

# **SEO**

**BY : ABDILLAH PGO**

## **PROGRAM MENTORING FB ADS TO LOCAL BUSINESS**

Search engine Optimzation, adalah mengoptimalkan website atau blog agar bisa tampil dihalaman pertama mesin pencari, sehingga audience atau calon pembeli bisa menemukan website / blog.

# Riset Keyword

Riset keyword bisa menggunakan Google Keyword planner, Google Trend , Dan Ezkeyword.

Untuk cara riset keyword google keyword planner dan google trend bisa dilihat di materi “ Targeting Online “.

Riset Keyword menggunakan Ezkeyword.

Pada dasarnya, hal paling penting saat riset keyword adalah carilah yang memiliki pencarian tinggi setiap bulannya, dan rendah persaingan.



The screenshot shows the Ezkeyword V.2 web application. On the left is a dark blue sidebar with navigation links: 'Keyword Research' (with a magnifying glass icon), 'Keyword Seed' (with a target icon), 'Keyword Competition' (with a checkmark icon), 'Browser' (with a globe icon), and 'Setting' (with a gear icon). The main area has a search bar containing 'grosir jilbab' and a dropdown menu set to 'Indonesia', followed by a black 'START' button. Below this is a table with four columns: 'Keyword', '< Volume', 'Cpc', and 'Competition'. The table contains four rows of data.

Keyword	< Volume	Cpc	Competition
grosir jilbab murah	4400	0.06	0.59
grosir jilbab surabaya	3600	0.06	0.44
grosir jilbab murah dibawah rp 10000	2400	0.06	0.39
sentral grosir jilbab	1900	0.03	0.18

⇒ Untuk memiliki Ezkeyword <http://www.mto-id.com/ezk/>

Atau bisa menggunakan Riset Keyword Google Keyword Planner

⇒ <https://adwords.google.com/ko/KeywordPlanner/>

Dengan google keyword planner bisa meriset kata kunci yang biasa dicari konsumen, dan Anda bisa gunakan secara gratis fasilitas tersebut telah disediakan oleh google.

Temukan kata kunci   Tinjau rencana

Ide grup iklan	Ide kata kunci	Kolom ▾	Download	Tambahkan semua (701)	
Kata kunci (menurut relevansi)	Penelusuran bulanan rata-rata ?	Persaingan ?	Tawaran yang disarankan ?	Pangsa iklan	Tambahkan ke rencana
harga jilbab	100 – 1.000	Menengah	US\$0,07		»
grosir jilbab modern	100 – 1.000	Menengah	US\$0,07		»
grosir kerudung tanah abang	100 – 1.000	Menengah	US\$0,04		»
jilbab syari terbaru	100 – 1.000	Rendah	US\$0,06		»
model jilbab terbaru 2016	1.000 – 10 rb	Rendah	US\$0,09		»

Dari data diatas Anda bisa cari kata kunci yang mengandung kata “ Jual, harga, distributor, grosir, produsen, dan lainnya “..

Sesuaikan dengan target marketnya.

Jika targetnya ke end user, gunakan kata kunci yang mengandung “ Jual, harga, kata kunci + nama kota, kata kunci + nama brand “

Jika targetnya ke grosir , atau penjualan partai besar gunakan kata kunci yang mengandung “ Distributor, grosir, produsen, produksi, konveksi , tangan pertama, supplier “.

Pilihlah kata kunci untuk end user pencariannya 1000 + yang persaingannya rendah. Dan untuk partai besar carilah pencariannya 100+ dan persaingan rendah.

## Kriteria Persaingan Rendah

1. allintitle:katakunci hasilnya masih < 1000

Contoh : Sentra grosir jilbab

The screenshot shows a Google search interface with the query 'allintitle:sentra grosir jilbab'. The search bar includes a microphone icon and a search icon. Below the search bar, the Google logo is on the left, and a grid icon, a red circle with '33', and a profile icon are on the right. A banner below the search bar indicates 'Keyword difficulty: 33.78% (for google.com database)' and provides a link to 'View full report for this keyword'. Below the banner, navigation tabs for 'All', 'Maps', 'Images', 'News', 'Videos', and 'More' are visible, along with 'Settings' and 'Tools' links. On the left side, there is a sidebar with 'EOquake' (checked), 'Parameters', 'SERP report', 'Export CSV', 'Print this page', and 'Scale'. The main results area shows 'About 630 results (0.43 seconds)'. The first result is '1. Sentra Grosir Jilbab Murah Cicalengka Bandung' with the URL 'www.jilbabcicalengka.com/' and a 'Translate this page' link. The snippet reads: 'Assalamualaikum Wr.Wb. Selamat Datang di Sentra Grosir Jilbab Murah Cicalengka! JilbabCicalengka.Com adalah adalah bagian dari ...'. Below the snippet is a Trust metrics bar showing 'DS: 0', 'TS: 0', 'L: 1', 'LD: 1', 'I: 6', 'Rank: 11.0M', 'Age: July 14, 2015', 'whois', 'source', and 'Rank: n/a'. The second result is '2. Sentra Grosir Jilbab Murah Cicalengka Bandung - Page 4' with the URL 'www.jilbabcicalengka.com/page/4' and a 'Translate this page' link. The snippet is identical to the first result. Below it is another Trust metrics bar with the same data.

