

## THE ROLE OF SEO IN STRENGTHENING DIGITAL MARKETING STRATEGY TO BOOST SMES COMPETITIVENESS IN THE ORGANIC MARKET

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### Abstract

This study investigates the strategic application of Search Engine Optimization (SEO) as a digital marketing tool for small and medium-sized enterprises (SMEs), focusing on an organic products business transitioning to e-commerce. Utilizing a mixed-methods framework, the study assesses the effectiveness of SEO methodologies. Results reveal that optimizing product titles, descriptions, and metadata improved search engine rankings, increasing organic traffic by 28% over three months. However, the conversion rate saw only a marginal rise (from 1.78% to 2.15%), underscoring gaps in user experience and technical SEO implementation. The study also highlights resource constraints and knowledge barriers that hinder SMEs from sustaining SEO efforts independently. These findings align with recent industry trends emphasizing the integration of SEO with content marketing and mobile optimization to address consumer behaviors. This research provides actionable recommendations for SMEs to harness SEO as a strategy for digital growth. The outcomes contribute to broader discourse on digital equity for SMEs in competitive markets, advocating for tailored training programs and collaborative platforms to democratize access to SEO tools.

**Keywords :** organic agriculture, e-commerce, small and medium enterprise, search engine optimization

### Abstrak

Penelitian ini bertujuan untuk penerapan strategis *Search Engine Optimization* (SEO) sebagai alat pemasaran digital untuk usaha kecil dan menengah (UKM), dengan fokus pada bisnis produk organik yang bertransisi ke *e-commerce*. Menggunakan kerangka kerja *mixed-methods*, studi ini menilai efektivitas metodologi SEO. Hasil penelitian menunjukkan bahwa pengoptimalan judul produk, deskripsi, dan metadata meningkatkan peringkat mesin pencari dan meningkatkan lalu lintas organik sebesar 28% selama tiga bulan. Namun, tingkat konversi hanya mengalami peningkatan marginal (dari 1,78% menjadi 2,15%), yang menggarisbawahi kesenjangan dalam pengalaman pengguna dan implementasi SEO teknis. Studi ini juga menyoroti kendala sumber daya dan hambatan pengetahuan yang menghalangi UKM untuk mempertahankan upaya SEO secara mandiri. Temuan ini sejalan dengan tren industri terkini yang menekankan integrasi SEO dengan pemasaran konten dan pengoptimalan seluler untuk mengatasi perilaku konsumen. Penelitian ini memberikan rekomendasi yang dapat ditindaklanjuti bagi UKM untuk memanfaatkan SEO sebagai strategi

pertumbuhan digital. Hasil penelitian ini berkontribusi pada wacana yang lebih luas tentang kesetaraan digital bagi UKM di pasar yang kompetitif, dengan mengadvokasi program pelatihan yang disesuaikan dan platform kolaboratif untuk mendemokratisasi akses ke teknologi SEO.

**Kata Kunci :** pertanian organik, e-commerce, usaha kecil dan menengah, optimasi mesin pencari

## A. INTRODUCTION

The modern consumer landscape is undergoing a significant transformation by revolutionizing how businesses operate and interact with customers, particularly in the realm of e-commerce (Ntumba et al., 2023). According to recent data from (Buchholz, 2023), global e-commerce sales reached \$2.2 Trillion in 2023 and are projected to grow to \$3.4 trillion by 2027. It seems that businesses are beginning to adapt their operations to this new development. For instance, there's an increasing interest in marketing to a new type of customer, especially within the organic agriculture market, because health is a growing trend (Rahmann et al., 2017).

