

Beginner's Guide to Search Engine Optimization

SEO stands for ["search engine optimization,"](#) in simple terms, SEO means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other [search engines](#) whenever people search for:

- Products you sell.
- Services you provide.
- Information on topics in which you have deep expertise and/or experience.

The better visibility your pages have in search results, the more likely you are to be found and clicked on. Ultimately, the goal of [search engine optimization](#) is to help attract website visitors ([organic traffic](#)) who will become customers, clients or an audience that keeps coming back.

How is SEO different from SEM and PPC?

SEM and PPC are two other common terms you will read about a lot here on [Search Engine Land](#) and hear about in the larger search marketing community.

Read on to learn more about both of these terms and how they're related to SEO.

SEO vs. SEM

SEM stands for [search engine](#) marketing - or, as it is more commonly known, search marketing.

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