John Dudas – Promineo Week 1 Front -End

Research Week -1

**Prompts:**

1. What are semantic tags in HTML, and why are they important?

According to W3schools.com Semantic Tags are the following.

“A semantic element clearly describes its meaning to both the browser and the developer.

Examples of **non-semantic** elements: <div> and <span> - Tells nothing about its content.

Examples of **semantic** elements: <form>, <table>, and <article> - Clearly defines its content.”

A Semantic Tag or Element clearly describes its meaning to the browser and the developer. It is more precise and descriptive than a non-semantic element. Non-Semantic elements are just Paragraph elements, Div, or Span within the HTML code. A specific Semantic element describes what the element is or does so the Developer and the web browser can better understand its purpose and content. When we use Form, Table, Header or Footer, these are easily recognizable terms that describe what the HTML will look like.

For visually impaired users Semantic elements are how the browsers state what the page is and how it describes the pages to the reader using audio or other methods. When using SEO Semantic Tags can help identify specific features you want the visitors of your website to see. It will also help you track who has viewed what on your website. The easier it is for your site to be found through SEO the more likely you are to get the right kind of traffic to your site and engage with qualified customers.

Sources:

<https://www.w3schools.com/html/html5_semantic_elements.asp>

<https://www.semrush.com/blog/semantic-html5-guide/>

1. Explore the role of meta tags in HTML for SEO. Research common meta tags such as <title>, <meta name="description">, and <meta name="keywords">. Investigate their impact on search engine rankings and best practices for optimizing them.

Meta Tags \_

A Meta tag defines the metadata about an HTML element. They are used to specify character set, page description, keywords, author of the document, and viewport settings. These are very important to the browsers and the developers in creating code to improve search responses, configuring content and making the web page easier to see on different types of devices. To improve Search Engine Optimization keywords are defined in the page to be used when searching for a specific word. This will increase the likelihood of the webpage being retrieved and viewed by potential customers based on the SEO rankings.

By having a Title on your page, it defines your page and also helps search engines understand the content and rank the page for relevant search terms. Description and Keywords will also help rank your page and provide indexing and ranking to search engines.

<https://www.w3schools.com/tags/tag_meta.asp>

<https://stackoverflow.com/questions/1092329/what-are-the-important-meta-tags-i-must-put-in-my-website>

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