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SEO (Search Engine Optimization)
Search engine optimization (SEO) is the process of optimizing a website to
rank higher in search engine results pages (SERPs) and attract more
organic traffic. This involves a combination of on-page and off-page
techniques, including keyword research, content creation, link building,
and technical optimization. The goal of SEO is to improve the visibility
of a website in search engines, which can lead to increased traffic,
brand awareness, and ultimately, higher conversion rates.
SERPs (Search Engine Results Pages) are the pages that display the
results of a search query. They typically include a list of search results,
each with a title, URL, and a brief description. The results are ranked
based on their relevance to the search query.
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