

## Week 3 - Day 11 (10 July 2025)

### Search Engine Optimization (Continued)

SEO is mainly divided into two types: **On-Page SEO** and **Off-Page SEO**.

#### On-Page SEO

On-Page SEO includes all practices performed **directly on a website** to improve its search engine ranking. Key activities include:

- Keyword optimization
- Meta tags (title, description)
- Headings (H1, H2, H3)
- Internal linking
- Mobile responsiveness
- Content quality

On-Page SEO ensures that search engines understand the website better and can index it effectively.

#### Off-Page SEO

Off-Page SEO refers to actions taken **outside the website** to improve its credibility and visibility. Examples include:

- Building backlinks
- Guest posting
- Social media promotions
- Influencer marketing
- Brand mentions

While On-Page SEO focuses on website structure and content, Off-Page SEO builds **trust and authority**, helping websites rank higher in search engine results.

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### Website on WordPress (Project)

## What is WordPress?

WordPress is a **free and open-source Content Management System (CMS)** that allows users to create and manage websites without advanced coding knowledge. It powers over **40% of websites worldwide**.

## Types of WordPress

- **WordPress.org** – Self-hosted platform where you install WordPress on your own hosting. It offers full customization, plugins, and themes.
  - **WordPress.com** – Hosted service with limited free features and paid plans for more control and customization.
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