

Assignment 1, Semester 1, 2024

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To improve search engine ranking involves several SEO techniques that enhance website visibility, usability, and content relevance. Based on my research, here are five essential techniques applied to my website to optimize it for search engines:

1. Use of Meta Tags for Enhanced Search Visibility

Meta tags are important in search engine optimization because they summarize webpage content for both search engines and users. I used the following meta tags: description, keywords, author, and viewport. These tags make my content more relevant for specific search terms while also improving mobile responsiveness:

```
<meta charset="UTF-8">
<meta name="description" content="Explore the personal website of Nguyen Duc Chung, a Swinburne University graduate.
Learn about his achievements, hometown, and favorite books, movies, and music.">
<meta name="keywords" content="Nguyen Duc Chung, Swinburne University, personal website, achievements, hometown, favorite movies,
favorite books, favorite music, Cam Pha, Quang Ninh">
<meta name="author" content="Nguyen Duc Chung">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

2. Hierarchical Structure using Header tags

Header tags (<h1>, <h2>, <h3>) are crucial for organizing content that search engines can understand. I structured my content using SEO best practices to highlight important information. This not only improves SEO, but also the user experience by establishing a clear content hierarchy.

```
<h2 class="Hometown_title">About my Hometown</h2>
```

```
<h1>I'm Nguyen Duc Chung</h1>
```

3. Using Alt Text for Image Optimization

Images with descriptive alt text are easier for search engines to find and index because they provide a textual alternative that improves image SEO. I researched alt text best practices and used them to make images on my website more accessible and relevant for content-related search terms.

```

```

4. Friendly URL Structures

Clean and descriptive URLs help users understand content and make it easier for search engines to categorize and rank pages. Following SEO recommendations, I used page names that were appropriate for their content, such as "timetable" for the page showing my Swinburne schedule. This is consistent with SEO best practices for URL structure.

<> 1about_me.html	29
<> 2hometown_achieve....	30
<> 3favourite.html	31
<> 4timetable.html	32
<> 5animation.html	33
	34

5. Internal Linking

Internal linking helps search engines understand the relationships between pages and improves user navigation. Based on my research, I implemented internal links through a consistent navigation menu to facilitate site crawling and enhance user experience and through skip button which will move user back to main page.

```
<ul class="mainbar" >
  <li><a href="1about_me.html" > About me</a></li>
  <li><a href="2hometown_achieve.html" > Achievement/HomeTown</a></li>
  <li><a href="3favourite.html" > Favorite</a></li>
  <li><a href="4timetable.html" > Swinburne</a></li>
  <li><a href="5animation.html" >Animation</a></li>
</ul>
```

```
<a href="1about_me.html" class="skip-link">Back to Main page</a>
```