

Building a website to introduce Vinh Tuong Sai Gon scrap company using Drupal and SEO to rank in the top 10.

Tran Tien Anh

Abstract: In the context of socio-economic development, building a professional website plays an important role in promoting the brand of businesses. This topic focuses on designing and deploying a website to introduce Vinh Tuong Sai Gon scrap company using the Drupal content management system (CMS), while applying SEO strategies to bring the website to the top 10 search results of leading search engines. Through theoretical research combined with experimentation, the topic aims to improve brand accessibility and recognition via the internet, thereby contributing to enhancing reputation and competitive position in the scrap market.

Keywords: Company introduction website, Drupal CMS, SEO, content management, branding