

Research on Search Engine Optimization (SEO) and application of e-commerce websites

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Abstract: In the increasingly developing context of e-commerce, search engine optimization (SEO) has become a decisive factor for the success of a sales website. This topic aims to research and propose effective SEO strategies for sales websites, while also conducting practical analysis to identify weaknesses that need improvement. Through a combination of theoretical research and experimental methods, the topic hopes to contribute SEO optimization solutions that help improve website rankings on search engines, thereby increasing customer reach and boosting sales revenue.

Keywords: SEO optimization, E-commerce, Sales website, Online business strategy, Search engine