

ABSTRACT

The development of digital communication encourages companies to optimize websites as platforms for delivering messages and promotions. One such example is MarkPlus Institute, which actively utilizes the blog section of its official website as a digital communication channel. Through this blog, the company shares informative articles about its training programs, seminars, and certifications. These articles serve as a crucial medium for building audience engagement, although their effectiveness remains suboptimal, both in terms of search engine visibility and message delivery. In this project, the writer integrates SEO on-page strategy with a message production approach based on the Message Design Logic theory to enhance article quality in both technical and content aspects. Implementation was carried out by producing 20 articles under one main theme, using Expressive, Conventional, and Rhetorical Design Logic. These approaches successfully conveyed clear, emotionally engaging messages and improved article ranking for several keywords. This combined method may serve as a practical example of effective digital communication strategy. Moving forward, this project can be further developed using a quantitative approach to objectively measure its effectiveness and compare it with other communication theories to enrich academic perspectives in the field of digital media.

Keywords: *SEO on-page, Message Production, Message Design Logic, Website, MarkPlus Institute.*