Chapter 5 - SEO

We will focus only on HTML standpoint of SEO. We will not be looking into keyword building and content optimization aspect of SEO

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 :

1> Set the title very nice & to the point

2> Set the meta description

   `< meta name = "description" Content = " ... ">`

3> Set a nice URL slug

4> Set the meta keywords tag.

5> Set the meta author tag.

   `< meta name = "author" Content = "Harry">`

6> Set a favicon

7 Compress images & other resources

8 Remove unused HTML/CSS & Js files + Compress them

9 Add alt text to images