1. **What is SEO and its importance?**

SEO means Search Engine Optimization.

It helps the website more visible in search results when searched for the content in search engines like Google, Yahoo!, Bing, Safari, and Mozilla etc.

**Importance**

1. It will give better rankings for the websites.
2. Meta tags are important to get shortlisted the websites.
3. Most important google ranking factors are the webpage title and heading tags.