



Digital Visibility Optimization: Seo Article Strategy And Impact On Website Traffic At PT. Tourezia Inspira Cakra

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ABSTRACT

The post-pandemic recovery of the tourism and event industry has intensified competition among service providers, particularly in terms of digital visibility. This condition encourages companies to optimize search engine-based marketing strategies to reach potential customers effectively. This study aims to analyze the implementation of Search Engine Optimization (SEO) article strategies and examine their relationship with website traffic performance at PT Tourezia Cakra Inspira during the observation period from February to July 2025. This study adopts a qualitative descriptive approach using a case study design. Data were collected through direct observation, interviews with the SEO supervisor, and secondary data analysis obtained from Google Analytics and Google Search Console. The analysis focuses on the SEO article writing process, website traffic patterns, and internal factors influencing organic traffic performance. The findings indicate that PT Tourezia Cakra Inspira has implemented SEO article strategies through a systematic process, including keyword research, content planning, article writing, on-page optimization, and performance monitoring. SEO articles function as initial entry points that direct users to the company's core service pages, particularly event services. However, despite consistent article publication, website traffic performance remains unstable, as reflected in fluctuating visitor numbers and relatively low click-through rates. These findings suggest that SEO effectiveness is influenced not only by content volume but also by content relevance, strategic consistency, and continuous use of analytical data. Accordingly, this study recommends the development of a structured SEO editorial calendar, optimization of on-page elements, and data-driven performance evaluation to improve traffic stability and strengthen the company's digital visibility.

INTRODUCTION

The post-pandemic recovery of the tourism and event industry has led to increased competition among service providers, particularly in the digital environment. As consumers increasingly rely on search engines to obtain information and compare services, digital visibility has become a critical factor for companies operating in this sector. Service-based companies are required to strengthen their online presence to remain competitive and accessible to potential customers in an increasingly saturated market.

Search Engine Optimization (SEO) has emerged as a strategic digital marketing tool that enables companies to improve website visibility on search engine results pages and attract organic traffic. Unlike paid advertising, SEO focuses on aligning website content with user search intent, allowing businesses to reach targeted audiences in a more sustainable manner. In the tourism and event industry, effective SEO implementation plays an important role in increasing brand awareness, supporting customer trust, and influencing purchasing decisions. The recovery of the tourism and event industry has intensified competition among service providers, requiring companies to adapt their digital strategies to changing market dynamics (Gössling et al., 2021).

PT Tourezia Cakra Inspira, a tourism and event service company based in Yogyakarta, utilizes its website as a primary platform for promoting tour services and event organizing solutions. One of the company's main SEO strategies involves publishing SEO-based articles to increase organic traffic and direct users to its core service pages. Despite the consistent publication of SEO articles, website traffic performance has shown fluctuations, indicating that existing SEO practices may not have been implemented in a fully structured and consistent manner.

Previous studies highlight that the effectiveness of SEO is influenced not only by content volume but also by content relevance, keyword consistency, and the continuous use of analytical data. However, empirical studies that specifically examine how SEO article strategies relate to website traffic performance in small-to-medium tourism and event service companies remain limited. This condition indicates a research gap in understanding how SEO article implementation affects organic traffic stability within service-based businesses.

Therefore, this study aims to analyze the implementation of SEO article strategies at PT Tourezia Cakra Inspira and examine their relationship with website traffic performance. By using a qualitative descriptive approach supported by website analytics data, this study seeks to provide practical insights into SEO implementation and offer recommendations to improve digital visibility and traffic stability in the tourism and event industry.

LITERATURE REVIEW

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) refers to a set of strategies and techniques aimed at improving a website's visibility on search engine results pages (SERPs) to attract organic traffic. SEO focuses on aligning website content with user search intent, enabling search engines to deliver relevant and relevant information to users effectively. In digital marketing, SEO plays a strategic role in enhancing online visibility, increasing brand awareness, and supporting long-term traffic growth without relying solely on paid advertising (Confetto and Covucci, 2021; Papagiannis, 2020).