E-commerce, or online shopping, has become a common activity for many people, with the online marketplace evolving into a dynamic and competitive space where businesses must continuously innovate to capture and retain customer attention. Digital strategies, such as Search Engine Optimization (SEO), are crucial for businesses to reach a larger audience, promote their brands, engage with customers, and boost sales (Aisah et al., 2024; Tatikonda et al., 2024). However, many small and medium-sized enterprises (SMEs) struggle to fully leverage the power of digital marketing due to limited resources, knowledge, or expertise, which hinders their ability to implement effective SEO strategies (Sakas et al., 2023). This gap prevents many SMEs from realizing the full benefits of digital marketing, even as businesses that prioritize SEO see significant improvements in online visibility and conversion rates

(Singh, 2024). By optimizing their digital presence, SMEs can enhance their visibility on search engines, attract more customers, and build credibility.

Despite the evident benefits of SEO and the growing importance of digital marketing for SMEs, a significant gap in its adoption and implementation persists, particularly among organic product businesses in Indonesia. This gap is driven by factors such as a lack of technical knowledge, inadequate resources, and limited awareness of SEO's impact on business performance. While e-marketplace platforms provide tools to enhance online visibility, many SMEs fail to utilize them effectively, leading to suboptimal sales performance (Nugraha & Kurniawan, 2023).

XYZ Healthy Store, a local SME offering organic and sustainable products, seeks to address this challenge by improving its online presence and reaching a wider customer base through SEO. Although committed to promoting organic products and community education, XYZ Healthy Store recognizes the need to enhance its visibility in the competitive digital landscape. This research is motivated by the need to harness the potential of digital marketing and address the challenges faced by SMEs in a competitive online environment. By focusing on XYZ Healthy Store, the study aims to explore the application of SEO strategies, assess their impact on sales, and provide actionable recommendations for other SMEs to enhance their digital presence. Ultimately, this study aspires to contribute to a deeper understanding of SEO for SMEs, offering solutions to strengthen their digital

marketing efforts and ensure their competitiveness in the digital era.

E-commerce has revolutionized the business world, transforming how companies operate and compete, creating numerous opportunities for businesses to thrive beyond traditional storefronts (Moriset, 2018). A core component of this digital landscape is Search Engine Optimization (SEO), a multifaceted strategy designed to improve product visibility in search engine results pages (SERPs). In this competitive arena, optimization is key, and understanding the underlying principles and benefits of SEO is essential for boosting website traffic, raising brand awareness, and ultimately increasing sales (Chen, 2024). Academic sources underscore the significance of SEO for businesses of all sizes, with (Ziakakis et al., 2019) defining it as a collection of techniques used to improve a website's ranking in search engine results, thereby increasing the likelihood that potential customers will find the website when searching for relevant keywords. Furthermore, (Erdmann et al., 2022; Gupta et al., 2016) emphasize that SEO is not just about achieving higher rankings but also about attracting qualified traffic, meaning people who are genuinely interested in a company's products or services.

The process of SEO involves a range of activities, including keyword research, on-page optimization, link building, and technical SEO. Keyword research is essential for creating an effective SEO strategy, as identifying the terms and phrases that customers use when searching for products or services allows businesses to tailor their website content and target the most relevant audience; (Erdmann et al., 2022) suggest using keyword research tools like Google Keyword Planner and SEMrush to uncover high-volume, low-competition keywords, which are highly valuable in search optimization. On-page optimization refers to optimizing elements within a website to improve its ranking, involving the optimization of title tags, meta descriptions,

header tags, and image alt text with relevant keywords to increase a store's relevance and readability for both search engines and users, with (Kumar et al., 2024) emphasizing the importance of high-quality, original content, as search engines favor stores that provide valuable and engaging information. The implementation of these SEO techniques, as demonstrated in the work done for XYZ Healthy Store, shows that improving the technical aspects of the store products is essential, and without SEO, the business can lose potential customers; early research results indicate that SEO helps to reach more customers, suggesting that if XYZ Healthy Store improves these elements, the business has a better opportunity to grow.

## B. RESEARCH METHODOLOGY

The study was carried out to explore how Search Engine Optimization (SEO) can help small and medium enterprises (SMEs), specifically XYZ Healthy Store, improve their online presence and sales. The goal was to see how effective SEO strategies are in boosting visibility and performance.

