	Chapter 5 - SFO
	We will focus only on HTML standpoint of SEO. We will not be looking into keyword building and content optimized aspect of SEO
2	Types of SEO On page SEO - can be done by HTML developers Off page SEO
	HTML SEO HTML developers can implement SEO using the following techniques:
17	Set the title very nice & to the point
2-	Set the meta description
	< meta name = "description" (on knt = "" >
3>	Set a nice URL Slug
47	Set the meta keywords tog.
5,	Set the meta author tag.
	< meta name = "author" (ontent = "Harry">
6,	Set a faricon



	Page
7	Compress images & other resources
8	Remove unused HTML/CSS & Js files + Compress thum
9	Add alt text to images
12	Tyle of Store
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