

PENDAMPINGAN PROSES PRODUKSI UNTUK MENINGKATKAN DAYA SAING INDUSTRI KECIL MENENGAH PENGECORAN ALUMINIUM DI YOGYAKARTA

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ABSTRACT

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The aim of this Community Service Partnership is to accompany partners in the production process to increase the competitiveness of the small and medium aluminum casting industry in Yogyakarta. The approach used to help resolve partner problems is by providing assistance in improving the performance of the CV website. CMaxi Alloycast with the URL address <https://alloycasted.com> to attract potential customers or clients to order products at CV. CMaxi Alloycast. The target for mentoring is that all partner members use direct practical techniques.

Focus of activities in terms of increasing promotion and publication of CV industrial products. CMaxi. The method used to improve promotional and publication services is to increase the number of visitors to the CV website. CMaxi uses Google Analytics monitoring and SEO settings to increase the ranking of results from tracking engines. The SEO settings carried out are the SEO | section Title, SEO | Description, SEO | Keywords. This SEO setting is proven to be able to increase website rankings and website visitor traffic. This SEO setting is proven to be able to increase website rankings and visitor traffic to the CV website. CMaxi, which previously had an average of only 3 – 4 visitors per day, can increase to 6 – 7 visitors per day. The average number of visitors per day is close to stable at 6 visitors per day.

Keywords: Google analytics, search engine optimization, SEO, CMaxi, assistance, process, website

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