Help to Understand SEO Concepts

Could you explain what '**backlinks**' are in SEO, using a simple analogy? Please provide a practical example of how obtaining a **backlink** might impact my website's search engine ranking.

I have heard the term '**meta tags**' mentioned in SEO discussions. Can you break down what meta tags are and how they're used, as if you were explaining it to someone not familiar with SEO? Include a straightforward example of **meta tags** on a webpage.

Explain **[insert SEO concept or jargon]** in SEO in simple terms, as if you were teaching it to a complete beginner. Please use an analogy or a practical example to illustrate how it works and its importance in the context of improving a website's search engine visibility.

Keyword density. Anchor text. SERP. On-page vs Off-page SEO.