

Optimizing HEI On-Page SEO with Instagram: Owned vs. Paid Media (PMB UHW Perbanas Case)

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Abstract: In today's digital age, nearly every institution, including those in education, utilizes social media. Instagram, a leading social media platform, offers a wealth of features for sharing engaging visual content. To maximize the effectiveness of new student recruitment on Instagram, UHW Perbanas needs a clear understanding and implementation of paid and owned media marketing strategies. The next step is to compare content performance before and after implementing SEO strategies, both paid and organic. Marketing strategy analysis using content on the @pmb.uhwperbanas Instagram account has demonstrably built a positive image and attracted audience attention. Relevant, informative, and engaging content fosters audience interest, creates engagement, and increases brand awareness. This research suggests that utilizing paid advertising can significantly amplify the reach and impact of existing content. The results of content with organic Instagram show insight results of 1,232 reaches, 1,626 impressions, 133 interactions and 83 profile activities. The results of content with paid Instagram show insight results of 109,173 reaches, 177 post interactions, 1,619 profile activities and 987 advertisements. This data collection platform is obtained from the features owned by Instagram Business. The conclusion of this research highlights the effectiveness of a balanced paid and organic media strategy on Instagram. By leveraging keyword analysis results from an SEO tool, UHW Perbanas can craft compelling captions that optimize search content and drive new student admissions.

Keywords: SEO On Page, Search Engine Optimization, Social Media, Instagram, Google Network Planner

INTRODUCTION

In today's digital landscape, social media has emerged as a powerful marketing tool for organizations across all sectors (Fitriani, 2023). According to a 2024 survey by the Indonesian Internet Service Providers Association (APJII), Indonesia has surpassed 214 million internet users (APJII, 2024). Social media presents a powerful opportunity for institutions and companies to connect with a wider audience. It serves as both a promotional tool and a platform to showcase their work or offerings. In today's digital age, nearly every organization, including educational institutions, utilizes social media to achieve these goals (Sukri & Zulfikar, 2021). Instagram, a leading social media platform, boasts a wealth of features for sharing visually engaging content.

The platform allows agencies to target a specific audience and drive them to their social media pages. This is crucial because it reflects user interest in the content. A high number of visitors can be an indicator of an institution's popularity and credibility (Zhang & Erturk, 2022). A well-positioned and easily discoverable social media presence can significantly boost visitor traffic and help achieve marketing goals. Conversely, a poorly positioned or inaccessible page will struggle to reach its target audience. This underscores the importance of increasing brand awareness and driving traffic to your social media channels, particularly on a platform like Instagram (Mulyanto & Mulia, 2020).

Search engines play a crucial role in driving traffic to Instagram. Information seekers use keywords to find relevant content, and optimizing your Instagram presence for search can significantly increase discoverability. To achieve this, implementing Search Engine Optimization (SEO) methods is essential (Angraini & Hasugian, 2022). The goal of SEO is to optimize social media content for search engines, increasing its visibility and ranking for relevant keywords. Consequently, Instagram content that appears at the top of search results has a significantly higher chance of attracting visitors (Prasetya et al., 2023).

On-page SEO focuses on optimizing elements within your social media content itself, such as keyword selection, hashtag optimization, content structure, and metadata (Tamuji, 2014). Off-page SEO, on the other hand, focuses on external factors that influence search engine ranking. This includes building backlinks from high-quality websites, optimizing anchor text, and leveraging social media promotion. Search engines like Google

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consider these signals when determining the relevance and authority of your Instagram content (Anggoro et al., 2023). Digital marketing encompasses a wide range of strategies, including paid media, owned media, and earned media (Mahdi et al., 2023). Paid media involves promoting content through paid channels to reach a target audience. This could include social media advertising, search engine marketing, or display advertising on other websites.

