**Q1 what is SEO? How it works?**

**ANS** Search engine optimization (SEO) consists in different operations which purpose is to increase the quantity and quality of traffic to a website through organic (non paid) search engine results.

**The quality of traffic** The number of visitors to a website is not the most important thing in most cases. Visitors to a website must really be interested in the website they come to. Otherwise, they leave at once.

**The quantity of traffic** Once you have quality traffic from search engine result pages (SERP), increasing the traffic should be your goal.

Basically, a search engine is a web page where users enter keywords to generate a list of links to different website that can potentially answer their needs.

In order to generate a list of results, search engines need some sort of database containing references about all existing websites on the Internet. To gather all this information, search engines use crawlers. A crawler is a program that retrieves the informations of all websites to create a gigantic index. Based on the user-supplied keywords, an algorithm matches all the data with th the query and supplies a results list. Many factors are taken into consideration by a search engine's algorithm and algorithms are regularly changes in part to avoid unfair and tricky optimization strategies.

**Q2 Importance of SEO?**

**ANS** Although traffic can come from different sources such as social medias, the biggest part of traffic on the Internet is generated by major search engines (and mainly Google). They bring the right people to the right websites. So if a site isn't indexed correctly (or not at all), this can lead to dramatic endings. Traffic generated by SEO can be incredibly profitable compared to other types of marketing and promotion. Unfortunately, and although algorithms are getting better and better, search engines cannot extract content from websites with perfect efficiency. They need help. That is where SEO enters the scene. It will help the website being correctly indexed, assuring visibility and boosting ranking so users can find a web site faster and more easily. SEO is a very complex task that requires continuous analysis of the algorithms being used. Although, minimal knowledge can help you make a great difference. For optimal results, some companies offer extensive SEO services.

**Q3 what is keywords and using?**

**Ans** The keywords Any content research process is based on keywords. Search engines create databases centered on keywords making it possible to pull out all documents containing one or several terms. You will then understand that a website about books should have the word «book» in its content.

**Using keywords** When keywords are typed in for a search, the search engines looks into its databases for the words, of course. But it also takes in consideration many other things such as words order, spelling, punctuation, capitalization, in order to give the most possible relevant ranked results. The best and most basic way to optimize page ranking is to make sure the desired keywords you focus on are used in titles, text, and metadata.