

ABSTRAK

Perubahan algoritma Google dan hadirnya fitur AI Overview telah mengubah pola distribusi informasi pada media online sehingga menuntut penyesuaian strategi Search Engine Optimization (SEO), khususnya dalam pengelolaan konten berbasis keyword. Penelitian ini bertujuan menganalisis strategi pengelolaan long-tail keyword dalam mengoptimalkan evergreen content serta menjelaskan pentingnya strategi manajemen konten berbasis keyword bagi JawaPos.com dalam menghadapi perubahan algoritma Google dan fitur AI Overview. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara semi-terstruktur, observasi, dan dokumentasi, kemudian dianalisis menggunakan model Creswell. Hasil penelitian menunjukkan bahwa long-tail keyword diterapkan melalui proses manajemen konten yang terintegrasi, mulai dari perencanaan, produksi, publikasi, distribusi, hingga evaluasi berbasis search intent. Strategi ini mendukung pengembangan evergreen content, mempertahankan trafik organik, dan memperkuat visibilitas artikel. Penelitian juga menemukan bahwa fungsi SEO telah berkembang dari optimasi teknis menjadi strategi organisasi yang berorientasi pada kualitas informasi, kebutuhan pengguna, topical authority, serta adaptasi terhadap perkembangan teknologi pencarian berbasis kecerdasan buatan.

Kata Kunci: *AI Overview, Evergreen Content, Long-tail keyword, Manajemen Konten, SEO.*

ABSTRACT

Changes in Google's algorithms and the introduction of the AI Overview feature have transformed information distribution in online media, requiring adjustments to Search Engine Optimization (SEO) strategies, particularly in keyword-based content management. This study aims to analyze the implementation of long-tail keyword strategies in optimizing evergreen content and to explain the importance of keyword-based content management for JawaPos.com in responding to Google's algorithm changes and the AI Overview feature. This research employed a qualitative approach using a case study method. Data were collected through semi-structured interviews, observation, and documentation, and analyzed using Creswell's data analysis model. The findings reveal that long-tail keywords are implemented through an integrated content management process encompassing planning, production, publication, distribution, and evaluation based on search intent. This strategy supports the development of evergreen content, sustains organic traffic, and enhances article visibility. The study also found that the role of SEO has evolved from a technical optimization tool into an organizational strategy focused on information quality, user needs, topical authority, and adaptation to AI-driven search technologies.

Keywords: *AI Overview, Evergreen Content, Long-tail Keyword, Content Management, SEO.*