

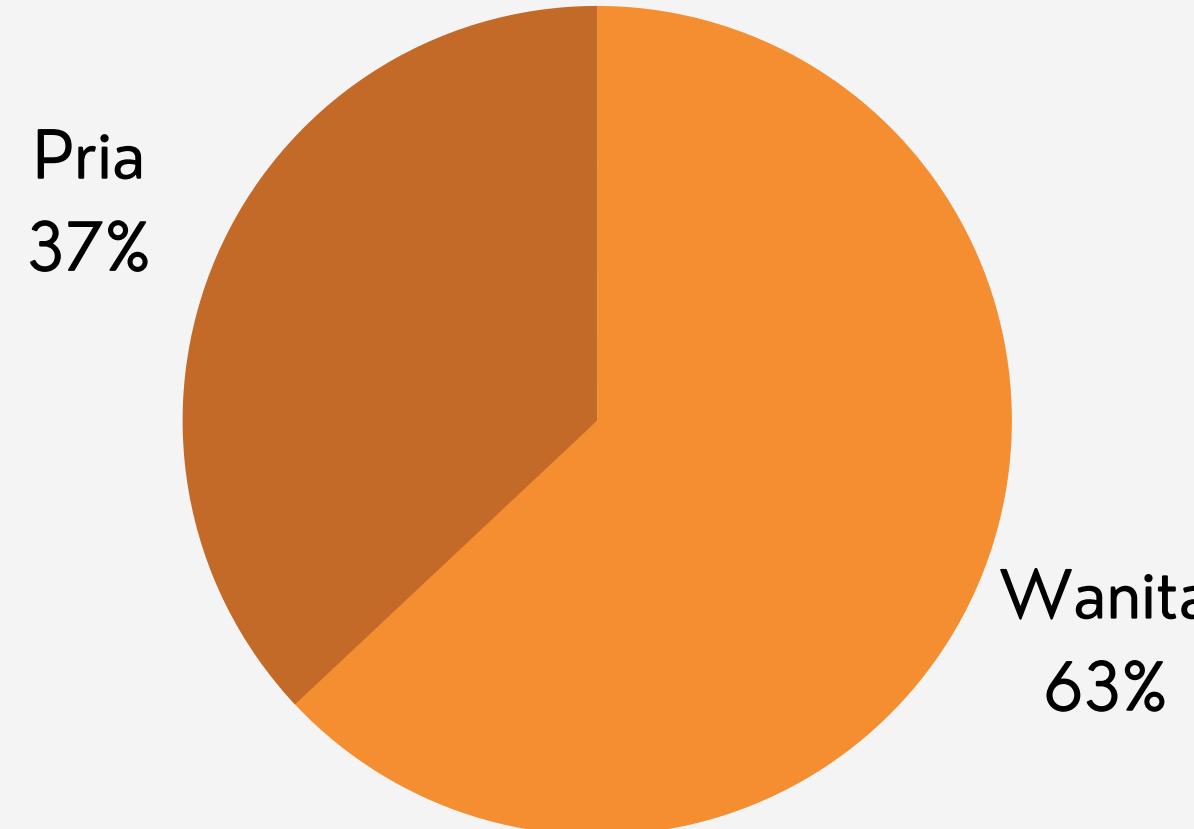
Data from Facebook Insight
25 Jan 2021-10 Mei 2021

