What SEO Is and Why It Matters

Mavilyn Carlos - 2026-07-23 - Local SEO

SEO stands for **Search Engine Optimization**. It's what helps your website show up on Google when someone searches for things like "gym near me" or "CrossFit in [your city]."

Think of SEO as making your website more *Google-friendly*, so that people looking for a gym like yours can find you faster.

Here's why it matters:

- **More visibility = more leads.** Good SEO helps potential clients discover your gym online.
- **It builds trust:** People trust businesses that show up higher in search results.
- **It's free traffic.** Unlike ads, SEO can bring people to your website without you having to pay for every click.

- Tags
- Website