



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

LAPORAN KERJA MAGANG
OPTIMASI SEO (SEARCH ENGINE OPTIMIZATION) PADA WEBSITE
SENIMAN TEGUH OSTENRIK



Nama : Yana Pudya Tarehtha
NIM : 10110310077
Fakultas : Teknologi Informasi dan Komunikasi
Program Studi : Sistem Informasi

UNIVERSITAS MULTIMEDIA NUSANTARA

GADING SERPONG

2013

**PERSETUJUAN LAPORAN KERJA MAGANG
OPTIMASI SEO (SEARCH ENGINE OPTIMIZATION) PADA WEBSITE**

SENIMAN TEGUH OSTENRIK

Oleh

Nama : Yana Pudya Tarehtha

NIM : 10110310077

Fakultas : ICT

Program Studi : Sistem Informasi

Gading Serpong, 1 Oktober 2013

Pembimbing

Johan Setiawan, S.Kom., M.M., M.B.A.

Mengetahui :

Ketua Program Studi Sistem Informasi

Wira Munggana, S.Si, M.Sc

**PENGESAHAN LAPORAN KERJA MAGANG
OPTIMASI SEO (SEARCH ENGINE OPTIMIZATION) PADA WEBSITE**

SENIMAN TEGUH OSTENRIK



Oleh

Nama : Yana Pudya Tarehtha

NIM : 10110310077

Fakultas : ICT

Program Studi : Sistem Informasi

Gading Serpong, 3 Oktober 2013

Pembimbing

Penguji

Johan Setiawan, S.Kom., M.M., M.B.A

Wira Munggana, S.Si, M.Sc

Mengetahui :

Ketua Program Studi Sistem Informasi

Wira Munggana, S.Si, M.Sc

**LEMBAR PERNYATAAN TIDAK MELAKUKAN PLAGIAT
DALAM MENYUSUN LAPORAN KERJA MAGAN**

Dengan ini penulis :

Nama : Yana Pudya Tarehtha

NIM : 10110310077

Fakultas : ICT

Program Studi : Sistem Informasi

Menyatakan bahwa penulis telah melaksanakan praktek kerja magang :

Nama Perusahaan : Bilik 3 Dharma

Divisi : Administration & IT Support

Alamat : Jl. Tridarma Utara III/5, Cilandak Barat,
Jakarta 12430

Periode Magang : 26 Juni – 26 September 2013

Pembimbing Lapangan : Mira Tedja

Laporan kerja magang merupakan hasil karya penulis sendiri dan penulis tidak melakukan plagiat. Semua kutipan karya ilmiah orang lain atau lembaga lain yang dirujuk dalam laporan kerja magang ini telah penulis sebutkan sumber kutipannya serta penulis cantumkan dalam Daftar Pustaka. Jika dikemudian hari terbukti menemukan kecurangan/penyimpangan baik dalam pelaksanaan kerja magang maupun dalam penulisan laporan kerja magang, penulis bersedia menerima konsekuensi dinyatakan tidak lulus untuk mata kuliah kerja magang yang telah penulis tempuh.

