SWINBURNE VIETNAM

HO CHI MINH CAMPUS

CLASS: COS10005

Topic

Unlocking the Secrets of SEO:

5 Techniques to Elevate Your Websites's Ranking

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I.   Introduction

"Search has become integrated into the fabric of our society." (Enge et al., 2012) According to Statista, the average number of visitors per month through the search engines of major websites such as Instagram, WhatsApp, and Amazon collectively amounts to approximately 5 billion visits. This is such a desirable number for any organization or individual when developing a website. The amount of visitors which is mentioned is the result of thousands of dollars spent on SEO experts to optimize their websites to adapt to the search engine algorithm. (Smith, 2024). Search Engine Optimization or SEO describes a diverse set of activities that can be performed to increase the number of desirable visitors. (Grappone & Couzin, 2011) Although it seems to be an exorbitant and sophisticated process, there are still some simple techniques for the website developers that can be used directly in the HTML code to increase the coherence of a website in addition to increasing the website's ranking. This essay will indicate five ways to apply SEO to HTML code including using effective title, description, and alt tags; the use of robots meta tags and schema markup.

II.   Optimizing Title Tags for Superior SEO Performance

In HTML, a title tag contains the most weight in SEO. (Patel et al., 2012) Therefore, having a comprehensive title for a web page will help the search engine to accurately indexi and rank the page in its results. Some helpful advice to enhance the meta tag title includes avoiding to use short titles as well as unnecessary keywords and the title should have length between 60 characters because it tends to be enough words to display in the search results. (Ghulam et al., 2017)

Figure 1: Description of the picture or image

```html
<link rel="stylesheet" href="css/mobile.css">
<title>MTOAN - Unveiling My Journey: Personal Portfolio & Introduction</title>
```

III.   Crafting Compelling Description Tags

Besides the title tag, another useful meta tag that can be used to give a brief introduction about the web page to the visitors which can increase the click-through rate is the description tag. (Patel et al., 2012). The appropriate length of a description tag is around 150 characters and use a unique descriptions for each web page (Delgado, 2022). Additionally, a description of a site may be very informative and should contain keywords (Craven, 2003).

```html
<meta name="description"
content="Discover MTOAN's world on this personal website.
Learn about my hobbies, character, and soft skills. Get to know me better!">
```

IV.   Importance of Alternative Text of Image

In HTML, the alt attribute is used for an alternative text for an image if the image tag cannot be displayed in a browser of any device. Moreover, the search engine also reads the alt attribure tag which helps it to determine what the image is about contributing to their sene of what the page is about. (Enge et al., 2012) It is useful to customize the alt tag for any image that appear on a web page. (Patel et al., 2012)

```
<div class="home-MyGalleryWallBigIMG">
    <img src="css/images/Home/home-MyGallery1-1.JPG" alt = "Mui Ne Beach" itemprop="image">
</div>
<div>
    <img src="css/images/Home/home-MyGallery1-4.JPG" alt = "Flower" itemprop="image">
</div>
<div class="home-MyGalleryWallTallIMG">
    <img src="css/images/Home/home-MyGallery1-3.JPG" alt = "MTOAN at sand hill" itemprop="image">
</div>
```

V.   Robots Meta Tags

The Robots Meta Tags which is located in the head tag of an HTML webpage. This tag is used to control Search Engine robots as to what they should do with the page. (Patel & Gaharwar, 2018)

```
<!--SEO-->
<meta name="robots" content="noindex, nofollow">
```

In this context, the animation page which is just used for listing CSS animations being used in the web page defines a meta robot tag to tell the search engine not to index and follow any links on this web page. Therefore, this web page is for marking purposes and does not need to appear on the search engine. In this way, it will avoid disturbing information and just focus on the main content of a website..

VI.   Schema.org Markup

In 2011, Google, Bing, and Yahoo's initiative to create schema.org which is used to transform a website's content using HTML microdata, so that search engines can understand the information and context in web pages, and as a consequence, they can improve the accuracy and the presentation of search results (Tort & Olive, 2015). There are 3 types of formats for Schema.org markup including Microdata, RDFa and JSON-LD formats. (Sule, 2015)

```
<div class="footer-Column" itemscope itemtype="https://schema.org/Person">
    <h4 itemprop="description">Personal Information</h4>
    <p itemprop="address">42bis<br>Tran Quoc Thao Street,<br>Vo Thi Sau Ward, District 3,<br>Ho Chi Minh
    <a href="mailto:104995838@student.swin.edu.au" class="footer-Mail" itemprop="email">104995838@studer
    <br>
    <a href="tel:+84888309029" class="footer-PhoneNumber" itemprop="telephone">+84 - 888309029</a>
</div>
```

This code describes the use of Schema.org markup with the microdata format. The schema markup helps the search engine to understand that this information is personal information including email addresses, telephone numbers, and address. Without these markups, the search engine hard to understand the content and context of the h4, p, and tags here.

VII.   Conclusion

In summary, optimizing HTML code through strategic SEO techniques such as comprehensive title tags, compelling descriptions, alt attributes for images, robots meta tags, and schema markup greatly improves website visibility and its ranking. Moreover, embracing these SEO techniques not only elevates the user experience but also strengthens the website's presence in the competitive digital landscape, ultimately driving success for organizations and individuals alike.

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