

Building an SEO-standard e-commerce website and integrating SMS API using the open-source Wordpress platform.

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Abstract: In the context of the increasingly developing e-commerce market, building an SEO-standard sales website has become essential to enhance customer reach. This topic focuses on the process of designing and deploying a sales website using the open-source WordPress platform, meeting search engine optimization (SEO) criteria and integrating an automatic SMS sending API. The research method combines SEO theory with system-building experimentation to ensure effectiveness. The expected result is to create a powerful e-commerce platform that not only improves rankings on search engines but also optimizes communication with customers through SMS messages.

Keywords: SEO, WordPress, SMS API, E-commerce, Sales website