

SEO - Summary

Nearly all key SEO topics have been discussed in this article. You may have become knowledgeable with the phrases linked to SEO that are utilized most often.

You are now familiar with methods to optimize content from an SEO standpoint, including the anchor, title, alt, metatags, and various other components. Developing quality content on your website is another lesson you've learned. We gave you more suggestions for essential factors that can aid in the optimization of your website in the final section on Miscellaneous Techniques.



Here are the key points recap for you –

- Search engine optimization, or SEO, is the entire acronym. Interpretation of SEO or a description of SEO: Optimizing a web page's or website's functionality and accessibility to consumers on a search engine is done through an organized process called SEO.
- Although search engines are incredibly intelligent, they do not constitute people who can comprehend the stuff that interests them; they are programmed algorithms and machines. Thus, if your website build, framework and structure are too complex, the search engine won't be able to interpret the data and content correctly. Therefore, it will negatively affect your SERP rankings.
- On-Page SEO, Off-Page SEO, and Technical SEO are the three key categories of SEO techniques.
- A "Black Hat SEO" method is employed to increase SEO but is not authorized by Google or other search engines.
- White Hat SEO is the practice of using methods to enhance search engine rankings that maintain and improve search engine standards.



- To optimize a website for users with mobile devices, it must be designed with varying screen sizes and lesser bandwidth in mind. This is known as mobile SEO.
- The process of composing content for a website in an understandable manner for the consumer is known as SEO copywriting. Additionally, it focuses on particular keywords. Further, it seeks high rankings for the desired keywords in search engines.



These are ethical methods for getting top placement in SERP

- The W3C standards have to be followed by every web page of the website.
- The exploitation of keyword density does not occur.
- Sitemap.xml, robots.txt, and urllist.txt should always be present.
- Throughout title tags, metatags, and headings, keywords are used frequently.
- Your company pay attention to the title and ALT tags.
- To be indexed, everything must have appropriate nomenclature.



Don't hesitate to contact us with questions or feedback at webmaster@tutorialspoint.com.