




Semantic HTML and SEO

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HTML is content with
a label that indicates
what the content is

HTML is divided into two types of Mark-up :

- semantic elements.
- non-semantic elements.



plant

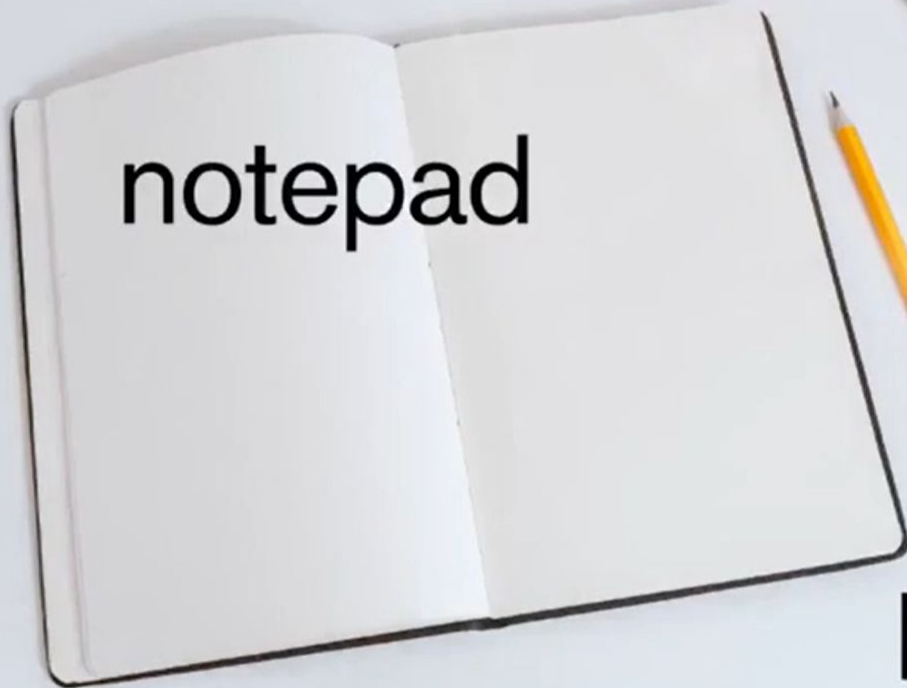
laptop



phone



notepad



glasses



pencil





SEMANTICS ELEMENTS

- When the content and its label matched
- Semantics is the study of the meanings of words and phrases in a language.
- A semantic element clearly describes its meaning to both the browser and the developer.
- Examples of semantic elements : `<header>` , `<form>` , `<table>`



