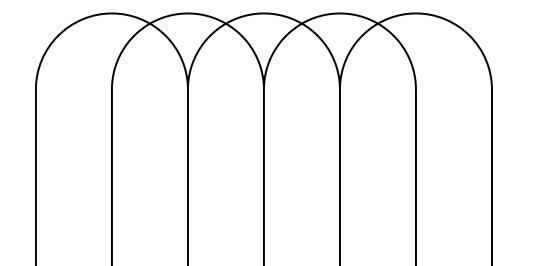
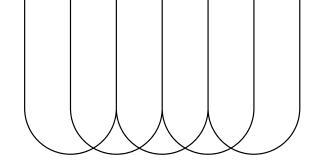




# HTML - SEO and Accessibility







# 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**

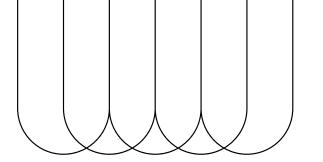
- Title tags should be concise (50-60 characters), descriptive, and include primary keywords.
- Meta descriptions (150-160 characters) should provide a compelling summary of the page.

### **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**

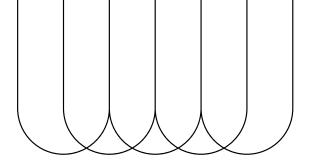
- Include primary and secondary keywords naturally within the content
- Avoid keyword stuffing, which negatively impacts readability and rankings.

# **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.





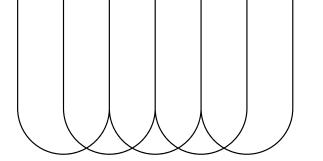
# On Page SEO

# **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**

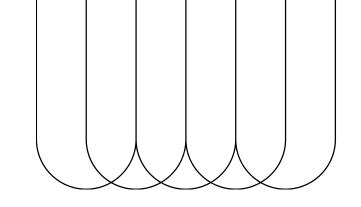
- Use clear fonts, high contrast colors, and avoid small text.
- Provide transcripts for audio content and captions for videos.

# **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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