

SWINBURNE UNIVERSITY OF TECHNOLOGY
HO CHI MINH CAMPUS



UNIT COURSE: COS10005 – Web Development
Topic: Assignment 1 – How to improve SEO

INSTRUCTOR: Mr Eric Le

STUDENT NAMES: Le Hoang Triet Thong - 104171146

HO CHI MINH CITY – February, 2024

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1. INTRODUCTION

Any website looking to get awareness in the digital realm must prioritize search engine optimization (SEO). In order to raise your website's position and draw in organic visitors, this study explores five essential SEO strategies. The relevance of frequent content updates, header tags, alt attributes, title information, and a variety of content formats will all be covered.

2. HOW TO IMPROVE SEO:

2.1. Using <alt> attribute:

Similar to labels for your photos are alt characteristics. They increase your photographs' likelihood of showing up in search results by assisting search engines with understanding what your images display. Because their screen readers will read the alt attribute aloud, this is especially crucial for those who are blind or visually impaired. Clear descriptions are still necessary, even though search algorithms are becoming more adept at identifying photos (Moz, 2023). I've used the descriptive alt property in the code below to enhance the search result for my webpage:

```

```

2.2. Title metadata:

Title metadata is essential for good SEO. It's what shows up as the clickable title in search results and browser tabs. To make your titles effective, follow these guidelines:

- Be concise and descriptive: Aim for under 60 characters, clearly describing what the page is about (Michigan Technological University, 2021).
- Frontload keywords: Place the most important keywords at the beginning of your title (Brown, 2022).
- Make it compelling: Give users a reason to click on your result over others.

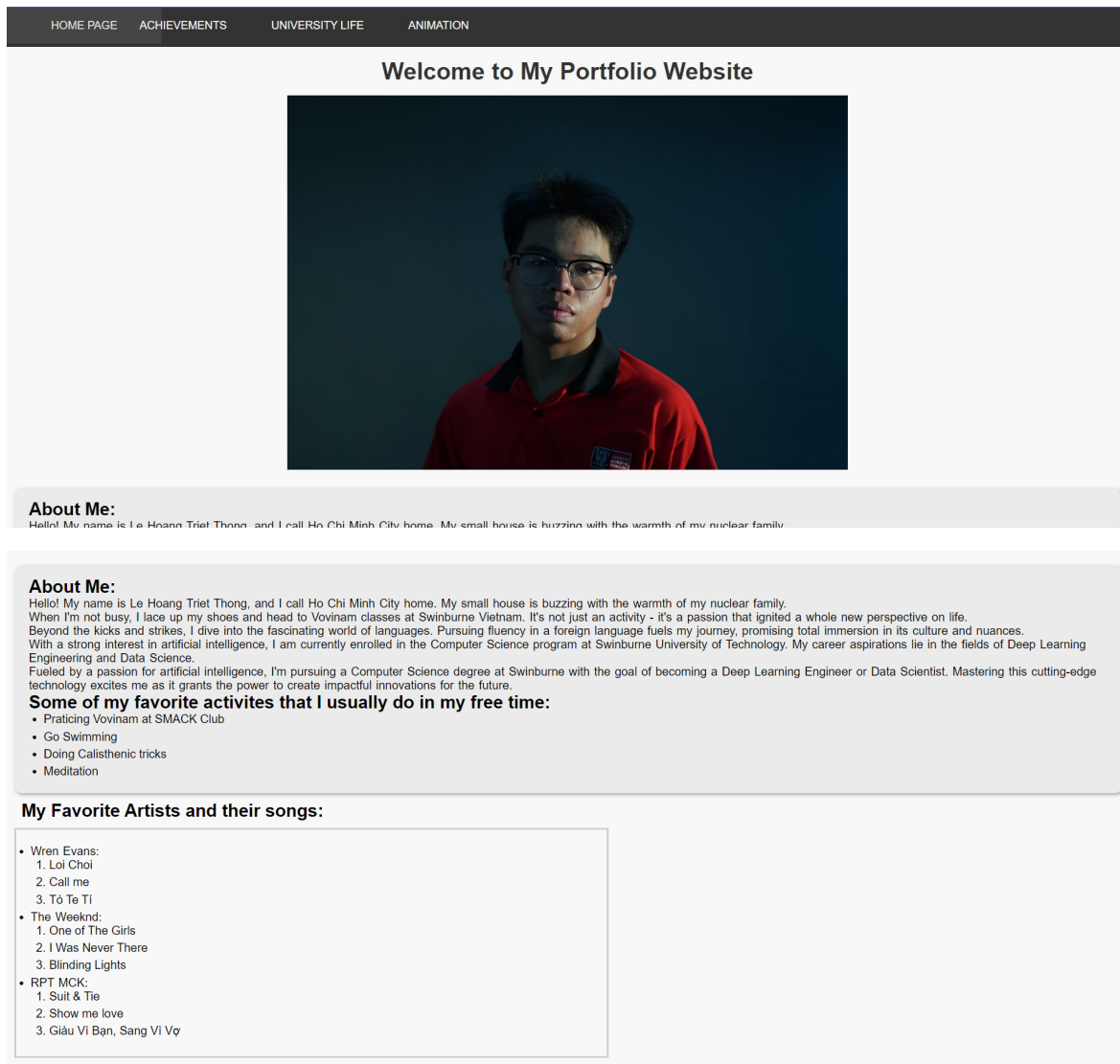
By following these steps, I have included some of example in my HTML:

```
<title>A Simple Blog Chi Lon Thon</title>  
<title>About Me | A Simple Blog Chi Lon Thon</title>  
<title>My Hometown | A Simple Blog Chi Lon Thon</title>  
<title>My Achievements | A Simple Blog Chi Lon Thon</title>  
<title>My University Life | A Simple Blog Chi Lon Thon</title>  
<title>Animation | A Simple Blog Chi Lon Thon </title>
```

