

Chapter 5 - SEO

We will focus only on HTML standpoint of SEO. We will not be looking into keyword building and content optimization aspect of SEO.

Types of SEO

- On page SEO → Can be done by HTML developers
- Off page SEO

HTML SEO

HTML developers can implement SEO using the following techniques :

- 1> Set the title very nice & to the point
- 2> Set the meta description

`<meta name="description" content="...">`

- 3> Set a nice URL slug
- 4> Set the meta keywords tag.
- 5> Set the meta author tag.

`<meta name="author" content="Harry">`

- 6> Set a favicon

7 Compress images & other resources

8 Remove unused HTML/CSS & JS files + Compress them

9 Add alt text to images