

Assignment 5

1) What is SEO and explain the importance of SEO?

Ans- SEO stands for search engine optimization—the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

The ultimate goal of SEO for business is to generate organic traffic—searchers clicking through to your website from a search engine results page (SERP).

2) What are the benefits of using Meta Tags?

Ans - Meta tags are pieces of information you use to tell the search engines and those viewing your site more about your page and the information it contains. Meta tags include:

- 1) Title tags: the title of your page, which should be unique for every page you publish
- 2) Meta description: a description of the content on the page
- 3) Viewport tag: impacts how your content appears on mobile devices
- 4) Robots: can be used to indicate content that you want a “noindex” or a “nofollow”
- 5) Hreflang tags: allows the search engine to identify the language and country you want content displayed for when you have an international audience
- 6) Canonical tags: used to specify the primary or principle version of the page
- 7) Open graph tags: used to specify which assets show up in title and image by default when sharing links on social sites
- 8) Content type: impacts how your page is rendered in the browser.

3) Define Favicon and give an illustrative Example.

Ans - A favicon is a small file containing the one or more icons which are used to represent the website or a blog. It is also known as a tab icon, website icon, URL icon, or a bookmark icon.

This icon is actually displayed on the address bar, browser's tab, browser history, bookmark bar, etc. The image of a favicon is in .ico file format. There are various file formats, but .ico format is supported by all the browsers.

Example

Type - >

Link: favicon in VSC

This will shows up

Here, “rel” means relation where u can create a relation between the path and the purpose its need to do.

“href” means hypertext reference where u can put the image path.

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“type” means the format of the image which is been generated.

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<link rel="shortcut icon" href="favicon.ico" type="image/x-icon">
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