

ABOUT GOOGLE SEO

SEO or search engine optimization is the practice of including content on your site that has the potential to improve your site's visibility to search engines and their users. In other words, SEO can help your site show up more often in relevant searches.

There are a number of things to look for when trying to improve your site's SEO. Here are some tips to get you started:

- Make sure the writing on your website is clear, helpful, and descriptive.
- Explain your topic in simple, easy-to-read language.
- Include relevant keywords which are words you think a user might search for when looking online for what you offer.

On the topic of keywords: while it's a good idea to include search terms in your site copy, make sure you're not cluttering your page with too many search terms or putting up fake pages you don't intend users to see. Doing this may lead to Google considering your pages deceptive and ignoring your site, so think about what will be easiest for a user to navigate and understand.

There's no cost to appear in organic search results like Google's, and making changes to improve your website's SEO, can greatly impact your search rankings over time.