

**PHOTOGRAPH' S BUSINESS MARKETING BY
SEARCH ENGINE OPTIMIZATION (SEO)
CASE STUDY: WWW.ARMPHOTOGRAPHER.COM**

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ABSTRACT

This thematic paper has the objectives to study the patterns of the online market business of photography in the graduation business. Moreover, it has topped up the website ranking on the Search Engine, Google or called Search Engine Optimization (SEO). Then, it might conform with the website ranking of Google and if the website ranking is in the top level, the result show chances to be available to the viewers of the websites might be in the top level also. Thus, it should adjust the website patterns classification into 4 procedures as follows: 1) Adjusting the website structure 2) Adjusting the structure of URL, 3) Increasing the Plugin and 4) Applying the keyword technique to analyze the result through Google Analytics and Rang Tracker.

Therefore, the result of this research has come from gathering information of the viewers through the photography business websites within 60 days to be available for 1,438 session numbers divided by the user number total of 1,187 and there is the website ranking statistics on Search Engine or (Google) as the eighth rank which is in the top level and varied from the old one that was on the fourteenth level according to the result of market procedure after using the SEO principle or (Search Engine Optimization). As a result, it might create the competitive advantages in business for the online market channel which appeared on the Search Engine also.

KEY WORDS: ONLINE MARKETING /SEARCH ENGINE OPTIMIZATION

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