Optimizing Search Engine Optimization (SEO) and User Experience (UX) on Local Online Business Training Websites: A Comparative Study of Young Entrepreneur Community Platforms

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Abstract. Digitalization has significantly transformed the delivery of online business training, particularly for young entrepreneurs. However, gaps remain between website visibility on search engines and the user-friendliness of online learning features. This study aims to compare the quality of search engine optimization and user experience across two local online business training websites operated by young entrepreneur communities. A qualitative approach with a comparative study design was employed. Data were collected through in-depth observations of website structure, interface, and semi-structured interviews on 34 respondents who had previously used one or both platforms. Respondents were selected using purposive sampling based on relevant user experience criteria. Thematic analysis was conducted to identify patterns in user interaction and SEO practices implemented by each platform. The findings reveal that each website demonstrates distinct strengths: one excels in consistent link structure and systematic keyword utilization, while the other offers a cleaner interface and more intuitive navigation. This study contributes a user-centered and content-effectiveness-based evaluation framework, which may serve as a reference for online business training website developers in designing platforms that are not only digitally accessible but also responsive to the evolving needs of young users in a sustainable manner.

Keywords: Online Business Training, Search Engine Optimization (SEO), User Experience (UX), Young Entrepreneur Platforms

1. INTRODUCTION

In the era of digital entrepreneurship, the emergence of online business training platforms has been pivotal in democratizing access to entrepreneurial knowledge. Particularly among youth communities, these digital spaces serve as a medium to cultivate business competencies and promote innovation. However, as digital competition intensifies, ensuring both high visibility through Search Engine Optimization (SEO) and strong User Experience (UX) is essential to sustain engagement and learning outcomes. Recent statistics highlight that 93% of online experiences begin with a search engine, and 88% of users are less likely to return to a website after a poor user experience (Huhtala, 2024; Singh et al., 2025). Despite this, many local training platforms fail to integrate both elements effectively.

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Empirical evidence from Indonesia, where over 64 million micro, small, and medium enterprises (MSMEs) operate (Ministry of Cooperatives and SMEs, 2024), reveals that less than 15% of local entrepreneurial platforms rank on the first page of search engines (Hadiana, 2023). Meanwhile, user retention rates for community-based business learning sites remain below 35%, reflecting poor UX adaptation (Kurniawati & Ratnasari, 2023). The disconnect between technical SEO practices and user-centered design remains a crucial barrier to maximizing the potential of digital entrepreneurship education. This is particularly problematic for youth-led entrepreneur communities that rely heavily on web-based platforms to deliver their training programs and connect with a broader audience.

Several studies emphasize that SEO is no longer merely about keyword density or meta descriptions. It now incorporates semantic search, mobile responsiveness, and content structure, all of which influence UX (Nashir et al., 2025; Roumeliotis & Tselikas, 2022). Moreover, the implementation of artificial intelligence in SEO processes has transformed how content is ranked and displayed (Elkhatibi & Boussedra, 2025). UX, on the other hand, involves emotional design, usability heuristics, and navigational flow, all critical in sustaining user interaction (Arikan, 2023; Alawiyah & Canta, 2022). Poor UI/UX design leads to higher bounce rates and lower engagement (Wijayanti et al., 2023), hindering the educational mission of such platforms.
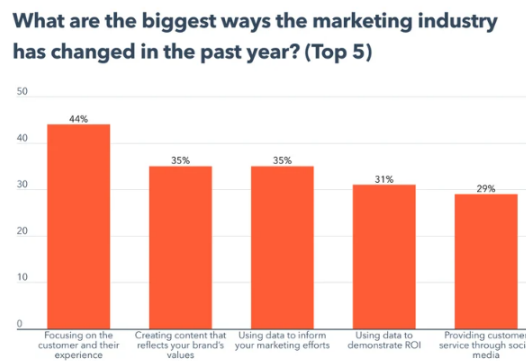

