

What Is SEO?

SEO stands for **search engine optimization**. It's a set of processes aimed at improving your website's visibility in search engines (such as Google). All with the goal of getting more organic traffic.

Essentially, SEO is about fulfilling users' search needs by creating relevant, high-quality content and providing the best possible user experience.

SEO activities can take place both on-site and off-site. That's why you may often see SEO divided into "on-page" and "off-page" categories.

In practice, SEO typically involves:

- *Keyword research*
- *Content creation and optimization*
- *Technical optimization*
- *Link building*

Why Is SEO Important?

Every day, Google users conduct billions of searches for information and products. It's no surprise that search engines are usually one of the biggest traffic sources to websites.

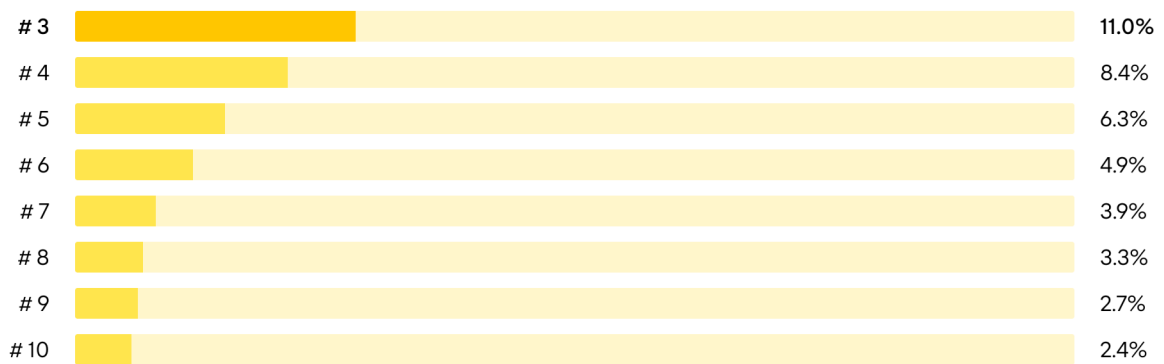
To harness this traffic source's potential, you need to appear in the top search results for your target keywords.

The correlation is very simple—**the higher you rank, the more people will visit your page.**

The No. 1 organic result is 10x more likely to receive a click than a page ranking in position No. 10.

Google Organic CTR Breakdown by Position





And the top three organic results get more than 50% of all the clicks.

This is where SEO enters the picture.

Search engine optimization plays a **key role in improving your ranking positions**. Better rankings mean more traffic. And more traffic means new customers and more brand awareness.

In other words, neglecting SEO would mean neglecting one of the most important traffic channels—leaving that space completely to your competitors.

How Do Search Engines Work?

The ultimate goal of any search engine is to make searchers happy with the results they find.

To achieve this, search engines need to find the best pages and serve them as the top search results.

Side note: *Google is not the only search engine. But it is by far the most popular one. That's why we refer to Google any time we talk about search engines. Besides, SEO fundamentals are fairly similar across most search engines.*

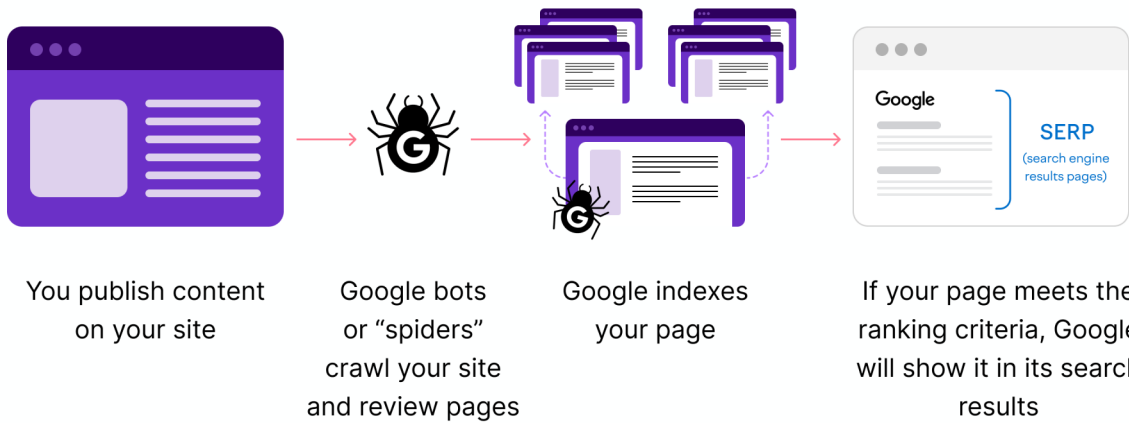
Google uses the following stages to find and rank content:

1. **Crawling:** Google uses “bots,” or computer programs, to crawl the web and look for new or updated pages. In order for Google to find a page, the page should have at least one link pointing to it.
2. **Indexing:** Next, Google analyzes each page and tries to make sense of what the page is about. Then, it stores this information in the Google Index—a huge database of

webpages.

3. **Serving results:** When a user enters a query, Google determines which pages are the best, in terms of both quality and relevance, and ranks them in the SERP.

How Search Engines Work



Your job as a website owner is to help search engines crawl and index all the pages on your site that you want them to. (And none of them that you don't.)

You can ensure the crawlability and indexability of your pages through a number of actions and best practices that are commonly referred to as **technical SEO**.