Thesis Title	Search Engine Optimization Using Structured Keywords for Thai E-Commerce
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ABSTRACT

E-Commerce Marketing for local products is not quite easily operated. It is because the websites uploaded on the internet are needed to be developed and designed for being found by search engine technique which is known widely as Search Engine Optimization (SEO). It might cause difficulty in web searching without SEO technique except that the web site owners have Pay Per Click service or buy advertising. However, these two methods cause a lot of monthly pay. This thesis thus proposes the technique for web site access. The users or owners do not have to develop or use any techniques. They have just input the data of products and services on website, after that the web site will automatically revise its keywords to be found easily by search engine. Our experiment has been carried out with a web site for local product named, Lamduan Fabric. The website is at http://www.nanfabric.com. The result shows that the search engine could perform very well and give a satisfaction score at 85%

Keywords: Search engine optimization (SEO)/PageRank/Internet marketing