clown

fax machine

banana



car



bees

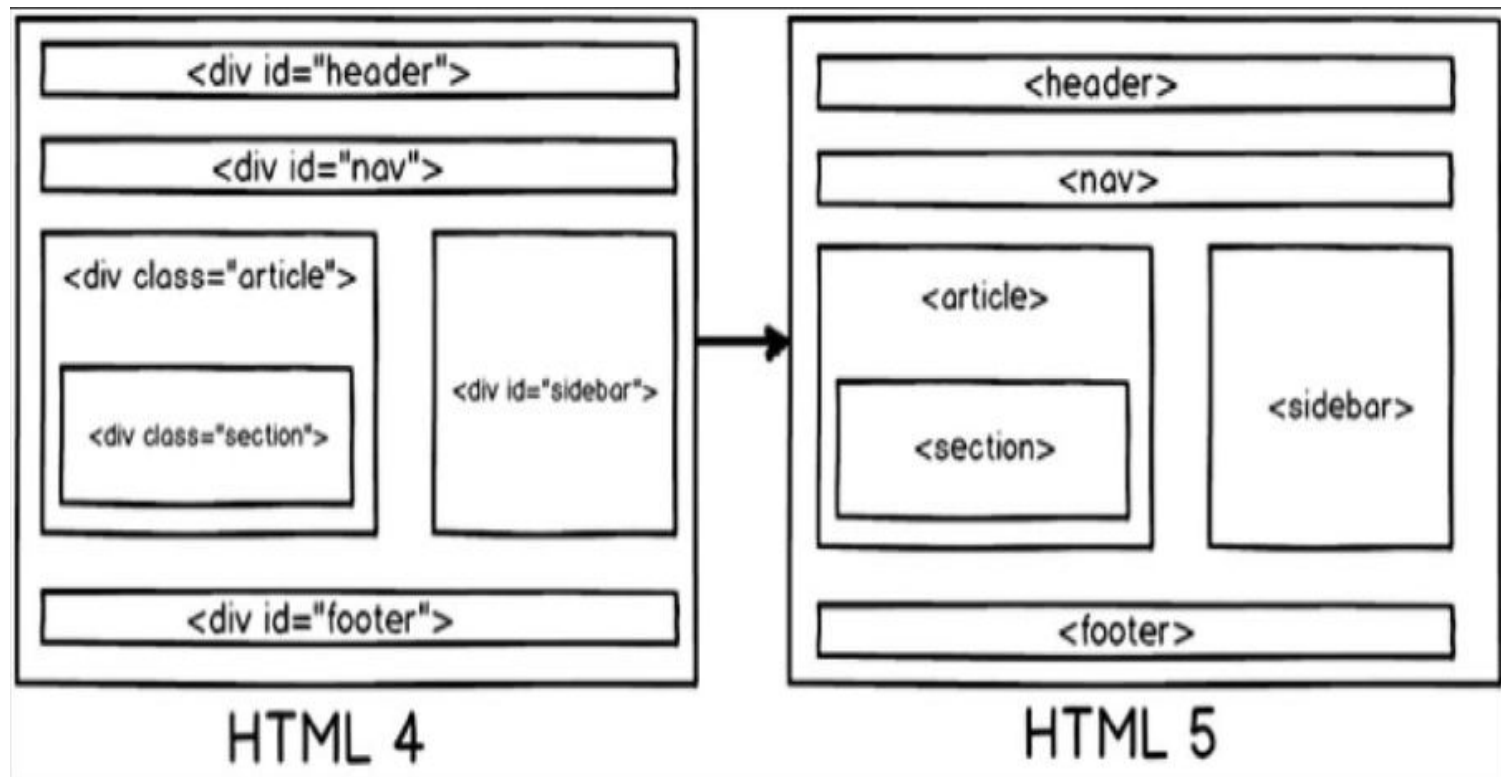
rock





NON-SEMANTICS ELEMENTS


- Non-semantic elements generally tells nothing about its content.
Examples of non-semantics elements are : `<div>` and ``
- Traditionally developers have implemented non-semantic elements with a class attribute to define the structure and express the meaning of content.





Why Semantic elements'

- HTML5's semantic elements make a more readable and easier to maintain code for developers.
- Semantic elements' for accessibility:
 - Screen readers rely on semantically-rich HTML to help users with disabilities, by telling them where they are and how they can interact with the current page.
 - It makes applications accessible for also people without disabilities by allowing them to customize their experiences. By creating a clear hierarchy for the page allows other tools and devices to properly serve up content.

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- When we write semantically correct HTML, we're letting the browser know what type of content it's dealing with and how that content relates to other content. By doing this, assistive technology is more easily able to do its job because it has a structure that it can work with.



Semantics Tags Types

1. Headings `<h1>` to `<h6>`.
- 2.Document structure tags.
- 3.Textual meaning tags.
- 4.Media type tags.
- 5.Correlation tags



Headings `<h1>` to `<h6>`

HTML heading tags range from `<h1>` to `<h6>` going from the text of highest importance represented in the largest font-size, down to that of the lowest importance represented in the smallest font size.





