ABSTRACT

The rapid growth of the internet the past few years led to a wide variety of online media such as websites, blogs, and social media. From time to time the number of websites in the world more and more. The website became one medium of information, entertainment, promotions and others. One indicator of the success of a website is traffic. Traffic can come from a variety of sources, the most dominant is the traffic that comes from search engines. Research in this thesis aims to look for the important parameters of a web page in the Google search engine result page (SERP). The method used in this study is the Classification and Regression Trees (CART) to obtain parameters that influence the ranking of search results a web page on a Google SERP. The data used is the result of 25 search keywords or keyword that each web page of the search results have parameters. The parameters of the data was modeled by Classification and Regression Trees with the help of Matlab software. From the results obtained matlab 2 parameters: Page Authority and Domain Authority.

Keyword: SERP, CART, PA, DA