

# **Research and use Search Engine Optimization (SEO) for the Ohotel hotel management software of Oxu Vietnam Technology and Trading Company Limited.**

**Ngô Thị Nhung**

**Abstract:** This topic aims to study the method of optimizing Search Engine Optimization (SEO) for the Ohotel hotel management software system, in order to improve visibility on search pages and enhance business efficiency. Through the process of analyzing the current situation and identifying factors that need optimization, the topic applies SEO principles in the digital environment to build a more effective hotel management system. The goal of the research is to improve user experience by optimizing content, website structure, and online marketing strategies. Recommendations from the research results are expected to contribute to enhancing Ohotel's digital commercial position in the market.

**Keywords:** SEO, hotel management, Ohotel, digital, search optimization