Search Engine Optimization

A guide by Manthan Kyada

Rule one! Use <title> Tag.

- Use only one title tag
- Keep it under 60 characters
- Make it relevant to your website
- Show branding Last

Rule two! Fine tune **<meta>** Tag.

- `<meta name="description" content="Buy high-quality bicycle parts and save money while riding through Surat.">`

- This is an example of someone using the key phrase "high-quality bicycle parts" while highlighting the business might be in Nevada.

Rule three! <h1>..<h6> Tag.

- <h1></h1> – usually reserved for web page titles.
- <h2></h2> – highlights the topic of the title.
- <h3></h3> – reflects points in regards to the topic.
- <h4></h4> – supports points from <h3>.
- <h5></h5> – not often used, but great for supporting points of <h4>

Rule three! Add alt in <img> Tag.

- You can get 94% views if you use graphics in your articles.
- Can you guess??

- `<img src="Cooking.jpg">`

- `<img src="Cooking.jpg" alt="chocolate cookie">`

—

Rule four! Add open graph Tag.

`<meta name="og:title" property="og:title" content="The Title of Your Article" >`

Rule five! Add twitter card tag.

`<meta name="twitter:card" content="summary">`

—

Rule six! Add robot tag if required.

<meta name="robots" content="noindex, nofollow">

—

Rule seven! Use canonical tags.

- http://www.yourwebsite.com
- https://www.yourwebsite.com
- http://yourwebsite.com
- https://yourwebsite.com

```
<link rel="canonical" href="https://yourwebsite.com/">
```

—

Rule eight! Use responsive tags.

`<meta name="viewport" content="width=device-width, initial-scale=1">`

Your are rady to Optimize your site.

Good Luck!!!