ASSIGNMENT-05

Que.01 What is SEO and explain the importance of SEO ?

Ans. SEO stands for Search Engine Optimization. It is a set of rules for optimizing your website so that it can achieve higher rankings in search engine’s organic results . It’s the process to follow to increase the visibility of your website in search engines and get more traffic.

**IMPORTANCE:-**

It is important for the success of any online business . Every webmaster should understand what is SEO, how it works and the traffic potential it can generate for all website types.

Que.02 Create an HTML document with appropriate <title> and <meta> tags for SEO optimization. Ensure the title is descriptive and the meta description is concise.

Ans. <!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="UTF-8">

    <meta name="viewport" content="width=device-width, initial-scale=1.0">

    <meta name="description" content="Your concise and descriptive meta description goes here. This is a sample HTML document for SEO optimization.">

    <title>Descriptive and SEO-Optimized Title</title>

</head>

<body>

    <!-- Your website content goes here -->

</body>

</html>

Que.03 What are the benefits of using meta tags ?

Ans. Meta tags serve a important role in SEO :

* Helping the search engines determines the topic of your web page
* Helping people understand the contents of your webpage
* Avoiding duplicate content issues
* Driving clicks and organic search traffic

Que.04 Create an HTML document that properly incorporates semantic elements like <header> , <article> , <section> or <nav> to improve SEO and document structure.

Ans. <!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="UTF-8">

    <meta name="viewport" content="width=device-width, initial-scale=1.0">

    <title>Semantic HTML Example</title>

</head>

<body>

    <header>

        <h1>Welcome to My Website</h1>

        <nav>

            <ul>

                <li><a href="/">Home</a></li>

                <li><a href="/about">About</a></li>

                <li><a href="/services">Services</a></li>

                <li><a href="/contact">Contact</a></li>

            </ul>

        </nav>

    </header>

    <section>

        <h2>About Us</h2>

        <p>We are a dedicated team of professionals...</p>

    </section>

    <article>

        <h2>Our Services</h2>

        <p>Explore the range of services we offer...</p>

    </article>

    <section>

        <h2>Contact Us</h2>

        <p>Reach out to us through the following means...</p>

    </section>

    <footer>

        <p>&copy; 2023 Your Website Name</p>

    </footer>

</body>

</html>

Que.05 Define Favicon and give an illustrative example.

Ans. A Favicon is a short icon that displayed on your website title or in the browser tab. Favicon files are typically in the ICO format or PNG format only.

**Example:**

<!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="UTF-8">

    <meta name="viewport" content="width=device-width, initial-scale=1.0">

    <title>My Online Bookstore</title>

    <!-- Define the favicon using a link element -->

    <link rel="icon" href="favicon.ico" type="img1.png">

</head>

<body>

    <!-- Your website content goes here -->

</body>

</html>