Document structure tags

<header>

<nav>

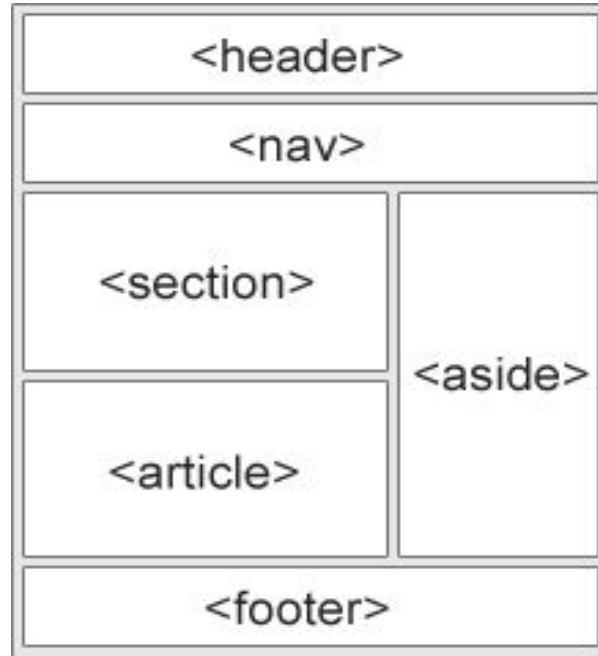
<main>

<section>

<article>

<aside>

<footer>





Media Tags

`<audio>`: Used to add one or more sources of audio content .

`<video>`: Similar to the audio element but used to add video content .

`<picture>`: : Used to add more flexibility in specifying image resources content .

```
<picture>
  <source media="(min-width:650px)" srcset="img_pink_flowers.jpg">
  <source media="(min-width:465px)" srcset="img_white_flower.jpg">
  
</picture>
```



Correlation Tags

`<figure>`: used to group together a piece of content, such as an image, chart, graph, or text, and a caption marked off by figcaption tags.

`<address>`: used to associate contact information with the parent element that contains the `<address>` element.

`` and ``: use for an ordered list Unordered lists



Textual Meaning Tags



``: Text that is marked with `` tags is not only displayed in a bold typeface but is also given added importance by the browser.

``: This not only italicize the text enclosed but also tells visitors using screen readers that the tags are applied to add emphasis to the tagged content.

`<mark>`: used to highlight text of specific importance in a specific context. For example, it can be used to highlight every occurrence of a search term in a search results page.



Semantic HTML and SEO

SEO means Search Engine Optimization and is the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable, more relevant and popular towards user search queries, and as a consequence, search engines rank them better.

One of the most important ways to achieve SEO is to create an Accessible Website. Search engines prefer websites that are accessible to all types of visitors using all types of devices. and one of the basic rules for creating an accessible website is to Write semantic HTML.



More HTML Tags and Attribute for SEO

1-Title Tags

The HTML title tag plays a considerable role for search engines. This tag is used for SEO to determine the topic of a particular page on the internet.



C++



<https://www.w3schools.com/cpp>

C++ Tutorial - W3Schools

C++ is a popular programming language. C++ is used to create computer programs, and is one of the most used language in game development.

[C++ Introduction](#) · [C++ Oop](#) · [C++ Functions](#) · [C++ Examples](#)

<https://en.wikipedia.org/wiki/C++>

C++ - Wikipedia

C++ is a general-purpose programming language created by Danish computer scientist Bjarne Stroustrup as an extension of the C programming language, ...

Typing discipline: [Static](#), [nominative](#), [partially i...](#) Designed by: [Bjarne Stroustrup](#)

Developer: [ISO/IEC JTC 1 \(Joint Technical Co...](#) Stable release: [C++20 \(ISO/IEC 14882:202...](#)

[History](#) · [Standardization](#) · [Language](#) · [Polymorphism](#)

<https://www.programiz.com/cpp-programming>

Learn C++ Programming - Programiz

C++ is a powerful general-purpose programming language. It can be used to develop operating systems, browsers, games, and so on. C++ supports different ways ...

