

Lesson:

What is SEO, Understanding the meta tags and Favicon



Topics Covered

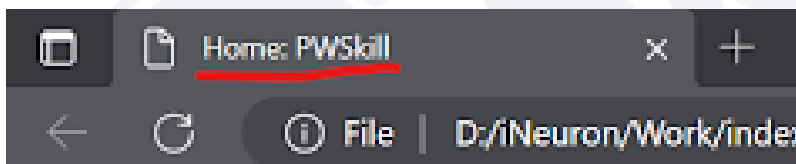
- Document Title
- Meta tags
- What is SEO ?
- Need of SEO
- What is a favicon and how to use it ?

Document Title

In the below example, we have used **<title>** tag to specify the title of the page.

```
Unset
<!DOCTYPE html>
<html>
  <head>
    <title>Home : PWSkill </title>
  </head>
<body>
  <!-- Content of the web page goes here -->
</body>
</html>
```

This **title** appears in the **Browser Tab** as shown below.



Meta tags

Meta tag **<meta>** in HTML is used to provide information about a web page to search engines, browsers, and other web services.

They are placed within the **<head>** section of an HTML document and do not affect the visual appearance of the web page.

Examples of Meta Tags

1. Description

This **<meta>** tag provides a brief description of the web page's content, which may be displayed in search engine results.

```
Unset
<head>
  <meta name="description" content="This is a sample
  description.">
</head>
```

2. Author

This meta tag provides the name of the author who created the webpage.

Unset

```
<head>
  <meta name="author" content="Anurag Tiwari">
</head>
```

By optimising your meta tags with relevant keywords and accurate descriptions of your content, you can increase click-through rates and drive more traffic to your site.

What is SEO?

SEO stands for Search Engine Optimization. It helps you optimize your websites so that they have better rankings on Search Engines like Google, Bing and yahoo.

The ultimate goal of SEO is to rank higher in search engine results pages for relevant keywords and phrases, which can **increase visibility, traffic** and ultimately revenue for the website.

It is essential for businesses that want to succeed in the digital age. In HTML, some common ways to help search engines is to include **document titles** and some important **meta tags**.

Meta tags are important for **SEO** because they provide information to search engines about the content on your site and can help improve your website's visibility and ranking in search engine results pages.

What is a favicon and How to use it ?

A favicon (favourite icon) is a tiny icon included along with a website, which is displayed in places like the browser's address bar, page tabs and bookmarks menu.

Usually, a favicon is **16 x 16 pixels** in size and stored in the **GIF, PNG, or ICO** file format.

They are used to improve user experience and enforce brand consistency. When a familiar icon is seen in the browser's address bar, for example, it helps users know they are in the right place.

The steps to use favicon on your website -

1. **Create a favicon image** - create a favicon image using some photo editor software or online favicon generator like ["https://favicon.io/"](https://favicon.io/)
2. **Save the image** - name the image with the desired name and save it with the extension of ico or png or gif.
Example: **favicon.ico** or **favicon.png** or **favicon.gif**
3. Add the **favicon.ico** image using the link tag

Unset

```
<link rel="icon" href="image/favicon.ico" />
```

Browser output -