Figure 1. Top 5 Marketing Industry
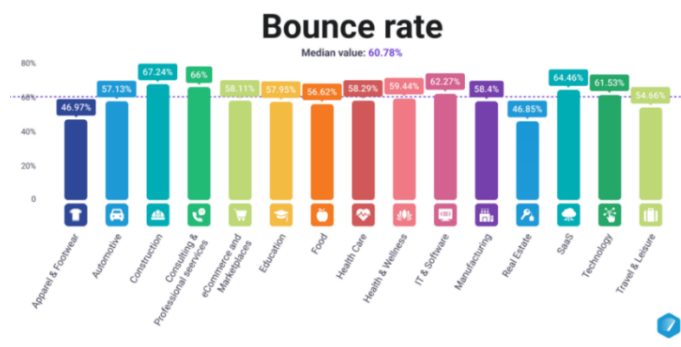Source : https://www.hubspot.com/marketing-statistics, 2025

Figure 2. Bounce Rate
Source : databox.com

Recent research in digital marketing highlights the importance of integrating SEO and UX strategies through the use of user analytics, semantic content alignment, and behavior-based design improvements (Ambarsari et al., 2024; Arifah, 2024). In commercial sectors such as e-commerce and online travel, platforms that combine these approaches have reported up to 60% increases in both traffic and engagement (Artanto & Afraah, 2025; Singh et al., 2025). Advanced tools like K-means clustering and semantic analysis allow developers to fine-tune content based on user interest and behavioral patterns, ensuring that what users search for is effectively matched with how they experience the site. Despite such advancements, youth-targeted educational platforms, especially those built by entrepreneur communities, often overlook the synergy between SEO and UX, lacking both strategic integration and empirical evaluation. Much of the literature is still centered on transactional platforms or institutional websites (Khuntari, 2022; Oktavia et al., 2024), while community-based learning platforms remain underexplored. This study addresses that gap by conducting a comparative qualitative analysis of two youth-led online business training platforms, investigating how their SEO and UX strategies translate into discoverability, user retention, and learning effectiveness. By combining observations, interviews, and design evaluation frameworks, this research contributes to a more holistic understanding of digital competitiveness in the context of entrepreneurship education.
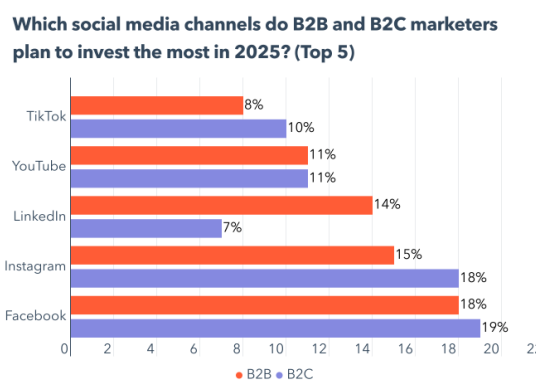

Figure 4. Social Media Channels
Sumber : https://www.hubspot.com/marketing-statistics, 2025

This study addresses a critical gap in digital entrepreneurship education by comparing SEO and UX strategies on two youth-led online business training platforms in Indonesia: BusinessTeens and Bisnis Muda Academy. While BusinessTeens shows superior performance in mobile responsiveness, page speed, domain authority, and user engagement, Bisnis Muda faces issues like poor accessibility and outdated design, which hinder its effectiveness. These differences highlight the need for an integrated approach - where SEO ensures visibility and UX supports sustained user interaction. The study contributes both theoretically and practically by emphasizing that discoverability alone is insufficient without engaging, user-centered digital design. It urges platform developers and policymakers to adopt data-driven, user-focused strategies to empower young entrepreneurs and support Indonesia's broader digital MSME transformation. Despite limitations in scope and sample size, this research provides a foundation for future studies

that explore scalable, inclusive solutions for community-based business learning in the digital era.

