

# SEO

SEO is a marketing strategy that focuses on increasing the visibility of a website or online content through organic search engine results. It involves optimizing various elements of a website, such as content, structure, and backlinks, to improve its ranking and attract more traffic.

One of the key aspects of SEO is keyword research, which involves identifying the terms and phrases that potential customers are using to search for products or services. This information is then used to optimize website content and structure to align with these search terms.

Another important component of SEO is on-page optimization, which includes improving the content, meta tags, and internal linking of a website. This helps search engines understand the relevance and quality of the website's content, leading to higher rankings.

Off-page optimization, such as building backlinks from reputable websites, is also crucial for improving a website's authority and visibility. This is often achieved through content marketing, social media, and outreach efforts.

title, keywords

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