**Class 6**

**SEO and Core Web Vitals**

This is 6th video of Sigma Web Development Course.

* Our website must be run in all form of devices properly
* Every website contains SEO(search engine optimization)
* Every website try to load its content faster as they can
* Chrome or browser is responsible to rank the best pages on top
* They can be fast. Present themselves in better formate , provide better user experience.

**Core Web Vitals**

These are the number of aspects which google considered to rank the pages.

1. CLS

**Cumulative layout shift** is a layout shift in which one layout frame changes its position when another element or frame appears.

**Problem:** when a user tries to click an button or choose cancel button. But due to cls that button changes it position so users gets bad experience.

**Tip :** setting images width and height can reduce the chance of cls

1. LCP

**Largest contentfull paint** is a property of page which determines in how much time the largest image or text block renders or appear to the user.

* According to the web the google , the best lcp score is 2.5 second. Which means that the biggest content of the page must be load within the 2.5 seconds

1. FID

First Input Delay measure the time from when a user interacts with the page, click on link, open an images or any kind of input to the page.

* according to the web and google the best fid score is 100 millisecond or less.
* These are the Best some one the best core web vitals that are considered to make a best website.

**Light House Report**

it is a feature inside the inspect , which generates the report of the things which can be improved in our website.

We can check for both desktop and mobiles.

**Tip**

It is better to set width and heigh in html, because it reserve the space in page before Css loads. To can reduce the cls.

We can also set them in css but css loads later then html. So its better to set in html

* A Website have lowest layout Shift.

**Title,Meta Tag and Meta Description**

Title must reflects the content of the page.page rank on google according to its title

* Extra : how we can see our website in different layouts using inspect.

By making good title, the changes of ranking increases.

**Meta tag:**

**<meta name="description" content="">**

Here we can provide the description about our page.in content attribute.

Meta description is shown by google but its not compulsory that it is parsed by the browser. If it likes then it parse otherwise not.

* Meta keywords.

Before people use it but not it deprecate because people misuse it. And now many browsers do not accept it.

Learn more from

**web.dev.**