

# SEO

## ASSIGNMENT

### SOLUTION

**Q1. WHAT IS SEO AND EXPLAIN THE IMPORTANCE OF SEO?**

**ANS:-**Search engine optimization is the science of improving a website to increase its visibility when people search for products or services. The more visibility a website has on search engines, the more likely it is that brand captures business.

Website visibility is commonly measured by the placement -- or ranking -- of the site on search engine results pages (SERPs). And companies always vie for the first page, where they are most likely to garner the most attention. Using Google as an example, SERPs often feature ads at the top of the page. These are positions that businesses are willing to pay for to ensure placement on that first page. Following ads are the regular search listings, which marketers and search engines refer to as organic search results.

The SEO process aims to increase a business's organic search results, driving organic search traffic to the site. This enables data marketers to distinguish between traffic that comes to a website from other channels -- such as paid search, social

media, referrals and direct -- and the organic search traffic. Organic search traffic is usually higher-quality traffic because users are actively searching for a specific topic, product or service for which a site might rank. If a user finds that site through the search engine, it can lead to better brand engagement.

## **The Importance of SEO**

### **1. Enhanced Visibility and Traffic**

One of the primary functions of SEO is to increase a website's visibility on search engines. Websites ranking higher on SERPs receive more clicks, leading to enhanced organic traffic. SEO enables businesses to reach a broader audience, driving potential customers to their platforms.

### **2. Credibility and Trust**

Websites appearing on the first page of search results are often perceived as more trustworthy and credible by users. SEO helps build trust and credibility, indicating to visitors that the website is a reliable source of information, products, or services.

### **3. Improved User Experience**

SEO involves optimizing website elements that contribute to a seamless user experience. Fast-loading pages, intuitive navigation, and mobile responsiveness enhance user satisfaction. By focusing on these aspects, SEO indirectly

improves user experience, leading to increased engagement and conversions.

#### 4. Insightful Analytics

SEO tools provide valuable insights into user behavior, allowing website owners to analyze metrics such as click-through rates, bounce rates, and conversion rates. This data-driven approach helps businesses make informed decisions, refine their strategies, and cater to their target audience effectively.

#### 5. Competitive Advantage

In the highly competitive digital landscape, SEO provides a significant advantage. Businesses that invest in SEO outperform their competitors in search rankings, attracting more visitors and potential customers. A well-optimized website can dominate the search results, establishing industry authority and outshining rivals.

**Q2. CREATE AN HTML DOCUMENT WITH APPROPRIATE <TITLE> AND <META> TAGS FOR SEO OPTIMIZATION. ENSURE THE TITLE IS DESCRIPTIVE AND THE META DESCRIPTION IS CONCISE.**

**ANS:-** <!DOCTYPE html>

<html lang="en">

<head>

```
<meta charset="UTF-8" />

<meta name="viewport" content="width=device-width,
initial-scale=1.0" />

<title>Online Courses - Learn to code anywhere, anytime |
PW Skills</title>

<meta
name="title"
content="Online Courses - Learn to Code Anywhere, Anytime
| PW Skills"
/>

<meta
name="description"
content="PW Skills - A One Stop Tech Solution where all your
skills get sharpened and
learn from the best tutors around the world that can easily
boost your career."
/>

<meta name="author" content="PW Skills" />

<meta
name="robots"
content="index, follow, max-image-preview:large, max-
snippet:-1, max-video-preview:-1"
```

```
/>  
<meta http-equiv="X-UA-Compatible" content="ie=edge" />  
<link rel="stylesheet" href="styles.css" />  
</head>  
<body></body>  
</html>
```

### **Q3. WHAT ARE THE BENEFITS OF USING META TAGS.**

**ANS:-** What are meta tags?

Meta tags are elements of HTML that are placed in the `<head>` section of your web page. They are not visible to the users, but they can be read by search engines and other web services. Meta tags can contain various types of information, such as the title, description, author, language, keywords, and more. Some meta tags are mandatory, while others are optional or specific to certain platforms.

#### **Benefits of using meta tags.**

##### **1. Meta tags provides relevancy**

Meta tags show search engines how relevant your page is to the user's query. A query can be anything from "Thai restaurant near me" to "Benefits of jogging every morning". As the information in the meta title tag indicates that the page is of interest to the user, the

search engine will deliver it on its results page, depending on the authority of the page.

If you have a meta description tag and title which speaks directly to what the user is searching for, your rankings will improve as a byproduct of this. The more your page is viewed by people who visit the page and the more the page is referenced on other online platforms, the more authority your page will have. On the other hand, if people are drawn into reading your page and then leave the page because the meta title and description are misleading, this will increase the bounce rate and negatively affect your ranking on the SERPs.

