

Day 3 – Search Engine Optimization (SEO) Basics

Topic: Introduction to SEO

Today's class was centered around **SEO (Search Engine Optimization)** — the process of improving website visibility on search engines like Google. Our mentor explained on-page and off-page optimization techniques, keyword research, and the importance of meta tags.

We explored how SEO is essential for driving organic traffic and how Google's algorithms prioritize user-friendly, content-rich websites.

Practical Work / Activities:

- Learned about keywords and their types (short-tail & long-tail).
- Practiced creating SEO-friendly titles and descriptions.
- Explored Google Search Console and keyword tools.

Key Takeaways:

- Understood the role of SEO in online visibility.
- Learned keyword placement and density concepts.
- Gained familiarity with Google ranking factors.