High school and vocational school graduates are a key demographic for universities on social media, particularly Instagram. These prospective students actively use Instagram to research and compare universities for their continuing education (Hidayat & Azwar, 2021). Therefore, leveraging Instagram as a promotional medium for new student admissions offers institutions a twofold benefit: expanding their reach and building a strong image and brand awareness among prospective students. Compelling content showcasing study programs, campus facilities, engaging student activities, and other relevant aspects of campus life can attract their interest. Additionally, interactive features like polls, Q&A sessions, and strategic hashtags can further fuel engagement and foster meaningful interaction with the target audience (Yanthi et al., 2023). Universities increasingly leverage digital marketing strategies, like Hayam Wuruk Perbanas University (HWU), to attract prospective students. HWU maintains a dedicated Instagram account for new student admissions accessible at @pmb.uhperbanas.

To effectively attract prospective students through Instagram, UHW Perbanas should leverage a strategic combination of paid and owned media marketing. While Google Keyword Planner can be a helpful tool for general keyword research, consider using dedicated SEO tools like Semrush or Ahrefs for a more in-depth analysis suited for Instagram content optimization. Analyzing content performance before and after implementing both paid and organic SEO strategies will provide valuable insights into optimization effectiveness. Combining paid media and owned media strategies can produce strong synergy in promotional campaigns for new student admissions on Instagram (Aryani & Murtiariyati, 2022). Paid media amplifies UHW Perbanas' visibility, reaching prospective students who might not be familiar with the university. Owned media, on the other hand, fosters engagement and builds lasting relationships with your audience. This integrated approach drives new student enrollment and strengthens UHW Perbanas' image among prospective students.

LITERATURE REVIEW

Higher Education Institutions (HEIs) are increasingly leveraging social media platforms to enhance their online visibility and attract prospective students. Instagram, with its visually appealing content and engagement-driven features, has emerged as a popular choice for HEIs to connect with their target audience. This literature review explores the strategies employed by HEIs to optimize their on-page Search Engine Optimization (SEO) in conjunction with Instagram, focusing on the comparative effectiveness of owned and paid media approaches. SEO refers to the practice of optimizing a website to improve its visibility and ranking in search engine results pages (SERPs). On-Page SEO involves optimizing elements within the website's content and structure, such as keywords, meta tags, and content quality (Sheenvalue, 2022).

Instagram has become a crucial platform for HEIs to connect with prospective students, showcase campus life, and build a strong online presence. Studies have highlighted the effectiveness of Instagram in reaching and engaging with a younger demographic (Shao et al., 2022). Integrating Instagram with on-page SEO can enhance the overall visibility and ranking of a HEI's website: (1) Keyword Optimization: Using relevant keywords in Instagram post captions, hashtags, and profile descriptions can improve search engine visibility (Rusle et al., 2021); (2) Link Building: Directing Instagram followers to the HEI's website through links in bio or post captions can help build backlinks and improve search rankings (Constantinides & Stagno, 2012); (3) Content Consistency: Maintaining consistent branding and messaging across both Instagram and the HEI's website can strengthen brand recognition and improve SEO (Aman & Hussin, 2018). (4) Copywriting: Effective copywriting is essential for optimizing HEI on-page SEO with Instagram. By crafting compelling and persuasive content, HEIs can improve their search engine rankings, attract prospective students, and build a strong brand identity. Both owned and paid media approaches can be effective, and HEIs should carefully consider their specific goals and resources when making decisions about their Instagram strategy (Marwa Ulfa et al., 2023).

METHOD

This research employs a qualitative approach through a case study. Qualitative methods aim to gather descriptive data about the subject, often obtained through interviews or observations (Abdillah & Marcos, 2020). Figure 1 illustrates the research implementation stages.

