

1. What is SEO (Search engine optimization) and explain the importance of SEO?

Ans-

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 for:

- Products you sell.
- Services you provide.
- Information on topics in which you have deep experience.

➤ Importance of SEO

- Increase website traffic: This can lead to more sales or leads.
- Build trust and credibility: This can lead to brand loyalty.
- Establish your brand as an authority in your industry
- Sustainably and reliably grow your business
- Complement paid marketing efforts
- Connect you with customers throughout the buyer's journey