Previous studies highlight that effective SEO implementation requires consistency in keyword optimization, content relevance, and adherence to search engine guidelines. Ethical or white-hat SEO practices, such as proper keyword placement and quality content creation, contribute to sustainable ranking performance and improved user trust (Jusuf, 2023). Recent SEO practices increasingly emphasize the integration of user experience factors, such as site usability and content relevance, to enhance engagement and retention (Umam, n.d.).

The Role of SEO Content in Digital Visibility Previous studies published in EKOMBIS Review indicate that Search Engine Optimization (SEO) plays a strategic role within digital marketing efforts by enhancing online visibility and supporting business performance, particularly in small and medium enterprises (De et al., 2024)).

Content is a central element in SEO implementation, as it directly influences how search engines evaluate and rank web pages. High-quality SEO content is designed to address user information needs while incorporating relevant keywords in a structured and natural manner. SEO-based articles function as entry points that attract users from search engines and guide them toward core service pages (Ahmad et al., 2022).

Studies indicate that content relevance, semantic structure, and keyword consistency significantly influence organic traffic performance. Well-structured articles with optimized on-page elements enhance user engagement and contribute to improved digital visibility, particularly in service-based industries such as tourism and event management ((Confetto and Covucci, 2021; Usmany et al., n.d.).

Website Traffic Performance and SEO Analytics

Website traffic performance serves as a key indicator of SEO effectiveness. Metrics such as impressions, clicks, and click-through rates provide insights into how well SEO strategies attract and engage users. Analytical tools such as Google Analytics and Google Search Console enable organizations to evaluate traffic patterns and content performance (Bansal, 2024)

Research indicates that SEO effectiveness is influenced not only by content volume but also by continuous performance evaluation and data-driven optimization. The strategic use of analytics allows companies to refine SEO strategies and improve traffic stability over time (Haryanto et al., 2024).

METHODS

This study employed a qualitative descriptive approach using a case study design to examine the implementation of Search Engine Optimization (SEO) article strategies and their relationship with website traffic performance at PT Tourezia Cakra Inspira. A qualitative approach was chosen to provide an in-depth understanding of processes, practices, and contextual factors related to SEO implementation within a real organizational setting (Creswell, 2018; Doyle et al., 2020)

The research object of this study was PT Tourezia Cakra Inspira, a tourism and event service company based in Yogyakarta, Indonesia. The study was conducted during the observation period from February to July 2025, corresponding to the timeframe in which SEO article activities and website traffic performance were observed and analysed. A qualitative descriptive approach is particularly suitable for studies that aim to gain in-depth understanding rather than statistical generalization (Nikopoulou, 2022)

Data were collected from both primary and secondary sources. Primary data were obtained through direct observation of SEO-related activities and interviews with the SEO supervisor responsible for content strategy and website management. Secondary data were collected from website analytics platforms, including Google Analytics and Google Search Console, to obtain information on website traffic performance, user behaviour, and organic search metrics (Saunders, Lewis and Thornhill, 2020).

The data collection techniques applied in this study included observation, interviews, and document analysis. Observation was conducted to understand the SEO article writing process, keyword optimization practices, and content publishing routines. Interviews were carried out to gain insights into strategic decision-making and challenges related to SEO implementation. Document analysis involved reviewing SEO article drafts, keyword lists, and website performance reports to support data triangulation (Bowen, 2009). The use of primary and secondary data

enables researchers to obtain comprehensive insights by combining direct observation with existing documented information (Ajayi, n.d.).

Data analysis was conducted qualitatively by interpreting observational findings, interview results, and website analytics data. Website traffic indicators such as impressions, clicks, and click-through rates were used to identify traffic patterns and performance fluctuations. The findings were then compared with relevant literature to assess the effectiveness of SEO article strategies and to formulate recommendations for improving digital visibility and traffic stability (Bansal, 2024) (Creswell, 2018).

