Why SEO Is Important

Search Engine Optimization (SEO) helps your website appear higher in search engine results. Better rankings mean more visibility and more organic (free) traffic.

Why SEO matters:
- Increases visibility and brand awareness
- Builds trust and credibility
- Brings targeted visitors searching for your offer
- Delivers long-term traffic without constant spending
- Improves user experience and site performance
- Provides strong return on investment

Free Tools to Check Website Traffic

1. **SimilarWeb (Free Version)**
Shows traffic estimates, rankings, engagement, and traffic sources.
similarweb.com

2. **Ubersuggest – Website Traffic Checker**
Provides organic traffic, keywords, and top-page analytics.
neilpatel.com/ubersuggest

3. **Ahrefs – Free Traffic Checker**
Gives organic traffic estimates and top keyword data.
ahrefs.com/traffic-checker