Enhancing hospitality business visibility through strategic search engine optimization (SEO) implementation in digital marketing platforms

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Abstract - This study aims to analyze the implementation of Search Engine Optimization (SEO) as part of digital marketing strategies to enhance online visibility in the hospitality industry. In response to rapid developments in digital technology, hospitality businesses are required to adapt to modern marketing practices that are more measurable and customer-oriented. One of the key strategies in this transformation is SEO, which plays a pivotal role in improving website rankings on search engine result pages, thereby attracting potential customers organically. This research employs a qualitative approach using data collection methods such as direct observation, in-depth interviews, and documentation. Data sources include digital marketing personnel, analytics dashboards, and supporting literature. The primary focus is on evaluating how SEO initiatives—such as keyword optimization, content enrichment, and structural enhancements—contribute to measurable performance improvements. Findings indicate that the implementation of SEO, which began in December 2023, had a significant positive impact. The number of unique visitors increased by 68%, total visits grew by 101%, and page views surged by more than 624% in 2024 compared to the previous year. These improvements are closely linked to the systematic application of SEO techniques, including content relevancy, keyword alignment, and the use of analytical tools such as Google Analytics for ongoing evaluation. The conclusion drawn from this study is that consistent and well-executed SEO implementation significantly enhances online visibility and strengthens competitiveness in the digital hospitality landscape. The study emphasizes the importance of maintaining continuity in SEO practices to ensure long-term benefits. It also serves as a reference for digital marketing practitioners seeking to optimize their web presence in a highly competitive market.

Keywords: Search Engine Optimization, Digital Marketing, Online Visibility

1. Introduction

Prior to the rise of the internet, businesses primarily relied on traditional marketing—such as print, radio, outdoor billboards, and direct mail—to engage consumers (Awali & Rohmah, 2020). While these approaches offered broad exposure, they often lacked the precision targeting and

measurability demanded in today's market. Consumers, increasingly active online, expect information that's accessible in real time, highly relevant, and personalized (Pramadyanto, 2020).

This shift has given rise to digital marketing (or e-marketing), which leverages internet platforms like websites, search engines, social media, email, and mobile apps to reach audiences with enhanced accuracy and better performance tracking (Irma, 2021). For industries such as tourism and hospitality, where competition is fierce—especially in hotspots like Bali—these capabilities are now essential (Dewanto et al., 2023).

At the heart of digital marketing lies the company website, which functions as both a brand showcase and lead-generation engine. When optimized, websites significantly boost visibility, credibility, and engagement (Fatharani & Wirasari, 2024). One key strategy driving this optimization is Search Engine Optimization (SEO)—the process of improving a site's structure, content, and authority to rank higher in Search Engine Results Pages (SERPs), thereby increasing unpaid ("organic") traffic (Wikipedia, 2024).

In Bali, where tourism is a major economic pillar, hotels vie for travelers across domestic and global markets. As defined by the UNWTO, "tourism is the activity of people traveling to places outside their usual environment for leisure, business or other purposes" (UNWTO, in Mehemet et al., 2023). With hundreds of accommodations targeting similar keyword phrases— like "Beachfront resort in Bali" and "Family resort in Bali"—the ability to surface in SERPs is a direct determinant of visibility, bookings, and revenue (Bhandari & Sin, 2023).

Moreover, studies show that digital marketing strategies, including SEO and reputation management, can significantly boost hotel performance by increasing occupancy, average daily rates, and brand awareness (Kwok et al., 2017; Sparks & Browning, 2011). Therefore, a rigorous examination of SEO implementation in a real-world hotel context—such as PRL—can yield valuable insights into best practices and industry trends.

This study adopts a multi-theoretical lens to examine the implementation and outcomes of Search Engine Optimization (SEO) within the context of the hospitality industry, specifically at PRL. To gain a holistic understanding, the study integrates three relevant frameworks: the Technology Acceptance Model (TAM), Inbound Marketing Theory, **and** Competitive Advantage Theory. These theories collectively provide insights into the adoption process, the strategic role of digital marketing, and its contribution to competitive differentiation in the tourism and hospitality sector.

