INTRODUCTION.  
When internet was cured of its need for better interface, search engines were born. Although their algorithms being fairly basic, they were still an emerging market for advertisement and doorways of legitimizing a business. The earlier ill practices to get a page on the first page of results for a particular keyword, included loopholes such as repetition of the keyword in the background in white, referred to as “invisible text”. As the earlier search engines worked on algorithms basic enough to put the page containing maximum occurrences of the keyword on first page of search results. However, over the years many significant updates were made to the algorithms, which made it fairly difficult to get good rank of a page based on these ill practices. Thus, a new study emerged known as Search Engine Optimization, which focused on using recommended methods for better management and advertisement of a webpage.  
  
SEO to the rescue.  
As was the situation, the methods to gain visits unfairly were linked to many websites, either knowingly or unknowingly. Through consecutive updates targeting specific malpractices, search engines, mainly google, left many websites with significantly less visits and even lesser credibility. Search engine Optimization presented guidelines to follow and professionals to implement them, to gain ‘organic’ visits to a webpage. The sector grew popular and became one of the main ingredients for a successful web campaign of a firm.   
SEO professionals keep themselves updated with the latest updates in algorithms of a search engine, which may happen over 500 times a year. Algorithms are a set of instructions search engines follow, to rank a page in the search results according to its credibility, content and presence. SEO professionals then study and formulate the effects of these updates and guide their clients accordingly. Though sometimes people tend to over-optimize their web page, according to the latest update which may be beneficial for a short run, but if over-optimizing according to an update gives unfair advantages to some webpages, search engines may refine the algorithms in future updates to neutralize the benefits of over-optimization, thus rendering the page in need of optimization again. Repeated changes in the structure of a page can make it lose viewership. Experienced SEO professionals can predict the targets of future updates and can ensure organic popularity over a much longer run.  
SEO, professionals can also point out the causes of decreasing popularity of a page and may issue guidelines to get the page back on a surge of organic visits.   
  
An Ally to Business.  
Today, having a visibility over the internet is as important as offline existence of a firm. Constructing a website according to a sound structure and consistent themes, recommended by SEO professionals or by Google’s own guidelines, can lead to better advertisement and better utilization of resources invested in online presence. Better online presence also guarantees better credibility of a business as a website with a structured and user-friendly theme signifies involvement of professionals.  
SEO has proven itself to be an ally to firms when the constantly improving algorithms of search engines were costing significant number of visits. Needless to say, SEO may be another industry which will revolutionize the sector of online marketing in future if it has not been done already.