

HMI Assignment - 04

Problem Statement:- Text for webpages.

Websites are made of many elements, but our focus is mainly on text. Text is important on websites because

① Tell your site viewers what you're about, what you offer and how to contact you.

② Gives search engines information telling them what each page is about.

Images are great, but they can only give so much information. You can give actual description and details through text that would not be achievable otherwise. It is recommended to have atleast 300-500 words per page.

You need text to add page titles & description.

This text is important because it is the only thing people will be able to see about your websites when they type in relevant search and your site comes up in result. Make it informative & compelling. Make sure it is grammatically correct & that there are no error. Every page on website should have clear and unique page title and description. If you have same for multiple pages, bot will index one of them.

You should also have text on each page. As mentioned earlier, the standard is to have 300-500 words per page, delivered through meaningful context on each page. This means adding keywords, phrases and relevant words through actual details & description, as well as call to action for page visitors. Google is all about user experience, so tailor your content to actual human interaction you will have on site, not the bots that will crawl it. We should use heading tags to add structure to the pages. There are many heading tags, the most important is H1 text box. It is used as page title.

There should not be more than one H1 tag. Next there is H2 tag, it is subheading to main title & should give more detail. Later, bulk of content should be delivered through normal text box.

You should add text to image, it means you should add alt text to each image. This is a description of what the image shows and is helpful for many reasons. If for some reason the image fails to load, alt text will provide a description of what should have appeared. Additionally this is to enhance the accessibility of website. Non-visual site visitor use programs that "reads" the site, & if you have proper alt text on images, those users will still be able to know what that image is about. Lastly, search engine bot who crawl website cannot fully see what picture is about. Adding a description to photo gives them information they need & will increase the chances that this image will show up in image search results.

The other place text use is meta keywords. These are most obsolete as search engine largely ignore them these days, however they don't negatively affect your search engine output. So you can add them to your page if you would like, but it is recommended to spend some time on it.

In short, text should be used to educate, describe & inform. It is important that website not only to have text, but to have it read easily & visible. Make sure to use clear font, colors that contrast nicely with the background & to make sure to get rid of any spelling or grammar error. This will make a world of difference to the professional look of your site.