Search engine optimization (SEO) is a process that attempts to improve the page rank of a website. The rank determines the site's organic position in the results of web search engines (such as Google). Being higher in search results benefits the site by naturally attracting more visitors.

While Kentico cannot guarantee by itself that your website will have good search engine optimization, it provides many features that simplify related configuration tasks and make it easier to follow general best practices. Additionally, the system ensures a solid SEO foundation by generating pages with valid, standards compliant output code, and page URLs in a search engine friendly format.

> **Tracking search engine traffic**
>
> You can use web analytics to review the results of your website's SEO. Tracking is supported for:
>
> - Traffic gained from search engines
> - The activity of web crawlers on your site's pages
>
> **See**: Monitoring traffic from search engines