**Date: 2020-11-05 gathered by:Mohammad Gilanilarimi**

**Report:**

To optimize SEO I used keywords in Meta tag in the head part after title, used some links in the page, have made the page responsive with a special brick point for mobiles and used H tags in the page.

**Defining Responsive Design**

Responsive web design (RWD) is a web development approach that creates dynamic changes to the appearance of a website, depending on the screen size and orientation of the device being used to view it. RWD is one approach to the problem of designing for the multitude of devices available to customers, ranging [from tiny phones to huge desktop monitors](http://www.nngroup.com/articles/transmedia-design-for-3-screens/).

RWD uses so-called breakpoints to determine how the layout of a site will appear. The breakpoints are commonly based on the width of the browser.

The same HTML is served to all devices, using CSS (which determines the layout of webpage) to change the appearance of the page. Rather than creating a separate site and corresponding codebase for wide-screen monitors, desktops, laptops, tablets and phones of all sizes, a single codebase can support users with differently sized viewports.

RWD has potential advantages over developing separate sites for different device types. The use of a single codebase can make development faster, compared to developing 3 or 4 distinct sites, and makes maintenance easier over time, as one set of code and content needs to be updated rather than 3 or 4.

Source:<https://www.nngroup.com/articles/responsive-web-design-definition/>

**Search engine optimization (SEO)**

SEO determines how easy or difficult it is for the search engines to find and index your site. The concept of using keywords is easy enough to grasp, but some other concepts of SEO aren’t.

**Onsite vs. Offsite**

To begin, you need to know what optimizations you can do onsite and offsite. In a nutshell, onsite SEO is what you do to your website to make it easy for the search engines to find. Offsite SEO includes the things you do outside of your site, besides advertising. This helps make you easy to find by these same search engines. Doing only one of these will help your site be easier to navigate. But, you need to do both to realize your best potential.

Source:https://www.95visual.com/blog/difference-between-onsite-offsite-seo#:~:text=In%20a%20nutshell%2C%20onsite%20SEO,by%20these%20same%20search%20engines.