

Solutions to improve the website ranking of Đất Việt Computer Company on Google search engine.

Ha Thi Ngoc Anh

Abstract: In the fiercely competitive context of the information technology market, improving website ranking is an urgent requirement for Đất Việt Computer Company. This topic focuses on building solutions to enhance website ranking on the Google search engine. The main objective is to develop and apply effective SEO strategies to optimize website content, while conducting theoretical research combined with experimentation on a real database. Through this, the topic aims to provide valuable knowledge and experience for the business in enhancing its online position. The expected results will contribute significantly to the sustainable development of Đất Việt Computer Company in the market.

Keywords: SEO, Google, website ranking, search engines, digital marketing strategy