Gading Serpong, 1
Oktober 2013

Yana Pudya Tarehtha

DAFTAR ISI

BAB I PENDAHULUAN	18
1.1 LATAR BELAKANG	18
1.2 MAKSUD DAN TUJUAN PELAKSANAAN KERJA MAGANG	20
1.3 WAKTU DAN PROSEDUR PELAKSANAAN KERJA MAGANG...	21
1.3.1 Waktu dan pelaksanaan kerja magang	21
1.3.2 Prosedur pelaksanaan kerja magang	21
BAB II GAMBARAN UMUM PERUSAHAAN.....	24
2.1 Tentang Teguh Osterik	24
2.2 Struktur Organisasi.....	21
BAB III SEO MODEL.....	Error! Bookmark not defined.
3.1 INTERNET MARKETING SUCCESS MODEL .	Error! Bookmark not defined.
3.1.1 PERTAMA IDENTIFIKASI NIECE YANG HENDAK KITA MASUKI.....	Error! Bookmark not defined.
3.1.2 MEMILIH DAN MENENTUKAN PASAR .	Error! Bookmark not defined.
3.1.3 MULAILAH MELAKUKAN KEYWORD RESEARCH	Error! Bookmark not defined.
3.2 MEMPERHATIKAN KEYWORD “LIFE CYCLE” ..	Error! Bookmark not defined.
3.3 KEYWORD COMPETITION	Error! Bookmark not defined.
3.4 MEMPERSIAPKAN WEBSITE	Error! Bookmark not defined.
3.1.4 MEMPERSIAPKAN DOMAIN	Error! Bookmark not defined.
3.5 MEMBUAT SEO-FRIENDLY WEBSITE DENGAN WORDPRESS	Error! Bookmark not defined.
3.1.5 CARA MENG-INSTALL WORDPRESS.....	Error! Bookmark not defined.
3.6 ON-PAGE SEO	Error! Bookmark not defined.

3.6.1	MEMILIH PLUGIN SEO-FRIENDLY UNTUK WEBSITE KITA	Error! Bookmark not defined.
3.6.2	MEMBUAT JUDUL POSTING SESUAI DENGAN KEYWORD YANG DIHARAPKAN	Error! Bookmark not defined.
3.6.3	AUTURAN DALAM MEMBUAT TITLE TAG.	Error! Bookmark not defined.
3.6.4	MEMAHAMI FUNGSI DARI META TAGS	Error! Bookmark not defined.
3.6.5	MEMAHAMI CARA PENGGUNAAN HEADER TEXT SECARA EFISIEN	Error! Bookmark not defined.
3.6.6	FUNGSI KEYWORD HIGHLIGHTING	Error! Bookmark not defined.
3.6.7	FUNGSI META KEYWORDS PADA WORDPRESS	Error! Bookmark not defined.
3.6.8	MEMASTIKAN PAGE KITA TERINDEX DI GOOGLE	Error! Bookmark not defined.
3.6.9	TRIK RAHASIA WORDPRESS UNTUK MENINGKATKAN RANGKING SEO	Error! Bookmark not defined.
3.7	OFF-PAGE SEO	Error! Bookmark not defined.
3.7.1	BACKLINK GENERATOR SENUKE XCR	Error! Bookmark not defined.
3.7.2	CARA MENGGUNAKAN SENUKE XCR UNTUK MEMBUAT BACKLINK	Error! Bookmark not defined.
3.7.3	CARA MENINGKATKAN TRAFFIC SECARA SIGNIFIKAN	Error! Bookmark not defined.
3.7.4	BACKLINK RESOURCE.....	Error! Bookmark not defined.
3.7.5	CARA LAIN UNTUK MENDAPATKAN BACKLINK	Error! Bookmark not defined.
3.8	TEGUH OSTENRIK BACKLINK	Error! Bookmark not defined.
BAB IV	SIMPULAN DAN SARAN.....	Error! Bookmark not defined.
4.1	SIMPULAN.....	Error! Bookmark not defined.
4.2	SARAN	Error! Bookmark not defined.
	DAFTAR PUSTAKA	Error! Bookmark not defined.
	LAMPIRAN.....	161



