Search Engine Optimisation (SEO)

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## Technique 1: Internal Linking

A fundamental way to increase SEO is to make your website crawlable. This comes down to multiple factors, but the main one is having links in your webpages leading to your other pages. When the google spiders search your webpage and “crawl” it, having links to all your pages will help the spiders reach all of your pages and add them to the google index. I have demonstrated this by making use of a navigation bar in the header of all my webpages. This navigation bar has links to all my webpages, increasing the accessibility for the spiders to navigate my webpage and index it on google.

A screen shot of a computer code

Description automatically generated

## Technique 2: Title Tags

I have used title tags to help google name my webpages and index it properly in their system.

## Technique 3: Image Alt Tags

I used alt texts in all my images to help the google spiders index and reference my images.



## Technique 4: Meta Tags

I have used meta tags in each of my webpages to help the google bots identify keywords about the webpage like who the author is, the website description and key words.

A screenshot of a computer program

Description automatically generated

## Technique 5: Heading Tags

I have made use of various heading tags throughout my webpages to tell the google crawlers what is important in my webpage.

