

HOW SEO WORKS?

Content Creation

A user creates and publishes a piece of content to a website using strategies to maximize page views

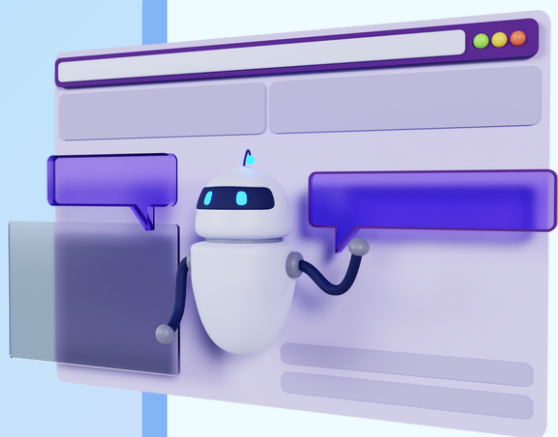
Crawling

Bots scour webpages, collecting information about the contents of each



Indexing

Bots store collected information into an index, tagging them with relevant search terms



Ranking

Algorithms determine the placement of the content on a search engine results page, based on how well it satisfies the user's query

