**Q1. What is SEO and explain the importance of SEO?**

SEO stands for Search Engine Optimisation which is used to improve the visibility of the website in the search engines like google, bing, yahoo, whenever there is more visibility many people can access the websites hence in increasing the business.

Importance of SEO:

* + - * + **Visibility and Rankings :** There are thousands of website across the internet with serving the same content, but only few of the website appear on top of the search results it is very important to increase the website visibility and traffic SEO is very important.
        + **Web Traffic :** To increase the web traffic of the website it is essential to SEO, to meet the target audience and make the business grow, SEO increases organic search engine traffic, in turn increasing visitors.
        + **Trust :** Higher the ranking of the website it increases the trust from the customers, when search results increases the rank potential customers think that the website is recommended by Google, Bing search engines etc.
        + **User Experience :** A well optimised and organised website helps to increase communication towards customer. If content and user experience is not well organised then there is a chance search engines also won’t recognise.