Developed by Davis (1989), the Technology Acceptance Model (TAM) is a foundational theory in information systems research. It posits that an individual's decision to adopt a technology is influenced by two primary factors: perceived usefulness (PU) and perceived ease of use (PEOU). PU refers to the degree to which a person believes that using a particular technology will enhance job performance, while PEOU relates to how effortless the individual expects the use of that technology to be.

In the context of hospitality marketing, TAM helps explain how digital marketing teams, content creators, and IT personnel respond to innovations such as SEO. When SEO tools (e.g., Google Analytics, Search Console, SEMrush) are seen as beneficial and easy to use, marketing professionals are more likely to integrate them into their digital strategies. Furthermore, the positive perceptions of SEO effectiveness—such as increased traffic and engagement—can lead to sustained adoption and investment in search optimization technologies (Venkatesh & Bala, 2008).

Inbound Marketing Theory, popularized by Halligan and Shah (2014), emphasizes attracting customers through relevant and value-rich content, instead of pushing messages outward through traditional advertising. The inbound approach focuses on creating digital touchpoints—such as blog articles, social media content, and optimized web pages—that draw visitors in organically.

This theory is particularly aligned with SEO practices. By strategically using keywords, crafting helpful content, and optimizing technical aspects of a website, businesses create a funnel that guides visitors from discovery to conversion. As Romero Montero et al. (2023) observe,

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inbound marketing fosters a two-way relationship between brands and consumers, enabling personalization and engagement through digital ecosystems. In hospitality, inbound marketing enhances guest experience even before arrival—by aligning online content with searcher intent.

Michael Porter's (1985) Competitive Advantage Theory asserts that businesses can outperform rivals by creating and sustaining distinctive competencies. These advantages may be cost-based or differentiation-based**.** In the digital era, one such differentiator is a hotel's online visibility and brand presence—facilitated by strategic SEO efforts.

Search Engine Optimization enables hotels like PRL to rise above competitors in search rankings, making their services more visible to prospective guests. The strategic use of keywords, high-quality backlinks, and content differentiation aligns with Porter's emphasis on value chain activities that enhance customer perception and reduce buyer switching. Moreover, by maintaining a strong online reputation through consistent SEO practices, hotels establish trust and loyalty—elements essential for long-term competitive sustainability (Porter, 1985; Sigala, 2018).

By combining TAM, Inbound Marketing, and Competitive Advantage Theory, this study does not only explore **how** SEO strategies are applied, but also **why** they matter and **what strategic impacts** they create. The Technology Acceptance Model explains the process of adoption within the organization; Inbound Marketing Theory illustrates the mechanism of value creation and audience attraction; and Competitive Advantage Theory frames the strategic outcomes in terms of differentiation and market positioning.

This integrative framework is particularly suited for evaluating the **SEO transformation** at PRL, where digital visibility has become a core business asset in an increasingly competitive tourism landscape.

Several studies have explored the implementation of Search Engine Optimization (SEO) strategies to enhance website visibility and performance. One study focusing on *Printblcdesigns.com* revealed that the application of On-Page SEO techniques, such as optimizing meta titles, meta descriptions, keywords, images, heading structures, and the addition of a sitemap.xml, significantly improved site performance. This was evidenced by an increase in new users from zero to eighteen within one month, and a rise in the SEO Site Checkup score from 68/100 to 81/100. The research employed a qualitative approach using observation, interviews, and documentation studies for data collection—methods similar to those in the present research (Fitriasari et al., 2024).

A related study on *Hondasukabumi.com* also demonstrated the effectiveness of On-Page SEO in boosting local business website rankings on Google. Using literature studies and observation, the research found that optimizing the title tag and meta description with relevant keywords, along with proper heading hierarchy, made it easier for search engines to index website pages, thereby enhancing visibility (Murtopo et al., 2024).

The website *ilmukomputer.fikom.ummetro.ac.id* was also investigated in another study, which used a qualitative approach supported by observation, documentation, and interviews. The study confirmed that the implementation of On-Page SEO strategies led to increased keyword rankings, higher visitor traffic, and improved domain authority and backlinks. These findings underscore the importance of structured On-Page SEO strategies for enhancing website visibility (Ariq Wijaya & Eviyanti, 2024; Anggoro et al., 2023).

Further extending the application of SEO, a study conducted in the Lake Toba tourism region analysed how SEO and digital marketing optimization affected domestic and international tourist visits. Using a qualitative method, the study concluded that effective digital marketing and SEO strategies contributed to economic growth through increased tourist visits, strengthened infrastructure, and the development of the creative economy. These efforts enhanced both local and national economies (Dwianti et al., 2024).

