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SECTION 3: SEO

What is SEO?

SEO stands for Search Engine Optimization, which is the practice of improving a website's visibility and rating on search engine results pages (SERPs). Via organic search engine results, the ultimate purpose of SEO is to enhance the number and quality of traffic to a website.

Search Engine Optimization (SEO) then entails a set of approaches and strategies aimed at enhancing a website's content, structure, and technological setup in order to make it more search engine friendly. This includes, among other things, optimising keywords, title tags, meta descriptions, content, photos, and backlinks.

Here are the five SEO techniques that I can use to improve the ranking of my website:

1. Improve the Title Tags and Meta Descriptions: The title tag and meta description are two of the most crucial aspects of on-page SEO for my website. Make certain that both include relevant keywords, as these tags provide more information to search engines and browsers about what the page is about.

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="utf-8" />
  <meta name="description" content="My Achievement" />
  <meta name="keywords" content="My Awards" />
  <meta name="author" content="Giai My Truong" />
  <title>My Achievement</title>
```

2. Use Header Tags: Header tags (H1, H2, etc.) assist search engines in understanding the structure of my content. Employ them to divide my material into sections and to incorporate important keywords.

```
<header>
<h1> My Achievement </h1>
</header>
<nav> <a> <a href="myinformation1.html"> My Profile </a> </a>
  <a> <a href="myhometown3.html"> My Hometown</a> </a> <a> <a href="
myinterestes4.html"> My Interestes </a> </a> <a> <a href="
mytimetable5.html"> My Timetable </a> </a> <a> <a href="
mytimetable5.html"> My Timetable </a> </a> <a> <a href="
animation.html"> Animation </a> </a> </nav>
<article>
  <section>
    <h2> Some of my achievements: </h2>
```

3. Optimize the images: Use alt and title tags for all of my photographs. This will assist search engines comprehend what my photographs are about and can also help visually challenged visitors access them.

```

```

4. Improve Your Website's Speed: Because website speed is a ranking factor, make sure your site loads quickly. Moreover, keep testing to make sure my pages load quickly. Some typical techniques for improving the website performance include optimising pictures, minifying code, and using browser caching.

```
<section>
  <p> <b> When I came to Melbourne, I completed my mission as
  International captain in my secondary college. In additon, I
  received certificates of merit, awards and medals during my
  secondary school years. Furthermore, i have been invited to join
  the "Student Council" of my school.</b> </p>
```

5. Create unique content: The content on my website is what will ultimately attract audiences/readers and keep them engaged. Make sure my content is high-quality, informative, and engaging, and include relevant keywords throughout.

```
<section>
  <p> <b> When I came to Melbourne, I completed my mission as
  International captain in my secondary college. In additon, I
  received certificates of merit, awards and medals during my
  secondary school years. Furthermore, i have been invited to join
  the "Student Council" of my school.</b> </p>
```

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