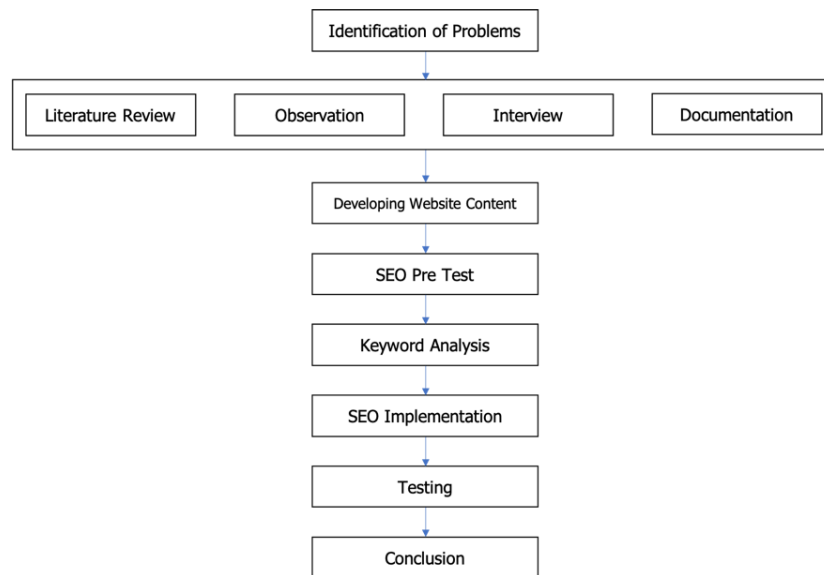


Fig. 1 Research Stages

As illustrated in Figure 1, the research stages can be described as follows.

Problem Identification

This stage involved identifying issues related to promotions on the social media channels of UHW Perbanas Surabaya's new student admissions program (PMB). The identification process utilized observation techniques and interviews with the public relations team and PMB staff responsible for UHW Perbanas' social media promotions.

Data Collection

This stage focused on data collection to gather information necessary for the research. Several methods were employed: (1) Literature review: This involved researching existing studies and resources related to research methodology; (2) Observation: The research team analyzed the social media performance and content created by the Public Relations and PMB team at Hayam Wuruk Perbanas University; (3) Interviews: Interviews were conducted with the Public Relations team and PMB staff to understand their past and planned actions for managing UHW Perbanas' social media content; (4) Document analysis: All collected data, including interview transcripts and observations, were documented for further analysis.

Social Media Content Development

This stage focuses on content creation for UHW Perbanas' new student admissions program (PMB) social media channels. The content is categorized based on two factors: media strategy and SEO optimization.

SEO Pretest

This stage involves an SEO pre-test to analyze baseline traffic on PMB's social media channels. This traffic data will serve as a benchmark for comparing the performance of content optimized with SEO versus non-optimized content. The goal is to assess the effectiveness of implementing SEO strategies for PMB social media.

Keyword Analysis

This stage focuses on keyword analysis to identify relevant keywords for UHW Perbanas' new student admissions program (PMB) social media content. The analysis considers two key factors: (1) Relevance: Keywords should be directly related to prospective students' content and interests; (2) Search Volume and Competition: The analysis considers the number of searches for a keyword (volume) and the level of competition from other institutions using those keywords.

Implementation of SEO

This stage focuses on on-page SEO optimization for PMB UHW Perbanas' social media content. This stage involves on-page SEO optimization through content publishing practices. Here, the focus is on optimizing the content itself to enhance readability and understanding for PMB social media audiences.

Testing

This stage involves testing the effectiveness of SEO implementation. Here, the research team analyzes changes in traffic and engagement metrics after a defined period, comparing the performance of SEO-optimized content with non-optimized content. This analysis will determine the feasibility and impact of using SEO strategies for UHW Perbanas' PMB social media channels.

Conclusion

This stage focuses on drawing conclusions based on the entire research process. These conclusions will be used to formulate recommendations for the administrators and social media managers of UHW Perbanas' new student admissions program.

RESULT

Implementing On Page SEO on Instagram

Hayam Wuruk Perbanas University is exploring innovative marketing strategies by implementing on-page SEO principles for its Instagram content. While traditionally associated with website optimization, SEO techniques can be effectively adapted to social media platforms like Instagram (Angga et al., 2022). According (Utari, 2022) The provided list is well-structured and grammatically correct. Here's a slightly improved version for readability. Here are some key considerations for improving SEO on Instagram: (1) Optimize Account Profiles for Searches: This includes incorporating relevant keywords in your username and bio; (2) Use Strategic Keywords in Hashtags: Research and include relevant hashtags containing keywords prospective students might use to find your university; (3) Integrate Keywords Naturally in Captions: While keyword placement is important, prioritize crafting engaging captions that naturally integrate relevant keywords.

