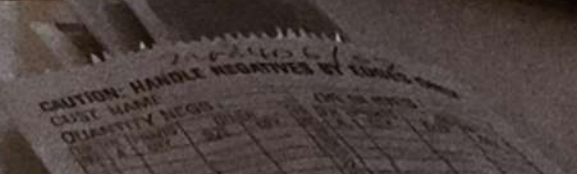




The Importance of SEO in Digital Marketing
- By Jesse Saez

INTRODUCTION TO SEO



What is SEO?

SEO (Search Engine Optimization) is the process of improving a website's visibility on search engines like Google.

- Focuses on organic (non-paid) traffic.
- Essential for increasing online visibility and credibility.

Why it Matters?

SEO helps businesses rank higher in search results, driving quality traffic to their websites.

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SEO as the Backbone of Digital Marketing

- SEO integrates seamlessly with all digital marketing efforts.
- Improves website visibility.
- Supports content marketing, email campaigns, and social media strategies.
- Jesse Saez: "SEO is not just a tactic; it's a cornerstone for sustainable growth"

SEO

ONPAGE
OFFPAGE



MARKETING



Thank you

