What n Why Do I Need SEO?

• What : SEO is search engine optimization. What does this mean? Well, it essentially means you are creating a site that is search engine friendly. Search engines, as you probably know, are responsible for a lot of your web site’s traffic. The more search engine friendly a site is, the greater the chance people using a search engine will find the site. Basically, by making your site SEO, you are increasing your traffic. That’s why SEO is a very important part of current web master work.

• Why : Without search engine optimization, your site cannot be found on organic (“free”) search engine results on the major search engines like Google, Yahoo and others.