

 Day 13/14 –

**HTML Meta Tags & SEO  
Basics: Website Ko Search  
Engines Friendly Banayein**

Aaj hum seekhenge ki HTML me **meta tags** kaise use hote hain aur basic **SEO (Search Engine Optimization)** tips, jisse website search results me better rank kare.



### Meta Tag kya hota hai?

Meta tags HTML ke <head> section me hote hain jo webpage ke baare me extra information dete hain — jaise **description**, **keywords**, **author**, **viewport**, etc.



### Common Meta Tags:

```
<meta charset="UTF-8">  
  
<meta name="description" content="HTML & SEO Basics tutorial">  
  
<meta name="keywords" content="HTML, SEO, Web Development">  
  
<meta name="author" content="Aapka Naam">  
  
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```



## Example Code:

```
<!DOCTYPE html>

<html>

    <head>
        <title>HTML Meta Tags Example</title>
        <meta charset="UTF-8">
        <meta name="description" content="HTML meta tags and SEO basics tutorial">
        <meta name="keywords" content="HTML, SEO, Meta Tags, Web Development">
        <meta name="author" content="Premkumar">
        <meta name="viewport" content="width=device-width, initial-scale=1.0">
    </head>

    <body>
        <h1>Welcome to My SEO Friendly Website</h1>
        <p>Yeh page meta tags ka use karke SEO friendly banaya gaya hai.</p>
    </body>

</html>
```

### **SEO Basics:**

Unique **Title & Description** har page par rakho

**Keywords** ka natural use content me karo

**Mobile-friendly design** (viewport tag) zaroori hai

**Fast loading speed** maintain karo

**Alt text** images me zarur do



### **Aaj ka task (5 min):**

Apne HTML project me **meta tags add karo**

Title & description ko apne content ke according customize karo



### **Bonus Tip:**

✿ Meta description **150–160 characters** ka rakho

✿ Keywords stuffing se bacho, natural likho