## **2. You save time without writing too much**

As meta tags are in the HTML of your website, they are not meant to be long copy. They need to be short and sweet. You do not want excessive amounts of code on your website. These are simple and to the point, whether you are writing a meta title or a meta description. These metadata are usually limited to a few words. This is a benefit as you will not have to craft a lengthy message and have a copywriter create it over a long period of time. Meta tags should be minimal in length.

## **3. They optimise your site without making things untidy**

Meta tags do not affect the actual, visible content of your website in any way. This means that they do not take up space which could be used for selling products or services, encouraging social engagement or presenting ideas. Unlike your standard website blog posts and articles, you don't need to 'strategically' sprinkle keywords to help your page rank on Google. All your metadata is added on the backend of your website. They don't mess up any of your website's design or content. What it also means is that your readers will not have to read through the meta tags to find the content that they want. This benefits you as there will not be a high bounce rate due to unnecessary content on the page itself.

#### **4. They can be quickly implemented**

There is no need for keyword research and strategy with constant updates on your search engine optimisation as there are no keywords for meta tags. This means you'll save time from carrying out long hours of keyword research just to know the 'right' keywords to add into your meta tags. There used to be keywords available for use on Google, but they have since outlawed it thanks to people who mislead audiences by giving the wrong information in the meta tags to get a high click-through rate on their page.

While not being able to use keywords may seem to be a negative point at first glass, it is actually a positive.

Why? Because you do not have to update your SEO strategy as regularly as you would have to if you were using keywords. It also stops other websites from stealing your traffic by misleading searchers.

## **5. They allow you to track your metrics better**

You want people who are looking for your website to find it, right? Or, at least, you want people who are searching for the information your page offers to find it. This is one of the many benefits of meta tags. In fact, some might argue this is the most important benefit for using meta tags. It will ensure that all traffic to your website is legitimate and that the people who are looking for your content are the ones who find it, therefore lessening your bounce rate and increasing the authority of your website. When you look at your Google Analytics, you want all data be truthful and legit. This way, you can work on your content and create a website that brings in traffic which is useful to your business.

When you do not make use of meta tags, you are giving up the opportunity to tell people (and search engines) exactly what is on your website before they click on it and then click out of it agains.

**Q4. CREATE AN HTML DOCUMENT THAT PROPERLY INCORPORATES SEMANTIC ELEMENTS LIKE <HEADER>, <ARTICLE>, <SECTION>, OR <NAV> TO IMPROVE SEO AND DOCUMENT STRUCTURE.**



**ANS:-** <!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="UTF-8">

    <meta name="viewport" content="width=device-width,  
initial-scale=1.0">

    <title> SEO Document</title>

</head>

<body>

<header>

<h1>welcome in my page</h1>

<nav>

<ul>

<li><a href="/">Home</a></li>

<li><a href="/about">Aadress</a></li>

<li><a href="/contact">Contact information</a></li>

</ul>

</nav>

</header>

<article>

<header>

<h2>How to Create Semantic HTML</h2>

</header>

<section>

<h3>Introduction</h3>

<p>

In this article, we'll explore the benefits of using semantic HTML

elements and how they improve document structure and SEO....

</p>

</section>

</article>

<footer>

<p>&copy; 2023 Your Blog. All rights reserved.</p>

</footer>

</body>

</html>

## Output:

welcome in my page

- [Home](#)
- [Address](#)
- [Contact information](#)

How to Create Semantic HTML

Introduction

In this article, we'll explore the benefits of using semantic HTML elements and how they improve document structure and SEO....

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## Q5. DEFINE FAVICON AND GIVE AN ILLUSTRATIVE EXAMPLE.

**ANS:-** A favicon is a small square icon associated with a particular website. Regarding origin, the term favicon combines two words: “favorite” and “icon.” So, a favicon is your company’s favorite icon. It’s a symbol that represents your brand or website. A favicon is a critical part of your site identity alongside your site title, tagline, and logo.

A favicon, short for favorite icon, is a tiny image that identifies and distinguishes a particular website or webpage from others. If you have multiple tabs open in your browser at the same time, a favicon makes it easy to locate what tab you need without reading the text.

### Example:

<!DOCTYPE html>

<html>

```
<head>

  <title>My Page Title</title>

  <link rel="icon" type="image/x-icon"
href="/images/favicon.ico">

</head>

<body>

<h1>This is a Heading</h1>

<p>This is a paragraph.</p>

</body>

</html>
```

**Complete**