What is seo?

SEO, or search engine optimization, is the process of optimizing websites so that they rank well on search engines through organic (non paid) searches. This is one of the most crucial [marketing strategies](https://www.wix.com/blog/2021/12/marketing-strategies/) for any business.

**How does SEO work?**

Search engines use robots that crawl webpages across the internet in order to determine what content they contain and, in turn, what the pages are about. These bots scan the code, picking up the written text, images, videos and more that appear on webpages to gather all information possible. Once they’ve gathered enough intel about the type of information available on each page and determined that this content will be useful to their searchers, they add these pages to their index. The index is essentially all possible web results that a search engine stores to provide to a potential searcher.

It’s important to note that Google does not release specifics about their algorithm or process, so it’s impossible to know exactly what factors impact indexing and rankings. SEO, therefore, isn’t a perfect science and even when it seems that all optimizations have been implemented, it often requires patience and continual tweaking to see results.