Keyword Analysis

This stage focuses on keyword analysis, aiming to discover the search terms users typically employ when looking for university admissions information. The research utilizes tools like Google Keyword Planner and Ubersuggest to analyze search volume and keyword difficulty. These insights will then be implemented during copywriting for content created by Hayam Wuruk Perbanas University (UHW Perbanas). This ensures the content aligns with the target audience's search queries and improves discoverability.

To illustrate the keyword analysis process, researchers employed several relevant keywords related to new student admissions in UHW Perbanas' content, such as "penerimaan mahasiswa baru," "kuliah," and "beasiswa." A summary of the search results for these sample keywords can be found in Table 1 below.

Tabel 1. Keyword Analysis Results

No	Keywords	Search Vol	SEO Difficulty	Paid Difficulty
1	Admission of new students	12.100	54	2
2	Studying	22.200	45	2
3	Scholarship	40.500	50	20

The identified keywords will be strategically integrated into existing content, including the persuasive captions exemplified in Figure 2, created by the UHW Perbanas public relations team.

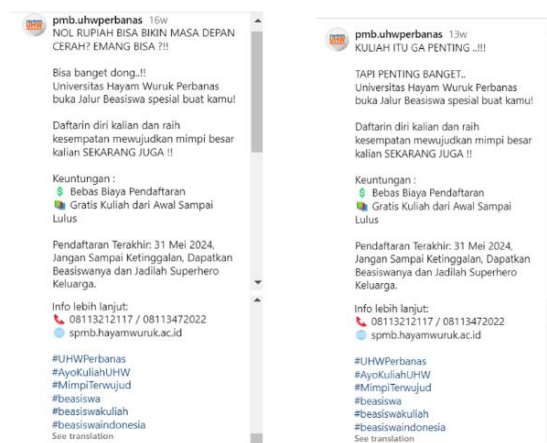


Fig. 2 Optimizing Instagram Captions with Keywords

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Content Optimization

Social media is a powerful branding tool, fostering brand awareness, expanding reach, and facilitating customer interaction (Manullang et al., 2023). One of the most popular social media platforms is Instagram. On Instagram, SEO strategies aim to enhance profile visibility, making it easier for target audiences interested in the content niche to discover the account. Notably, both personal and business accounts can leverage these strategies on this platform (Instagram, 2022). In digital content marketing, the core strategy is to create and distribute valuable, targeted content through digital channels. This content can take various formats, such as blog articles, videos, infographics, podcasts, and more (Shen, 2023). This research aimed to raise awareness of UHW Perbanas and its scholarship programs by creating educational content about scholarships and university life. The research team implemented two posting schemes on Instagram: organic and paid.

In organic social media marketing, content growth occurs naturally without paid advertising on platforms like Instagram (Widiastuti & Djajalaksana, 2022). Paid promotion, in contrast, involves organizations paying for promotional services to advertise their products or services. This allows them to reach a wider audience, specifically targeting their ideal customer base. Compared to organic promotion, paid promotion has the advantage of significantly increasing brand awareness. One popular paid promotion platform is Instagram advertising. This built-in feature offers significant benefits for businesses, particularly established brands, by allowing them to target specific demographics and interests, ultimately reaching a more relevant audience (Maulidya Alfi Anita Zain, 2023).

For this research, the team created two educational Instagram feed posts related to scholarships at Hayam Wuruk Perbanas University. One post featured a single image, while the other utilized a carousel format with multiple images. The first image in the carousel typically included an eye-catching illustration, followed by slides containing scholarship information. The first post was implemented organically (without paid promotion), while the second post utilized a paid promotion strategy. Both posts were published at different times and monitored for engagement over 14 days. After posting in separate weeks, the research team analyzed engagement metrics from both posts. This analysis aimed to identify the most effective approach for promoting UHW Perbanas scholarships using on-page SEO on Instagram.