2. THEORETICAL STUDY

A. Online Business Training

Online Business Training is a digital learning process aimed at developing entrepreneurial and managerial skills, particularly for young entrepreneurs, through modules on digital marketing, finance, branding, and SEO (Deirmentzoglou et al., 2025; Ikenga & Egbule, 2024). Its effectiveness is measured by (1) ease of access to learning materials, (2) relevance of content to user needs, (3) interactive features like quizzes or discussions, and (4) the ability of learners to apply the training in real business settings (Sechele et al., 2024; Singh et al., 2025).

B. Search Engine Optimization (SEO)

SEO refers to strategies that improve a website's visibility in search engine results, making content more discoverable (Bataineh et al., 2025). It includes on-page aspects like keywords and metadata, and off-page factors such as backlinks (Nugroho et al., 2024). Key success indicators include (1) increased organic traffic, (2) higher search rankings, (3) keyword relevance, and (4) well-structured metadata and URLs (Saputra & Rahmawati, 2025; Roumeliotis & Tselikas, 2022).

C. User Experience (UX)

UX focuses on how users perceive and interact with a digital product, emphasizing ease, comfort, and satisfaction (Arikan, 2023; Hristov, 2024). It is commonly assessed through six UEQ dimensions: (1) attractiveness, (2) efficiency in task completion, (3) clarity and learnability, (4) reliability and control, (5) stimulation or user enjoyment, and (6) novelty or innovation (Kurniawati & Ratnasari, 2023; Oktavia et al., 2024).

D. Young Entrepreneur Platforms

Young Entrepreneur Platforms are community-based digital spaces that support youth entrepreneurship through tools like online training, mentoring, and collaboration (Simeramisna, 2023; Singh et al., 2025). Their success is indicated by (1) active user engagement, (2) growth in new users, (3) accessibility across devices, and (4) the availability of business support features like branding tools and digital market access (Hristov, 2024; Ikenga & Egbule, 2024).

3. RESEARCH METHOD

This study employs a comparative qualitative approach to analyze two local online business training websites developed by youth entrepreneur communities. Given the unknown population size, purposive sampling was used to select 34 respondents, comprising active users and platform administrators with relevant knowledge of SEO and UX. The sample size follows Roscoe's (1975) guideline, which recommends a minimum of 30 respondents for exploratory studies.

Data collection included semi-structured interviews, supported by secondary tools such as Google Search Console and Ahrefs for SEO auditing, and Hotjar and WAVE for UX analysis. Heatmaps and session recordings were used to capture user interaction patterns, while user experience surveys assessed ease of use, relevance, and satisfaction. The data were analyzed thematically and comparatively to identify patterns, best practices, and platform-specific challenges.

Quantitative metrics such as bounce rate, session duration, and traffic source were also examined to support the qualitative findings. To enhance validity and reliability, a triangulation strategy combining multiple data sources and methods was applied. This study has limitations in the sample size, which only involves 34 respondents, potentially affecting the generalizability of the research findings. Additionally, the study only compares two online business training platforms, BusinessTeens and Bisnis Muda Academy, so the results may not reflect conditions on other platforms. Therefore, future research should involve a larger sample size and broaden the scope of platforms analyzed.

4. RESULTS AND DISCUSSION
1. Respondent Demographics

The study involved a purposive sample of 34 respondents, comprising users and administrators from two local online business training platforms developed by youth entrepreneur communities: BusinessTeens by BusinessKids Indonesia and Bisnis Muda Academy. The distribution of respondents is shown in Table 1 below.

Table 1.1 Distribution of Respondents by Platform

No	Platform Name	Number of Respondents	Percentage (%)
1	BusinessTeens by BusinessKids Indonesia	18	52.9
2	Bisnis Muda Academy	16	47.1
	Total	34	100

Source: processed data

The study involved a total of 34 respondents selected through purposive sampling, representing active users and administrators of two local online business training platforms developed by youth entrepreneur communities. The demographic details of the respondents are summarized in the table below.