A mix of methods was used in this research. Both numbers (quantitative data) and ideas (qualitative data) were collected to understand clearly how effective SEO was. The study lasted three months, during which SEO methods were used, tracked, and modified based on what succeeded and what failed. A baseline was set to track the changes over time. This mixture of methods insured that the results were true to form and brought a whole perspective to the influence of SEO.

### Research Design

The study focused on a case: XYZ Healthy Store, an Indonesian small business. This allowed a detailed look at how SEO was used and what it delivered. Case study methodology was employed because it captures real actual issues that face SMEs when they are looking to boost their web presence. The research took into account

whether SEO impacted factors like website presence, traffic to websites, and revenue (Mariani et al., 2024). Bearing in mind that they were dealing with only one company, the research wished to assist in providing results beneficial to other SMEs, in this instance, within the organic produce sector.

### Data Collection Methods

Data was collected from two main sources: direct observation (primary data) and existing information (secondary data). Primary data came from closely watching XYZ Healthy Store's digital marketing activities, especially how its online store was optimized. The study focused on five key products: Mie Tomat Ladang Lima, Tepung Bumbu Serbaguna, Biskuit Blackmond, Permen Kayu Putih, and Dendeng Vegan Meatless Kingdom. SEO strategies were applied to these products, including improving product titles, writing detailed descriptions, using high-quality images, and adding features like free shipping and premium seller status. Metrics such as page views, product impressions, conversion rates, and customer reviews were tracked to measure the impact.

This method provided a way to evaluate how SEO can improve the online performance of SMEs. By studying XYZ Healthy Store in detail, the research aimed to offer practical tips and insights for other small businesses looking to improve their digital marketing efforts. (Hoo et al., 2023).

Quantitative data is gathered through:

1. Premium seller dashboard analytics (two months period)
2. Keyword ranking positions for selected products
3. Conversion rate tracking
4. Customer engagement metrics

Qualitative data collection includes:

1. Content analysis of product descriptions and visual elements
2. Evaluation of SEO best practices implementation

3. Assessment of competitive positioning against competitors

Secondary data is obtained from existing literature, reports, and web sources on SEO methods, internet marketing strategies, and the performance measures of e-commerce sites. This includes studying e-marketplace seller tools and features, as well as studying relevant academic and industry journals.

### Justification of Methodology

The chosen methodology is justified by the need for a specific examination of a real-world application of SEO. XYZ Healthy Store presents an example of an organic SME navigating the challenges of digital marketing, making it an ideal subject for offering valuable insights that can be generalized to other SMEs facing similar circumstances.

## C. RESULTS AND FINDINGS ANALYSIS

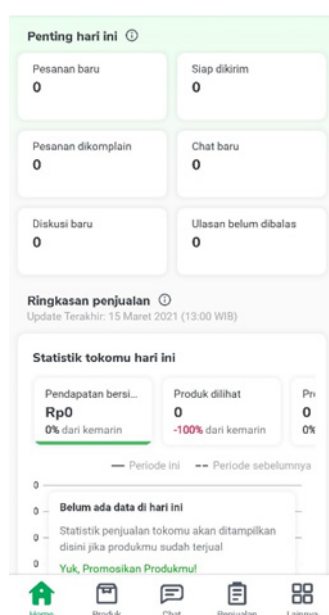
Our research into the SEO performance of XYZ Healthy Store yielded a range of findings, highlighting both the potential and the challenges of implementing effective SEO strategies for small businesses. After conducting our initial SEO audit, we saw key areas to work on and improvements to be made. These changes, we believe, help us achieve a better online presence. This is a first step for understanding what actions are needed to improve performance.

The XYZ Healthy Store chose Tokopedia as its online sales platform because there are no registration fees or charges to sign up. However, after becoming a Power Merchant and activating the free shipping feature, they receive a deduction from their sales revenue. Tokopedia is very popular in Indonesia, as it has users in 99% of the country's sub-districts. The platform offers a wide range of logistics options, including partnerships with 13 logistics companies, so buyers can choose the option that best fits their needs.



