

# **Build an SEO-standard e-commerce website for EXP Thai Nguyen Technology Service and Development Company Limited.**

**Dang Vu Tien**

**Abstract:** In the context of fierce competition in the online market, this topic aims to build an SEO-standard sales website system for EXP Thai Nguyen Technology Development and Services Company Limited. Through theoretical and experimental research, the project will focus on optimizing content, website structure, and SEO strategies to enhance visibility on search engines. The expected result is an effective website in increasing traffic and customer conversion, while contributing to the sustainable development of the business.

**Keywords:** Sales website, SEO-optimized, content optimization, EXP Thai Nguyen Company