1. Age Distribution

   The age of respondents ranged from 18 to 30 years, reflecting the target demographic of young entrepreneurs. The majority (56%) were between 21 and 25 years old, indicating active engagement by early-career entrepreneurs, followed by 26% in the 18-20 range and 18% aged 26-30.

2. Gender Composition

   The sample consisted of 59% male and 41% female respondents, showing a slightly higher participation of males in these digital entrepreneurship platforms. This

distribution aligns with regional data on youth entrepreneurship but also highlights the need for greater female inclusivity.

3. Role/Position

   Respondents included 70% users who actively participated in training programs and 30% platform administrators or developers responsible for SEO and UX management. This distribution ensured balanced insights from both end-users and technical stakeholders.

Table 1.2 Respondents Summarized

Category	Details	Frequency (n=34)	Percentage (%)
Age Group	18–20 years	9	26.5
	21–25 years	19	55.9
	26–30 years	6	17.6
Gender	Male	20	58.8
	Female	14	41.2
Role	User (Training Participants)	24	70.6
	Platform Manager	10	29.4

Table 1.3 Detailed SEO and UX Performance Comparison

Indicator	BusinessTeens by BusinessKids	Bisnis Muda Academy	Description / Implications
Page Load Time (seconds)	2.5	4.2	Page load speed greatly impacts user experience and SEO ranking (Nashir et al., 2025). BusinessTeens performs significantly better.
Mobile Responsiveness Score (/100)	90	72	Mobile-first design is crucial for young users who predominantly use smartphones (Elkhatibi & Boussedra, 2025).
Domain Authority (DA)	28	19	Low DA indicates weak backlink networks and site authority. Both platforms need stronger digital PR efforts.
Average Monthly Organic Traffic	1,200	750	Higher traffic reflects better SEO performance and broader audience reach.
Keyword Ranking (Top 10)	15 keywords	9 keywords	BusinessTeens ranks more keywords on Google's first page, improving discoverability.
Backlink Quantity	45 backlinks	20 backlinks	Quantity and quality of backlinks affect domain authority and

Indicator	BusinessTeens by BusinessKids	Bisnis Muda Academy	Description / Implications
			trustworthiness (Artanto & Afraah, 2025).
Bounce Rate (%)	28	46	A higher bounce rate in Bisnis Muda signals suboptimal user experience (Wijayanti et al., 2023).
Average Session Duration (minutes)	7.3	4.5	Longer sessions suggest stronger engagement and content relevance (Arikan, 2023).
Navigation Ease (% surveyed "Easy" or "Very Easy")	78%	50%	Clear navigation boosts user satisfaction and loyalty (Alawiyah & Canta, 2022).
Interactive Features Availability	Quizzes, progress tracking, forums	FAQ, basic videos	Interactive features enhance engagement and retention. Bisnis Muda needs to incorporate more dynamic tools.
Content Update Frequency (per month)	3	1	Regular updates are vital for SEO and user engagement; fresher content attracts more visitors.
User Satisfaction Score (1–5 scale)	4.2	3.5	Satisfaction survey confirms more positive user perception of BusinessTeens.
Error Rate (broken links, 404 pages)	2%	7%	Fewer technical errors improve UX and SEO. Bisnis Muda requires urgent fixes.
Accessibility Compliance (WCAG 2.1)	Level AA	Level A	Accessibility compliance improves inclusivity and SEO. BusinessTeens demonstrates higher commitment.

Source : Data Processed, 2025

The data above clearly demonstrates that BusinessTeens by BusinessKids Indonesia consistently outperforms Bisnis Muda Academy across multiple critical SEO and UX indicators. A notable difference lies in the faster page load time and significantly higher mobile responsiveness scorefactors that are especially relevant for young users who primarily access content through smartphones. Consistent with Elkhatibi & Boussedra (2025), adopting a mobile-first optimization strategy is not optional but essential for reaching today's digital-native youth. In terms of Domain Authority (DA) and backlinks, BusinessTeens enjoys a greater digital trust and broader community network. However, both platforms still show relatively low DA scores, indicating the need for improved link-building strategies and enhanced digital public relations. As recommended by Artanto & Afraah (2025), strengthening domain authority is key to maintaining visibility in competitive digital spaces.

