Introduction to SEO

**Search engine optimization**, or SEO, is the process of improving your website so that it achieves a higher ranking in search engine SERPs, and so that more search engine users click on your website listing in the search engine results.

**What is SEO and how it works?**

it is the process of getting traffic from free, organic, editorial, or natural search results in search engines. It aims to improve your website's position in search results pages. Remember, the higher the website is listed, the more people will see it.