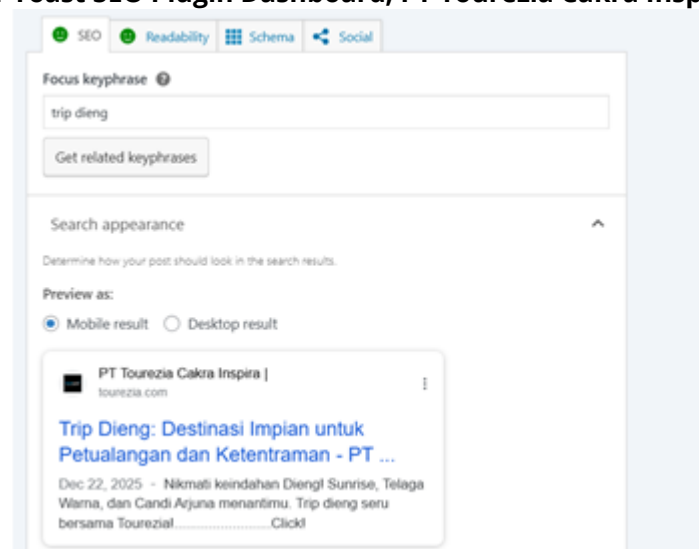
RESULTS

SEO Article Implementation Results

The implementation of SEO articles at PT Tourezia Cakra Inspira is carried out as part of the company's digital marketing strategy to increase website visibility and organic traffic. During the internship period (February–July), SEO articles were systematically planned, written, optimized, and published through the company's website using WordPress as the content management system. The primary focus of these activities was to attract potential users searching for travel, tour, and event related information through search engines.

The SEO article workflow begins with keyword research, which aims to identify relevant search terms with appropriate search volume and competition levels. Keywords such as trip Dieng, event organizer, tour and travel, and other location based or service-based queries were selected using SEO tools to ensure alignment with user search intent. These keywords were then used as the main focus key phrases for each article and integrated naturally into the article title, headings, content body, URL slug, and meta description.

Figure 1 Yoast SEO Plugin Dashboard, PT Tourezia Cakra Inspira (2025)



Source: PT Tourezia Cakra Inspira (2025)

After keywords were determined, the next stage involved content planning and article writing. Articles were written in an informative and descriptive style, while still applying SEO best practices. Keywords were integrated naturally into important on-page elements, including article titles, headings, body content, URL slugs, and meta descriptions. To support on-page optimization, each article draft was reviewed using the Yoast SEO plugin, which provided guidance on SEO scores, readability, and technical optimization indicators before publication.

Once optimized, the articles were published consistently on the company's website across several content categories such as Travel, Tour, and Event. Based on data from the WordPress dashboard, the publication of SEO articles showed a relatively steady pattern during the internship period, reflecting the company's effort to maintain content freshness and improve search engine indexing. This consistency is important in supporting long-term organic visibility.

Figure 2 Internal WordPress Dashboard of PT Tourezia Cakra Inspira



Source: WordPress Dashboard, PT Tourezia Cakra Inspira

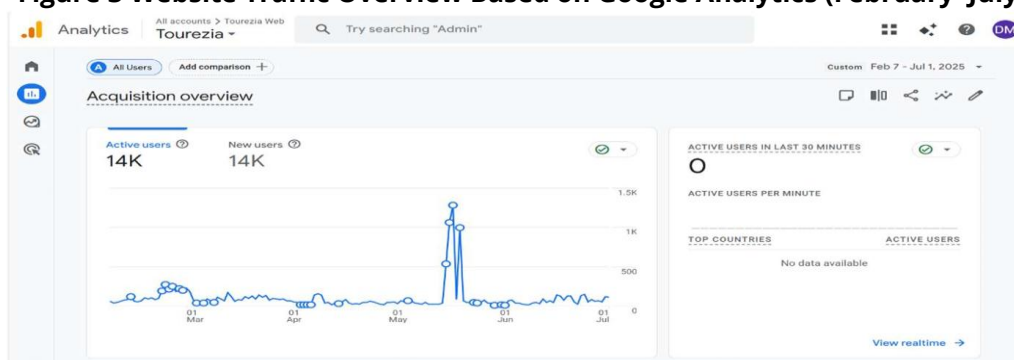
To evaluate the performance of SEO article implementation, website traffic data was monitored using Google Analytics and Google Search Console. Several key performance indicators were observed, including page views, number of users, and new users. These metrics were analyzed on a monthly basis to identify traffic patterns and engagement trends following the publication of SEO articles.

The data indicates that periods with higher SEO article publication tended to be followed by an increase in website engagement, particularly in terms of page views. This suggests that SEO articles contributed to attracting visitors who accessed specific content pages through organic search results.

