

Chapter 5 - SEO

We will focus only on HTML standpoint SEO. We will not be looking into ~~key~~ keyword building and content optimig etc aspect of SEO

Type of SEO

→ ON Page SEO

→ OFF Page SEO

HTML SEO

HTML developer 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 ~~ast~~ keywords tag
- 5) Set the meta author tag
`<meta name="author" content="Aaryan">`
- 6) Set a favicon
- 7) Compress images & other resources.
- 8) Remove unused HTML/CSS & JS files & Compress them.
- 9) Add alt text to images.