Social Media Performance

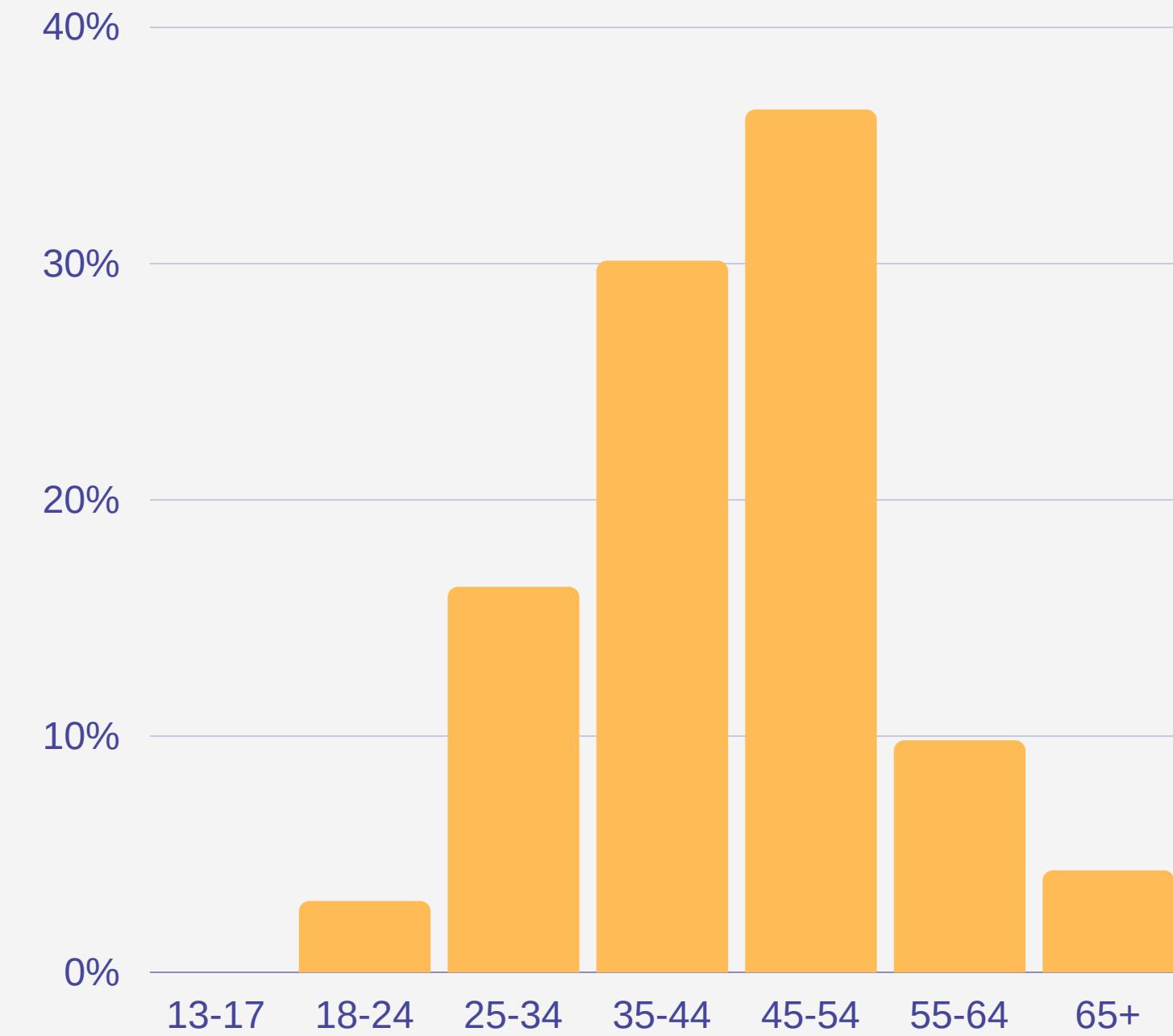


Facebook: Social Sprout

Gender



Age Range



Performance from 25 Jan 2021-10 Mei 2021

Social Media Performance



Facebook: Page Insight



Top Post Facebook

People Reached: 9

Engagements: 2

Lesson Learned

- Konten harus bersifat informatif dan anti-mainstream
- Design konten juga dapat dibuat simple dan semenarik mungkin, hingga mudah dimengerti