Taken as a whole, the implementation of SEO articles at PT Tourezia Cakra Inspira can be described as a systematic process that integrates keyword research, content optimization, consistent publishing, and performance monitoring. Although traffic performance showed fluctuations, the implementation demonstrates that SEO articles play an important role in supporting the company's digital visibility and contribute positively to organic website traffic growth.

Website Traffic Performance Based on Google Analytics

Figure 3 Website Traffic Overview Based on Google Analytics (February-July)



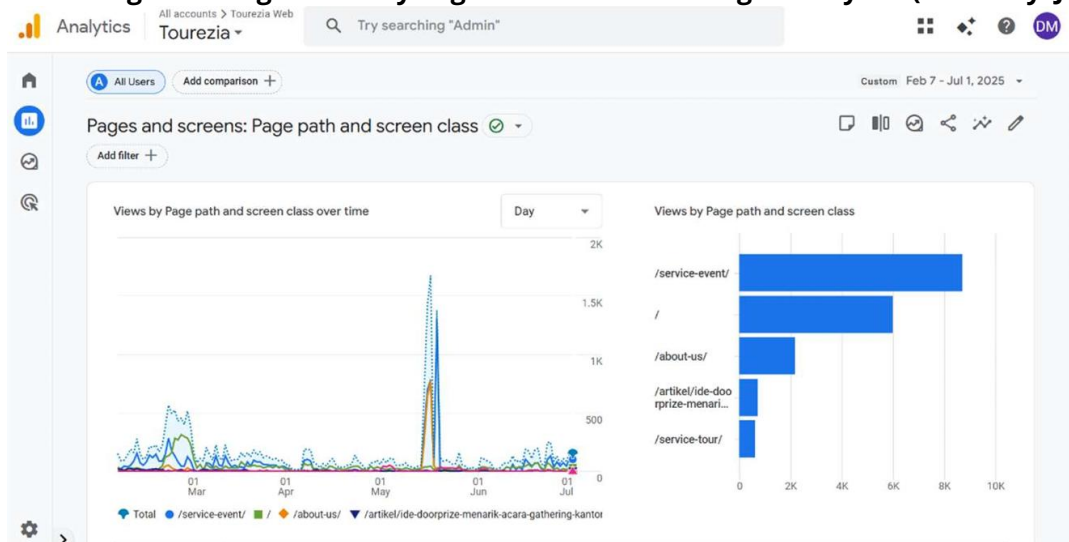
Source: Google Analytics, PT Tourezia Cakra Inspira (2025)

Website traffic performance at PT Tourezia Cakra Inspira was analyzed using Google Analytics (GA4) during the internship period from February to July. The analysis focuses on key performance indicators, including page views, active users, and new users, to evaluate the impact of SEO article implementation on organic website traffic.

Based on the Google Analytics overview, the website recorded a total of 22,733 page views, 13,569 active users, and 14,000 new users during the observation period. The traffic trend shows gradual growth with several noticeable spikes, particularly between May and early June, indicating periods of increased user engagement.

Page View Performance by Page Category

Figure 4 Page Views by Page Path Based on Google Analytics (February-July)



Source: Google Analytics, PT Tourezia Cakra Inspira (2025)

Further analysis was conducted on page views by page path, which provides insights into which website sections attracted the highest user attention. The data shows that service-related pages and SEO articles were among the most visited pages.

The /service-event/ page recorded the highest number of views (8,707 views or 38.3% of total page views), followed by the homepage (5,979 views) and the /about us/ page (2,187 views). Notably, one SEO article page, "Ide Doorprize Menarik Acara Gathering Kantor", achieved 737 page views, demonstrating the contribution of SEO articles to organic traffic acquisition.

Event Service Page Traffic Performance

This subsection focuses on the traffic performance of the Event Service pages as the core service of PT Tourezia Cakra Inspira. The analysis is based on website traffic data obtained from Google Analytics during the internship period (February-July).

The results indicate that Event Service pages recorded the highest number of page views compared to other page categories on the website. This finding shows that service-oriented pages, particularly those related to event organization, attracted the most user attention during the observation period. High traffic to these pages suggests strong user interest in the company's main service offerings.