Tokopedia also provides a variety of financial technology products and features that help stores grow (Ajitrisona, 2024).

Tokopedia has continued to add new features. Now, all sellers, including XYZ Healthy Store, must have a Tokopedia Seller account. The Tokopedia Seller app is a mobile app (Android) made for people who run stores on Tokopedia. This app allows sellers to manage their business anytime and anywhere. The initial interface of the Tokopedia Seller app is seen in Figure 1 as follow:



**Figure 1.** Home Interface of Seller App

One of the most frequent activities sellers engage in through this app is managing and monitoring orders. Since the app is directly connected to the platform, sellers receive notifications as soon as an order is placed. Effective communication is also vital, as potential buyers can ask questions through the chat feature. The Tokopedia Seller app serves as the primary hub for managing the store, including handling the store name, profile picture, decoration, courier preferences, sales statistics, and product data entry. Additionally, the app allows for promotions without traditional brochures. Sellers can send broadcast messages, create store vouchers, and manage TopAds to reach a wider audience.

As of the latest updates, Tokopedia has continued to expand its services, integrating more advanced features such as

1. **AI-driven Insights:** Tokopedia Seller now offers AI-based analytics to help sellers identify trends and optimize product listings.
2. **Automated Chatbot Support:** Enhance customer interaction with automated responses for common inquiries.
3. **Advanced Marketing Tools:** Schedule promotions, manage influencer collaborations, and utilize targeted advertising.
4. **Secure Payment Management:** Integrated with multiple payment gateways for smooth transactions.

XYZ Healthy Store has benefited greatly from these advancements, experiencing increased visibility and sales through Tokopedia's reach and tools. The ability to offer free shipping and access to a vast customer base has been instrumental in their growth, allowing them to compete effectively in the digital marketplace (Zahra et al., 2024).

## Product Optimization

The method of Search Engine Optimization (SEO) is utilized for optimizing products. In this process, five sample products were selected as references for product optimization, covering the product name, product images, product description, and product price.

1. **Mie Tomat Ladang Lima**



**Figure 2.** Product Page of Mie Tomat Ladang Lima

The keywords used in creating the product title include "Mie Tomat," combined

with the brand name "Ladang Lima." This results in a product title of "Mie Tomat Ladang Lima" as seen in Figure 2. The term "Mie Tomat" is commonly searched, which can help increase product sales.

Kondisi: Baru  
Berat: 100 Gram  
Kategori: **Mie Instan**  
Etalase: **Mie**

Mie Tomat Ladang Lima, Mie sayur sehat organik dengan bumbu.

Komposisi Mie : Tepung Singkong, Tepung Terigu, Buah Tomat, Garam & Air  
Komposisi Bumbu : Kaldu Ayam, Minyak Sayur, Kecap Alami & Rempah

Ukuran 15 x 3 x 10 cm  
Netto : 76 gr

- Bebas Telur
- Sumber Serat
- Rendah Lemak
- Tanpa Pengawet
- Tanpa MSG
- Tanpa Pewarna Buatan

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**Figure 3.** Product Description of Mie Tomat Ladang Lima

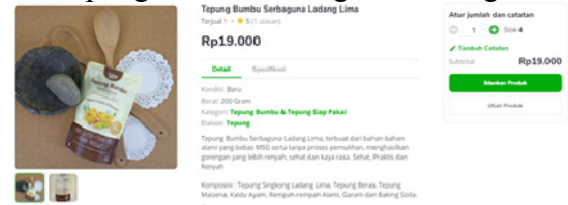
In Figure 3 we saw that the first paragraph of the product description should be keyword-rich, as it is what will appear in search results. The description is written comprehensively, detailing all the benefits of the product. The second paragraph provides the composition of the noodles and the seasoning mix. The third paragraph specifies the size of the noodle package and its net weight. Finally, the fourth paragraph highlights the advantages of the product. Given that the product is an instant noodle, it fits into the "instant noodle" category because it is ready-to-cook with pre-mixed healthy seasonings.

