What is SEO?

SEO stands for search engine optimization.

Visibility your pages have in search result.

SEO success factores behind three key niches:  
1. Local SEO

2. News/Publicity

3. Ecommerce SEO

Find information about products and services.

SEO is the foundation of a holistic marketing ecosystem.

Eg. Search engine

1. Google SEO
2. Google search console
3. Bing SEO