

HTML - SEO and Accessibility



On Page SEO

On-Page SEO refers to optimizing various elements within a webpage to improve its visibility on search engines.

Title Tags & Meta Descriptions

- Title tags should be concise (50-60 characters), descriptive, and include primary keywords.
- Meta descriptions (150-160 characters) should provide a compelling summary of the page.

URL Structure

- Keep URLs short, descriptive, and keyword-rich.
- Avoid unnecessary parameters or complex strings.

Header Tags (H1-H6)

- Use H1 for the main title and subsequent headers (H2, H3, etc.) to structure content logically.
- Incorporate relevant keywords naturally

On Page SEO

Keyword Optimization

- Include primary and secondary keywords naturally within the content
- Avoid keyword stuffing, which negatively impacts readability and rankings.

Internal & External Linking

- Link to relevant internal pages to improve site navigation and SEO.
- Use external links to authoritative sources for credibility.

Image Optimization

- Use descriptive file names and alt text for images.
- Compress images to improve page load speed.

On Page SEO

Mobile-Friendliness

- Ensure the site is responsive and displays well on all devices.

Page Speed Optimization

- Optimize images and use caching techniques.
- Minimize CSS, JavaScript, and server response time.

Accessibility

Accessibility ensures that all users, including those with disabilities, can navigate and engage with your website effectively. The **Web Content Accessibility Guidelines (WCAG)** provide standards for accessibility.

Alternative Text for Images

- Every image should have descriptive alt text so screen readers can interpret it.

Readable Content

- Use clear fonts, high contrast colors, and avoid small text.
- Provide transcripts for audio content and captions for videos.

ARIA (Accessible Rich Internet Applications)

- Use ARIA attributes to enhance accessibility for dynamic content.

Form Accessibility

- Use proper labels and instructions for form fields. Ensure error messages are clear and easy to understand.



THANK YOU

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