Assignment 1 SEO Report

COS10005 – Web Development

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## Methods that I used to improve website’s ranking.

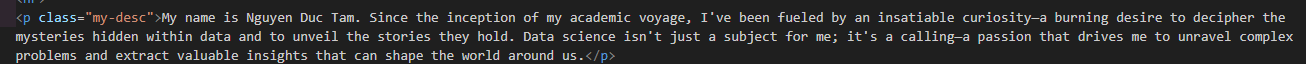
### Make use of “Description” meta tags

A screen shot of a computer screen

Description automatically generated

According to *Google Search Central*, in certain cases, Google will use a page's <meta name= “description”> tag to create a snippet in search results if it believes it provides users with a more accurate description than what could be obtained from the on-page content alone. In my code, I have used this tag to summarize the content of my page.

### Use popular keywords.

According to Moz (2024), SEO keywords are specific words and phrases that are relevant to your website's content and are used strategically to improve search engine rankings and attract organic traffic. In my about page, I have included some relevant keywords like “data science” in different places to attract people who want to learn about data science. On my description meta tag above, I also target keywords relevant to data science (e.g., data analysis, machine learning, predictive modeling, Python, R, SQL) to highlight my skills as a data science student.

### Use heading tags appropriately.

In an article by Wilson (2023) on *Search Engine Journal,* header tags should be used to provide context to articles and provide structures to them, which make the website much more user-friendly and increase the chance that Google will promote it. I have tried to use heading tags to make my website as organized as possible.

### Optimize use of images

A black background with white text

Description automatically generated



In an article by SEOmoz, Kelly (2023) stated that images should be used to provide more context to your content and should be optimized for the web by using common format like jpg, png, and developers should also pay attention to alt text since it will help improve accessibility a lot. In my code, I used jpg image for fast loading time, and I also added alt text that describes content of the images.

### A computer screen shot of a program Description automatically generatedMake websites easier to navigate.

According to a blog by Suso (2023) – a famous SEO company, Google pays special attention to navigation because, in most cases, well-optimized navigation can help you rank higher for certain key phrases much faster. I have implemented a <nav> menu on the header and footer of every webpage for quick navigation through the website.

## References

*How to write meta descriptions | Google Search Central*. (n.d.). Google for Developers. <https://developers.google.com/search/docs/appearance/snippet>

Kelly, L. (2023, December 21). *10 tips for Image SEO*. Moz. <https://moz.com/blog/10-tips-for-optimizing-your-images-for-search>

Moz. (2024, February 23). *What are keywords & why are they important for SEO?* Moz. <https://moz.com/learn/seo/what-are-keywords>

Willson, A. (2023, January 19). *How to use header Tags: SEO best practices*. Search Engine Journal. <https://www.searchenginejournal.com/on-page-seo/header-tags/>

*How to improve website navigation for SEO - SUSO Digital*. (2023, October 24). SUSO Digital. <https://susodigital.com/blog/how-to-improve-website-navigation-for-seo>