

# Understanding SEO



## What Is SEO?

Search Engine Optimization (SEO) is the process of improving quantity and quality of traffic to your website through organic search engine results.

## Effective SEO Techniques



Build backlinks

Create original content

Mark your presence on social media

Effective keyword usage

Encourage guest posting

Improve site speed



## Benefits Of SEO

Helps in targeting quality traffic

Helps you stay ahead of your competition

Helps in increasing brand credibility

Better conversion rates

Better ROI

Improves local outreach

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