**Chapter 5- SEO (Search Engine Optimization)**

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**

1. On page SEO🡪 can be done by HTML developers
2. Off page SEO

**HTML SEO**

HTML developers can implement SEO using the following techniques:

1. Set the title very nice and to the point
2. Set the meta description

<meta name=”description” content=”…”>

1. Set a nice URL slug.
2. Set the meta keywords tag.
3. Set the meta author tag.

<meta name=”author” content=”Harry”>

1. Set a faricon
2. Compress images and other resources
3. Remove unused HTML/CSS and Js files+Compress them
4. Add alt text to images