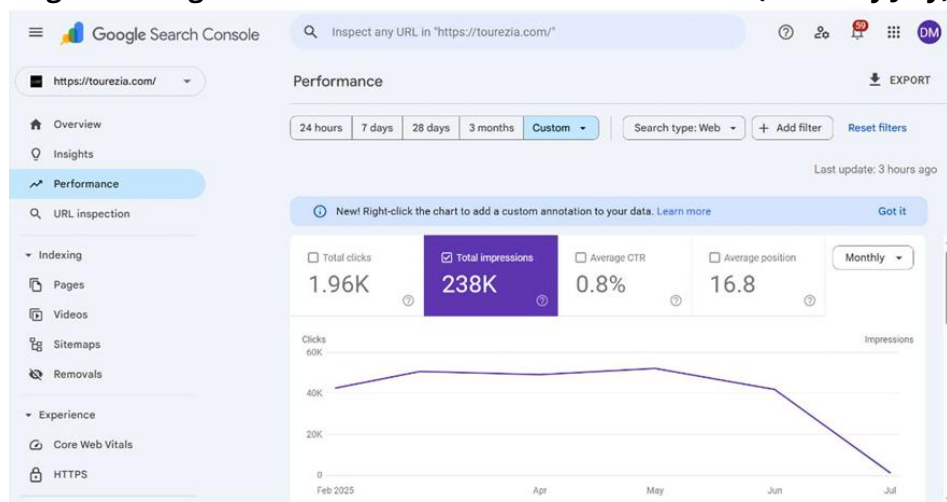
Furthermore, the performance of Event Service pages reflects the effectiveness of SEO articles as supporting entry points. Users who initially accessed informational SEO articles tended to continue navigating to service-related pages, indicating a positive flow from content pages to core service pages.

Taken as a whole, the traffic performance of Event Service pages demonstrates that SEO content plays an important role in driving users toward the company's primary services and supporting customer acquisition objectives.

Website Traffic Performance Based on Google Search Console

Website traffic performance at PT Tourezia Cakra Inspira during the internship period (February–July) was further analyzed using data from Google Search Console (GSC). This analysis focuses on key organic search performance indicators, including total impressions, total clicks, average click-through rate (CTR), and average search position, which reflect the visibility and effectiveness of SEO article implementation on search engines.

Figure 5 Google Search Console Performance Overview (February July)



Source: Google Search Console, PT Tourezia Cakra Inspira

Based on the Google Search Console data, the website recorded a total of 238,000 impressions and 1,960 organic clicks during the observed period, with an average CTR of 0.8% and an average search position of 16.8.

SEO Article Publication for Event Service

During the internship period, the researcher published SEO articles consistently using the company's WordPress platform. Since Event Service is the main business focus of PT Tourezia Cakra Inspira, all SEO articles published between February and July contributed directly to promoting this service.

Table 1 SEO Article Publication During Internship Period

Month	Number of SEO Articles Published
February	55 articles
March	35 articles
April	34 articles
May	23 articles
June	20 articles
July	1 article
Total	168 articles

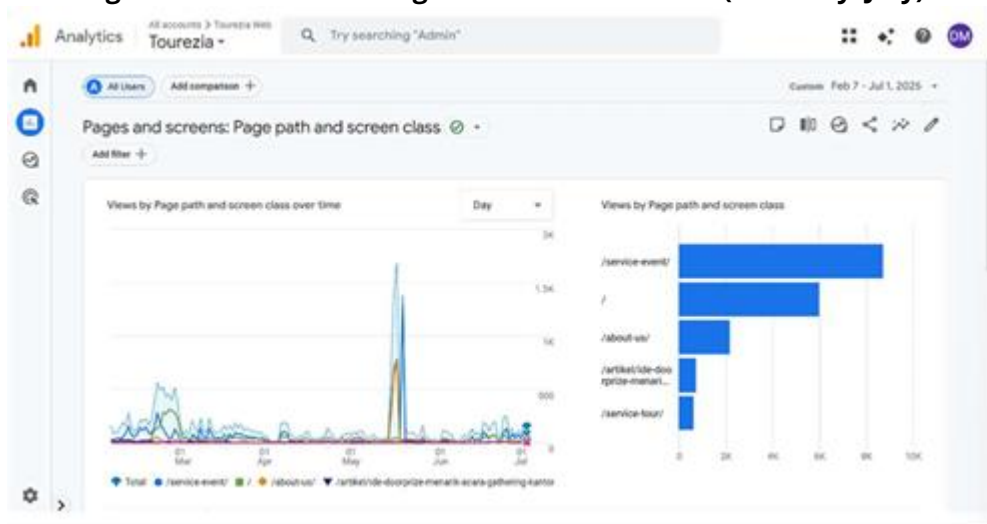
Source: WordPress Dashboard PT Tourezia Cakra Inspira

