

CHAPTER 5

CONCLUSION AND SUGGETION

5.1 Conclusion

SEO is a kind of techniques to make a website existence is being known by internet users. Its function is to increase the number of website's statistics and to make the websites be popular. The experiments of this research shows SEO works to increase the number of websites statistics. The initial surge is shown in each statistics in several days after SEO is being applied. The average number of *Posts statistic* before using SEO is 0,14 and after using SEO increase to be 5,71. It indicated that the use SEO of *Posts statistics* has increased 5,57 points. The average number of *Traffic Sources statistic* before using SEO is 0,14 and after using SEO increase to be 2,14. It indicated that the use SEO of *Traffic Sources statistics* has increased 2 points. The average number of *Audiences statistic* before using SEO is 0,42 and after using SEO increase to be 19,42. It indicated that the use SEO of *Audiences statistics* has increased 19 points.

5.2 Suggestion

Bloggers who are working on promoting tourism via websites is better along with SEO. Because SEO has been proved able to increase the tourism website's statistics. The more higher the statistics the more popular the tourism websites.