Question 1: What is SEO and explain the importance of SEO?

Ans:SEO, or Search Engine Optimization, is the practice of optimizing a website or web page to improve its visibility and ranking on search engine results pages (SERPs). It involves a combination of on-page and off-page strategies to make a website more appealing to search engines like Google, Bing, and Yahoo. The ultimate goal of SEO is to increase organic (non-paid) traffic to a website and attract more relevant visitors.

Here are some key aspects of SEO and why it's important:

**Improved Visibility:** SEO helps your website appear higher in search engine results for relevant queries. When your site ranks higher, it is more likely to be seen by users, leading to increased visibility and exposure.

**Increased Organic Traffic:** Websites that appear on the first page of search results receive the majority of clicks. By optimizing your site for search engines, you can attract more organic traffic, reducing the need for costly paid advertising.

**Better User Experience:** Good SEO involves optimizing your website for a better user experience. This can include improving site speed, mobile-friendliness, and the overall usability of your site, which benefits not only search engines but also your visitors.

**Credibility and Trust:** Websites that rank well in search results are often seen as more credible and trustworthy by users. SEO can help establish your website as an authoritative source in your industry or niche.

**Targeted Traffic:** SEO allows you to target specific keywords and phrases that are relevant to your business or content. This means you can attract users who are more likely to be interested in your products, services, or information.

**2. What are the Benefits of using meta tag?**

**Ans:** Meta tags are HTML elements that provide data about data of a web page. These tags are placed in the <head> section of an HTML document and are not visible to users when they view the page. Meta tags offer various benefits for both website owners and users. Here are some of the key benefits of using meta tags:

**Improved SEO:** Meta tags, such as the meta description and meta keywords tags (although the latter is less relevant today), can help search engines understand the content and context of a web page. A well-optimized meta description can enhance click-through rates from search engine results pages, while relevant meta keywords can help with search engine rankings.

**Better User Experience:** Meta tags, like the meta title and meta description, provide concise information about a web page's content. This information is often displayed in search engine results, helping users determine whether the page is relevant to their query. It can also guide users on what to expect when they click on the link, improving the overall user experience.

**Social Media Sharing**: Meta tags, such as the Open Graph meta tags (e.g., og:title, og:description, og:image), provide control over how a web page appears when shared on social media platforms like Facebook and Twitter. This allows for a more attractive and informative presentation of shared content.

Question 3: Define favicon?

Ans: It is just a icon of the website. It will appear just before the title of the website.