The product price at the store is rounded up to the original price plus 3.5% (of the original price) due to additional costs from Power Merchant membership and free shipping. Therefore, the product originally priced at Rp. 9,500 at the store becomes Rp. 9,832.5, which is then rounded up to Rp. 10,000 per unit.

Three images are used for the product, rather than maximizing to five, because the product has only one side with packaging design and the rest is transparent plastic. The three images start with a decorated main

image to attract potential buyers' attention, followed by the front view of the product, and finally the back view of the product as additional details to clarify the physical appearance of the product.

## 2. Tepung Bumbu Serbaguna Ladang Lima



**Figure 4.** Product Page of Tepung Bumbu Serbaguna Ladang Lima

The keywords used in creating the product title include "Tepung Bumbu Serbaguna," combined with the brand name "Ladang Lima." This results in a product title of "Tepung Bumbu Serbaguna Ladang Lima" as seen in Figure 4. The simple yet informative choice of words makes "Tepung Bumbu Serbaguna" commonly searched, thereby increasing product sales.

Kondisi: Baru  
Berat: 200 Gram  
Kategori: **Tepung Bumbu & ...**  
Etalase: **Healthy Food**

Tepung Bumbu Serbaguna Ladang Lima, terbuat dari bahan-bahan alami yang bebas MSG serta tanpa proses pemutihan, menghasilkan gorengan yang lebih renyah, sehat dan kaya rasa. Sehat, Praktis dan Renyah

Komposisi : Tepung Singkong Ladang Lima, Tepung Beras, Tepung Maizena, Kaldu Ayam, Rempah-rempah Alami, Garam dan Baking Soda.

Ukuran : 12 x 4 x 20 cm  
Netto : 150 gr

- Bebas Gluten
- Tanpa MSG
- Tanpa Pengwet

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**Figure 5.** Product Description of Tepung Bumbu Serbaguna Ladang Lima

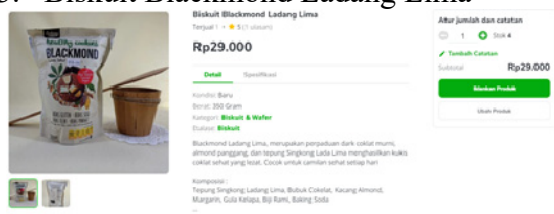
In Figure 5 we saw that the first paragraph of the product description includes keywords, a brief description of the product's use, and its key benefits. The second paragraph details the composition of the universal flour mix. The third paragraph specifies the dimensions (length x width x height) and net weight of the flour mix. Lastly, the fourth paragraph lists the

product's advantages in bullet points for easy reading.

The product price at the store is rounded up to the original price plus 3.5% (of the original price) due to additional costs from Power Merchant membership and free shipping. Therefore, the product originally priced at Rp. 18,000 at the store becomes Rp. 18,730, which is then rounded up to Rp. 19,000 per unit.

Two images are used for the product, starting with a decorated main image to attract potential buyers' attention, followed by the back view of the product to clearly showing its physical appearance.

### 3. Biskuit Blackmond Ladang Lima



**Figure 6.** Product Page of Biskuit Blackmond Ladang Lima

The keywords used in creating the product title include "Biskuit," combined with the product name "Blackmond" and the brand name "Ladang Lima." This results in a product title of "Biskuit Blackmond Ladang Lima" as seen in Figure 6. Instead of directly using "Blackmond," the term "Biskuit" is used because searches for "biscuits" are much more common, and "Blackmond" is a type of biscuit, making the information clear.