Instagram Organic

The research team developed carousel content on Instagram to educate viewers on the importance of attending college. This format utilizes several images in a single post. The first image typically features an eye-catching illustration and text designed to pique the audience's interest and encourage them to swipe through the carousel. Additionally, the content incorporates data sourced from online news articles to support the presented information and establish its credibility. Finally, the last image provides details regarding the application requirements for Hayam Wuruk Perbanas University. The results of this organic content are presented in Table 2 below.

Tabel 2 Insight Konten Organic Instagram

No	Activity	Insight
1	Reach	1,232
	> Followers	49.4%
	> Non-Followers	50.6%
	a. Impression	1,626
	- Profile	717
	- Home	641
	- Other	206
	- Hashtag	62
2	Interaction	133
	> Followers	73.7%
	> Non-Followers	26.3%
	a. Post Interaction	200
	> Likes	98
	> Comments	5
	> Shares	77
	> Saves	20
3	Profile Activity	83
	a. Profile Visit	64
	b. External Link Visit	14
	c. Following	3
	d. Business Addresss Visit	2

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Instagram Paid

By creating attractive visual content and clear messages, consumers can be interested in viewing the content. This interest is based on content that is interesting, relevant, different, and able to answer the problems faced by consumers. The effectiveness of Hayam Wuruk Perbanas University's Instagram advertising depends on achieving the desired goals, such as increasing awareness and reach. Important criteria for a successful creative strategy include informative content and engaging visuals, tailored to the right target audience. Even though advertising is less effective in getting leads, the creative strategy has increased interaction and resulted in several leads contacting the sales admin. The research team also created paid content by including information related to scholarships being held by Hayam Wuruk Perbanas University, complete with the requirements that must be met. The results of this paid content produce the insights in table 3 below.

Table 3 Instagram Paid Content Insights

No	Activity	Insight
1	Reach	109,173
	a. Impress	193,555
	- From the latest advertisement	192,400
2	Post Interactions	177
	> Likes	120
	> Comments	0
	> Shares	11
	> Saves	46
3	Profil Activity	1,619
	a. Tap External Links	908
	- From the latest advertisement	1,016
	b. Profile Visits	697
	- From the latest advertisement	803
	c. Follow	10
	- From the latest advertisement	9
	d. Business Address Tap	4
	- From the latest advertisement	4
4	Advertisement	987
	a. Expenditure	824,950
	- Cost per website visit	Rp835
	- Reputation	Selesai
	- Advertisement Details	
	b. Ad Audience	0
	> Male	42.1%
	> Female	57.9%

DISCUSSIONS

Analysis of the marketing strategy using Instagram content on the @pmb.uhwperbanas account demonstrates its success in building a positive brand image and attracting audience attention. The key lies in the content itself - relevant, informative, and engaging content fosters audience interest, builds engagement, and ultimately increases brand awareness for Hayam Wuruk Perbanas University. Here's a closer look at why utilizing Instagram social media for content optimization has proven effective: (1) Boost Brand Awareness and Visibility: Instagram's visual nature makes it a powerful platform for expanding brand awareness and presence. Hayam Wuruk Perbanas (UHW Perbanas) can leverage this by sharing engaging visual content like educational content and infographics, effectively reaching and introducing itself to a wider target audience; (2) Drive Engagement: Instagram's interactive features, including likes, comments, and direct messages, present an opportunity for UHW Perbanas to boost engagement. By actively responding to comments and inquiries, the university can foster a sense of community and encourage further interaction; (3) Enhanced Reach and Targeted Marketing: Instagram's advertising tools empower Hayam Wuruk Perbanas (UHW Perbanas) to expand its reach and target ideal audiences. By defining specific demographics, interests, or geographic locations, UHW Perbanas can ensure its scholarship content and advertisements are displayed to users most likely to be interested; (4) Showcasing

