

SEO: What does it really mean?

[Search engine optimization](#) is one of the many great tools that we have gained with the advancements of [artificial intelligence](#). SEO (search engine optimization) helps to bring internet users to your website by using keywords and phrases that are unique.

This year as a public relations student, I have been learning so much about SEO. I have learned about it in my social media class and in my digital style and design class. It is so important to utilize SEO while writing blogs and to make sure you are attracting people to your website if you want it to grow and mean something.

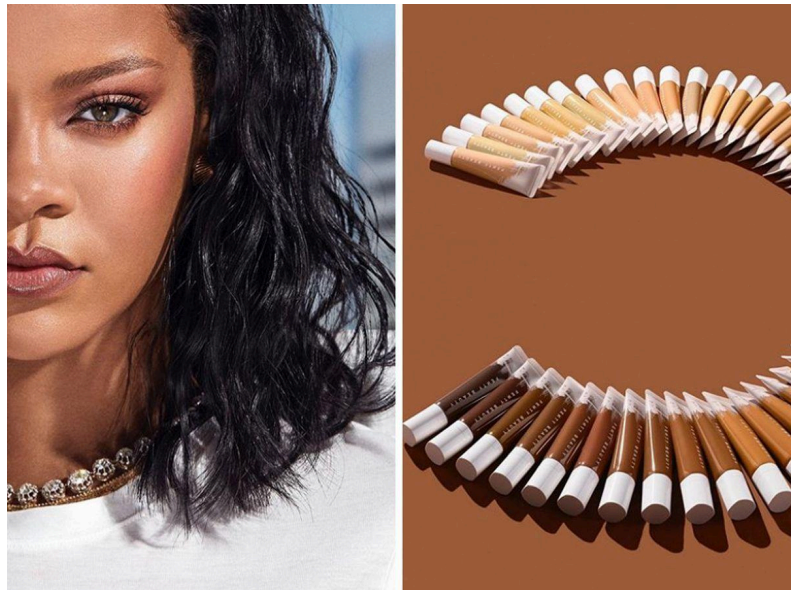
SEO is especially crucial in [public relations](#) because it can help companies grow and attract internet users to their website as opposed to others. One example I remember talking about in my social media class was about [Fenty Beauty](#), Rhinna's cosmetic company. Since Fenty Beauty mainly specializes in offering a wide variety of shades, they can use this to help their SEO.

To do this, Fenty Beauty can use SEO keywords and phrases like "foundations for women of color," "foundation shade finder," "Rhianna makeup brand" and so many other phrases that help them come up when searched.

This works because oftentimes when people are shopping for makeup, they know what they want and what they are looking for. People may be struggling to find a shade that matches them at other companies so to help, they are going to search "makeup company with a wide variety of foundation shades" instead of "foundation."

I have learned so much about search engine optimization and have been working to incorporate it when I now write. Another class I have been learning about SEO is my travel and tourism class. In this class I have worked on writing travel destination blogs. To attract people to my blog, I have had to work on implementing these keywords.

One destination blog that I wrote was about places to eat in Paris for dining alone. I implemented phrases such as "solo-travelers," "The City of Love," "solo-dining," "places to eat in



Paris alone” and “guide to Paris.” By using these keywords, I am hoping to attract the people searching for things to do in Paris alone.

I believe that search engine optimization is extremely important to utilize. You do not want to get stuck with zero traffic on your page and lost on page 20 of Google searches. It is imperative to use SEO and help your website grow.

Here are some ways to help you get started with SEO:

1. Think about who you want to attract

Use keywords that you would personally use to search about the topic you are posting

2. Be creative!

When you are writing, do not use basic phrases. Think about specific adjectives that you can use like “sky blue dress with scalloped sleeves.”

3. Don't overthink it

Write naturally and the phrases will come to you. After you are done writing, go back through your work and that is when you can start thinking about phrases to add or change.