The table shows that the highest number of SEO articles was published in February, followed by a gradual decrease in the following months. Despite this decline, article publication remained consistent throughout the internship period, indicating ongoing SEO content efforts focused on Event Service promotion.

Website Traffic Performance for Event Service Content

Website traffic performance for Event Service pages was evaluated using data from Google Analytics. Key performance indicators observed include Users, Sessions, and Page Views.

Figure 6 Event Service Page Traffic Performance (February–July)



(Source: Google Analytics, PT Tourezia Cakra Inspira)

Based on Google Analytics data, the “Event Service – PT Tourezia Cakra Inspira” page recorded the highest number of page views compared to other service-related pages during the internship period (February–July).

DISCUSSION

The findings of this study indicate that PT Tourezia Cakra Inspira implements its SEO article writing strategy through a structured and systematic workflow consisting of keyword research, content planning, article writing, on-page optimization, publishing, and performance monitoring. The workflow demonstrates that SEO articles are not produced randomly, but are developed through a planned process that aligns content topics with informational search intent related to the company's core services, particularly in the field of event organization and corporate services. This structured approach supports the role of SEO articles as initial entry points for users accessing the website through organic search.

The interview findings reinforce this observation by indicating that SEO articles primarily function as gateways that guide users from informational content toward the company's main service pages. This confirms that SEO content plays a dual role, serving not only as a source of information but also as a strategic bridge between user search behavior and business objectives. This implementation aligns with previous studies emphasizing that content quality, semantic relevance, and alignment with user search intent are critical determinants of search engine visibility ((Confetto and Covucci, 2021); (Papagiannis, 2020)). In addition, well-structured and relevant content has been shown to significantly enhance overall SEO performance (Drivas et al., 2021).

From a technical perspective, the use of SEO tools and plugins, such as Yoast SEO, supports the optimization process by assisting content writers in maintaining keyword placement, content readability, and compliance with on-page SEO standards. These practices reflect widely accepted SEO best practices and contribute to consistent content quality. The SEO article writing workflow implemented at PT Tourezia Cakra Inspira, as illustrated in Figure 1, further demonstrates that SEO activities are integrated into a continuous cycle that includes performance monitoring through Google Search Console, enabling ongoing evaluation and refinement.

Analysis of Google Analytics and Google Search Console data reveals that organic search constitutes the dominant source of website traffic for PT Tourezia Cakra Inspira. The data show a relatively high number of impressions accompanied by comparatively low and fluctuating click-through rates (CTR). This condition suggests that although the website has achieved a reasonable level of visibility in search engine results, user engagement in terms of clicks and sessions has not increased proportionally. This finding indicates that visibility alone is insufficient to ensure traffic stability without corresponding optimization of content presentation and relevance.

Content relevance and publication consistency were identified as important factors influencing website traffic performance. Informational SEO articles addressing practical user needs, such as event-related ideas and venue recommendations, were found to generate higher organic traffic compared to more generic content. This finding supports the argument that content aligned with user demand and search intent plays a key role in attracting organic traffic (*Ahmad, Mahdee and Abu Bakar, 2022*). In addition, consistent content publication was observed to contribute positively to traffic growth, reinforcing the importance of sustained SEO efforts rather than sporadic optimization.

Seasonal factors were also found to influence website traffic patterns. Google Analytics data indicate noticeable traffic increases during specific periods, such as long holidays, when demand for event-related services rises. This pattern suggests that user search behavior is dynamic and context-dependent, and that SEO strategies should account for temporal demand fluctuations when planning content topics and publication schedules.

