

Statistical Performance and Graphical Analysis of Branding Website User at PT. Reksa Nusindo Sejahtera by Using Google Console and Google Analytics

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ABSTRACT

The rapid of information and competition in the world of the internet has caused the website reksanusindosejahtera.com disappear on the first page of Google Search Results and queries. Therefore, it has less viewers and subscribers. Search Engine Optimization (SEO) is a method that will be used to overcome the issue of viewers and subscribers on a website. This research applies Search Engine Optimization (SEO) by using two tools, Google Console and Google Analytics, to optimize keyword searches. The aim of this research is to assist the website in appearing on the first page of Google Search results, thereby maximizing business outcomes. The results of website optimization are based on the analysis and implementation of this method; the main page of the website with the primary keyword reksanusindo.com has been indexed by search engines and appears on the first page of Google search results. It can be confirmed that the statistics for website visits have increased than the previous numbers. Furthermore, this website will continue to be optimized to achieve even better results.

Keywords:

Branding,
Website,
Google Analytics,
Google Console



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INTRODUCTION

By the time, the company has begun to change its marketing system from conventional methods to modern ones by functioning the internet. In today's marketing strategies, there is also an emphasis on utilizing digital technology. Digital marketing enables companies to reach consumers with their products through various media channels [1]. The use of digital marketing currently encompasses marketing activities, institutions, processes, and services. Using a website as a digital marketing tool can also facilitate that company attracting potential buyers. PT Reksa Nusindo Sejahtera, as one of the companies selling medical and healthcare equipment for both personal and public use, such as in hospitals, clinics, and educational institutions related to health, currently utilizes a website to introduce its branding. The website is utilized as a platform for disseminating information to support the company's business [2]. Branding itself can be defined as the process of shaping the image that a company undertakes to plan marketing strategies for a product [3].

Website analysis www.reksanusindosejahtera.com has been conducted by Search Engine Optimization (SEO) technic. Tools that can be used to observe the statistics of the viewers or visitors are Google Analytics and Google Search Console. Google Search Console is used to look at the traffic graph of articles [4]. Google Analytics is a service provided by Google that allows you to obtain statistical information about web visitors [5]. Google Analytics offers various types of reports including intelligence events, real-time, audience, acquisition, behavior and conversion [6]. The purpose of this research is to determine the statistical performance results and graphical analysis on the branding website of PT Reksa Nusindo Sejahtera with the assistance of Google Analytics and Google Search Console tools.

METHODS

Website

A website can be defined as a collection of pages containing digital data such as text, images, animations, sounds, and videos, or a combination of both, delivered through internet connection, allowing anyone to access and view it. A website is an accessible media that can be accessed via internet and contains meaningful information pages for worldwide. A website may consist of a single page or a collection of pages, with the main page called the homepage [7]. Web pages are created using the standard language HTML. This HTML script is interpreted by web browsers so that it can be displayed in readable format for everyone [8]. The term website refers to a collection of web pages, usually grouped under a domain or subdomain on the World Wide Web (WWW) on the internet. Web pages are documents written in HTML (Hypertext Markup Language) format, and most can be accessed via HTTP, a protocol for sending information from servers. These websites can form a very large network of information. Websites can interact with users various ways and means (e.g., through HTTP cookies, database variables, visit history, variables) or through direct interaction via forms or mouse movements [9].

Branding

Branding is the activity of communicating, building, and expanding your brand. Branding activities do not only create an attractive brand but also relate to activities of processing inputs and outputs. A brand is the identity of a company that can influence public perception when purchasing products. The brand will affect consumer's behavior. Brands provide differentiation for customers and help companies minimize expenses and marketing activities. According to Kotler (2000) cited in (Nadtain, 2017; Adia, 2019), a brand is name, term, sign, symbol, design, or combination of all elements used to identify a product or service of an individual or group of sellers or a combination of all elements used by competitors. The brand serves as a strong emotional bond between customers and consumers [10].

Google Analytics

Google Analytics is a free service provided by Google for Analysis[11].

This tool is provided by Google for free, but there is also a paid version available. Google Analytics can display all data from visits to your website, searches on Google, visits from social media, or other sources. Google Analytics is used to get a more global overview of website visits. It is a marketing platform provided by Google to help business, especially in collecting data from both applications and web traffic. Google Analytics is one of the applications that presents information from web usage mining using page tag techniques. The working and use of Google Analytics are very simple. Simply by inserting the provided JavaScript code after becoming a Google Analytics user, all web page statistics that have been embedded with the code will be processed by Google. This service provides convenience and lightens the workload for webmasters or site owners. This tool from Google, along with Google Webmaster

Tools, is called “Google Analytics” which according to some experts, has more comprehensive features and is more professional than Google Webmaster Tools [9].

Search Engine Optimization

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a technique used to make websites easily recognizable by Search Engines, thereby it can increase the viewer or visitors of website. There are two types of *Search Engine Optimization (SEO)*: *SEO on Page* dan *SEO off Page* [12]. *SEO on page* involves techniques used on website pages by modifying elements such as content, links, tags, and keywords. One of the benefits of using *Search Engine Optimization (SEO)* techniques is to make a website appear on the first page of search engines, thus increasing the chances of attracting significantly more visitors.

