SEO

ASSIGNMENT

**1)SEO:**

SEO stands for Search Engine Optimization.It’s a set of practices and used to

Improve a website’s visibility in search engine results like Google, Bing and Yahoo.

SEO involves keyword research, on-page optimization, technical optimization, link building, and monitoring and adjusting strategies to improve a website’s search engine performance.

**Importance of SEO:**

Better User Experience:

This can improve the user Experience,making it easier for visitors to

navigate and find what they are looking for.

Cost-Effective Marketing:

Compared to paid advertising ,SEO can be more cost-effective in the long run.Once your website ranks well ,you can attract organic traffic without ongoing ad spend.

Global Reach:

SEO can help your business reach a global audience,expanding your market beyond geographical boundaries.

Analytics and Data Insights:

SEO tools provide valuable data and insights about your website’s

Performance and user behavior.

**3)Benefits of meta tags:**

Improved SEO:

Meta tags, especially the meta description and meta keywords, can help search engines understand the content of a webpage, which can improve its ranking in search results.

Structured Data:

Some Meta tags, like open graph etc. can provide structured data to social media platforms.This can enhance how your content is displayed on social media and improve the visibility of your content.

Compatibility:

Meta types are widely supported across different browsers, making them a reliable way to convey information about web pages.

Security:

Some meta types like the content security policy meta type, can help enhance the security of your website.

Accessibility:

Meta types can be used to provide alternative text for images, improving accessibility for users with disabilities.

Full Stack Web Development