Semantic HTML, or Semantic Markup, refers to the practice of using HTML tags in a way that reflects the meaning or structure of the content they enclose, rather than just its appearance. In other words, semantic HTML provides a clear and meaningful structure to web documents, making it easier for both humans and machines (such as search engines or screen readers) to understand the content.

Here are some key points about Semantic HTML:

1. **Meaningful Tags:** Semantic HTML uses tags that convey the meaning of the content they enclose. For example, instead of using a generic `<div>` or `<span>` tag to create a section, you might use semantic tags like `<header>`, `<nav>`, `<main>`, `<article>`, `<section>`, `<aside>`, `<footer>`, etc.

```html
<header>
    <h1>Website Title</h1>
</header>
<nav>
    <!-- Navigation links go here -->
</nav>
<main>
    <!-- Main content of the page -->
    <article>
        <h2>Article Title</h2>
        <!-- Article content goes here -->
    </article>
</main>
<footer>
    <!-- Footer content goes here -->
</footer>
```

2. **Accessibility:** Semantic HTML improves accessibility by providing a clear structure for screen readers and other assistive technologies. This makes it easier for users with disabilities to navigate and understand the content.

3. **Search Engine Optimization (SEO):** Search engines rely on the structure of HTML to understand and index web pages. Using semantic HTML can enhance SEO by providing search engines with a better understanding of the content and its context.

4. **Readability and Maintainability:** Semantic HTML makes the code more readable and maintainable for developers. It provides a logical structure, making it easier to understand the purpose of each section or element.

5. **Adaptability:** Semantic HTML is designed to be adaptable to different devices and technologies. It helps in creating a foundation for responsive web design, allowing content to be presented appropriately on various devices and screen sizes.

By using semantic HTML, web developers can create well-structured and accessible web pages that benefit both users and search engines. It's a best practice in modern web development to prioritize semantic markup for improved code quality and user experience.