A broader literature review using the Systematic Literature Review (SLR) method analyzed the role of SEO in corporate marketing strategies. This study found that the effective application of SEO—including keyword relevance, content optimization, a well-structured

website, and integrated digital marketing strategies—can significantly improve visibility, organic traffic, and user experience. However, challenges such as search engine algorithm changes and intense competition remain (Dewanto et al., 2023).

In the context of tourism, a quantitative case study on tourism destinations in Istanbul, Turkey, examined the effectiveness of SEO in attracting tourists. The study analyzed tourist demographics, visit intentions, and digital preferences. After implementing SEO strategies, the study recorded increased digital outreach and engagement with both leisure and MICE (Meetings, Incentives, Conferences, and Exhibitions) tourists. These results highlight SEO's role in enhancing tourism destination marketing (Altin, 2023).

Another study emphasized the importance of both On-Page and Off-Page SEO, especially content quality, in improving search engine rankings. Websites with high-quality content were shown to attract more visitors, rank higher, and support overall business growth (Alfiana et al., 2023).

A literature review on digital marketing channels and platforms emphasized the relevance of SEO, especially for small and medium enterprises (SMEs). Although the study broadly focused on digital tools, it identified SEO as one of the most frequently discussed and cited methods, highlighting its central role in modern digital marketing practices (Peter & Dalla Vecchia, 2021).

Lastly, a study on White Hat SEO techniques demonstrated that ethical and consistent SEO practices significantly improved website rankings. Within three months, the website under study reached the first page of Google Search Engine Results Pages (SERPs), with a fivefold increase in visits over five months. These findings validate the long-term benefits of effective SEO strategies in boosting online visibility and traffic (Husin et al., 2022).

Kwok et al. (2017) and Sparks and Browning (2011) found that online review volume and sentiment significantly influence hotel occupancy rates and revenue per available room (RevPAR). Similarly, digital strategies—such as review management and SEO—mediate this effect by improving both visibility and perceived reputation (Kwok et al., 2017; Sparks & Browning, 2011).

Bhandari and Sin (2023) argue that SEO and social media marketing are essential tools for reaching target demographics in tourism, improving both brand visibility and engagement (especially in competitive markets like Bali) . Their findings align with Kumar's (2023) study, which highlights that optimized websites, enriched with keyword-aligned content and managed distribution, act as digital gateway prisms for tourist attention.

Shaik et al. (2018) argue that SEO, along with social media and SEM, is becoming critical for hotels. They found that content relevance, keyword optimization, link authority, and mobile readiness are key determinants of search performance.

Arunasalam and Good (2013) applied Herzberg's model to analyze hotel website usability. Their findings underscore that user experience factors—such as page speed, navigation clarity, and mobile integration—greatly impact engagement and conversions, reinforcing SEO's value beyond rankings.

Bhandari and Sin (2023) emphasized that SEO's benefits are most powerful when integrated with content strategy and targeted distribution across platforms—particularly social media—maximizing exposure during customer planning stages.

Reddit discussions from hospitality SEO practitioners highlight structural barriers: against OTAs and major review sites, independent hotels often struggle to gain search visibility (r/SEO, 2023). However, a niche strategy—optimizing for brand-specific and location-constrained keywords—is more attainable than seeking general visibility in competitive SERPs .

MDPI research on Thailand's tourism illustrates how inbound digital marketing—comprising SEO, content, and virtual channels—enhances traveler engagement and decision-making during pre-trip planning and post-trip relations (Sánchez-Teba et al., 2020; Romero Montero et al., 2023). This reinforces the notion that SEO is not just discoverability—it supports sustained storytelling and customer loyalty.

