

CHAPTER 6 – SEO

We will focus only on HTML standpoint of Search Engine Optimization. We will not be looking into keyword building and content optimization aspect of SEO.

Types of SEO

- On page SEO → *can be done by HTML developers*
- Off page SEO

HTML SEO

HTML developers can implement SEO using the following techniques:

- 1) Set the title very nice & to the point.
- 2) Set the meta description.

`<meta name="description" content="...">`

- 3) Set a nice URL slug.
- 4) Set the meta keywords tag.
- 5) Set the meta author tag.

`<meta name="author" content="Ankit">`

- 6) Set a Favicon.
- 7) Compress images & other resources.

8) Remove unused HTML/CSS & JS files + compress them.

9) Add alt text to images.

HTML

