TASK :1 What is SEO and explain the importance of SEO

SOLUTION :1

SEO stands for Search Engine Optimization. It helps you optimize your website 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 utility revenue for the website. It is essential for businesses that want to succeed in the digital age. In HTML, a common way to help search engines is to include document titles and 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.

TASK :2 Create an HTML document with appropriate <title> and <meta> tags for SEO optimization. Ensure the title is descriptive and the meta description is concise.

SOLUTION :2

<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8" />

<meta name="viewport" content="width=device-width, initial-scale=1.0" />

<title>Online Courses - Learn to code anywhere, anytime | PW Skills</title>

<meta

name="title" content="learn coding anywhere"/>

<meta name="author" content="PW Skills" />

<meta

name="robots"

content="index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1"

/>

</head>

<body>

</body>

</html>

TASK : 3 What are the Benefits of Using Meta Tags

SOLUTION :

* SEO (Search Engine Optimization): Meta tags such as the "description" and "keywords' ' tags can help improve a webpage's visibility on search engine result Pages (SERPs). A well-crafted meta description can attract users to click on the link while the keywords tag although less imPactful than in the Past can still Provide search engines with relevant information about the Page's content
* Social Media Sharing: Meta tags like the Open Graph Protocol tags allow developers to control how web Pages are displayed when shared on social media Platforms like Facebook ,Twitter and LinkedIn. They define the title description and image that appear in social media posts making shared links more attractive and informative.
* Character Encoding and Language: The meta tag specifying the character encoding (e.g.@ UTF-8) ensures that the browser interprets the text correctly especially when dealing with special characters or multilingual content.
* ViewPort Control: The viewPort meta tag is crucial for responsive web design. It allows developers to set the initial scale and width of the viewPort making sure the webpages adapts well to different screen sizes and resolutions

TASK :4 Create an HTML document that properly incorporates semantic elements like <header>, <article>,<section>, or <naC> to improve SEO and document structure.

SOLUTION :

<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8" />

<meta name="viewport" content="width=device-width, initial-scale=1.0" />

<title>Sample Blog Post - Semantic HTML</title>

</head>

<body>

<header>

<h1>welcome to the blog</h1>

<nav>

<ul>

<li><a href="home">home</a></li>

<li><a href="about">about</a></li>

<li><a href="contact">contact</a></li>

</ul>

</nav>

</header>

<article>

<header><h2>how to create a tag</h2>

</header>

<section>

<h3>introduction</h3>

<p>In this article, we'll learn about the tags which are used in html5</p>

</section>

</article>

<footer>

<p>&copy; 2023 Your Blog. All rights reserved.</p>

</footer>

</body>

</html>

TASK 5 : Define Favicon and give an illustrative example.

SOLUTION :

A favicon (favorite 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 siOe 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.