

# SEO(Search Engine Optimization)

SEO stands for “search engine optimization”, which is a set of practices designed to improve the appearance and positioning of web pages in organic search results. Because organic search is the most prominent way for people to discover and access online content, a good SEO strategy is essential for improving the quality and quantity of traffic to your website. In this document, we will discuss five key SEO techniques to improve the ranking of our website, including the use of relevant tags and other code optimizations.

1. **Use title tag:** The title tag is an important on-page SEO element that appears in the HTML head section of a webpage. It not only helps search engines understand the content of a webpage but also displays as the clickable headline in search results. Here’s an example of title tag in my code:

```
<head>
  <title>About me - Quang Vinh Le</title>
```

2. **Optimize Meta Descriptions:** The meta description is a brief summary of a webpage's content that appears in search results below the title tag. Having a different meta description tag for each page helps both users and Google, especially in searches where users may bring up multiple pages on your domain. Here’s an example of meta tag in my code:

```
<!-- Meta tag-->
<meta charset="UTF-8">
<meta name="description" content="Quang Vinh Le is a first-year Bachelor of Computer Science student at Swinburne University, majoring in software development. Visit his website to learn more about him and his interests.">
<meta name="keywords" content="Quang Vinh Le, Bachelor of Computer Science, Swinburne University, software development, music, games, Taekwondo">
<meta name="author" content="Quang Vinh Le">
<meta name="viewport" content="width=device-width, initial-scale=1">
```

3. **Use heading tags to emphasize important text:** Header tags (h1, h2, h3, etc.) are HTML elements that indicate the headings and subheadings of a webpage. They will signal importance of the content to search engines. Use meaningful headings to indicate important topics, and help create a hierarchical structure for your content, making it easier for users to navigate through your document. Here’s an example of heading tags in my code:

```
<div class="hobbies">
  <h1>My hobbies</h1>
  <p id="p3">This is some of my hobbies:</p>

  <!-- List of favorite music, movies, games and sports -->
  <aside>
    <h2>Musics</h2>
    <p>I enjoy listening to various genres of music, including V-Pop and EDM.</p>
    <p>Some of my favorite songs are: </p>
    <ul>
      <li><a href="https://www.youtube.com/watch?v=f55yogBhvQw" target="_blank">Ronboogz - GÚI BA</a></li>
      <li><a href="https://www.youtube.com/watch?v=UTF6JeJ8yb4" target="_blank">Avicii - The Nights</a></li>
      <li><a href="https://www.youtube.com/watch?v=QyZJH5VL0dc" target="_blank">Shalom Margaret - Viva La Vida</a></li>
      <li><a href="https://www.youtube.com/watch?v=5Tc5XaX98pc" target="_blank">Ronboogz - Lan Man</a></li>
    </ul>
    <h2>Movies</h2>
    <p>I enjoy watching various genres of movies, but anime is my top pick</p>
    <p>Some of my favorite anime are:</p>
    <ul>
      <li><a href="#">One Piece</a></li>
      <li><a href="#">Demon Slayer: Kimetsu no Yaiba</a></li>
      <li><a href="#">My Hero Academia</a></li>
    </ul>
    <h2>Games</h2>
    <p>I have loved games since I was a kid, and enjoy playing a wide variety of genres, including FPS, MOBA, and strategy games.</p>
    <p>Some of my favorite games are: </p>
    <ul>
      <li><a href="https://www.counter-strike.net/" target="_blank">Counter-Strike: Global Offensive</a></li>
      <li><a href="https://www.arenaofvalor.com/" target="_blank">Arena of Valor</a></li>
      <li><a href="https://scarletviolet.pokemon.com/en-us/" target="_blank">Pokemon Violet and Scarlet</a></li>
      <li><a href="https://www.leagueoflegends.com/en-au/" target="_blank">League of Legends</a></li>
      <li><a href="https://www.totalwar.com/games/rome-ii/" target="_blank">Total War: Rome II</a></li>
    </ul>
  </div>
```

4. **Image Optimization Alt Text:** Image alt text is a short description of an image that is displayed when an image fails to load or as a tooltip when a user hovers over the image. Image alt text also helps search engines and screen readers understand what it shows. It can improve your SEO and accessibility by making your content more relevant, user-friendly, and inclusive. Here's an example of Image alt text in my code:

```


```

5. **URL Structure Optimization:** The URL structure a website can make the web page more easily accessible to users and search engine crawlers. Here's an example of URL structure in my code:

```
<nav class="nav_link">
  <ul>
    <li><a href="index.html" class="active">Home</a></li>
    <li><a href="index.html#about_container">About me</a></li>
    <li><a href="contact.html">Contact</a></li>
    <li><a href="animation.html">Animation</a></li>
  </ul>
</nav>
```

Implemented these five simple SEO techniques can improve the ranking of our website in search engine results. By using these five SEO techniques, we can enhance the relevance and visibility of our website's content.