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Search Engine Optimization

What is search engine optimization

Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines such as Google. Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increase in traffic to a website.



Introduction

SEO is a set of practices designed to improve the appearance and positioning of web pages in organic search results. In other words, SEO is all about optimizing your website's presence on search engines through various tactics, and because organic search is one of the greatest ways for people to discover your website, a good SEO strategy is necessary in increasing traffic to your website.

Process of SEO

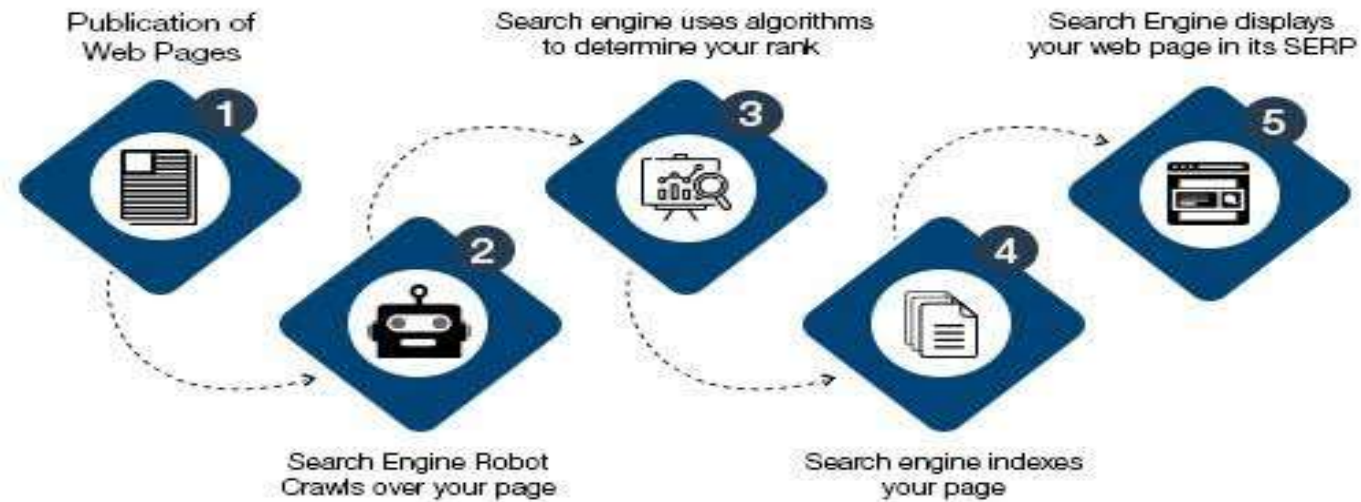
The SEO process includes six general phases: Research, including business research, competitor analysis, current state assessment, and keyword searching. Planning and strategy, including decisions on how to handle content, build links to the website, manage social media presence and technical implementation strategies.



How does SEO work

1. Nearly all online traffic is driven by search engines (think Google, Bing, etc.).
2. Search engines populate both organic and paid results based on dynamic algorithms that crawl the internet looking for the most relevant results to the query.
3. SEO utilizes things like keywords, internal and external links, and optimized content to help search engines find content and rank websites higher on search engine results pages (SERPs).

How SEO Works



Role of SEO in Digital Marketing ?

SEO involves optimizing a website to improve its ranking on Search Engine Results Pages (SERPs), which can help increase your reach to potential customers and support your wider digital marketing efforts.

Search Engine Optimization (SEO) is an integral part of a business's digital marketing strategy, but it can sometimes be forgotten about, or put on the back

burner, in order to focus on quicker wins and greater revenue-driving initiatives. This is quite common for small to medium businesses that maybe don't have the resources to invest in a long-term marketing strategy such as SEO. It can also be quite difficult to convince stakeholders and decision-makers of the importance of SEO because it is not easily tied to specific financial numbers.

Advantages

- **Brings Organic Search Traffic to your Website.**
- **Generates leads cost-effectively.**
- **Increases brand awareness.**
- **Gets you ahead of the competition.**
- **Optimizes your website for mobile users.**
- **Builds trust.**
- **Improves all your other marketing strategies.**
- **Gets people into your brick and mortar.**

Disadvantages

- Results will take time.
- Keywords with high competition are tough to crack.
- Algorithms are changing.
- Results may not be guaranteed.
- SEO can often be expensive.
- Risk of getting penalized.
- Stable ranking - Not promised.
- Do not have full control.