

1. What is SEO and explain the importance of SEO?

Answer:-

SEO stands for “search engine optimization.” In simple terms, SEO means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for:

- Products you sell.
- Services you provide.
- Information on topics in which you have deep expertise and/or experience.

The better visibility your pages have in search results, the more likely you are to be found and clicked on. Ultimately, the goal of search engine optimization is to help attract website visitors who will become customers, clients or an audience that keeps coming back.

Every day, Google users conduct billions of searches for information and products. It’s no surprise that search engines are usually one of the biggest traffic sources to websites. To harness this traffic source’s potential, you need to appear in the top search results for your target keywords. The correlation is very simple—the higher you rank, the more people will visit your page.

Search engine optimization plays a key role in improving your ranking positions. Better rankings mean more traffic. And more traffic means new customers and more brand awareness. In other words, neglecting SEO would mean neglecting one of the most important traffic channels—leaving that space completely to your competitors.

2. Create an HTML document with appropriate <title> and <meta> tag for SEO optimization.

Ensure the title is descriptive and the meta description is concise.

Answer:-

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

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

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

```
  <meta>
```

```
  <title>Youtube- learn anything or watch anything without any ads</title>
```

```
  <meta name="description" content="YouTube is an American online video sharing and social media platform owned by Google. Accessible worldwide, it was launched on February 14, 2005">
```

```
  <meta name="author" content="YOUTUBE">
```

```
  <meta http-equiv="refresh" content="15">
```

```
</head>
```

```
<body>
```

```
</body>
```

```
</html>
```

3. What are benefits of using META tags?

Answer:-

Meta tags are pieces of information you use to tell the search engines and those viewing your site more about your page and the information it contains. Meta tags include:

- Title tags: the title of your page, which should be unique for every page you publish
- Meta description: a description of the content on the page
- Viewport tag: impacts how your content appears on mobile devices

- Robots: can be used to indicate content that you want a “noindex” or a “nofollow”
 - Hreflang tags: allows the search engine to identify the language and country you want content displayed for when you have an international audience
 - Canonical tags: used to specify the primary or principle version of the page
 - Open graph tags: used to specify which assets show up in title and image by default when sharing links on social sites
 - Content type: impacts how your page is rendered in the browser
4. Create an HTML document that properly incorporates Semantic elements like <header>,<article>,<Section>,or <nav> to improve SEO and document Structure.

Answer:-

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <meta>
  <title>Youtube- learn anything or watch anything without any ads</title>
  <meta name="description" content="YouTube is an American online video sharing and
social media platform owned by Google. Accessible worldwide, it was launched on February
14, 2005">
  <meta name="author" content="YOUTUBE">
  <meta http-equiv="refresh" content="15">
</head>
<body>
  <header>
    <h1>Lorem, ipsum dolor.</h1>
    <nav>
      <ul>
        <li><a href="/Web design.html">Web Dsign</a></li>
        <li><a href="/Web development.html">web dev</a></li>
        <li><a href="/Home.html">home</a></li>
      </ul>
    </nav>
  </header>
  <article>
    <header>
      <h1>Intro</h1>
    </header>
    <section>
      <h1>Lorem, ipsum.</h1>
      <p>Lorem, ipsum dolor sit amet consectetur adipisicing elit. Suscipit,
perferendis?Lorem, ipsum dolor sit amet consectetur adipisicing elit. Quo, Lorem ipsum
dolor, sit amet consectetur adipisicing elit. Incidunt, corrupti. Maxime mollitia asperiores
sint, eligendi dignissimos dicta incididunt nostrum. Doloribus non dignissimos doloremque, at,
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consectetur minima. Saepe cumque quo consectetur, atque iusto distinctio perferendis.
Doloremque, aut, nam dolor itaque deleniti esse officiis deserunt quae, quaerat qui suscipit
necessitatibus ducimus inventore neque eligendi minima architecto quidem nobis unde
```

maxime eaque earum! Delectus, porro. Labore quas incidunt ea quod nostrum provident porro in esse fuga, fugit consequatur consequuntur, quam sequi repudiandae facilis?</p>

</section>

</article>

<footer>

<p>© 2023 Your Blog. All rights reserved.</p>

</footer>

</body>

</html>

5. Define Favicon and give an illustrative example.

Answer:-

A favicon is a small image displayed next to the page title in the browser tab. You can use any image you like as your favicon. You can also create your own favicon on sites like <https://www.favicon.cc>. A favicon image is displayed to the left of the page title in the browser tab.

A favicon is a small file containing the one or more icons which are used to represent the website or a blog. It is also known as a tab icon, website icon, URL icon, or a bookmark icon. This icon is actually displayed on the address bar, browser's tab, browser history, bookmark bar, etc.

```
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```

```
<html lang="en">
```

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

```
<meta name="author" content="YOUTUBE">
```

```
<meta http-equiv="refresh" content="15">
```

```
<link rel="shortcut icon" href="/download.jpg" type="image/x-icon">
```

```
</head>
```