

Html

Communication can be improved to the end user by using certain html elements which highlight certain parts of the web page

Some of them are by :

TITLE TAG : title tag shows the title of the webpage on the title bar in the browser and also in the search engines as clickable links, and by making them the right length, good copy writing

Adding a meta description:

Meta description are displayed below the link of the webpage in the search engine

Proper use of the H1-H6 tags:

Titles are very important in a webpage as it provides structure and a hierarchy for how data is displayed. A good practice is to not use an H1 one tag more than once, and maintain consistency

Use proper names for your image files:

This is useful when website crawlers go through the page for data can refer your image for other search results

Use of html specific semantic tags :

Like header, container etc

Use meta Robots:

This allows and gives an outline structure for the search engine crawlers to scan your web page