

# Search Engine Optimization (SEO)

**Search engine optimization (SEO)** is the act of designing, changing or optimizing a website in such a way that it generates optimal search results and is classified as a subset of [search engine marketing](#).

It is primarily aimed to increase the website's ranking within the results of [Search Engines](#), such as Google or Bing. The increased rating leads to better placement in [search engine result pages \(SERP\)](#) and usually obtains an improvement of website traffic (visitor numbers).

SEO is based on technical as well as substantive measures, improving rankings with various methods, including keyword targeting (substantive) and XML site maps (technical).

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