

Q.1- What is SEO and explain the importance of SEO?

Sol:- SEO (Search Engine Optimization) is the practice of optimizing a website or online content to improve its visibility and ranking in search engine results pages (SERPs). The goal of SEO is to increase the likelihood that a website or web page will be found by people using search engines like Google, Bing, or Yahoo when they search for relevant keywords or phrases.

Importance of SEO:

1. **Increased Visibility:** SEO helps your website appear higher in search engine results, making it more likely for users to click on your website. Increased visibility means more potential visitors.
2. **Organic Traffic:** SEO drives organic (non-paid) traffic to your site. Users who find your site through search engines are often genuinely interested in your content or products, making them valuable visitors.
3. **Credibility and Trust:** Websites ranking higher in search results are often perceived as more trustworthy and credible by users. A strong SEO presence can enhance your brand's reputation.
4. **Better User Experience:** Part of SEO involves optimizing the user experience on your site, making it more user-friendly and accessible. This results in a better overall experience for your visitors.
5. **Competitive Advantage:** If your competitors are investing in SEO, not doing so could put you at a disadvantage. Conversely, a well-executed SEO strategy can help you outrank your competitors in search results.
6. **Cost-Effectiveness:** Compared to many forms of online advertising, SEO can be cost-effective over the long term. Once your website ranks well, it can continue to attract traffic without ongoing advertising costs.
7. **Local Search:** For businesses with physical locations, local SEO can help attract customers in your area. It's essential for improving visibility in local search results, including Google Maps.
8. **Analytics and Insights:** SEO tools and analytics provide valuable data about your website's performance and user behaviour, helping you make informed decisions for further improvements.

Q.3- What are the Benefits of Using meta tags?

Sol:-

Meta tags are snippets of HTML code that provide information about a web page to search engines and browsers. Benefits of using meta tags are:

1. **Better Search Engine Ranking:** Meta tags help search engines understand what your web page is about. When search engines like Google know your content, they can rank your page higher in search results, making it easier for people to find your website.
2. **Improved Click-Through Rate:** Meta tags can also display a short description of your page in search results. If your meta tags are engaging and relevant, more people are likely to click on your link when they see it in search results.

3. **Clearer Page Titles:** The title meta tag sets the title of your web page. It helps users and search engines quickly identify the topic of your page, making it more attractive and clickable in search results.
4. **Control Over How Content Appears:** Meta tags allow you to have some control over how your web page appears when shared on social media platforms like Facebook or Twitter. You can specify the title, description, and image that accompany your link when shared.
5. **Accessibility:** Some meta tags, like "viewport" meta tags, help ensure that your website displays correctly on various devices, such as smartphones and tablets, making your site accessible to a broader audience.

Q.5- Define Favicon and give an illustrative example.

Sol:-

Favicon is a small, iconic image or symbol that represents a website or a web page. It appears in the browser's tab or next to the website's name in the browser's address bar. Favicons help users quickly identify and distinguish websites when they have multiple tabs open in their web browser.

Example: Imagine you have a website for your bakery business. You can create a favicon that is a tiny cupcake icon, which represents your bakery.