What is SEO ?

SEO stands for “search engine optimization.”

In simple terms, SEO means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search.

SEO = driving organic traffic from search engines.

SEO is a critical marketing channel. First, and foremost: organic search delivers 53% of all website traffic.

Three types of SEO:

1 Technical SEO

2 On-site SEO

3 Off-site SEO