Google

allintitle:sentra grosir jilbab

Keyword difficulty: 33.78% (for google.com database) — View full report for this keyword

All Maps Images News Videos More Settings Tools

EOquake ☒

Parameters  
SERP report  
Export CSV

Print this page ^

Scale ^

About 630 results (0.43 seconds)

1. **Sentra Grosir Jilbab Murah Cicalengka Bandung**  
[www.jilbabcicalengka.com/](http://www.jilbabcicalengka.com/) [Translate this page](#)  
Assalamualaikum Wr.Wb. Selamat Datang di Sentra Grosir Jilbab Murah Cicalengka!  
JilbabCicalengka.Com adalah adalah bagian dari ...

DS: 0 TS: 0 Get Trust metrics with free SEMrush account - [Connect](#)

L: 1 LD: 1 I: 6 Rank: 11.0M Age: July 14, 2015 whois source Rank: n/a

2. **Sentra Grosir Jilbab Murah Cicalengka Bandung - Page 4**  
[www.jilbabcicalengka.com/page/4](http://www.jilbabcicalengka.com/page/4) [Translate this page](#)  
Assalamualaikum Wr.Wb. Selamat Datang di Sentra Grosir Jilbab Murah Cicalengka!  
JilbabCicalengka.Com adalah adalah bagian dari ...

L: 0 LD: 1 I: 6 Rank: 11.0M Age: July 14, 2015 whois source Rank: n/a

Data diatas allintitle:sentra grosir jilbab  
memberikan data hasilnya <1000 atau 630 results

## 2. Tanpa allintitle, hasilnya <1000.000

The screenshot shows a Google search for "sentral grosir jilbab". The search bar is at the top with the Google logo on the left and a microphone icon on the right. Below the search bar, there are tabs for "All", "Maps", "Images", "News", and "More". The "All" tab is selected. To the right of the search bar, there are icons for a grid, a red circle with the number 33, and a blue circle with a white 'G'. Below the search bar, there is a text box that says "Keyword difficulty: - . . (for google.com database) — View full report for this keyword". Below the text box, there are tabs for "All", "Maps", "Images", "News", and "More". The "All" tab is selected. Below the tabs, there is a text box that says "About 36,400 results (0.52 seconds)". Below the text box, there is a list of search results. The first result is "1. Sentral Grosir Jilbab & Kerudung | Supplier Jilbab | Retail & Grosir ...". Below the first result, there are four smaller results: "Jilbab Instan", "Hijab Pashmina", "Jilbab Instan Bergo", and "Jilbab Anak". To the left of the search results, there is a sidebar with the SEOquake logo and a list of parameters: "Parameters", "SERP report", and "Export CSV". Below the sidebar, there is a text box that says "Sort this page ^". Below the text box, there is a text box that says "Locale ^".

Google search results for "sentral grosir jilbab". The search bar shows the query. Below the search bar, there are tabs for "All", "Maps", "Images", "News", and "More". The "All" tab is selected. Below the tabs, there is a text box that says "About 36,400 results (0.52 seconds)". Below the text box, there is a list of search results. The first result is "1. Sentral Grosir Jilbab & Kerudung | Supplier Jilbab | Retail & Grosir ...". Below the first result, there are four smaller results: "Jilbab Instan", "Hijab Pashmina", "Jilbab Instan Bergo", and "Jilbab Anak". To the left of the search results, there is a sidebar with the SEOquake logo and a list of parameters: "Parameters", "SERP report", and "Export CSV". Below the sidebar, there is a text box that says "Sort this page ^". Below the text box, there is a text box that says "Locale ^".

## 3. Check backlink competitor yang nomor 1 – 3

Jika pada link urlnya tidak ada backlink maka bisa memungkinkan bahwa persaingannya sangat rendah, potensial untuk dioptimasi lebih cepat.

Check backlink dengan menggunakan ahrefs, materi di Reverse Engineering.

Untuk memiliki ahrefs, kalau beli langsung harganya mahal >\$99/bln

Para praktisi SEO banyak sewa di nurzaga → [mto-id.com/nurzaga](https://mto-id.com/nurzaga)

harganya sangat murah Cuma \$8-10/bln, kan Anda pakainya gak terus2an. Sewa aja 1 bulan, ini sangat saya rekomendasikan untuk bisa berhasil risetnya.

Dari 3 hal ini Anda bisa memilih "Sentra grosir jilbab" sangat bagus untuk dioptimasi, karena persaingan sangat rendah, dan juga mudah. Selain itu trafiknya untuk pencarian kata kunci tersebut > 1000 unique views / day.