Based on these findings, several strategic implications can be derived to enhance the website traffic performance of PT Tourezia Cakra Inspira. First, the development of a structured SEO editorial calendar is essential to ensure content consistency and long-term visibility. Second, greater attention should be given to optimizing page titles and meta descriptions, particularly for queries that generate high impressions but low CTR. Google Search Console data indicate that these queries represent opportunities to improve click performance through more compelling and intent-aligned titles and descriptions. This observation is consistent with previous research highlighting the importance of content quality, user experience, and data-driven optimization in improving SEO effectiveness (*Confetto and Covucci, 2021; Drivas et al., 2021*).

Finally, regular performance evaluation using Google Analytics and Google Search Console should be institutionalized as part of the SEO strategy. A data-driven evaluation approach enables organizations to identify high-performing content, detect underperforming articles, and implement targeted optimization strategies. This approach is considered more effective than intuition-based decision-making and is essential for achieving sustainable traffic growth and digital visibility over time.

CONCLUSION

This study concludes that the implementation of SEO article strategies at PT Tourezia Cakra Inspira has contributed to improving website visibility, as reflected in increased search impressions and organic discoverability. SEO articles function as effective entry points that

attract users through informational content and direct them toward the company's core service pages, supporting the initial stages of the customer journey.

However, the findings also indicate that improved visibility does not automatically result in stable website traffic or higher user engagement. Fluctuations in click-through rates and user sessions suggest that the effectiveness of SEO articles is influenced by factors beyond publication consistency, including keyword relevance, content structure, and the strategic use of analytics data.

Based on these findings, this study recommends the development of a structured SEO editorial strategy supported by consistent keyword optimization and regular performance evaluation using analytics tools. By adopting a data-driven approach and continuously refining content quality, service-based companies in the tourism and event industry can enhance not only digital visibility but also traffic stability and long-term engagement.

RECOMMENDATIONS

Based on the findings and conclusions of this study, several recommendations are proposed to enhance the effectiveness and sustainability of SEO article strategies at PT Tourezia Cakra Inspira. First, the company is encouraged to develop a structured and consistent SEO editorial plan. The use of a clear content calendar can help ensure regular publication schedules, align content topics with seasonal demand in the tourism and event industry, and maintain content freshness, which is an important factor in search engine ranking performance.

Second, keyword research should be conducted more systematically and reviewed on a regular basis. Greater emphasis should be placed on service-oriented and high-intent keywords, particularly those related to event services, as these keywords have demonstrated a stronger potential to generate organic traffic. Keyword performance data obtained from Google Search Console can be utilized as a reference for updating existing articles and planning future SEO content more effectively.

Third, the utilization of Google Analytics and Google Search Console should be strengthened by integrating traffic data into routine content evaluation. Metrics such as page views, average engagement time, impressions, and organic search clicks can be used to identify both high-performing and underperforming articles. This data-driven approach enables continuous optimization and supports more informed decision-making in SEO strategy development.

Fourth, internal coordination within the Digital Marketing Department should be enhanced to ensure that SEO article strategies remain aligned with the company's core business focus. Given that event services represent the main revenue-generating segment, SEO content should consistently support this positioning through targeted articles, optimized landing pages, and clear internal linking structures that guide users toward conversion-related pages.

Finally, future research is encouraged to expand the scope of analysis by incorporating longer observation periods, additional SEO variables such as backlink strategies, or comparative studies involving competitor websites. Such approaches would provide a more comprehensive understanding of SEO effectiveness and contribute to deeper insights into digital marketing strategies within the tourism and event service industry.

RESEARCH TRANSPARENCY AND ETHICS STATEMENTS

1. Author Contributions:

N: Conceptualization, Methodology, Data Collection, Data Analysis,

AS: Writing – Original Draft, Visualization, Review and Editing

F: Writing – Original Draft, Visualization, Review and Editing

2. Funding:

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3. Conflict of Interest:

No conflict of interest: The authors declare that they have no conflict of interest related to the research and publication of this article.

4. Research Ethics:

The study did not involve any intervention, biological specimens, vulnerable groups, or sensitive personal data. Participation was voluntary, and the confidentiality of the respondents was maintained.

5. Use of Artificial Intelligence (AI):

No use of ai. The authors declare that generative ai was not used in the preparation of this article.

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