

SEO

SEARCH ENGINE OPTIMIZATION

SUPPORT SICKLECELL PATIENT.
CALL THEM



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FRONTEND DEVELOPER



SWIPE

SUPPORT SICKLECELL PATIENT,
CALL THEM

SEO is the process
of increasing the
quality and quantity
of website traffic



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SUPPORT SICKLECELL PATIENT, CALL THEM

We have....

➤ OFF PAGE SEO

➤ ON PAGE SEO

I'll focus on
onpage seo



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HOW TO IMPLEMENT ON-PAGE SEO

Make your page to
be at the top when
searched on any
Search Engines

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TITLE

Title tags

- Should contain the main keywords that you're targeting
- Should be around 50-60 characters (not too long)

```
<html lang="eng">
  <head>
    <meta charset="utf-8">
    <!-- title -->
    <title>My title</title>
    <!-- description -->
    <meta name="description"
      |content="your site description" />
  </head>
```

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DESCRIPTION

- Should be unique and should contain primary keyword
- Should be under 156 characters in length

```
<html lang="eng">
  <head>
    <meta charset="utf-8">
    <!-- title -->
    <title>My title</title>
    <!-- description -->
    <meta name="description"
      |content="your site description" />
  </head>
  <body>
```

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SITE URL

- ✍ It has to be easy to understand by search engines and human
- ✍ URLs should be under 115 character. But the shorter the better.

www.freepik.com



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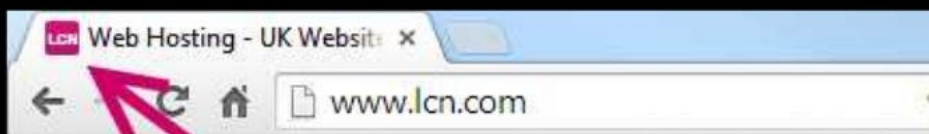


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FAVICONs

Favicons are the small square images usually displayed before the URL in the address bar of a browser.

➤ Favicons helps to promote brand



Favicons as shown in google chrome



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IMAGES

✍ Do not use anyhow image to avoid using copyright images.

Downland non copyright images from UNSPLASH.COM

✍ Compress your images to avoid slowing down your websites

Compress your image from COMPRESSJPEG.COM to retain almost the same quality.

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ATTRIBUTES

Attributes helps
Search Engines
associate images with
a webpage's content
to index their it
within their result

```
16 </head>
17
18 <body>
19   <div>
20     <a href="google.com" title="google" >
21
```

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