

Advantages & Disadvantages of SEO

Advantages:-

- High Return of Investment
- The goal of SEO is to be visible when people are actively looking for your product or service. A buyer is in the market to buy when they search and if they see your site on the top of results. That new visitors turn into customers.

• Better Traffic

Using SEO you can gain good flow of traffic to your website. SEO technique are used to rank your website to the top spot of SERPs to ensure that your website receive first click.

• Better web presence

SEO can assist you in being first on web pages such as google maps for similar websites that many users visit before performing their searches.

• Mobile friendly

Good SEO means that your site responds quickly and looks responsive, your website speed is high, and there's no latency for mobile users.

• Expand your Reach:-

word of mouth recommendations are an essential part of an organization's growth.

If you are on the national or local level your website's presence can increase the number of people that learn about your company.

- Customer friendly/user friendly when visitors land your website, they are attracted through your SEO. They visit your site and are impressed by the professionalism of your website UX.
- Lasting Result
The results are longer lasting than other marketing channels at SEO so it will reduce your monthly budget to a continuous mode.

Disadvantages:-

- Long term Goal:-
One of the most significant drawbacks that come with SEO has to do with the length of time required to generate results.
- Ranking will be lost:-
This may be due changes in search engines and algorithm updates.
- Slow Result
SEO is not an instant process, you must wait 4 to 6 months to see genuine results.

• No guarantees: There is no guarantee that it will be successful. Indeed, Google specifically warns business against firms that promise guaranteed first page results.

• Competition

Some business compete in a marketplace that is filled with competition. Search engine optimization requires almost continuous investment to ensure efficiency and yield positive result.

Search engines are constantly changing their algorithms to better serve users. This means that businesses must stay up-to-date with the latest changes to maintain their search engine optimization efforts.

Modern SEO requires a deep understanding of how search engines work. It involves identifying and fixing technical issues such as broken links, slow loading times, and missing meta tags. It also requires a strong understanding of keyword research and how to use it effectively to drive traffic to a website.

SEO is a complex process that requires a lot of time and effort. It's important to remember that SEO is not a quick fix. It takes time and patience to see results. However, with the right strategy and persistence, SEO can be a powerful tool for driving traffic and improving a website's ranking.

Overall, SEO is a critical component of any digital marketing strategy. By understanding the basics of SEO and implementing a effective strategy, businesses can improve their online visibility and attract more visitors to their website.

frame tag:-

HTML frames are used to divide the web browser window into multiple sections where each section can be loaded separately. This tag is deprecated in HTML 5.

Here Row attribute and col attributes are used.

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

```
<title> Example of HTML frame </title>
```

```
</head>
```

```
<frameset rows = "20%, 60%, 20%">
```

```
<frame name = "top" src =  
"file location.png"/>
```

```
<frame name = "main" src =  
"file location.png"/>
```

```
<frame name = "bottom" src =  
"location.png"/>
```

```
<noframes>
```

```
<body> Does not support form  
</body>
```

```
</noframes>
```

```
</frameset>
```

Good work m!

<!DOCTYPE html>

<html>

</head> Example of new attribute frame tag </head>

<frameset rows = "20% 60% 20%">

<frame name = "top" src = "location.png"/>

frame name = "main" src = "location.png"

/>

frame b />

<noframes>

<body> Does not support </body>

</noframes>

</frameset>

</html>

Advantages:-

- Create multiple frames within a web browser window.
- Frame can be addressed using tag.

Disadvantages:-

- Overload the server.
- Many browsers do not support it.
- Production of website complicated.

Meta tag

Metadata means information about data used to give keywords, portrayals, author data and other metadata that might be utilized by the program. They are used to add name/value pairs to describe the properties of HTML.

This tag is an empty element because it only has an opening tag and no closing tag.

