Is SEO important?

- Process of improving website to raise visibility

- First page is key for more traffic

- Content is king – quality and relevance

- Structure of site is important

- Keywords are the foundations

- Off page SEO makes a difference e.g. back links, reviews, social media presence

- Use tools to monitor performance e.g. Google Analytics

WHAT IS SEARCH ENGINE OPTIMIZATION?
A Guide About SEO Tips, Trends & Benefits!