DAFTAR GAMBAR

GAMBAR 2.1 PETA MENUJU LOKASI GALERI.....	ERROR! BOOKMARK NOT DEFINED.
GAMBAR 2.2 STRUKTUR ORGANISASI.....	ERROR! BOOKMARK NOT DEFINED.
GAMBAR 2.3 GOOGLE CAFFEIN	ERROR! BOOKMARK NOT DEFINED.
GAMBAR 2. 4 GOOGLE EMD	ERROR! BOOKMARK NOT DEFINED.
GAMBAR 2.5 GOOGLE PANDA	ERROR! BOOKMARK NOT DEFINED.
GAMBAR 2.6 GOOGLE PENGUIN	ERROR! BOOKMARK NOT DEFINED.
GAMBAR 3.1 RISET PASAR.....	29
GAMBAR 3.2 MULAI MEMBUAT WEBSITE	16
GAMBAR 3 3 MENCARI TRAFFIC	17
GAMBAR 3.4 GOOGLE ADDWORD VISUAL ARTIST JAKARTA	22
GAMBAR 3.5 SKCA VISUAL ARTIST JAKARTA	23
GAMBAR 3.6 SKCA VISUAL ARTIST JAKARTA 2	23
GAMBAR 3.7 GOOGLE ADDWORD SCULPTURE JAKARTA	24
GAMBAR 3.8 SKCA SCULPTURE JAKARTA	25
GAMBAR 3.9 GOOGLE ADDWORD PAINTER JAKARTAT	25
GAMBAR 3.10 GOOGLE ADDWORD PAINTER.....	26
GAMBAR 3.11 GOOGLE ADDWORD CORTEN STEEL SCULPTURE	27
GAMBAR 3.12 SKCA CORTEN STEEL SCULPTURE	28
GAMBAR 3.13 SKCA CORTEN STEEL SCULPTURE 2.....	28
GAMBAR 3.14 GOOGLE ADDWORD BRONZE SCULPTURE	29
GAMBAR 3.15 KEYWORD LIFE CYCLE	31
GAMBAR 3.16 EXAMPLE OF GOOD KEYWORD	32
GAMBAR 3.17 GOOGLE SEARCH RESULT	33
GAMBAR 3.18 LONG TAIL SEO	34
GAMBAR 3.19 DOMAIN URL TEGUH OSTENRIK.....	35
GAMBAR 3.20 CPANEL URL	40

GAMBAR 3.21 CPANEL LOGIN	40
GAMBAR 3.22 CPANEL DASHBOARD.....	41
GAMBAR 23 FANTASTICO MENU.....	41
GAMBAR 3.24 INSTAL WORDPRESS FROM FANTSTICO	42
GAMBAR 3.25 WORDPRESS SUB DIRECTORY.....	43
GAMBAR 3.26 WORDPRESS WP-ADMIN.....	45
GAMBAR 3.27 WORDPRESS LOGIN.....	45
GAMBAR 3.28 WORDPRESS DASHBOARD	46
GAMBAR 3.29 WORDPRESS PLUGIN MENU UPLOAD	47
GAMBAR 3.30 WORDPRESS UPLOAD PLUGIN	48
GAMBAR 3.31 WORDPRESS UPLOAD SUCCESS	48
GAMBAR 3.32 ALL IN ONE SEO PRO MENU.....	49
GAMBAR 3.33 ALL IN ONE SEO PRO SETTINGS	50
GAMBAR 3.34 SEARCH ENGINEE RESULT AFTER USING ALL IN ONE SEO PLUGINS.....	50
GAMBAR 3.35 ALL IN ONE SEO PRO FURTER SETTINGS	51
GAMBAR 3.36 ALL IN ONE SEO PRO UPDATE SETTINGS	52
GAMBAR 3.37 WORDPRESS CREATE PAGES	53
GAMBAR 3.38 WORDPRESS EDIT PAGES	54
GAMBAR 3.39 PUBLIS PAGES	54
GAMBAR 3.40 PAGES URL	55
GAMBAR 3.41 PAGES TITLE	55
GAMBAR 3.42 NEW PLUGINS.....	57
GAMBAR 3.43 SEARCH PLUGINS.....	57
GAMBAR 3.44 SEARCH RESULT PLUGINS	58
GAMBAR 3.45 ACTIVE PLUGINS.....	58
GAMBAR 3.46 META DESCRIPTION	58
GAMBAR 3.47 PAGES UPDATE	59
GAMBAR 3.48 SEARCH RESULT PAGES WITH META DESCRIPTIONS	59
GAMBAR 3.49 HEADER 1	60
GAMBAR 3.50 HEADER OPTION	61
GAMBAR 3.51 PAGE UPDATE.....	61
GAMBAR 3.52 PAGE FORMAT MENU	62
GAMBAR 3.53 ADD META KEYWORDS.....	62
GAMBAR 3.54 XML SITEMAP MENU	63
GAMBAR 3.55 XML SITEMAP DASHBOARD	64
GAMBAR 3.56 XML SITEMAP TEGUH OSTENRIK.....	64
GAMBAR 3.57 GOOGLE WEBMASTER TOOLS	65
GAMBAR 3.58 GOOGLE WEBMASTER TOOLS VERIFY	65
GAMBAR 3.59 GOOGLE WEBMASTER TOOLS	66
GAMBAR 3.60 GOOGLE WEBMASTER TOOLS DASHBOARD.....	66
GAMBAR 3.61 GOOGLE WEBMASTER TOOLS ADD SITEMAP	67
GAMBAR 3.62 GOOGLE WEBMASTER TOOLS FETCH AS GOOGLE	67
GAMBAR 3.63 GOOGLE WEBMASTER TOOLS FETCH AS GOOGLE ADD LINK.....	68
GAMBAR 3.64 GOOGLE CHECK INDEXED SITE.....	68
GAMBAR 3.65 WP SUPER CACHE DASHBOARD	71