While both platforms offer relevant business training content, BusinessTeens stands out by integrating interactive features such as quizzes, progress tracking, and discussion forums. These features significantly enhance user engagement, reflected in longer session

durations and lower bounce rates. Users of BusinessTeens are not only staying longer but also interacting more deeply with the content, indicating a better overall learning experience. On the other hand, Bisnis Muda faces several UX-related challenges, including higher error rates and lower accessibility compliance. Such technical shortcomings hinder user retention and reduce learning effectiveness. As noted by Alawiyah & Canta (2022), a poor user experience can negatively impact user perception and loyalty, even if the content is of high quality. Additionally, BusinessTeens updates its content more frequently, keeping the platform relevant and aligned with current trends. According to Nashir et al. (2025), consistent content updates play a pivotal role in improving SEO performance and maintaining audience interest. In contrast, Bisnis Muda's lower update frequency may contribute to stagnation in search rankings and user engagement.

Below is the English version of the table along with a more detailed "Summary of User Responses" for each item, based on interviews with 24 users (training participants) from the two youth entrepreneur platforms: BusinessTeens by BusinessKids Indonesia and Bisnis Muda Academy.

Table 1.4 Interview Summary of 24 User Respondents

No	Interview Item	Yes (n)	No (n)	Summary of User Responses
1	Was the website easy to find on Google using relevant keywords?	15	9	Most respondents from BusinessTeens stated they found the site via Google search using terms like "youth business training" or "online entrepreneur course". Bisnis Muda users struggled to locate the site without direct links or social media references.
2	Did the platform load quickly when accessed?	18	6	BusinessTeens was perceived as fast-loading on both mobile and desktop. In contrast, Bisnis Muda was described as slow, especially when accessed via smartphones or under weak network conditions.
3	Was the content layout easy to understand and navigate?	16	8	Users appreciated the clean, intuitive layout of BusinessTeens, with clear menus and logical module progression. On the other hand, Bisnis Muda had scattered elements and inconsistent layouts, confusing especially for new users.
4	Did the site work well on mobile devices?	17	7	BusinessTeens had a mobile-responsive interface that scaled properly on various screen sizes. Bisnis Muda's buttons and navigation menus were often misaligned or non-clickable on phones.
5	Did you find the training content relevant to your learning goals?	20	4	Respondents appreciated the real-world applicability of BusinessTeens' content, such as interactive simulations and local case studies. While Bisnis Muda provided useful information, it lacked contextual depth.
6	Were there features to track	14	10	BusinessTeens included tools like quizzes, certificates, and discussion forums that enhanced

No	Interview Item	Yes (n)	No (n)	Summary of User Responses
	your progress or interact with other users (e.g., quizzes, forums)?			engagement. Bisnis Muda lacked such features and was limited to static videos and FAQs.
7	Did the website make you want to return for future training?	19	5	Most users indicated a high intention to revisit BusinessTeens due to its gamified structure and regular content updates. Those who answered "No" cited outdated materials and a lack of novelty.
8	Was it easy to contact the platform admin or support team when needed?	13	11	BusinessTeens featured integrated live chat and quick email responses. In contrast, Bisnis Muda's support was slow, with users reporting delays of several days or no replies at all.
9	Did you encounter broken links or pages that did not work properly?	6	18	Only a few users encountered broken links, mostly on Bisnis Muda. Issues included non-functioning modules, 404 errors, and inaccessible videos. BusinessTeens had fewer technical problems.
10	Do you feel satisfied overall with your user experience on the platform?	21	3	Overall satisfaction was high, particularly among BusinessTeens users who praised the well-designed interface and interactive learning paths. Dissatisfaction was linked to poor navigation and limited features.