The following collection of studies highlights the evolving role of digital platforms in enhancing business operations, customer engagement, and marketing effectiveness across various sectors. Several works demonstrate how digital marketing strategies, such as those implemented via social media and SEO, contribute to increased visibility and customer loyalty, particularly in the tourism and retail industries. For instance, social media has proven effective in brand building and sales enhancement, while SEO is recognized as a key tool for online visibility. In addition, technological integration in operational processes—such as digital file management and menu optimization—reflects a broader trend toward efficiency and innovation in commerce and hospitality. The influence of digital platforms on user behavior and cognitive development is also explored, offering a multi-dimensional perspective on digital transformation. These studies collectively emphasize the importance of adopting digital tools and strategies to remain competitive and relevant in the modern business landscape (Bendesa et al., 2022; Supiatni et al., 2024; Maulida et al., 2025; Azmir & Purnomo, 2025; Pastini & Lilasari, 2023; Susanto et al., 2023).

From this literature review, the study constructs a framework linking four pillars:

| Pillar	Description
Digital Exposure	SEO-driven SERP positioning and content distribution
User Experience	Website usability, mobile responsiveness, and load times
Engagement & Retention	On-site metrics and repeated visits influenced by SEO
Competitive Differentiation	Distinct content and local optimization overshadow OTAs

These pillars—with feedback loops between analytics, adjustment, and iteration—form the basis of analysis for PRL's SEO strategy.

This research examines the **initiation and early outcomes** of PRL's SEO strategy (post-December 2023). It investigates:

- Changes in website traffic and engagement
- Keyword strategy and content alignment
- Technical improvements and user experience adjustments
- Contribution to competitive positioning within Bali's hospitality sector

Significance: This case study offers practical, data-backed insights for hospitality managers considering SEO investment. It also adds academic value to literature on inbound marketing, digital tourism strategies, and competitive branding in saturated tourism markets.

By framing SEO not only as a technical exercise but also as a strategic intervention aligned with consumer behaviour, technology adoption, and competitive market dynamics, this introduction places PRL's digital transformation in both academic and operational context.
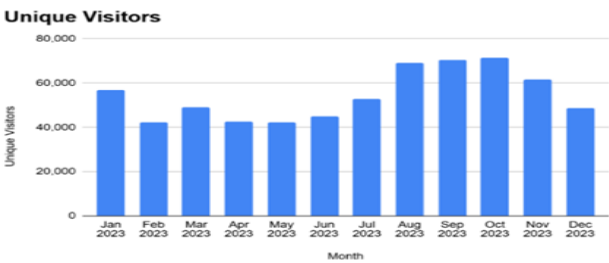
Graph 1. Unique Visitor
Source: Google Analytics
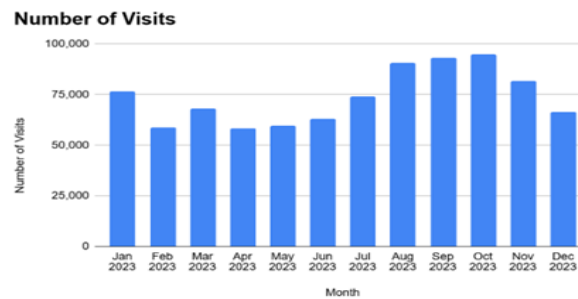
Graph 1. Number of Visits
Source: Google Analytics
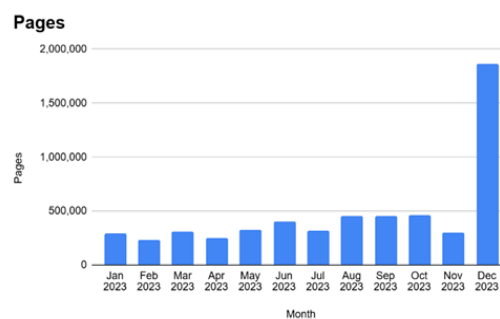
Graph 2. Pages
Source: Google Analytics

A decline in unique visitors and visits can be caused by various factors, such as inadequate keyword optimization, suboptimal content quality, and a lack of quality backlinks that can increase domain authority in search engines. Therefore, a thorough evaluation of the implemented SEO strategy and the implementation of more effective SEO techniques and strategies are necessary. Optimizing the implementation of more appropriate SEO strategies is also necessary to increase visibility online, especially on the PRL website, to remain competitive in the digital era.

Based on the background that has been presented, this research is focused on answering the following questions: (1) How to implement SEO strategies to support strategy digital marketing to increase visibility online at PRL? (2) What are the obstacles faced by PRL in implementing SEO strategies to increase online visibility? (3) To what extent does the implementation of SEO strategies contribute to increasing the power of competing with PRL amidst the competitive hospitality industry?

