Search engine optimization (SEO) is a critical component of any digital marketing strategy, as it allows businesses to improve their website's visibility and organic traffic from search engines like Google. By optimizing your website's content, structure, and technical aspects, you can increase your chances of ranking higher in search engine results pages (SERPs) and attracting more qualified leads to your site. From keyword research and on-page optimization to link building and technical SEO, there are several key strategies that businesses can employ to maximize their website's visibility and drive more traffic from search engines.