

Design and development of a website to promote agricultural products in Thai Nguyen province combined with search engine optimization

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Abstract: This topic aims to research and design a specialized website system for promoting agricultural products in Thai Nguyen province. In the current practical context, the increasing demand for accessing local product information via the internet necessitates a solution to optimize search engines in order to enhance visibility and attract customers. The objective of the topic is to build a professional, user-friendly website with diverse content and appealing images. The research method will include analyzing user needs, designing the website interface and functions, conducting trial deployment, and optimizing SEO. The expected outcome of the topic is to provide an effective solution for promoting local agricultural products, while contributing to digital development in the agricultural sector.

Keywords: Agricultural website, Thai Nguyen, search engine optimization, website design, local promotion