Based on the problem formulation explained above, this research aims to: (1) To analyze the implementation of SEO strategies implemented at PRL in supporting digital marketing strategies to increase visibility online. (2) Identifying the obstacles faced by PRL in implementing SEO strategies to increase visibility online. (3) Evaluating the extent to which the implementation of SEO strategies can help increase the competitiveness of PRL amidst the competition in the hotel industry.

2. Method
2.1 Method of Providing Data
This study adopts a qualitative research method to gain an in-depth understanding of the implementation of Search Engine Optimization (SEO) within the digital marketing strategy of PRL. The qualitative approach enables the researcher to explore the context naturally, allowing

for a rich, descriptive insight into the experiences, perceptions, and practices of those directly involved in the SEO implementation process.

The data used in this research comprises both **primary and secondary data**. Primary data was gathered through **direct observation** and **semi-structured interviews** with staff members in the Marketing Communication department, particularly those responsible for digital marketing. Observation allowed the researcher to systematically monitor and document SEO-related activities as they occurred, without interference, thereby capturing authentic and contextualized information. Interviews served to extract deeper insights, perspectives, and understanding of the strategies, challenges, and perceived effectiveness of the SEO initiatives employed at the resort.

According to Djaali (2020), observation is a technique involving systematic and purposeful examination of specific behaviours, activities, or phenomena relevant to the research objectives. In this study, observations were made during digital marketing planning and execution, allowing the researcher to identify patterns, challenges, and areas for improvement in SEO implementation. Interviews with key personnel provided further clarification and narrative accounts of the practices and intentions behind the resort's SEO efforts.

Secondary data**,** as defined by Sugiyono (2021), refers to information not obtained directly by the researcher but acquired through other sources. In this study, secondary data was collected via **documentation** and **literature review**, including digital archives, reports, Google Analytics screenshots, SEO dashboards, and relevant academic journals, articles, and online resources. Documentation provided supporting evidence of the SEO strategies, while literature helped build a theoretical foundation and contextual framework for analysis.

2.2 Analysis Technique

Data analysis in this study followed a qualitative descriptive approach. After data collection through observation, interviews, and documentation, the researcher engaged in a systematic process of data reduction, data display, and conclusion drawing, as outlined by Miles and Huberman.

In the data reduction phase, raw data from interviews, field notes, and documentation were categorized and simplified. This involved selecting relevant information, focusing on SEO strategies and outcomes, and discarding unrelated or redundant content. The aim was to sharpen the focus of the study and make the data more manageable.

The data display stage involved organizing the reduced data into visual and narrative formats, such as matrices, coding tables, and thematic summaries. This helped the researcher to identify patterns, themes, and relationships within the data, particularly regarding the effectiveness of SEO practices and the challenges encountered by the digital marketing team.

Finally, in the conclusion drawing and verification stage, the researcher interpreted the findings to evaluate the effectiveness of SEO strategies at PRL. This involved comparing observed practices with established SEO best practices from the literature and drawing insights to inform strategic recommendations. The conclusions were validated through triangulation, comparing data from multiple sources (observations, interviews, documentation) to ensure credibility and accuracy.

Through this comprehensive approach, the study aims to provide practical insights and recommendations to enhance the resort's online visibility via effective SEO practices.

3. Results and Discussion

The data examined in this study includes three primary metrics of web traffic: Unique Visitors, total website visits, and total page views. These indicators are critical in evaluating the effectiveness of digital marketing strategies, particularly Search Engine Optimization (SEO), in enhancing user engagement and online visibility. Unique Visitors refer to the number of distinct individuals who access the website over a given period, regardless of how many times they

return. This metric is often used to measure the reach and audience expansion resulting from marketing campaigns (Chaffey & Ellis-Chadwick, 2019).

Total website visits, on the other hand, count all visits to the website, including repeat visits by the same user. This figure reflects not just how many people visit the site, but how engaging and relevant the content is, prompting users to return. A significant increase in visit count generally indicates improved visibility and interest in the website, often linked to the successful implementation of SEO strategies, content marketing, or referral traffic (Ryan, 2016).

Total page views provide insights into user behaviour and content engagement. It measures how many individual pages are accessed by all visitors during their sessions. High page view counts often suggest that users are navigating through multiple sections of the website, indicating strong interest in the site's offerings, structure, and ease of navigation. This metric is especially valuable in the hospitality industry, where users frequently explore accommodation types, amenities, blog content, and booking features before making decisions (Sigala, 2018).

