**HTML TAGS  
 RULES FOR SEO**

1. **Title tag**:

characters :- 50 - 60 characters.

**Keywords :-** no keywords.

1. **Meta description tag**:

characters :- 150 - 160 characters.

**Name**attribute is one of the primary attributes.  
Description attribute - This attribute provides a textual description of the page’s content that is displayed in SERPs along with the title.

1. **H1 – H6 tags:  
     
   Don’t use more than one H1.**

Use H1 for the title,   
H2 for section headings,   
and H3 for subsections.

H1 tags characters used 60 characters.  
H2 and H3 tags are concerned, there are no limits in terms of quantity.

1. **Image alt text:**

Alt text is about a line or two of text.

**Don’t do keyword.**

1. **Canonical attribute:**

**rel= “canonical”**The code with the canonical attribute should be placed within the page’s <head> element