GAMBAR 3.66 WP SMUSH.IT.....	72
GAMBAR 3.67 PHPMYADMIN	74
GAMBAR 3.68 PHPMYADMIN OPTIMIZE TABLE	75
GAMBAR 3.69 OPTIMIZE TABLE RESULT	75
GAMBAR 3.70 RESULT SPEED TEST	76
GAMBAR 3.71 RESULT SPEED TEST COMPARISON	76
GAMBAR 3.72 RESULT SPEED TEST DETAILS.....	77
GAMBAR 3.73 DEATHBYCAPTCHA PRICE.....	83
GAMBAR 3. 74 DEATHBYCAPTCHA DETAIL & STATISTIC.....	83
GAMBAR 3. 75 EZINEARTICLES.....	85
GAMBAR 3.76 SENUKE.EXE.....	86
GAMBAR 3.77 SENUKE LOGIN	86
GAMBAR 3.78 SENUKE INTERFACE	87
GAMBAR 3.79 SENUKE OPTION.....	87
GAMBAR 3.80 SENUKE CAPTCHA OPTION	88
GAMBAR 3.81 SENUKE CAPTCHA INPUT USERNAME AND PASSWORD	89
GAMBAR 3. 82 SENUKE CAPTCHA CHECK BALANCE	89
GAMBAR 3.83 SPINNER SETTING	90
GAMBAR 3.84 SPINNER INPUT EMAIL AND PASSWORD	90
GAMBAR 3. 85 SPINNER TEST ACCOUNT VALID	91
GAMBAR 3.86 SPINNER TEST ACCOUNT VALID	91
GAMBAR 3. 87 SENUKE WIZARD MENU	92
GAMBAR 3.88 SENUKE BASIC INFO SETTINGS.....	92
GAMBAR 3.89 SENUKE BASIC INFO CAMPAIGN NAME.....	93
GAMBAR 3.90 SENUKE BASIC INFO PROFILE NUMBER.....	93
GAMBAR 3.91 SENUKE BASIC SETTINGS ADD URL AND KEYWORDS	94
GAMBAR 3. 92 NEXT.....	94
GAMBAR 3. 93 SENUKE COMMON PROJECT SETTING - A	95
GAMBAR 3.94 SENUKE COMMON PROJECT SETTING INPUT TITLE	95
GAMBAR 3. 95 THE BEST SPINNER INTERFACE.....	96
GAMBAR 3.96 THE BEST SPINNER ADD TEXT	97
GAMBAR 3.97 THE BEST SPINNER EVERYONE’S FAV SETTING	97
GAMBAR 3.98 THE BEST SPINNER SPINNED TEXT.....	98
GAMBAR 3.99 SENUKE COMMON PROJECT SETTING INPUT TITLE	98
GAMBAR 3.100 SENUKE COMMON PROJECT SETTING GENERATE PROFILE.....	99
GAMBAR 3.101 SENUKE COMMON PROJECT SETTING AUTO-GENERATE RESULT	99
GAMBAR 3.102 SENUKE COMMON PROJECT SETTING SELECT CATEGORIES.....	100
GAMBAR 3.103 SENUKE COMMON PROJECT SETTING SELECT CATEGORIES AUTO-SELECT	100
GAMBAR 3.104 SENUKE COMMON PROJECT SETTING-B.....	101
GAMBAR 3.105 SENUKE COMMON PROJECT SETTING AUTHOR BIO AND ABOUT ME.....	101
GAMBAR 3.106 SENUKE COMMON PROJECT SETTING AUTHOR BIO	102
GAMBAR 6.107 SENUKE COMMON PROJECT SETTING FINISH INPUT	102
GAMBAR 3.108 SENUKE PROJECT LINKING	103
GAMBAR 3.109 SENUKE PROJECT LINKING OPEN FILE TEMPLATE	103
GAMBAR 3.110 SENUKE PROJECT LINKING TEMPLATE ALL FOR ONE & ONE FOR ALL.....	103