1. *SEO on Page*

SEO on Page is a technic of Search Engine Optimization (SEO) that focuses in optimizing internal website, such as content, link, tag, and keywords [13].

2. *SEO off Page*

SEO off Page is an optimal technic Search Engine Optimization (SEO) especially for website that happen outside of the website page. Off-page optimization methods are closely related to backlinks. Backlinks are links from other websites to the related website [14]. *SEO Off Page* optimize websites in connection with other websites, such as using ‘Anchor text’ in links, the title of the page where the link to your website is located, the ‘Page rank’ of the page where the link to your website is located, and the ‘theme’ of the website linking to your website. Other factors that affect Search Engine Optimization (SEO) include maintaining a good site layout, customer satisfaction, marketing, and ease of access [15].

The benefits of Search Engine Optimization (SEO) include increasing website visitors, boosting traffic to your website through targeted keywords, enhancing site traffic by targeted keywords, effective SEO campaigns can generate higher ROI than the other marketing efforts, and it’s considered one of the best online marketing strategies [16].

Google Search Console

To ensure that the website and article can be indexed by Google, it is necessary to establish a connection between Google, the website, and the articles created. Google Search Console will be used to view the traffic graph of these articles [4].

RESULTS AND DISCUSSION

The result of the implementation of each stage methodology in this study can be seen as follows;

Creating the Structure of Website Content

The structure of Meta Tag is very important in order the robot google can index website page that is created by meta tag inside the website script. The HTML meta tags that will be created include meta title content, keywords meta content, and description meta content. The meta tags used in this study can be seen in Figure 1 below.

```

<meta charset="utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1,
shrink-to-fit=no">
<meta name="description" content=" PT. Reksa Nusindo Sejahtera
merupakan perusahaan Penyedia alat Kesehatan murah dan berkualitas
untuk rumah sakit, klinik, dan sebagainya.">
<meta name="keywords" content="alkes medan murah | jual alkes medan
terdekat | jual alkes blood processing murah">
<meta name="author" content="Alex Gurning">

```

Figure 1. Meta Tag HTML

There are 2 tools that can be used to optimize the keyword search in this study, such as ;

a. Google Search Console

Google Search Console helps website managers of Reksa Nusindo Sejahtera to expedite indexing in Google Search Engines. The website's performance is monitored effectively, and it allows for viewing which URLs have been crawled by Google's Search Engine. Monitoring the performance of the website www.reksanusindosejahtera.com from July 1, 2023 to march 30 2024, shows a total of 24 clicks, 307 ad impressions, an average click-through rate (CTR) of 7.8%, and an average position of 9, as depicted in Figure 2 below.

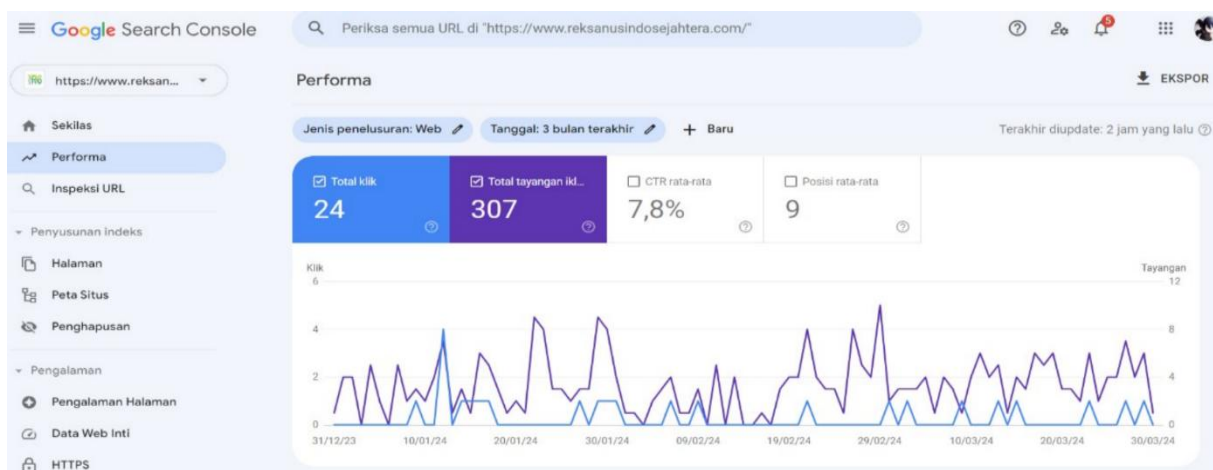


Figure 2. Statistical Performance on Google Search Console

Google Search Console display also queries, pages, countries, devices, search result display and date, it can be seen as figure 3 below.