Source : Interview Results, 2025

Users from BusinessTeens consistently reported better discoverability via search engines, faster page loading speeds, and superior mobile responsiveness. The majority found the platform visually organized and navigable, with features like quizzes, certificates, and forums that supported learning interactivity and user retention. These aspects contributed to higher satisfaction levels and stronger intentions to revisit the platform. Conversely, users of Bisnis Muda faced usability issues, such as slow loading times, non-responsive mobile design, broken links, and limited opportunities for interaction. Many found the content less engaging or outdated and expressed frustration over unresponsive admin support channels.

The majority of users surveyed were between 21–25 years old (55.9%) and predominantly male (58.8%), suggesting a tech-savvy and mobile-first demographic. Their responses reinforce the urgency for platforms targeting young entrepreneurs to adopt mobile-optimized, SEO-aware, and UX-friendly designs. BusinessTeens appears to meet these expectations more consistently, while Bisnis Muda shows clear areas for improvement. These findings underline the strategic importance of integrated SEO-UX development in enhancing user engagement and sustaining digital learning initiatives.

Table 1.5 Administrator Interview Responses

No	Interview Item	Yes (n)	No (n)	Summary of Administrator Responses
1	Do you have an internal team or an outsourced service responsible for SEO?	6	4	The majority of BusinessTeens platforms have an internal SEO team, while most Bisnis Muda platforms still lack a dedicated SEO unit.
2	Is an SEO audit conducted regularly (e.g., monthly)?	4	6	Only a minority of platforms conduct regular audits. Common obstacles include limited resources and low prioritization of technical SEO.
3	Do you track user interaction and feedback through UX tools (e.g., Hotjar, Google Analytics)?	7	3	BusinessTeens actively uses tools like Google Analytics and heatmaps. Bisnis Muda mostly relies on reports from Google Search Console.
4	Has the platform adopted a mobile-first design?	5	5	Only some platforms have consciously adopted a mobile-first design. BusinessTeens shows a more progressive approach than Bisnis Muda in this area.
5	Is the content updated regularly (at least twice a month)?	6	4	BusinessTeens managers update content more consistently. Bisnis Muda faces content production challenges due to limited teams.
6	Are UX evaluation methods (e.g., user testing, feedback forms) implemented?	5	5	Only a few platforms conduct formal UX evaluations. Most rely solely on informal user feedback.
7	Is there a strategic roadmap integrating SEO and UX in platform development?	3	7	The majority lack a comprehensive strategic integration. SEO and UX are still viewed as separate technical concerns.
8	Do you analyze competitor platforms for SEO/UX benchmarking?	4	6	Some platforms monitor competitors, but most do not use benchmarking data as a development reference.
9	Is accessibility (e.g., WCAG 2.1 compliance) a priority in web development?	2	8	Digital accessibility compliance remains low. It is generally not a major focus unless specifically requested by institutional partners.
10	Do you consider user behavior data when improving training modules?	6	4	BusinessTeens more actively uses user behavior data to redesign the learning flow and optimize content.

Source : Interview Results, 2025

The role of platform managers is central to driving the effectiveness of SEO and UX strategies within youth-led online business training platforms. Based on responses from ten platform administrators, significant differences were found between BusinessTeens by BusinessKids Indonesia and Bisnis Muda Academy. Managers from BusinessTeens demonstrated stronger digital management capacity, with the majority reporting the presence of internal SEO teams, routine use of tools such as Google Analytics and Hotjar,

and more frequent content updates. They also indicated higher commitment to mobile-first design and active use of user behavior data to refine learning experiences. In contrast, Bisnis Muda's platform managers faced limitations, such as the absence of specialized SEO personnel, low audit frequency, and minimal formal UX evaluation factors that contributed to weaker SEO visibility and user engagement.

