



SEO RESEARCH

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1. Title tags.

-Title tags is one of the HTML element that give a webpage title for search engines and internet browser to use (Lyons, 2022).Title data play such an important role in improving SEO Rankings, because it is responsible for the titles of the pages that appear as the headline in search engine results and at the top of browser windows (Michigan Tech, 2022). Here is the example:

```
<title>Introduction</title>
<title>Feedback</title>
```

2. Use “alt” tags

- Alt tags give the context what the image is displaying, educating search engine crawlers so they can appropriately index a picture (Ltd, n.d.). Some search engines such as Google use the alt text ascertain which pictures depict (or refer to) (*Alt Text: What Is It and How Does It Work?*, n.d.). So that it is also known as one of the important part to enhance the seo rankings. Here is also the example:

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3. Diverse content.

- **Incorporating many different content type can enhance SEO ranking, it can help to provide the unique content and valuable material while steering clear of duplicate content** (Olaibi, 2023). A website's relevance and authority are increased by unique content, which attracts the attention of search engines like Google (Olaibi, 2023).

4. Update the content regularly.

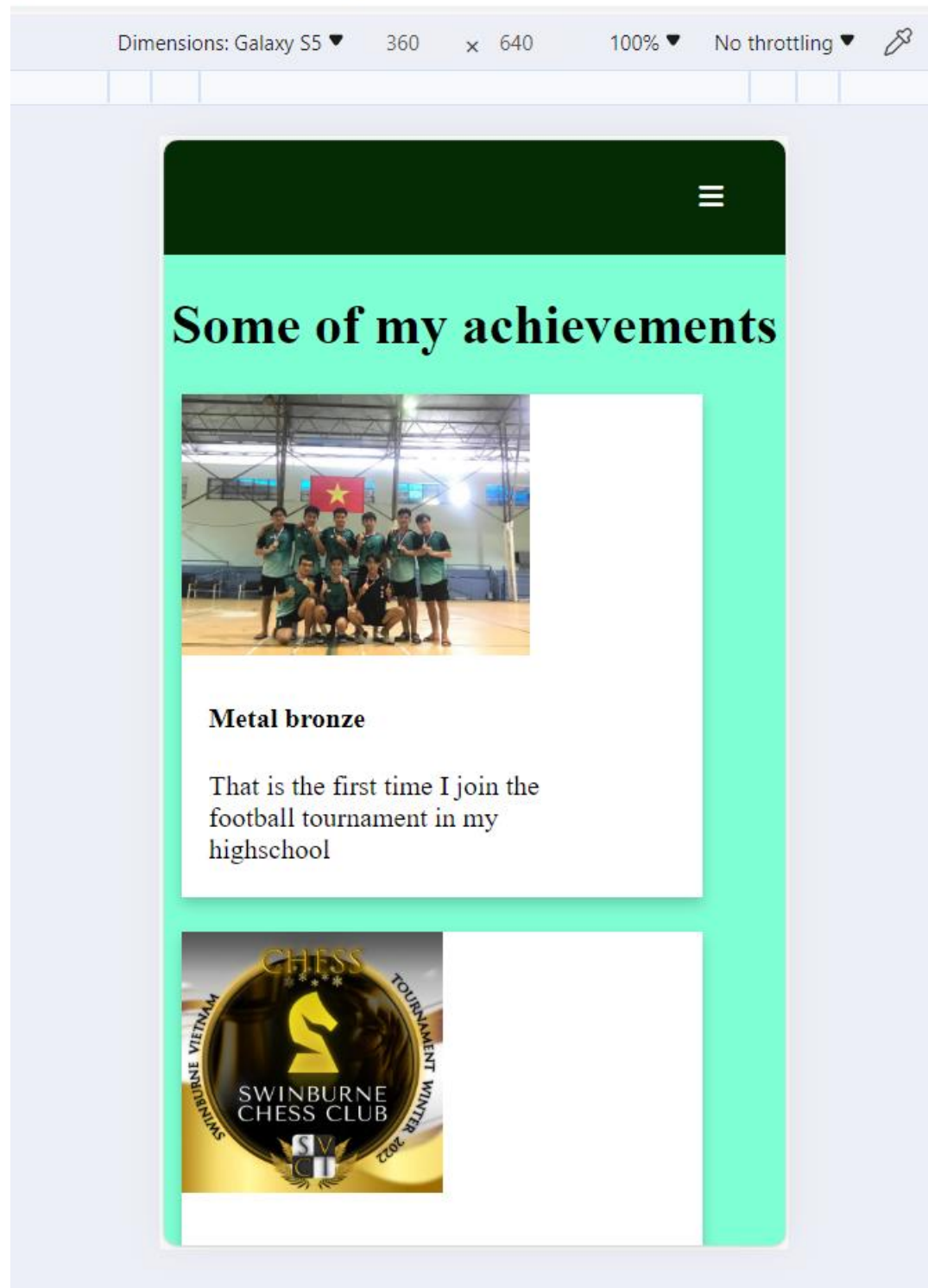
- Regularly updating your content is an essential aspect of maintaining strong SEO (Search Engine Optimization). It helps improve user engagement metrics, which include time spent on the page, bounce rate, click through rate and search results, by providing current and accurate information. The better performance of the search engine optimization is due to these factors.

5. Optimize the website that can be responsive with mobile.

- Nowadays most of people use their smartphone for their convenience, Over 60% of search visit now come from mobile devices (*Mobile Share of U.S. Organic Search Engine Visits 2020*, n.d.). For mobile SEO, a positive user experience is of paramount importance. This includes easy

navigation, clear callstoaction, and legible text and images. Avoid popups and interstitials that can interrupt the user's experience So that ensuring is mobile responsive is also one of the most important thing to improve SEO ranking also. Here is the example:

0.1:5500/web%20dev/ass1/page3.html



References

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- Mobile share of U.S. organic search engine visits 2020*. (n.d.). Statista. <https://www.statista.com/statistics/297137/mobile-share-of-us-organic-search-engine-visits/>
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