

Key terms and concepts ?Search engine optimization (SEO): SEO is the practice that aims to improve a website's ranking for specific keywords in the search engines.Market share: In strategic management and marketing, market share is the percentage or proportion of the total available market or market segment that is being serviced by a company.Pay per click (PPC): Pay per click is advertising where the advertiser pays only for each click on their advert, not for the opportunity for it to be seen or displayed.Tactic: A specific action or method that contributes to achieving a goal.Short Message Service ???????.(SMS): Electronic messages sent on a cellular network