# **Digital Marketing Tutorial**

In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

**Digital Marketing – SEO**

SEO stands for Search Engine Optimization. It is the process of getting traffic from the free, organic, editorial, or natural search results on the search engines. Simply put, it’s the name given to the activity that attempts to improve search engine rankings.

**Search Engine Crawlers**

The leading search engines, such as Google, Bing and Yahoo!, use crawlers to find the pages for their algorithmic search results.