Interestingly, both platforms showed minimal emphasis on strategic integration between SEO and UX, with most managers treating these elements as separate technical concerns rather than complementary aspects of platform development. Accessibility standards like WCAG 2.1 compliance were also generally overlooked unless mandated by institutional partners, and competitor benchmarking was not consistently practiced. These findings highlight a broader structural gap in the managerial approach to digital optimization. Without a unified vision and strategic alignment, platforms risk underutilizing their potential to support young entrepreneurs. Therefore, future development should not only focus on improving technical components but also prioritize capacity-building for administrators to adopt a more holistic, data-driven, and user-centered digital strategy.

2. Discussion

From a business standpoint, this study underscores the critical importance of integrating Search Engine Optimization (SEO) and User Experience (UX) strategies to enhance the competitiveness and sustainability of online business training platforms, particularly those targeting young entrepreneurs. In today's digital economy, visibility alone is not sufficient; platforms must also offer seamless, engaging user experiences to retain visitors, and convert them into active learners or customers. The analysis reveals that the platform with better SEO implementation, are marked by mobile responsiveness, fast loading times, and optimized content structure achieved significantly higher organic traffic and visibility on search engines. These technical strengths translated into clear business benefits, including greater user reach and higher discoverability in a saturated online market. Simultaneously, strong UX features such as intuitive navigation, consistent interface design, and interactive tools like quizzes and progress tracking directly contributed to user satisfaction, longer session durations, and increased course completion rates.

On the other hand, platforms lacking in technical SEO and UX design struggled with low engagement, high bounce rates, and poor brand stickiness. This highlights a key business risk: failure to invest in digital infrastructure can result in lost opportunities to capture and retain a growing market of digitally-savvy young users. Furthermore, the study reveals that platforms with limited digital marketing resources such as low backlink profiles and poor domain authority, require strategic partnerships and outreach to improve credibility and ranking. For entrepreneurs and platform developers, these points to a need for holistic digital strategies that go beyond basic compliance, incorporating semantic search optimization, AI-driven personalization, and mobile-first design.

From a growth and sustainability perspective, platforms that effectively merge SEO and UX not only scale more effectively but also foster stronger trust, learning engagement,

and long-term loyalty among users. These are essential components in building a resilient digital brand in the competitive landscape of online business education. Practically, the study recommends capacity-building initiatives for community-based platform managers in advanced SEO techniques and data analytics. Empowering local actors with these tools can bridge the gap with larger commercial competitors and position local platforms as credible sources of entrepreneurial knowledge. In the broader ecosystem, such efforts contribute to national priorities around MSME digitalization and inclusive economic development, as they equip young entrepreneurs with the skills and digital access necessary to thrive in the modern market.

5. CONCLUSION AND SUGGESTIONS

This study critically compares SEO and UX performance on two local online business training platforms: BusinessTeens and Bisnis Muda Academy developed by youth entrepreneur communities. BusinessTeens demonstrates superior digital performance, marked by faster page speed, higher mobile responsiveness, stronger domain authority, and better user engagement, supported by advanced interactive features and accessibility compliance. These strengths reflect a more strategic integration of SEO and UX, resulting in higher user satisfaction and retention.

In contrast, Bisnis Muda struggles with outdated content, limited interactivity, and poor technical structure, leading to lower visibility and user disengagement. The findings highlight that optimizing both search visibility and user experience is essential for sustaining competitive, impactful, and scalable youth entrepreneurship education platforms. Despite limitations in sample scope and platform diversity, this study offers practical insights for improving digital strategies and enhancing the effectiveness of community-based online learning ecosystems.

Based on the findings of this study, several suggestions can be made to improve the quality and impact of similar digital platforms.

1. Developers and Platform Managers
   It is recommended to implement more frequent content updates, utilize AI technology in optimizing SEO and UX, and design more inclusive platforms based on user demographics to enhance engagement and accessibility.
2. Future Researchers
   Future research should consider increasing the sample size and broadening the scope of platform comparisons to improve the generalizability and applicability of the findings across different community contexts.

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