ch 5 : SEO

we will focus only on HTML standpoint of SEO. We will not be looking into keyword building and content optimizate aspect of SEO.

Types of SEO

- On page SEO → can be bone by HTML
- Off page SEO   developers.

• HTML SEO

HTML developers can implement SEO using the following techniques:

1. Set the title very nice and 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 = "Harry">`
6. Set a favicon.
7. Compress images and other resources
8. Remove unused HTML/CSS and JS files + compress them.
9. Add 'alt text to images.

Note

Imp to learn in HTML
- Playing Audio
- main Tag.
- Semantic Tag
- SEO

* Imp: Ch 5 (SEO)

- SEO basically helps to rank our websites on search engine.

  Most Imp. SEO Ranking factors.
  1. A Secure and Accessible Website.
  2. Page Speed (including Mobile Page Speed)
  3. Mobile Friendliness.
  4. Domain Age, URL, and Authority.
  5. Optimized content
  6. Technical SEO
  7. User experience (Rank Brain)
  8. links

- As a web developer we should focus on SEO while creating website.
  i.e. how the website useful to the user at some pt. SEO helps in it. The description given below over the website helps to reach at their destination through search engine.

SEO ?

- SEO is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

① on page SEO

- It is the practice of optimizing web pages for specific keywords in order to improve search visibility and traffic.
- It Involves aligning page-specific elements like title tags, headings, content and internal links with keywords.
- We can inplement SEO with the help of html.

```html
<!DOCTYPE html>
<html lang = "en">
<head>
        <meta name = "description" content = "SEO is like
        this is a nice article on seo">
        <title> SEO in 2022: A beginners Guide </title>
</head>
<body>
        <header>
            <nav>
                <ul>
                    < li> Home </li>
                    <li> About </li>
                    <li> Contact us </li>
                </ul>
            </nav>
        <header>
```

```
<main>
      <section>
            <div>
                  <p> Lorem 35 </p>
            </div>
      </section>
```

"Notes"

- `<meta name = "keywords" content = "seo, Search, Seo 2021"`
- favicon , Adobe photoshop → To create icon.
- minify - JS, CS.

How to less/reduce the load time of webpage
- compress img.
- Remove unused HTML/ css and JS file + compress
  them.