In this study, the use of Google Analytics allowed for a comprehensive analysis of these metrics. The results revealed significant increases across all three indicators after SEO implementation began in December 2023. This trend reflects the tangible impact of SEO on enhancing digital presence, validating its role as a strategic tool in digital hospitality marketing.


Graph 4. Comparison Chart of Unique Visitors from 2023 to 2024
Source: Google Analytics

In 2023, PRL recorded a total of 652,298 unique visitors to its website. The distribution of visitors was relatively stable throughout the year, although some fluctuations occurred due to seasonal and campaign-related factors. The highest number of unique visitors was recorded in October, reaching 71,618, which suggests a possible increase in online interest during holiday periods or the result of promotional efforts. On the other hand, the lowest traffic was observed in February, with only 42,323 unique visitors, possibly due to lower travel interest during that month. However, a notable shift occurred in December 2023, where the number of unique visitors rose to 48,649, signalling the initial impact of the newly implemented Search Engine Optimization (SEO) strategies. This month marks the starting point of a significant change in the resort's digital performance.

The implementation of SEO at the end of 2023 laid the foundation for substantial growth in 2024. As a direct result of enhanced digital strategies, including keyword optimization, content refinement, and technical improvements, the resort saw a remarkable increase in online visibility. In 2024, the total number of unique visitors surged to 1,097,039, reflecting an increase of approximately 68% compared to the previous year. This growth not only indicates a quantitative improvement but also signifies the success of SEO in reaching and attracting a broader audience across different markets.

Furthermore, the monthly trend in 2024 revealed a sharp and steady upward trajectory, in contrast to the more fluctuating pattern seen in 2023. This trend demonstrates how SEO can have a compounding effect over time, with improved search engine rankings leading to higher visibility, which in turn drives more organic traffic. The growing numbers also reflect enhanced

user engagement, better content targeting, and a stronger online presence for PRL. Overall, this data underscores the importance of SEO as a strategic tool in boosting website performance and securing long-term digital growth in the highly competitive hospitality industry.
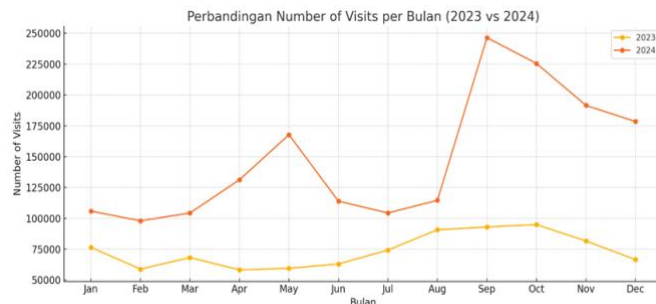
Graph 5. Comparison Chart of Number of Visits from 2023 to 2024
Source: Google Analytics

In 2023, the website of PRL recorded a total of 885,448 visits. The monthly traffic throughout the year showed varying degrees of fluctuation, with the lowest number of visits recorded in April at 58,236, and the highest peak in October with 94,919 visits. This pattern indicates periodic interest that may be influenced by seasonal tourism trends, promotional campaigns, or external factors such as holidays and travel planning cycles. While there was a slight increase in traffic towards the end of 2023, especially in December with 66,578 visits, this growth was still considered modest. However, December marked a pivotal moment, as it coincided with the initial implementation of Search Engine Optimization (SEO**)** strategies at the resort. This marked the beginning of a more data-driven and content-focused approach to digital marketing.

The full impact of SEO became evident in 2024, when the total number of website visits surged to 1,782,119, representing an increase of approximately 101% — effectively doubling the traffic compared to the previous year. This significant rise in traffic not only highlights the effectiveness of SEO in improving the website's visibility but also suggests greater audience retention and engagement, potentially driven by more relevant content, optimized user experience, and improved search engine rankings.

The dramatic growth from 2023 to 2024 also reflects a key shift in digital strategy. SEO not only attracted new users but also helped retain previous visitors, indicating an increase in repeat traffic. This suggests that visitors found value in the content provided, which likely encouraged them to return. Additionally, the improvements made to the website's structure, keyword targeting, metadata optimization, and integration with platforms like Google Analytics allowed for better tracking and more responsive adjustments to the marketing strategy.