Figure 3. Queries, Pages, Countries, Devices, Search Result Display and Date on Performance Google Search Console

b. Google Analytics

Google Analytics on the summary report menu from March 16 to April 12, 2024 shows 8 users, 5 new users, an average session duration of 1 minute and 39 seconds, and a total revenue of Rp 0, as shown in Figure 4 below.

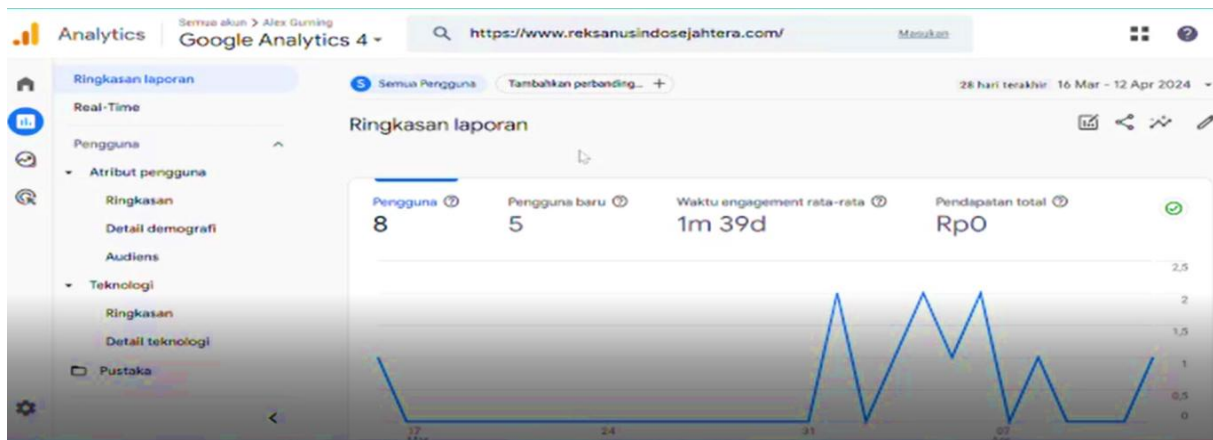


Figure 4. Graphical Analysis Report of Nusindosejahtera Website Users

The summary report in Google Analytics indicates that there are users who visited the website of reksanusindosejahtera came from 2 countries, with 7 from Indonesia and 1 from Germany, as shown in Figure 5 below.

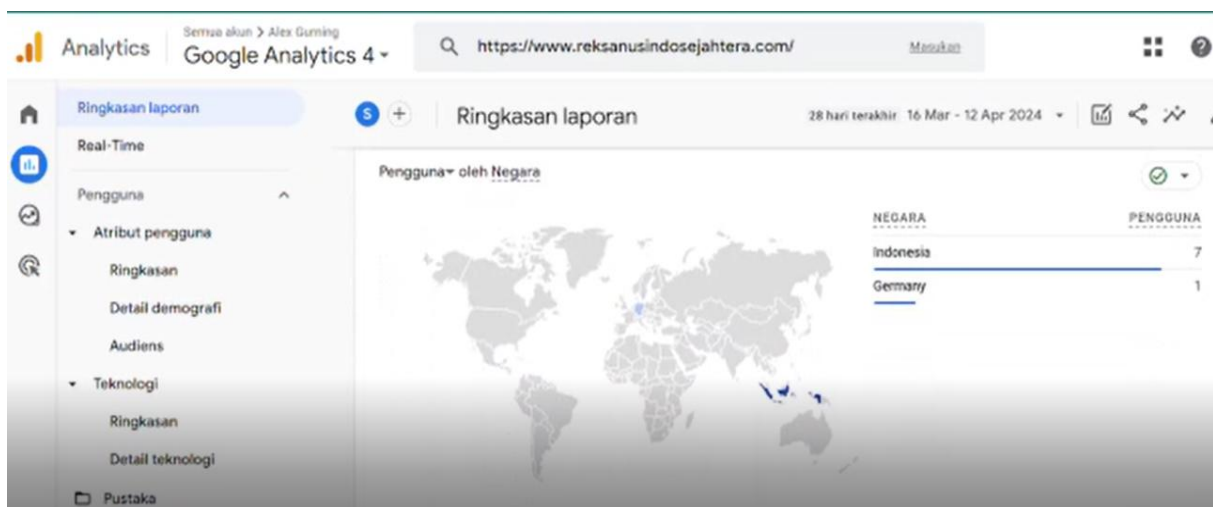


Figure 5. Report Resume of Users Who Sited Website Nusindo Sejahtera From 2 Countries

CONCLUSION

The analysis of the PT Reksa Nusindo Sejahtera Website using Google Analytics indicates that the browsers used by visitors or viewers to the reksanusindo website are Chrome, Edge, and Firefox, with a total of 8 users, 5 new users, 13 engagements session, an 81.25% engagement rate, 1.63 session engagements per user, an average session duration of 1 minute and 39 seconds, 186 events, 0 conversations, and Rp 0 total revenue. Meanwhile, the performance on Google Search Console shows a total of 24 clicks, 307 advertising impressions, an average CTR of 7.8%, and an average position of 9.

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