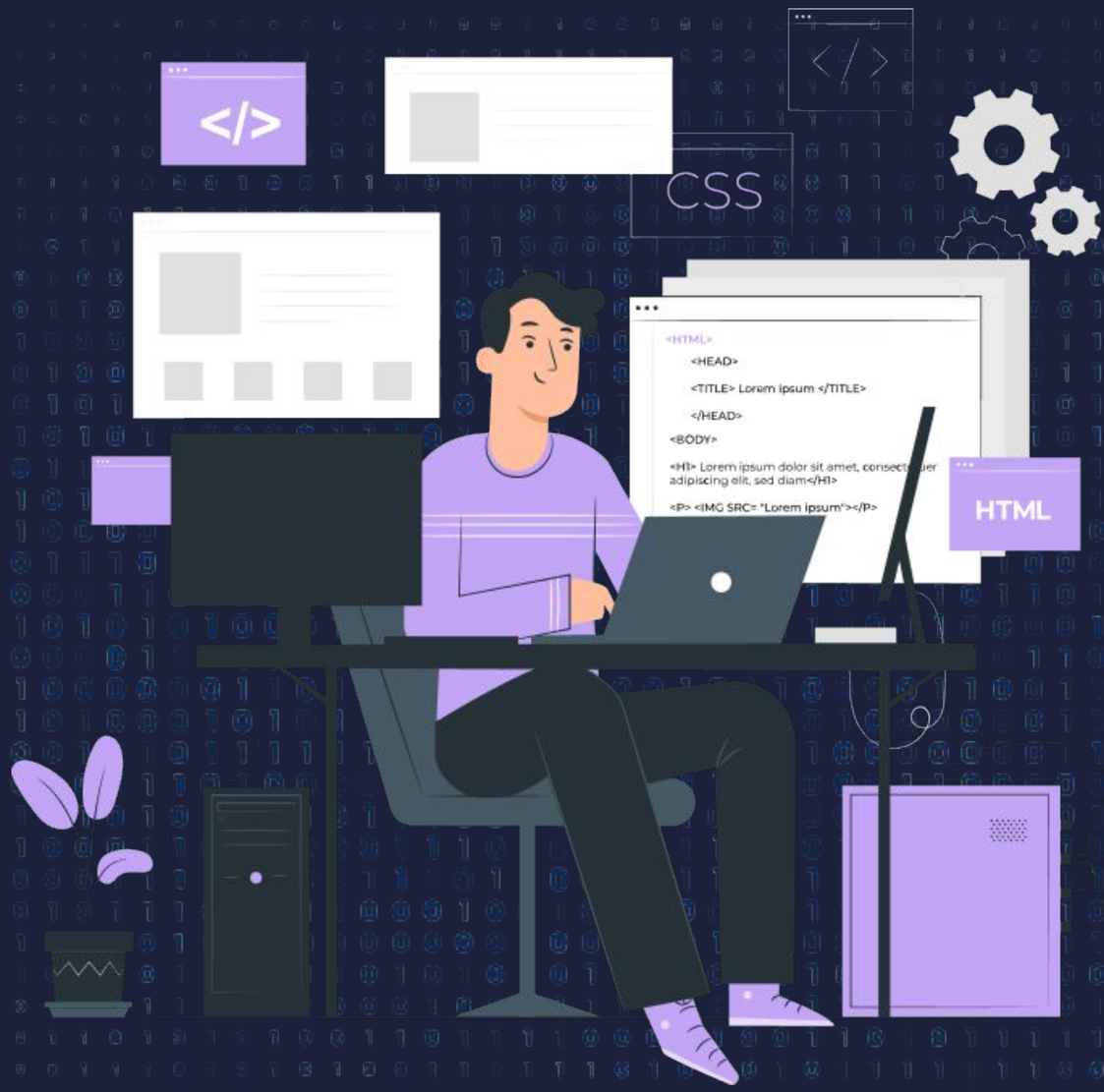
PW SKILLS

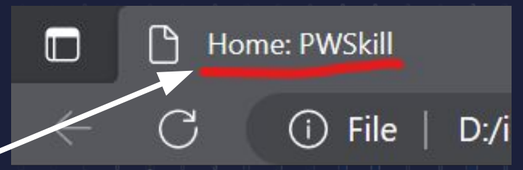
What is SEO, understanding the meta tags and Favicon



Topics Covered

- Document Title
- Meta tags
- Meta Tag - Description
- Meta Tag - Author
- What is SEO? Need of it
- What is a favicon and how to use it ?

Adding Document Title




```
<head>
  <title>Home : PWSkill </title>
</head>
```

It Appears as **Page Title** on Browser Tab

Adding Meta Data - Description

```
<head>
  <meta
    name="description"
   content="This is a sample description.">
</head>
```

It provides **Description** of Web Page.

Adding Meta Data - Author

```
<head>
  <meta name="author" content="Anurag Tiwari">
</head>
```

Tells, **Who Developed** this web page?

What is SEO?

SEO stands for **Search Engine Optimization**.

Making **Website Rank Higher** in Search Engine Results pages.

Why SEO? Increase website **Visibility, User Traffic**.

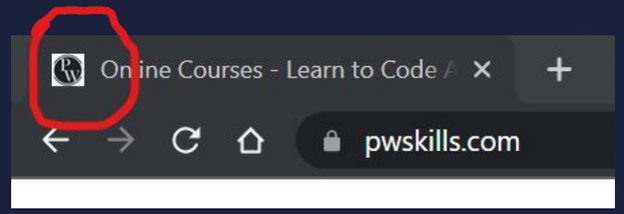
In HTML, some common ways to help search engines is to,

- Add Document Titles
- Add meta tags.

Favicon

A favicon (favourite icon) is a tiny icon displayed in places like the browser's address bar, page tabs and bookmarks menu.

```
<link rel="icon" href="image/favicon.ico" />
```



SKILLS
THANK YOU