

## **ABSTRACT**

In the rapidly evolving digital era, the internet has evolved from an information exchange tool to a strategic platform for marketing, sales, and customer service. In Indonesia, internet usage is increasingly massive, with 185.3 million users by early 2024, accounting for 66.5 of the total population. Websites are now a crucial element for educational institutions like Telkom University, which rely on digital visibility to attract prospective students. However, Telkom University's website faces challenges in terms of content equity, appearance, and content activity. To overcome this, search engine optimisation (SEO) is needed. Implementation of SEO, both on-page through evergreen articles and off-page with link building, can increase website visibility and ranking in search results. The author, as a Digital Branding Intern at Telkom University's Information Technology Centre Directorate (PuTI), focuses on the tasks of writing evergreen articles, backlink comments, guest post backlinks, and redirect backlinks. Through these activities, the author aims to increase organic rankings and website traffic, especially on the Electrical Engineering undergraduate programme website. This internship report is expected to contribute significantly to a more effective digital marketing strategy, strengthen brand awareness, and support Telkom University in competing in the digital era.