Social Media Performance



61.59%

Like Rate

Data from analisa.io
10 Mei 2021

5.8%

Share Rate

Data from analisa.io
10 Mei 2021

65,94%

Engagement Rate
Data from analisa.io
10 Mei 2021

4.35%

Comment Rate
Data from analisa.io
10 Mei 2021

Social Media Performance



Tiktok Top Post: Tiktok Insight



591



16



0

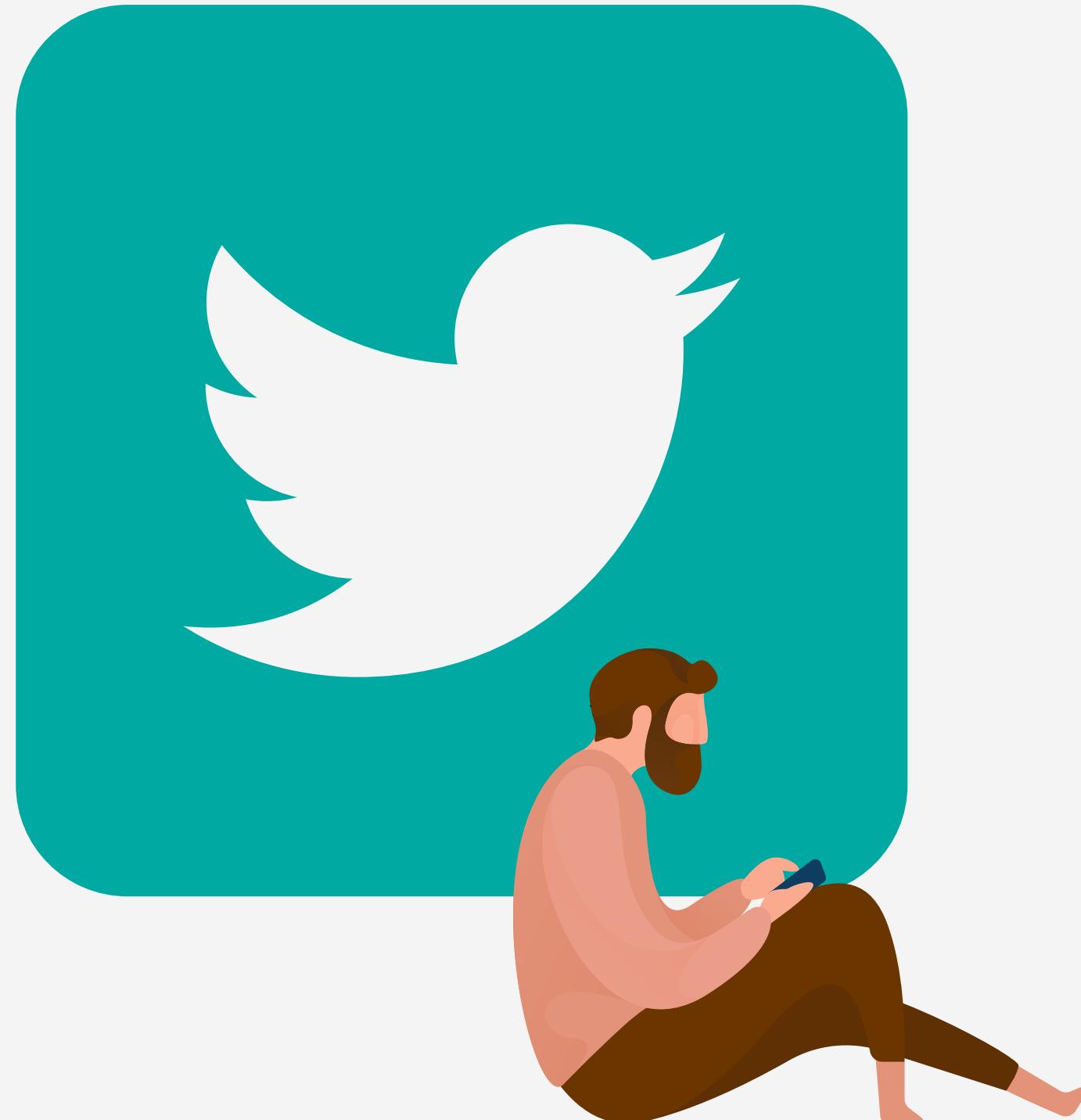


1

Lesson Learned

- Konten dapat berisi tren topik yang sedang beredar
- Memakai lagu yang sedang tren agar mudah masuk ke For Your Page user lain
- Memakai Hashtag yang sering dipakai juga dapat membantu persebaran video

Social Media Performance



7,918

Impressions

Data from Sprout Social
10 Mei 2021

56

Total Post

Data from Sprout Social
10 Mei 2021

428

Engagement

Data from Sprout Social
10 Mei 2021

5.4%

Engagement Rate

Data from Sprout Social
10 Mei 2021

Social Media Performance



Twitter: Tweet Analytics

GeNose

GeNose adalah alat pendekripsi Covid-19 baru menggunakan hembusan napas dan merupakan hasil penemuan yang dibuat oleh para ahli di Universitas Gajah Mada (UGM). GeNose sudah mengantongi izin edar dari Kemenkes sejak 24 Desember 2020.

Sumber : Kompas.com

indonesiasehati.com Sehati Official Indonesia Sehati TikTok: @sehati_official

Top Post Twitter

Impressions: 1,161

Total Engagements: 45

Lesson Learned

- Konten diupload ketika sedang trending
- Memakai beberapa hashtag bersangkutan yang sedang trending sehingga dapat meningkatkan impressions

Leads for eBook Takjil



Organic Post

Reach: 100

After Ads Post

Reach: 102

Total Leads

Reach: 102

Ads Content

- Photo
- Video

Before Mentoring

Hanya Download eBook Resep
Takjil & Dapatkan Kesempatan
Mendapat Masker Uniqlo!



