

## ABSTRACT

This research aims to analyze the effectiveness of implementing Search Engine Optimization (SEO) techniques in increasing the visibility and digital branding of Telkom University in search engines in 2024. In an increasingly advanced digital era, the role of online media is crucial for educational institutions to attract the attention of prospective students and strengthen their image. The research method used is qualitative, with a descriptive approach to gain an in-depth understanding of the impact of SEO techniques on Telkom University's digital branding. Data was collected through direct observation of changes in keyword rankings and organic traffic after the implementation of SEO techniques. The analysis was conducted to understand how this digital branding strategy affects the perception and assessment of Telkom University in the context of online search.

The results showed that the implementation of SEO techniques on the Telkom University website significantly increased visibility in search engines. An increase in the ranking of the main keywords related to Telkom University, as well as an increase in the number of organic visitors are indicators of the success of the digital branding strategy implemented. Thus, this study concludes that the use of appropriate SEO techniques can effectively improve the digital branding and online media presence of Telkom University. Recommendations are given to continue optimizing SEO strategies by paying attention to the development of search engine algorithms and user behavior trends, in order to maintain and improve Telkom University's position in the competition in the digital world..

*Keywords: SEO, visibility, digital branding, Telkom University, search engines, keyword ranking, organic traffic*