Modern HTML Assignment

Assignment Question



SEO stands for Search Engine Optimization which refers to the practice of improving a website's visibility and ranking in search engine results pages (SERPs). SEO involves various strategies and techniques that help search engines understand the content on a website and determine its relevance to user search queries. The importance of SEO stems from the fact that search engines like Google are the primary source of targeted website traffic. When people search for information products or services they usually turn to search engines to find solutions. Therefore if a website appears prominently in search results it is more likely to attract organic (non-paid) traffic and potential customers.





There are several benefits of using meta tags:

1. Improved Search Engine Optimization (SEO)

2. Increased Click-Through Rates (CTRs)

3. Better User Experience

4. Control over how your webpage is displayed in search results

5. Social Media Optimization





A favicon, short for "favorite icon," is a small icon that represents a website or a web page. It appears in the browser's address bar, tabs, bookmarks or favorites menu, and browser history. It helps users easily identify and distinguish a website among multiple open tabs or bookmarks. Here's an illustrative example of how to define a favicon in an HTML document: html <!DOCTYPE html> <html> <head> <title>My Website</title> <link rel="icon" type="image/png" href="favicon.png" /> </head> <body> <!-- Website content goes here --> </body> </html> In this example, the <link> element is used to define the favicon. The rel attribute specifies the relationship between the document and the linked resource, and type attribute indicates the MIME type of the linked resource (in this case, an image/png). The href attribute specifies the path to the favicon image file, in this case, "favicon.png". Make sure to replace "favicon.png" with the actual file name and path relative to the HTML document.

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