After Mentoring

Dapatkan 15 Resep Takjil
Mudah, Enak & Sehat!



KPIs & Growth

KPIs & Growth



Metrics	25 Jan - 10 April	25 Jan - 10 Mei	Growth	Target
Users	1022	1441	41%	1300
Page Views	2771	3874	40%	3600
Page/session	1.96	1.93	1.5%	3
Avg. Time on Page	00:01:38	00:01:40	3%	00:03:00
Bounce Rate	72.93%	69.43%	3.5%	60%
Backlinks	0	18	1800%	15
Organic Traffic	136	147	8.1%	8.1%
Site Performance	77	92	19.5%	90
Domain Authority	0	1	1	3
Organic Clicks	19	22	15.8%	20
Avg. Position	4.3	6.2	1.9	5
Avg. CTR	17.9%	12%	5.9%	20%

Project Stages



Jan	February				March					April					May	
W4	W1	W2	W3	W4	W1	W2	W3	W4	W5	W1	W2	W3	W4	W5	W1	

Built digital assets; website, instagram, facebook, twitter, youtube, tiktok.

Created content planning for digital assets.

Built keyword research planning and documentation.

Managed digital assets optimization (seo, sem, and social media)

Performed content audit.

Fixed any errors through website audit.

On-Page and Off-Page SEO.

Monitored digital assets performance and optimized the most effective ones.

Optimizing the website layout, keyword, and performance

Building more ad campaigns for a/b testing for learning purposes

Budgeting

Google Ads

- Date: Feb 2021 - May 2021
- Budget: Rp 548.000,-

Domain and Hosting

- One-time purchase for 1 year:
- Date: January 27, 2021
 - Budget: Rp 702.098,-

Facebook Ads

- Date: Mar 2021 - May 2021
- Budget: Rp 238.464,-

Total Budget

- Date: Jan 25, 2021 - May 10, 2021
- Total Budget: Rp 1.531.562,-

Achievements

- Published SEO Optimized 48 Articles from January - May 2021
- Organically gained 100 leads data in leads campaign in 2 weeks of April.
- Reached average position of Top 10 in SERP for the whole project timeline.
- Site Audit encloses 92 scores and A-, which indicates excellent improvement.
- Achieved instagram followers goals by 151.
- 9 out of 12 KPI's target achievement indicates good overall performance.

Achievements



- Reached First Position in Google SERP for leads campaign landing page.
Keyword: ebook takjil, eBook resep takjil, eBook takjil gratis

Google search results for "ebook takjil". The search bar shows "ebook takjil". Below it, there are filters: Semua (selected), Gambar, Berita, Video, Belanja, Lainnya, Setelan, and Alat. The results count is "Sekitar 43.200 hasil (0,37 detik)". The top result is from indonesiasehati.com titled "Ebook Resep Takjil Gratis - Indonesia Sehati Official". It includes a snippet: "Kami telah mengumpulkan resep-resep untuk berbuka puasa yang mudah, sehat dan nikmat. Download ebook gratis dari kami!".

Google search results for "eBook resep takjil". The search bar shows "eBook resep takjil". Below it, there are filters: Semua (selected), Gambar, Berita, Video, Belanja, Lainnya, Setelan, and Alat. The results count is "Sekitar 14.500 hasil (0,42 detik)". The top result is from indonesiasehati.com titled "Ebook Resep Takjil Gratis - Indonesia Sehati Official". It includes a snippet: "Kami telah mengumpulkan resep-resep untuk berbuka puasa yang mudah, sehat dan nikmat. Download ebook gratis dari kami! Anda mengunjungi halaman ini pada 09/05/21."

Google search results for "eBook takjil gratis". The search bar shows "eBook takjil gratis". Below it, there are filters: Semua (selected), Gambar, Video, Berita, Belanja, Lainnya, Setelan, and Alat. The results count is "Sekitar 14.300 hasil (0,36 detik)". The top result is from indonesiasehati.com titled "Ebook Resep Takjil Gratis - Indonesia Sehati Official". It includes a snippet: "Kami telah mengumpulkan resep-resep untuk berbuka puasa yang mudah, sehat dan nikmat. Download ebook gratis dari kami! Anda mengunjungi halaman ini pada 09/05/21."

Key Takeaways & Conclusions



- The amount of backlinks campaign with higher quality is necessary to increase website's domain and authority score,
- Instagram is the main key social media asset to be optimized as it suits our target market.
- Consistency in uploading contents is required in order to increase organic search traffic.
- For product conversion campaigns, it would be better to use Google Display Network to maximize ads optimization through image content.



Thank You!