In conclusion, the growth in total visits — from under 900,000 in 2023 to nearly 1.8 million in 2024 — is a clear indicator of the success of SEO implementation at PRL. It demonstrates how strategic digital efforts can result in measurable improvements in online performance, supporting not only visibility but also sustained engagement, both of which are critical in the competitive hospitality market.

Graph 6 Comparison Chart of Pages from 2023 to 2024
Source: Google Analytics

In 2023, PRL's website recorded a total of 5,673,598 page views. Throughout the year, monthly page view figures were relatively consistent, ranging from approximately 200,000 to 450,000. This pattern suggests that, prior to SEO implementation, the resort maintained a steady, though moderate, level of digital traffic. However, there was a dramatic change in December 2023, when the number of page views skyrocketed to 1,866,220, more than four times the monthly average. This December surge marked the beginning of the resort's SEO strategy, signalling its initial impact on user behaviour and online visibility.

Moving into 2024, the effects of SEO implementation became even more pronounced. The total number of page views reached an astounding 41,083,780, reflecting a remarkable 624% increase, or nearly 7.2 times higher than the total in 2023. This exponential growth underscores the effectiveness of a structured, well-targeted SEO approach in significantly boosting website traffic. Notably, some individual months in 2024 even surpassed the entire annual total of 2023, illustrating that SEO not only improved search engine rankings but also fundamentally transformed user engagement with the site.

This data strongly supports the conclusion that SEO has a significant and measurable impact on a hotel's digital performance. The increase in page views is not only a metric of higher visibility but also a strong indicator of improved user interaction, deeper browsing sessions, and greater interest in the resort's content offerings. These outcomes are vital for the hospitality industry, where strong online presence plays a critical role in customer decision-making and booking behaviour.

To understand the specific strategies and intentions behind this digital transformation, an interview was conducted with one of the key personnel involved in PRL's SEO efforts—the Cluster Digital Marketing Executive. This conversation provided insights into the planning, execution, and goals of the resort's SEO initiatives that began in December 2023.

According to the executive, the primary objective of implementing SEO was to increase digital visibility, attract high-intent potential guests, and strengthen brand positioning in both domestic and international markets. A focused keyword strategy was developed around terms with strong travel-related search volume and intent, such as "Family Resort in Bali" and "Beachfront Resort in Bali." These keywords were selected based on data from Google Trends, keyword research tools, and competitor analysis.

Importantly, the SEO strategy was not limited to optimizing the backend of the main website. Instead, it followed a multi-platform, integrated content approach. The selected keywords were strategically embedded across the website's metadata, blog content (particularly on the official Padma Journal), and social media platforms including Instagram and Facebook. By aligning content themes across platforms and tailoring messages to specific audience interests and demographics, PRL was able to create a consistent and targeted digital presence.

Audience segmentation was another key aspect of the SEO strategy. The marketing team used location-based targeting, language preferences, and behavioural data to adapt their messaging to different visitor profiles. For example, potential tourists from Australia were shown content emphasizing family-friendly activities and beachfront relaxation, while domestic travellers were engaged with culturally relevant posts in Bahasa Indonesia and promotional offers tailored to local holidays and travel patterns.

Moreover, continuous use of tools like Google Analytics, Google Search Console, and social media insights allowed the digital marketing team to monitor performance, refine their keyword strategy, and adjust content based on real-time feedback. Pages with high bounce rates were optimized for better engagement, while top-performing articles were refreshed with updated information to maintain ranking relevance.

The spike in December 2023 and the sustained growth throughout 2024 suggest that SEO implementation created a compounding effect. Once content gained traction and established domain authority, it began attracting more organic traffic, which in turn increased engagement, social sharing, and inbound links. These factors contributed to even better search engine rankings, thereby reinforcing the positive cycle of visibility and interaction.

