

## 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
- Off page SEO

### HTML SEO

HTML developers can implement SEO using the following technique:

- Set the title very nice and to the point.
- Set the meta description.
- Set a nice url.
- Set the meta keywords tag.
- Set the meta author tag.
- Set a favicon.
- Compress image and other resources like compressjpeg.com.
- Remove unused HTML CSS and JS files or compress them.
- Add alt text to images.

### Source Code:

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="UTF-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
```

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<meta name="description" content="Seo is a Search Engine optimization">
<meta name="keyword" content=" Seo ,search,SEO">
<meta name="author" content="Munawar Hussain">
<title> SEO</title>
<link rel="shortcut icon" href="favicon.ico" type="image/x-icon">
</head>

<body>
  <header>
    <nav>
      <ul>
        <li>home</li>
        <li>about</li>
      </ul>
    </nav>
  </header>
  <div>
    <p>
      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.
    </p>
  </div>
</body>

</html>
```

Thank You