What is SEO and how it works

"SEO (search engine optimization) means organic traffic for websites."

SEO = ORGANIC (or) NATURAL .A simple example: If you search any keywords in Google. Search result showing a top 10 websites on Google page. This website is work for the SEO process.
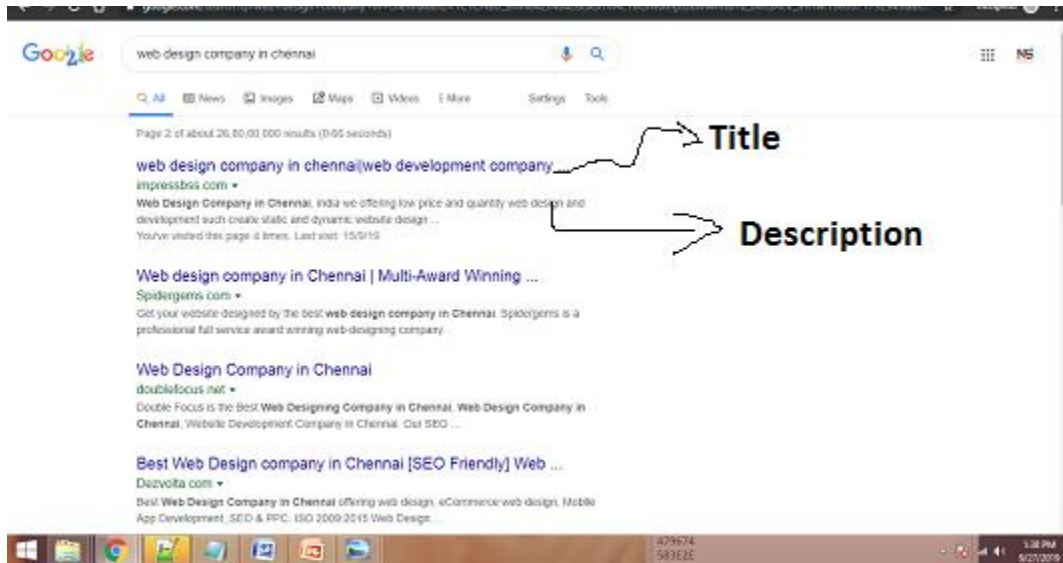

SEO work process:

  ➢ On page
  ➢ off-page

On page :

This type changes in your website. They change the websites include title, description, schema, keywords, and image.

Title:
One of the keywords Web design company in Chennai.If you search in Google showing related keywords.

"<title>web design company in chennai<title>"

Description:
Describe your business in two lines.

"<meta description=" describes your business">"

Schema:
Schema coding is big search crewel for Google.
"Schema=website pathing"
www.impressbss.com>home>website

Keywords:
Business-related keywords adding in your website.
Ex: Website Company, website, web designing company, web Development Company, web designers in Chennai.

Image:
If you use own image. image alt tag describes your image.

Sitemap:

A site map is a model of a website's content designed to help both users and search engines navigate the site

https://www.impressbss.com/sitemap.xml

Off-page:

Off-page techniques improve the position of a website in the search engine.

1. Social Networking Sites
2. Directory Submission
3. Social Bookmarking
4. Photo Sharing
5. Video Marketing
6. Business Reviews
7. Local Listings
8. Article Submission
9. Answer Questions
10. PDF/PPT