

# ALL ABOUT SEO & WORDPRESS DASHBOARD BASICS

## SEO - SEARCH ENGINE OPTIMISATION

Search Engine

Search Engine is a Platform Where It Clears the User's Query - or It provides the information / solution for the user

Optimization

Doing Small Repairs / Doing Required Changes

SERP

Search Engine Result Page

ORGANIC RESULTS

Without paying any money to google, Ranking on the SERP PAGE

PAID RESULTS

Paying Some Amount to the Google & Google is showing it's website on the SERP page as a paid ads

SEO - The Efforts to make to rank your Website on the Top of the Google

1. Visibility and Rankings

2. Web Traffic

3. Authority

authority means that your website is trustworthy, high quality, relevant, and has something to offer.

4. Create A Better Visitor Experience

It is a Software, Where People Can Design Websites Easily

No coding Knowledge or No Coding Experience is Required

In order to Get this wordpress  
You Should Have Hosting & Domain

Hosting - Space on the Internet  
Domain - Website

ADVANCED CLASS GOING TO TEACH YOU IN THE COMING CLASSES

## WHY SEO IS IMPORTANT..?

## WORDPRESS