2.3. Using heading tags:

Think of header tags (H1 to H6) as the outline of your webpage. They create a hierarchy of information, making your content easier to digest for readers. Search engines also use this structure to understand the main topics of your page (Carmicheal, 2022). Make sure your

headers are easy to understand for your readers, even if that means slightly fewer keywords. User experience is key, and search engines also value well-written, natural content (Willson, 2021). As the image below, I have implemented `<h1>` to introduce about the page, and `<h2>` for each section about my demographic:



2.4. Diverse content types:

Improved SEO rankings can be achieved by incorporating various content types. A broader audience can be attracted, and website traffic increased, contributing to longer dwell times, which, in turn, is directly impactful on SEO rankings (Volkwyn, 2023). For example, short form content, content under approximately 1,500 words, can be used for product descriptions, email promotions, landing pages, and concise blog posts, providing opportunities to rank for low-competition keywords effectively. Alternatively, blogs, which have evolved beyond personal diaries, can serve as a means to introduce brands, establish authority, and enhance Google ranking (Paine, 2021).

2.5. Regularly update website's content:

It is well acknowledged that updating website material on a regular basis will increase search engine results (Michigan Technological University, 2021). Content improves its exposure and ranks higher in search results when it complies with user intent, the most recent algorithms, and keywords. By giving precise and timely information, this technique also increases traffic and engagement, which increases conversions and authority (Ganguly et al., 2023). Furthermore, upgrading already-existing information not only saves time but also successfully refreshes the "freshness factor" that search engines perceive, guaranteeing improved exposure with less work. An essential component of this approach is the use of attention-grabbing headlines and pertinent keywords in both the headline and body material. A website may continuously operate at peak efficiency and successfully adjust to changes by including these techniques into its content strategy (Doggwiler, 2021).

3. CONCLUSION:

In conclusion, SEO is a continuous effort. This research's strategies, which include heading tags, alt attributes, title information, diversified content, and frequent updates, offer a strong base. Websites may raise their ranks and expand their readership by regularly implementing these changes and remaining current with search engine algorithms.

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