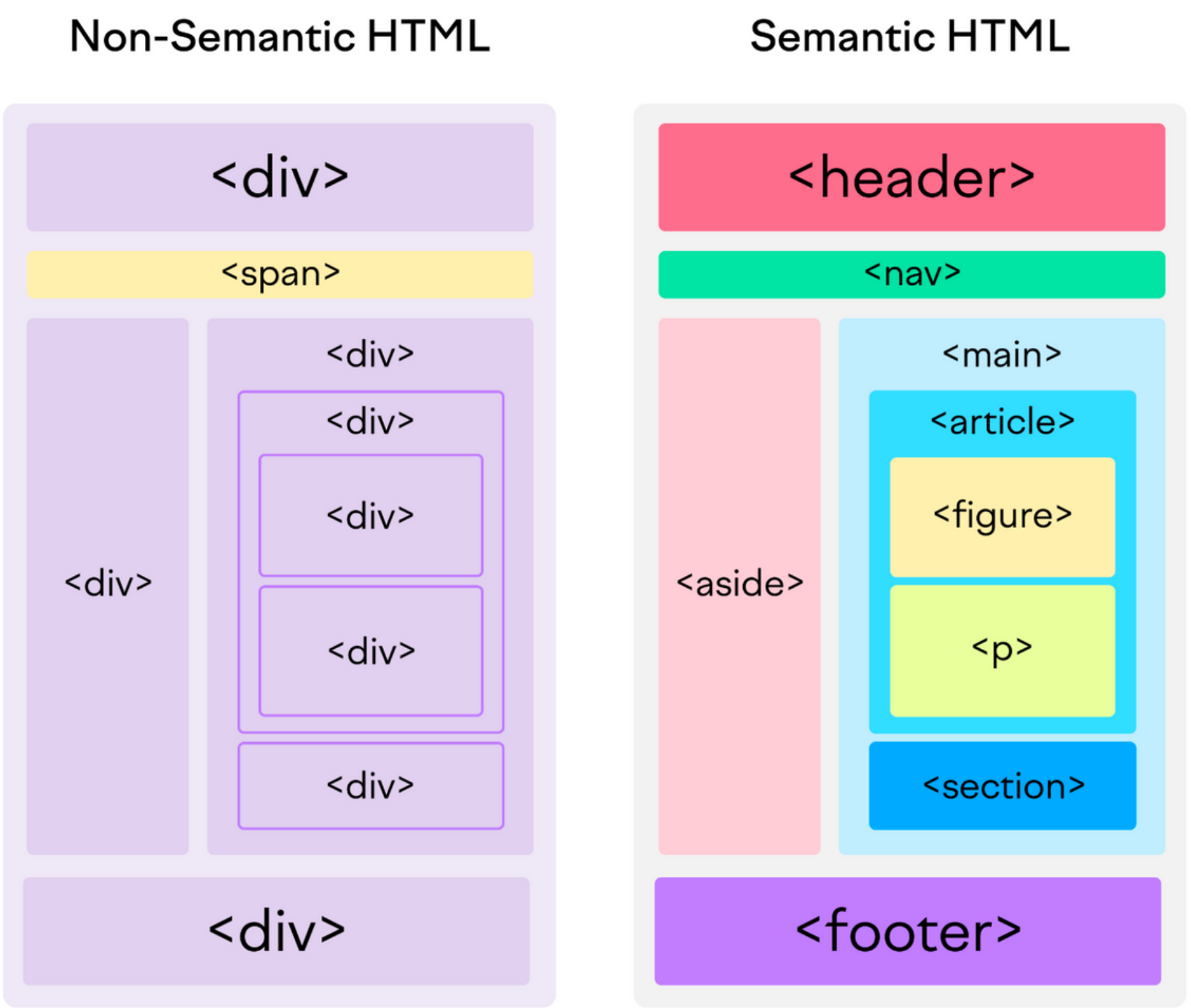


SEMANTIC HTML: WHAT IT IS AND HOW TO USE IT CORRECTLY



What Is Semantic HTML?

Semantic HTML, also known as semantic markup, refers to the use of HTML tags that convey the meaning—or semantics—of the content contained within them.

By adding semantic HTML tags to your pages, you provide additional information that helps define the roles and relative importance of the different parts of your page.

(As opposed to non-semantic HTML, which uses tags that don’t directly convey meaning.)

Semantic HTML tags are important for SEO (search engine optimization) because they indicate the role of the content within the tags.

That information gives search engine crawlers, like Googlebot, a better understanding of your content. This increases the chances that your content will be selected as a candidate for ranking on the search engine results page (SERP) for relevant keywords.

To put it simply, pages with correctly implemented semantic HTML have an advantage in SEO over those that don’t.

- <header>: The header tag defines content that should be considered the introductory information of a page or section
- <nav>: The navigation tag is used for navigation links. It can be nested within the <header> tag, but secondary navigation <nav> tags are also commonly used elsewhere on the page.
- <article>: The article tag defines content that could stand independently of the page or site it’s on. It does not necessarily mean a “blog post.” Think of it more as “an article of clothing”—a self-contained item that can be used in various contexts.
- <section>: Using <section> is a way of grouping nearby content of a similar theme. A section tag differs from an article tag. It isn’t necessarily self-contained, but it forms part of something else.
- <aside>: An aside element defines content that’s less important. It’s often used for sidebars—areas that add complementary but nonessential information.
- <footer>: You use <footer> at the bottom of a page. It usually includes contact information, copyright information, and some site navigation.

HEADER

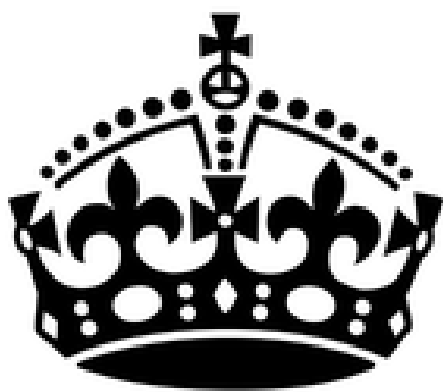
NAV

SECTION

ARTICLE

FOOTER





**KEEP
LEARNING
AND
HAPPY
CODING**