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# What is Search Engine Optimization (SEO)

## Description

Search engine optimization (SEO) is the process of improving the ranking of a website or a web page in search engine results pages (SERPs). SEO targets unpaid traffic (known as â??naturalâ?• or â??organicâ?• results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behavior, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience. SEO is performed because a website will receive more visitors from a search engine when websites rank higher on the search engine results page (SERP). These visitors can then potentially be converted into customers.

# Factors Affecting Website Ranking

- **Keywords and keyword density:** Search engines use keywords to match search queries with relevant websites. The more relevant keywords a website uses, and the more often those keywords are used, the higher the website is likely to rank in search results.
- **Content quality:** Search engines also consider the quality of a websiteâ??s content. This includes factors such as the length of the content, the use of images and videos, and the overall readability of the content.
- **Backlinks:** Backlinks are links from other websites to a target website. Backlinks are a signal to search engines that other websites consider the target website to be authoritative and relevant.
- **Website structure:** The structure of a website can also affect its ranking in search engines. Search engines prefer websites that are easy to navigate and that have clear and concise information.
- **Mobile optimization:** More and more people are using mobile devices to search the web. As a result, it is important for websites to be optimized for mobile devices.

# Benefits of SEO

- **Increased website traffic:** SEO can help businesses increase the number of visitors to their websites. This can lead to increased sales, leads, and brand awareness.
- **Improved website ranking:** SEO can help businesses improve their websiteâ??s ranking in search engines. This can make it easier for potential customers to find their website when they search for relevant keywords.
- **Increased brand awareness:** SEO can help businesses increase brand awareness. When businesses rank higher in search engines, they are more likely to be seen by potential customers. This can lead to increased brand recognition and trust.


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If you are looking for ways to improve your websiteâ??s ranking in search engines, SEO is a great option. SEO can help you attract more visitors to your website, improve your brand awareness, and increase customer satisfaction.

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