Kondisi: Baru  
Berat: 350 Gram  
Kategori: **Biskuit & Wafer**  
Etalase: **Biskuit**  
  
Blackmond Ladang Lima, merupakan perpaduan dark coklat, murti, almond panggang, dan tepung Singkong Lada Lima menghasilkan kukis coklat senat yang lezat. Cocok untuk camilan sehat setiap hari  
  
Komposisi :  
Tepung Singkong Ladang Lima, Bubuk Cokelat, Kacang Almond, Margarin, Gula Kelapa, Biji Rami, Baking Soda  
  
Ukuran : 15 x 7 x 20 cm  
Netto : 180 gr  
  
- Bebas Gluten  
- Bebas Susu  
- Bebas Telur  
- Bebas Pengawet  
[Lihat Lebih Sedikit](#)

**Figure 7.** Product Description of Biskuit Blackmond Ladang Lima

In Figure 7 we saw that the first paragraph describes the product generally, including common ingredients, key benefits, and the target market. The second paragraph details the composition of the Blackmond biscuit. The third paragraph specifies the dimensions (length x width x height) and net weight of the biscuit. Finally, the fourth paragraph lists the product's advantages in bullet points for easy reading.

The product price at the store is rounded up to the original price plus 3.5% (of the original price) due to additional costs from Power Merchant membership and free shipping. Therefore, the product originally priced at Rp. 28,000 at the store becomes Rp. 28,980, which is then rounded up to Rp. 29,000 per unit.

Two images are used for the product, starting with a decorated main image to attract potential buyers' attention, followed by the back view of the product to clearly showing its physical appearance.

### 4. Permen Kayu Putih (Soft Candy)



**Figure 8.** Product Page of Permen Kayu Putih (Soft Candy)

In naming the product title, keywords such as "Permen Kayu Putih" and "Soft Candy" are used, along with the variant being soft. This clarifies the general composition and variety of the product. Since there is no specific brand for this product (it is from an individual supplier), the product title is simply "Permen Kayu Putih (Soft Candy)" as seen in Figure 8.

Kondisi: Baru  
Berat: 90 Gram  
Kategori: **Permen**  
Etalase: **Permen**

Cajuputs Candy, Permen Kayu Putih Pelega Tenggorokan.

Komposisi : Gula Tebu, Glukosa, Lemak Nabati, Gelatin Sapi, Arabika Gum, Lestini Kedelai, Minyak Kayu Putih, Minyak Peppermint

Ukuran : 9 x 4 x 15 cm  
Netto : 50 g

- Efektif sebagai ekspektoran dalam kasus laringitis dan bronchitis
- Efektif mencegah sariawan
- Melegakan tenggorokan, mencegah iritasi, mengobati luka, melemaskan otot, menghambat jamur dan anthelmintic
- Melegakan pernapasan, mencegah masuk angin, menghilangkan mual, mengangkat tubuh, dan baik untuk perawatan gigi.

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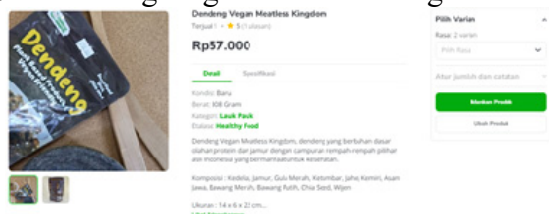
**Figure 9.** Product Description of Permen Kayu Putih (Soft Candy)

In Figure 9 we saw that the first paragraph of the product description uses keywords such as "Permen Kayu Putih Pelega Tenggorokan" (soothing throat candy). The second paragraph details the composition of the candy. The third paragraph specifies the dimensions (length x width x height) and net weight of the candy. Finally, the fourth paragraph lists the product's advantages.

The product price at the store is rounded up to the original price plus 3.5% (of the original price) due to additional costs from Power Merchant membership and free shipping. Therefore, the product originally priced at Rp. 25,000 at the store becomes Rp. 25,875, which is then rounded up to Rp. 26,000 per unit.

Only one image is used for the product, as the product does not have a backside that needs to be shown (it is plain), and the front view with decoration is sufficient to provide clear information about the product.