Title
Tags



2-Meta Tags

Meta tags are snippets of code that tell search engines important information about your web page, such as how they should display it in search results. They also tell web browsers how to display it to visitors

The meta description summarizes the page's content. Search engines often use it for the snippet in search results.

ahrefs.com › blog › seo-checklist ▼

A Simple (But Effective) 31-Point SEO Checklist - Ahrefs

4 Dec 2018 - A complete SEO checklist based on the principles we used to increase blog traffic by 489% over a 12-month period.

```
<head>
```

```
<meta
```

```
name="description"
```

```
content="When writing a meta description, keep it between 140  
and 160 characters so Google can display your entire message.  
Don't forget to include your keyword!"
```

```
>
```

```
</head>
```

3-Alt Attribute

The HTML alt attribute is famous for its importance for web accessibility, but it's not all. It is also essential for search engines as it helps SEO indexing images on the internet. optimizing for image SEO can help your site rank higher on Google Images.



cat



All

Images

Videos

Books

News

More

Tools



anime



wallpaper



kitten



drawing



baby



kawaii



fluffy



tabby



beautiful



house cat - Wikidata
wikidata.org



cat - Wiktionary
en.wiktionary.org



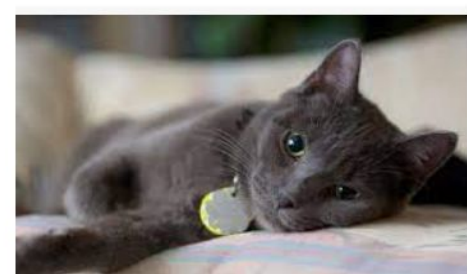
Thinking of getting a cat ...
icatcare.org



The cat's meow | The Humane Society of ...
humanesociety.org



Cat - Wikipedia
en.wikipedia.org





cat



house cat - Wikidata

[a.wXeWr.islib.nfEiy](#) 278 × 180



cat - Wiktionary

en.wiktionary.org



The cat's meow | The Humane Society of ...



Cat

Elements Console Sources Network Performance Memory Application Security Lighthouse Recorder

...<div data-ved="2ahUKewilsJDdvKX6AhX-8LsIHdDEBMYQMygCegUIARDiAQ" jsaction="cFWHmd:s370ud;" data-hveid="CAEQ4gE" data-ictx="1" data-id="0V922RrJgQc9SM" jsname="N9Xkfe" data-ri="2" class="isv-r PNC b MSM1fd BUooTd" jscontroller="H9MIue" jsmodel="lbVNPd Whqy4b" style="width: 365px; height: 222px; data-tbnid="0V922RrJgQc9SM" data-ct="0" data-cb="0" data-cl="3" data-cr="6" data-tw="318" data-ow="200" data-oh="600" data-os="-2">...</div>

<div data-ved="2ahUKewilsJDdvKX6AhX-8LsIHdDEBMYQMygDegUIARDkAQ" jsaction="cFWHmd:s370ud;" data-hveid="CAEQ5AE" data-ictx="1" data-id="92QxTb8XPrhGhM" jsname="N9Xkfe" data-ri="3" class="isv-r PNC b MSM1fd BUooTd" jscontroller="H9MIue" jsmodel="lbVNPd Whqy4b" style="width: 278px; height: 222px; data-tbnid="92QxTb8XPrhGhM" data-ct="3" data-cb="0" data-cl="15" data-cr="0" data-tw="299" data-ow="1240" data-oh="698" data-os="-2">

<h3 class="bytUYc">The cat's meow | The Humane Society of the United States</h3>

<div class="bRMDJf islinr" jsname="DeysSe" style="margin-top: 6px; height: 169px; margin-left: -1px;">

... == 38

</div>

<div class="c7cjWc mvjh0e"></div>

...

