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What is Search engine optimization (SOE)?

SOE is when developers optimize a website to increases its chances of being higher up in the results of a search engine. To do this we change several on and off page factors to improve the websites authority in search engines like google and yahoo.

There are several different ways we can optimize, including keyword research and optimization, content creation and optimization, link building, and technical optimization. The goal of SEO is to improve a website's ranking for specific keywords and phrases, which in turn can increase organic traffic to the site,

By doing research into search engine optimization, I have found out several ways to make my website better and more optimized and have a chance of being ranked higher up in a search engine.

Some of the following ways I have discovered is:

1. Having a meaningful title tag. Previously in my code I have used the title as “Personal Portfolio”. But after doing research I found out that having a descriptive title would be helpful followed by relevant keywords people are searching for. So, I changed it to “<title>Yasindu Ariyarathna - Computer Science Student | Swinburne University</title>”
2. Another technique I found out on how to increase search engine optimization is to add meta descriptions to the pages of my html. Adding meta descriptions will give a quick summary for the users about what the page consists of.T his will result in improving click-through rates from the search engine results page(SERPs). Before doing research I did not have any meta descriptions for my code but now I have added. Here is the evidence “<meta name="description" content="This page consists of a description of my home town Dubai and some of my greatest achievements">”
3. Another way I have seen through research is the use of h1,h2,h3 tags, this is useful because it helps the search engine to have an better understanding on the hierarchy of the content. An example of this can be found in my moreinfo.html page where I have used h1 tags for the headings. Eg “<h1>HOME TOWN</h1>’
4. Another way that I have improved the search engine optimization is by giving some of the images I have used a short description. This could be helpful for people who are visually impaired and it makes it useful for the search engine as it knows a description about the image. For eg in my moreinfo.html page I gave a description of the image

<img src="/Users/yasindu/Desktop/webassignment/images/sports.jpg" alt="picture of me receiving the best athlete honor in my school">

1. The use of hyperlinks to the other pages of my website also increases the search engine optimization. This is useful because it helps search engines to crawl and index your website more effectively. When a search engine crawls your website, it follows the links on each page to discover other pages on your website. The following example shows how I have used links to link all of my webpages together .

<header>

<h3 class="unit">COS10005</h3>

<nav class="navigationbar">

<a href="myhomepage.html">HOME</a>

<a href="moreinfo.html">MORE INFO</a>

<a href="books.html">BOOKS & MOVIES</a>

<a href="extra.html">EXTRAS</a>

</nav>

</header>

References:

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