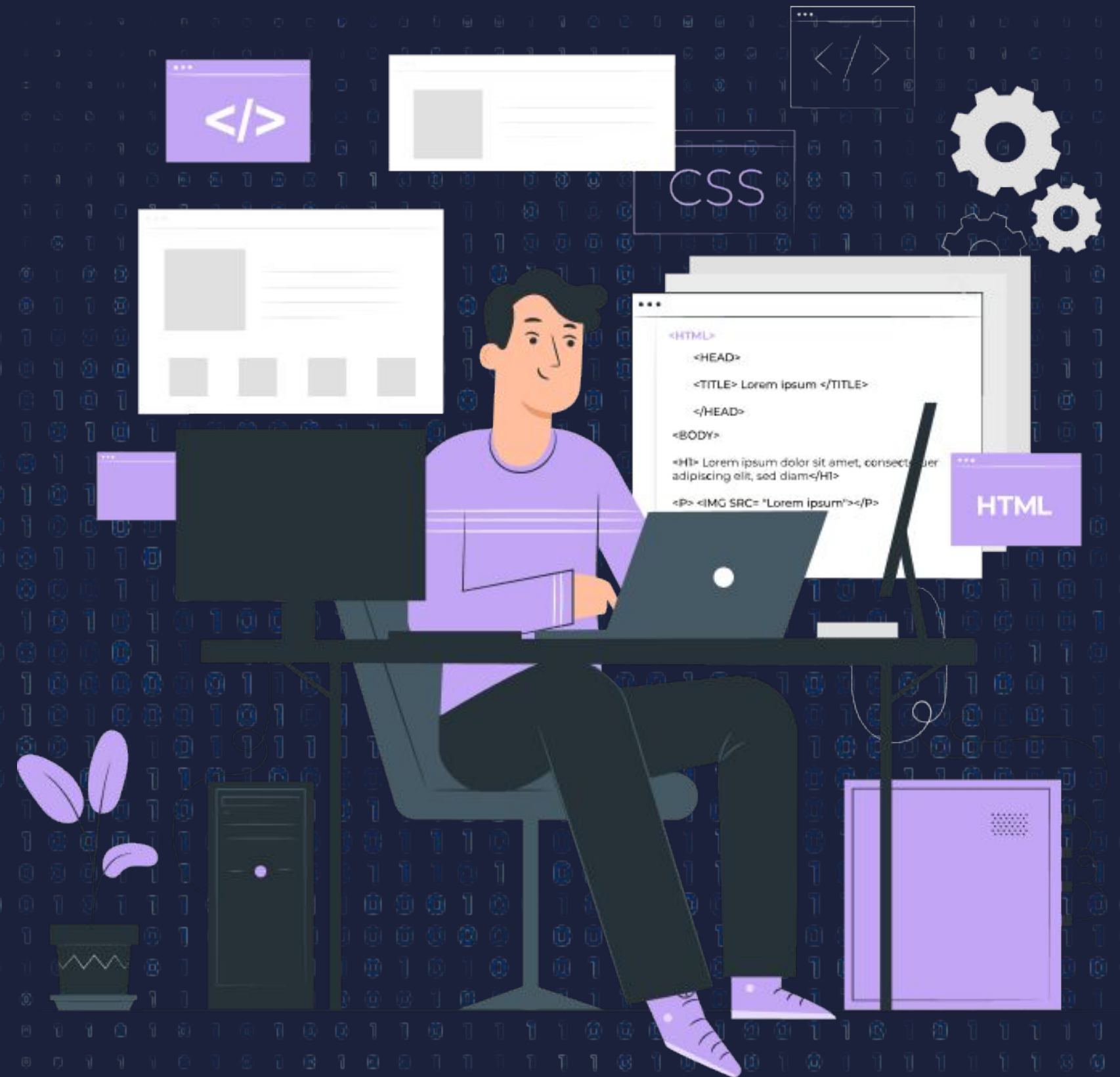




What is SEO, understanding the meta tags and Favicon





Topics Covered

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

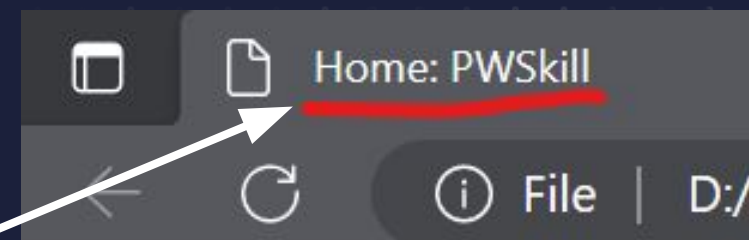


Adding Document Title

```
<head>
```

```
  <title>Home : PWSkill </title>
```

```
</head>
```



It Appears as **Page Title** on Browser Tab



Adding Meta Data – Description

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

It provides **Description** of Web Page.



Adding Meta Data – Author

```
<head>
```

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

```
</head>
```

Tells, **Who Developed** this web page?



What is SEO?

SEO stands for **Search Engine Optimization**.

Making **Website Rank Higher** in Search Engine Results pages.

Why SEO? Increase website **Visibility, User Traffic**.

In HTML, some common ways to help search engines is to,

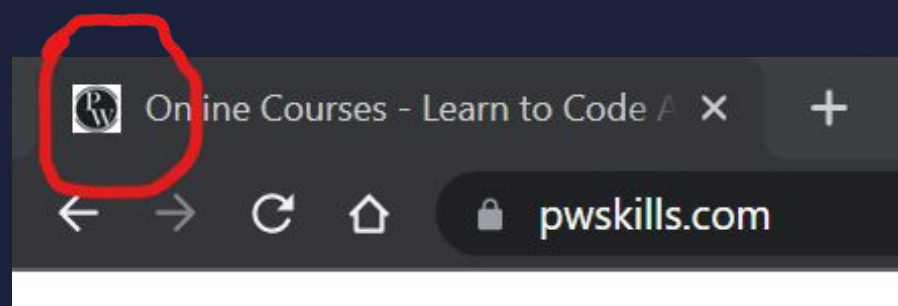
- Add Document Titles
- Add meta tags.



Favicon

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

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





▶ THANK YOU ◀