In conclusion, the transformation of PRL's page view performance—from just over 5.6 million in 2023 to more than 41 million in 2024—demonstrates the tangible success of SEO as a core component of digital marketing strategy. The resort's case proves that well-planned and executed SEO efforts can lead not only to increased visibility but also to deeper customer engagement, higher return visitation, and enhanced brand equity in the competitive landscape of Bali's hospitality industry. As search engines continue to evolve, PRL's adaptive and data-informed approach provides a valuable model for other resorts seeking to leverage digital channels for sustainable growth.
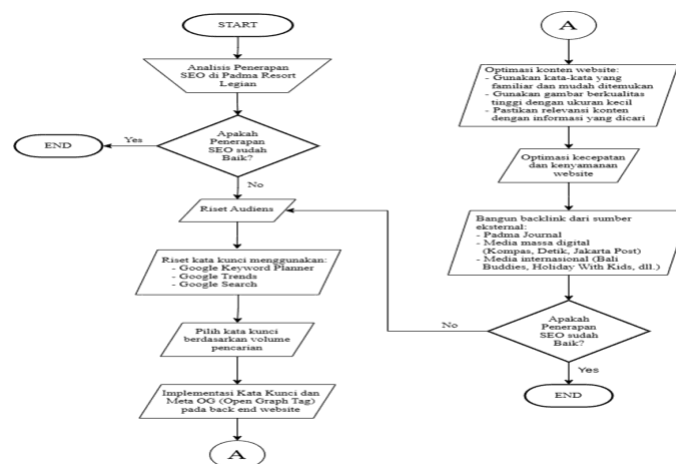
Graph 7 SEO Implementation Flowchart at PRL

To illustrate this process, the researchers have compiled a flowchart showing the SEO stages from planning, implementation, to evaluation, including steps such as keyword research, content optimization, and utilizing backlinks from various digital platforms.

4. Conclusion

Based on the findings presented in Chapter IV regarding the implementation and impact of Search Engine Optimization (SEO) at PRL**,** several key conclusions can be drawn. These conclusions reflect not only the successes achieved but also the challenges encountered, as well

as the factors that contributed to the overall performance of SEO strategies implemented during the research period.

First, the implementation of SEO strategies has proven to be highly effective in significantly increasing the resort's online visibility**.** The data obtained from Google Analytics shows a remarkable improvement in various digital performance metrics. Since the launch of structured SEO efforts in December 2023**,** the number of unique visitors**,** total website visits, and page views have all increased substantially. Most notably, the website's page views reached over 41 million throughout 2024**,** representing a dramatic 624% increase compared to the previous year. This increase is a clear indication that the SEO strategies employed have successfully expanded the resort's digital reach and significantly improved audience engagement with the content available on PRL's online platforms. Such growth is particularly meaningful in the competitive hospitality industry, where visibility directly correlates with customer acquisition and brand recognition.

Second, despite these positive outcomes, the research also identifies several challenges in the implementation of SEO. One notable issue is the suboptimal use of backlinks**,** particularly the lack of high-quality and contextually relevant inbound links that could further boost the site's authority and ranking on search engines. Additionally, the study reveals content quality issues, such as the need for more engaging, updated, and SEO-friendly articles that resonate with both domestic and international target audiences. Another significant concern is the absence of a structured SEO monitoring and evaluation system**.** Without a consistent and well-documented process to assess performance and make timely adjustments, SEO efforts may lose their effectiveness over time. Furthermore, **audience segmentation** is still underdeveloped, with limited differentiation in content strategies aimed at domestic versus international tourists. This indicates the need for more nuanced targeting approaches that align with varied customer behaviours and preferences.

Third, the success observed in SEO implementation is attributed to several key strategic elements**.** These include the careful research and placement of relevant keywords**, the** technical optimization of the website structure—covering elements such as title tags, meta descriptions**,** and URLs—and the creation of quality content shared consistently across the website and supporting social media channels**.** The resort's use of Google Analytics has also played a crucial role in tracking the effectiveness of SEO strategies. It provides valuable insights that help the marketing team make informed decisions and conduct periodic evaluations for continuous improvement.

In conclusion, while PRL has achieved impressive progress in its digital marketing through SEO, there remains room for strategic enhancement**.** Sustained success will depend on the ability to continuously adapt to search engine algorithm changes**,** develop higher-quality backlinks and content**,** and refine audience segmentation strategies. A structured monitoring and evaluation system must also be implemented to ensure that SEO remains a dynamic and effective component of the resort's broader digital marketing strategy. With ongoing development and a commitment to innovation, PRL can maintain and even expand its competitive edge in the digital landscape of the hospitality industry.

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