



Search engine optimization

Swipe →

01

Search engine optimization (SEO) is the practice of improving the visibility and overall performance of websites and web pages in search engine results pages (SERPs).

02

The number calculated by the algorithm, PageRank, is a function of the quantity and strength of inbound links.

03

In 2020, Google sunsetted the standard (and open-sourced their code) and now treats it as a hint rather than a directive.

04

SEO is one approach within digital marketing, alongside other strategies such as pay-per-click advertising and social media marketing.

05

Optimization techniques are highly tailored to the dominant search engines in the target market.

06

**On October 17, 2002,
SearchKing filed suit in
the United States
District Court, Western
District of Oklahoma,
against the search
engine Google.**

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