

Research and application of SEO for Thai Nguyen University of Education website

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Abstract: This topic aims to research and apply effective SEO principles for the website of Thai Nguyen University of Education, meeting the need for content optimization in the online environment. The main objective is to build a system of SEO quality evaluation indicators and design an appropriate implementation strategy. The research methods include theoretical analysis of SEO, practical comparison with international standards, and conducting application experiments on the university's website to determine effectiveness. The expected result is to provide SEO optimization solutions for educational organizations, while contributing to the digital content management system of Thai Nguyen University of Education.

Keywords: SEO website, Thai Nguyen University of Education, SEO strategy, quality assessment, information technology application