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Scholarships and Fostering Engagement: Instagram serves as an ideal platform for promoting Hayam Wuruk Perbanas' (UHW Perbanas) scholarship opportunities. Uploading eye-catching photos and videos can effectively present these scholarships' benefits and value propositions. Additionally, UHW Perbanas can leverage Instagram Stories to provide glimpses into campus life, upcoming events, or even host live Q&A sessions to directly engage with prospective students; (5) Leveraging Instagram Analytics: Hayam Wuruk Perbanas (UHW Perbanas) can leverage Instagram's built-in analytics features to track the performance of its posts. Metrics like follower growth, engagement rate, reach, and impressions offer valuable insights into the effectiveness of UHW Perbanas' branding campaigns on the platform. By analyzing content performance, UHW Perbanas can continuously evaluate and refine its strategy to achieve desired results. As illustrated in Figure 3 below, you can see a comparison of the analytical results between the two content optimization schemes employed by UHW Perbanas using Instagram On-Page SEO.

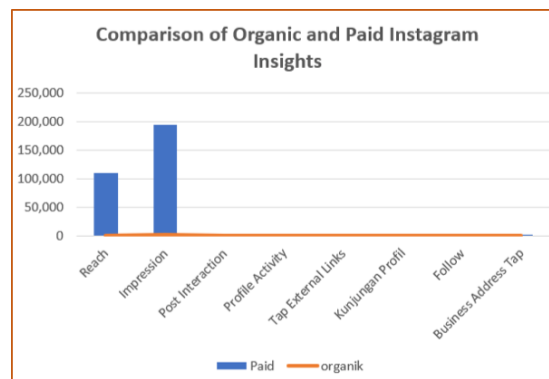


Fig. 3 Comparison Between Paid and Organic Content Insights

Figure 3 illustrates the significant reach advantage of paid advertising compared to organic posting. While organic posts rely solely on the platform's algorithm for visibility, paid ads guarantee impressions by allowing us to target specific demographics, control reach based on budget, and track performance metrics. This targeted approach makes advertising an effective strategy for reaching a wider audience and driving action towards promoted content.

CONCLUSION

To assess the effectiveness of promoting new student admissions at Hayam Wuruk Perbanas University (UHW Perbanas), this research compared paid and organic media strategies on the Instagram platform. The results of content with organic Instagram show insight results of 1,232 reaches, 1,626 impressions, 133 interactions and 83 profile activities. The results of content with paid Instagram show insight results of 109,173 reaches, 177 post interactions, 1,619 profile activities and 987 advertisements. This data collection platform is obtained from the features owned by Instagram Business. The data analysis has yielded key conclusions, summarized below: (1) Paid media demonstrably outperforms organic strategies in expanding reach and content visibility. Educational institutions can leverage paid advertising to target a broader, more precisely defined audience based on demographics and student interests. This targeted approach translates to significant short-term gains in impressions and engagement; (2) While paid media necessitates a substantial financial investment, the resulting reach and visibility often justify the cost. Organic media, on the other hand, demands an investment of time and resources to consistently create high-quality content. Ultimately, both approaches present trade-offs between cost and efficiency; (3) A synergistic combination of paid and organic media strategies proves most effective in building brand awareness and establishing credibility for educational institutions. Paid media acts as a launchpad, rapidly amplifying brand visibility. Organic media then takes center stage, fostering trust and loyalty through genuine and long-lasting content. This approach leverages the strengths of both methods to create a well-rounded brand image; (4) This research recommends that Hayam Wuruk Perbanas University (UHW Perbanas) leverage a combined paid and organic media approach for its new student admissions promotion campaign. By capitalizing on the strengths of each strategy, UHW Perbanas can achieve optimal results. Paid media can spearhead the campaign, generating initial interest and expanding reach. Organic media can then take over, fostering engagement and nurturing long-term relationships with potential students; (5) this research demonstrates that a balanced approach on Instagram, combining paid and organic media strategies, yields more effective and efficient results for promoting new student admissions. By leveraging the strengths of each method, Hayam Wuruk Perbanas University (UHW Perbanas) can optimize its reach, engagement, and ultimately, conversion rates. UHW Perbanas can further enhance its marketing efforts by incorporating keyword research into its content strategy. Analyzing relevant keywords through tools

like Google Keyword Planner can inform the creation of targeted captions and content that resonates with prospective students.

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