What Is SEO

* SEO stands for “search engine optimization.
* In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other [search engines](https://searchengineland.com/guide/google-searching-search-engines).

* The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.