1. **What is SEO ?**

* Search engine optimization (**SEO**) can be competitive, but it is still by far the most effective way to drive sustainable traffic to your website. Moreover, the efforts you put in optimizing your website for search add up over time, helping you get even more traffic as long as you're consistent with SEO.
* Search engine optimization (SEO) is a technical, analytical and creative process to improve the visibility of a website in search engines. The primary function of SEO is to attract more unpaid organic traffic to a site.

**Hare is how to SEO website:**

1. Add high-quality 100% unique content to your site
2. Create page where the main purpose of the page is given priority.
3. Ger rid of annoying ads and pop-ups (especially on mobile)
4. Register your website with Google Search Console .
5. Option your website core web vitals.
6. Have a responsive design.
7. Have a mobile theme that downloads under 3 seconds.
8. Don’t block a search engines crawling your site in robots. Text or meta tags.
9. Don’t confuse or annoy the website visitors.
10. Optimize for customers local to your business, if that is important.
11. Use simple navigation system on your site .
12. Ensure old SEO practice are cleaned up and removed from site.

**SEO Tools:**

1. Keyword research:

Keyword difficulty is based on the PA and DA scores of the results that rank in Google’s top 10 for a given keyword, as well as several other factors (like how many homepages vs. internal pages appear, use of query terms in the results, and more).

Keyword research divide by two category:

1. Offline keyword research
2. Online keyword research.