## 5. Dendeng Vegan Meatless Kingdom



**Figure 10.** Product Page of Dendeng Vegan Meatless Kingdom

Keywords used in creating the product title include "Dendeng" and "Vegan," followed by the brand name "Meatless Kingdom." This results in a product title of "Dendeng Vegan Meatless Kingdom" as seen in Figure 10. The term "Dendeng" refers to dried meat, but since the product is plant-based, "Vegan" is added to clarify its nature.

Kondisi: Baru  
Berat: 308 Gram  
Kategori: **Lauk Pauk**  
Etalase: **Healthy Food**

Dendeng Vegan Meatless Kingdom, dendeng yang berbahan dasar olahan protein dan jamur dengan campuran rempah-rempah pilihan asli Indonesia yang bermanfaat untuk kesehatan.

Komposisi : Kedelai, Jamur, Gula Merah, Ketumbar, Jahe, Kemiri, Asam Jawa, Bawang Merah, Bawang Putih, Chia Seed, Wijen

Ukuran : 14 x 6 x 22 cm  
Netto : 150 gr

- Non Kolesterol
  - Tidak melewati proses penggorengan
  - Bukan Frozen Food
- [Lihat Lebih Sedikit](#)

**Figure 11.** Product Description of Dendeng Vegan Meatless Kingdom

In Figure 11 we saw that the first paragraph of the product description provides a summary, including the basic composition and general benefits. The second paragraph details the complete composition of the product as listed on the packaging. The third paragraph specifies the packaging dimensions (length x width x height) and net weight of the vegan dendeng. Finally, the fourth paragraph lists the product's advantages in bullet points for easy reading.

The product price at the store is rounded up to the original price plus 3.5% (of the original price) due to additional costs from Power Merchant membership and free shipping. There are two variants of the product: Original and Spicy. The original variant, originally priced at Rp. 50,000 at the store, becomes Rp. 51,750, which is then rounded up to Rp. 52,000 per unit. The spicy variant, originally priced at Rp. 55,000 at the store, becomes Rp. 56,925, which is then rounded up to Rp. 57,000 per unit.



Two images are used for the product, starting with a decorated main image showing the front of the product, followed by an additional image of the back of the packaging, which includes nutritional values, ingredient composition, and benefits.

All products are shipped using the same courier services available near the store, ensuring easy delivery to shipping services.

### Store Statistics



Figure 12. Basic Store Statistics

After more than two months as a Tokopedia seller, the net income from orders (excluding shipping costs) reached Rp. 552,500. The product pages received 393 visits with a conversion rate of 1.78%, meaning that out of 393 visits, only 1.78% or 7 visits resulted in purchases as seen in Figure 12. To date, the total number of orders remains at seven sales transactions.

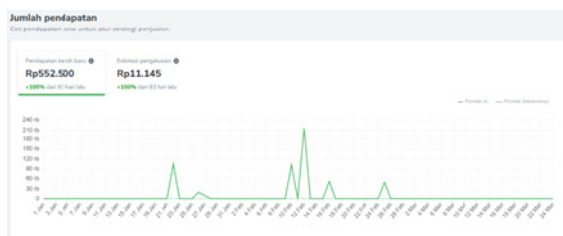


Figure 13. Overall Store Revenue Statistics

From the graph on Figure 13 we can see that purchases typically came as single orders at irregular intervals, with only the period of January 26-27 experiencing two sales in close succession. This pattern occurred because XYZ Healthy Store did not invest in advertising or product promotions, instead passively waiting for orders. Without any strategies to boost purchases—relying solely on product title searches and images—the sales graph remained unstable, particularly in the last month.

The estimated expenditure for XYZ Healthy Store as a Tokopedia seller was Rp.

11,145, with Rp. 4,470 deducted for the Power Merchant feature and Rp. 6,675 for free shipping tax. The store has not yet activated TopAds, Broadcast Chat, or Merchant Voucher features.

The Free Shipping feature has proven highly effective in increasing sales, as shown in Figure 13. Since activating this feature, XYZ Healthy Store has received two new orders, demonstrating its positive impact on sales performance.