GAMBAR 3.111 SENUKE PROJECT LINKING FORMAT	104
GAMBAR 3.112 SENUKE MODUL SPESIFIC SETTING.....	105
GAMBAR 3.113 SENUKE MODUL SPESIFIC SETTING AUTO-GENERATE PROFILE.....	105
GAMBAR 3.114 SENUKE MODUL SPESIFIC SETTING AUTO-GENERATE RESULT	105
GAMBAR 3.115 SENUKE MODUL SPESIFIC EMAIL SETTING	106
GAMBAR 3.116 SENUKE MODUL SPESIFIC EMAIL SETTING COMPLETE	106
GAMBAR 3.117 SENUKE MODUL SPESIFIC EMAIL SETTING TEST	107
GAMBAR 3.118 SENUKE SOCIAL BOOKMARK 1.....	107
GAMBAR 3.119 SENUKE SOCIAL BOOKMARK 1 PREVIEW.....	108
GAMBAR 3.120 SENUKE PDF DIRECTORY 1.....	109
GAMBAR 3.121 AUTO-GENERATE ARTICLE.....	110
GAMBAR 3.122 SENUKE PDF DIRECTORY WITH SPUN ARTICLE	110
GAMBAR 3.123 SENUKE INSERT LINK ON ARTICLE	111
GAMBAR 3.124 SENUKE WIKI.....	112
GAMBAR 3.125 SENUKE WIKI WITH SPUN ARTICLE	112
GAMBAR 3.126 SENUKE SOCIAL NETWORK 1.....	113
GAMBAR 3.127 SENUKE SOCIAL NETWORK WITH SPUN ARTICLE.....	113
GAMBAR 3.128 SENUKE TOOLBOX 1	114
GAMBAR 3.129 SENUKE ARTICLE DIRECTORY 1	115
GAMBAR 3.130 SENUKE ARTICLE DIRECTORY AND SPUN ARTICLE	115
GAMBAR 3.131 SENUKE TOOLBOX 2	116
GAMBAR 3.132 SENUKE TOOLBOX 3	116
GAMBAR 3.133 SENUKE WORDPRESS 1.....	117
GAMBAR 3.134 SENUKE WORDPRESS WITH SPUN ARTICLE.....	117
GAMBAR 3.135 SENUKE PRESS RELEASE 1	118
GAMBAR 3.136 SENUKE PRESS RELEASE WITH SPUN ARTICLE	118
GAMBAR 3.137 SENUKE UNIVERSAL SETTING	119
GAMBAR 3.138 SENUKE CONFIRM AND CREATE.....	120
GAMBAR 3.139 SENUKE FINISH SETTING	120
GAMBAR 3.140 SENUKE WORKING IN PROGRESS	121
GAMBAR 3.141 SENUKE FINISH PROGRESS.....	121
GAMBAR 3.142 SENUKE URL BACKLINK RESULT.....	122
GAMBAR 3.143 SENUKE URL BACKLINK LIST	122
GAMBAR 3.144 SENUKE LIST URL.....	123
GAMBAR 3.145 LINKLICIOUS HOMEPAGE	124
GAMBAR 3.146 LINKLICIOUS LOGIN.....	124
GAMBAR 3.147 LINKLICIOUS DASHBOARD.....	125
GAMBAR 3.148 LINKLICIOUS UPLOAD LINKS	125
GAMBAR 3.149 LINKLICIOUS UPLOAD	126
GAMBAR 3.150 LINKLICIOUS UPLOAD SUCCESS	127
GAMBAR 3.151 LINKLICIOUS INDEXING PROGRESS	127
GAMBAR 3.152 SOCIAL EXCHANGE BOT	129
GAMBAR 3.153 SOCIAL EXCHANGE LOGIN	130
GAMBAR 3.154 ZERGUP HOMEPAGE	130
GAMBAR 3.155 ALLSOCIALEXCHANGEBOT LOGIN.....	130

