

SEO: Five Key Techniques

1. Optimize Meta Tags:

Ensure that every page has a unique and descriptive `<title>` and `<meta description>` tag. These tags provide search engines with information about the content of your pages and directly impact click-through rates. You will see in my code, Every page has a descriptive title tag which tells search engines what the page is about.

2. Use Header Tags Effectively:

Use `<h1>`, `<h2>`, and other header tags to structure your content logically. The `<h1>` tag should be used for the main title, while `<h2>` to `<h6>` tags should organize the subheadings. This not only helps with SEO but also improves accessibility and user experience. You will see in my code for each page, I have used an `h1` inside the header tag which is the main header for the page, then only used `h2` – `h6` for the remaining headers on the page because it should follow a hierarchy.

3. Optimize Images with Alt Text:

Always include alt attributes for images. This provides alternative text for screen readers and helps search engines understand the content of images, because web crawlers like google can't see images, they can only read the data from images and this comes from the alt text. You will see in my code, all the images have a value for the alt attribute, which describes the nature of the image.

4. Improve Website Loading Speed:

Minimize the use of heavy images, optimize CSS and JavaScript files, and use tools like gzip compression. Faster websites rank better and provide a better user experience. Ensure the image is compressed and resized appropriately before uploading. In my code, I did not use large images with high resolution, as this adds an extra load to the network because the user's browser must download and cache this image. I only used medium sized images, if I did need large images I would use a small file size like webP.

5. Create a Responsive Design:

Ensure your website is mobile and tablet friendly. Use responsive design principles to make sure your site looks good and is easy to navigate on all devices. Search engines favor mobile-friendly sites. You will see my code has desktop and mobile css files seperated catering for both screen sizes. This shows the separation of concerns principal to keep each device styles independent, which makes it easier to read and maintain.

Conclusion

By applying these SEO techniques, you can significantly improve your website's visibility on search engines. Optimizing meta tags, using header tags, including alt text for images, improving loading speed, and ensuring responsive design are crucial steps in achieving a higher ranking.