### Product Statistics

The data shows that from 393 total product page visits, the product conversion trend (percentage of successful transactions divided by daily product views) stands at 1.78%. This indicates that purchases occur at a ratio of 1:56 visits, meaning one purchase happens after approximately 56 product page visits. This conversion rate is considered suboptimal, as it falls below the industry average of 2.35% noted by Mubarok (2023). The top 25% of online businesses achieve conversion rates of 5.31%, with some exceptional cases reaching an impressive 11.45%.

In January, the most viewed product was Mie Tomat Ladang Lima with 10 visits, resulting in three units sold across two purchases, giving it the highest conversion rate of 20% for the month. In February, Kurma Date Crown Kheneizi (500g) received the most views with 12 visits but generated no sales. The highest conversion rates (25%) were achieved by two products: Herbana Relief Sari Kulit Manggis (60 Capsules), with one unit sold from four views, and Herbana Balance Madia Good Night (10 Tablets), with two units sold from four views. In March, no transactions occurred (0% conversion). The most viewed product was Dendeng Vegan Meatless Kingdom with eight views but no orders.

### Buyer Statistics

Of the seven total sales transactions, January saw three transactions (one male, one female, one unspecified). February

recorded four transactions (three females, one male). The age distribution shows one buyer aged 18-23, two buyers aged 24-34, three buyers aged 35-44, one buyer aged 45+, and one buyer who did not disclose their age.

### Product Keyword Statistics

In mobile app searches, Mie Tomat Ladang Lima appears in the 6th row (11-12th position), Tepung Bumbu Serbaguna Ladang Lima in the 30th row (59-60th position), Biskuit Blackmond Ladang Lima in the 7th row (13-14th position), Permen Kayu Putih (Soft Candy) in the 3rd row (5-6th position), and Dendeng Vegan Meatless Kingdom in the 2nd row (3-4th position). Most products (noodles, candy, biscuits, and vegan jerky) rank within the top 7 rows in mobile app searches, while the flour product appears near the end of the first page of search results.

### Advertising and Promotion

After more than two months of development, XYZ Healthy Store has not implemented advertising or promotions beyond the Power Merchant and free shipping features. This is because after the internship period ended in late February, the store did not find a replacement to continue developing the Tokopedia seller account. Currently, XYZ Healthy Store needs to implement advertising strategies to increase visitor traffic to its product pages.

### Reviews and Canceled Orders

From January to March, XYZ Healthy Store completed eight transactions with a total of 13 products sold. The store has received seven reviews, all with five-star ratings. The review reminder uses Tokopedia's default template: "Hello @BuyerName, thank you for shopping at our store. Do you like the product? Please help us by reviewing this product (smile emoticon)." To date, XYZ Healthy Store has not experienced any order cancellations or complaints.

## D. CONCLUSION

This case study of XYZ Healthy Store's Tokopedia store illustrates the multifaceted challenges and opportunities inherent in implementing SEO strategies within the context of an e-commerce platform for SMEs. While the optimization efforts undertaken, focused primarily on keyword integration and product description enhancements, demonstrated potential in enhancing product visibility, the overall impact on sales and customer engagement remained limited due to a confluence of factors. A key finding of the study is that simple SEO optimization tactics, while potentially beneficial, are insufficient to guarantee success in a highly competitive digital marketplace. High performing sites need to also be easily navigated, have consistent content, and work efficiently. The presence of established Power Merchants, which benefit from increased prominence and promotional opportunities, posed a significant barrier to entry for XYZ Healthy Store. This finding underscores the importance of understanding the competitive landscape when determining SEO strategies. Based on the findings of this research and considering the challenges faced by XYZ Healthy Store, the following recommendations are presented for improving its online presence and sales performance on Tokopedia: Invest in Dedicated SEO Resources and Expertise; Develop and Implement Marketing Strategy and Prioritize Customer Engagement.

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