GAMBAR 3.156 ALLSOCIALEXCHANGEBOT INTERFACE	131
GAMBAR 3.157 ADDMEFAST HOMEPAGE	131
GAMBAR 3.158 ADDMEFAST REGISTER	131
GAMBAR 3.159 ADDMEFAST REGISTRATION.....	132
GAMBAR 3.160 ADDMEFAST FREE POINT	132
GAMBAR 3.161 ALLSOCIALEXCHANGEBOT FILE SETTING ADDMEFAST.....	133
GAMBAR 3.162 ALLSOCIALEXCHANGEBOT ADDMEFAST SETING USERNAME AND PASSWORD.....	133
GAMBAR 3.163 ALLSOCIALEXCHANGEBOT START	133
GAMBAR 3.164 ADDMEFAST DASHBOARD	134
GAMBAR 3.165 ADDMEFAST ADD SITE.....	134
GAMBAR 3.166 ADDMEFAST ADD/EDIT CONTENT	135
GAMBAR 3.167 ADDMEFAST ADD/EDIT CONTENT SELECT WEBSITE HITS	135
GAMBAR 3.168 ADDMEFAST ADD/EDIT CONTENT SAVE CHANGE.....	136
GAMBAR 3.169 ADDMEFAST SITE IN PROGRES.....	136
GAMBAR 3.170 GOOGLE ANALYTIC VIEW	137

DAFTAR TABEL

TABEL 2.1 LIST PAMERAN INDIVIDU TEGUH OSTENRIK	17
TABEL 2.2 LIST GROUP EXHIBITION TEGUH OSTENRIK	19
TABEL 3.1 JENIS-JENIS DOMAIN	36
TABEL 3.2 DOMAIN NAME PREFIXES	37
TABEL 3.3 DOMAIN NAME SUFIXES	37
TABEL 3.4 ARTICLE DIRECTORY	138
TABEL 3.5 BOOKMARKING SITE.....	139
TABEL 3.6 VIDEO SHARING	140
TABEL 3.7 PINGER.....	140
TABEL 3.8 WEB DIRECTORY.....	141
TABEL 3.9 FREE WIKIS	141
TABEL 3.10 NEWS AND PRESS RELEASE.....	142
TABEL 3.11 PODCAST.....	142
TABEL 3.12 FORUM.....	143
TABEL 3.13 RSS DIRECTORY.....	143
TABEL 3.14 FREE BLOGS	144
TABEL 3.15 FREE WEBSITE BUILDER.....	144
TABEL 3.16 SOCIAL NETWORK AND WEB 2.0.....	145