Syntax

```
<meta attribute-name = "value">
```

name : define the name of the property.

http-equiv: HTTP response message header.

content : to specify properties value.

charset : to specify a character encoding for

scheme : to decipher the value of substance attribute.

```
<!DOCTYPE html> <html>
```

```
  <head>
```

```
    <meta http-equiv="Content-Type" content="text/html; charset=uft-8" />
```

```
    <meta name="author" content="Hitesh Patel" />
```

```
  </head>
```

```
  <b>Hello World</b>
```

JavaScript Date Object

can be used to get year, month and day. You can display a timer on the webpage by the help of Javascript data object.

Date()

Date(milisecond)

Date(datestring)

Date(year, month, day, hours, minutes, seconds, milliseconds)

<script>

var date = new Date();

var day = date.getDate();

Var day = date.getDate();

Var Month = date.getMonth() + 1;

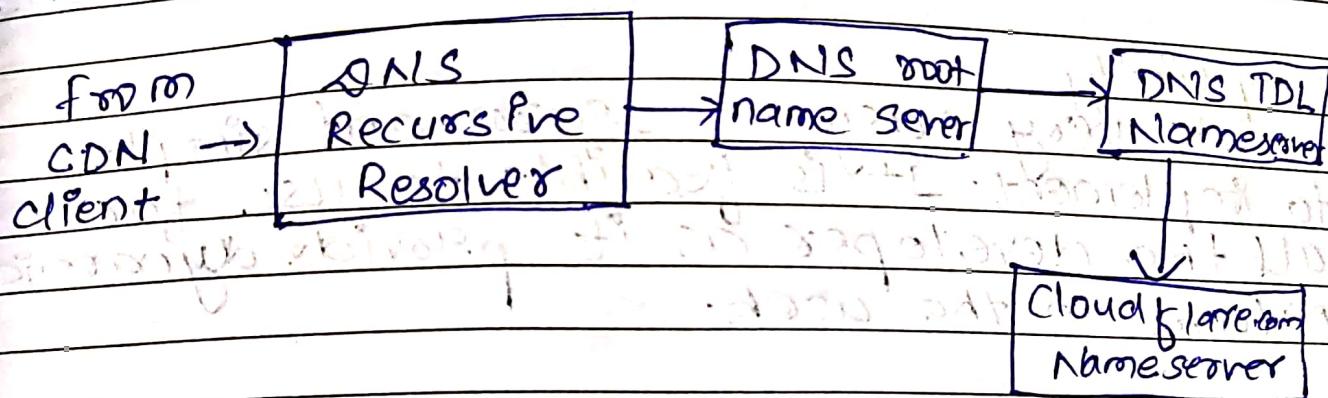
Var year = date.getFullYear();

document.write("
Date is :")

" + day + " " + month + "

to year

DNS :-
The domain name system (DNS) is a naming database in which internet domain names are located and translated into IP Addresses. The DNS maps the domain name to its corresponding IP address.



What is Javascript

It's a lightweight, interpreted, object oriented language with first class function and is best known as the scripting language for web page.

Java Script is dynamic scripting language supporting prototype based object construction.

The basic syntax concept is similar to java and C++ to produce

Java script has become revolutionary technology that every body is talking about.

Advantages of Javascript

1° Speed:

Since javascript is an interpreted language it reduce the time required by other programming languages like java for compilation. Since its a client side script, so it speed up the process because there is no time required for connection.

• Simplicity

Its very easy to learn and simple to implement. It is feasible to use for all the developer as it provide dynamic nature to the web.

• Popularity:

Since it's one of the revolutionary technology of todays time to talk about so its very popular among developers.

• Interoperability:-

It can be used with other programming languages. we can embed it into any web page or inside the script of another programming language.

• Server Load :-

Since javascript operate on client side script, so we don't need to load whole website if there is any discrepancy.

Rich Interface:-

JavaScript provide various interfaces to developer, so that they can create catchy web pages.

Extended functionality:-

Versatility:-

JavaScript is now capable of front end ~~and~~ as well as backend development.

Node.js for backend.

React.js for frontend.

less overhead.

Improves performance of website and web application by reducing the code length.

Disadvantages:-

- Client-side security.
- Browser support
- Lack of Debugging facility
- Single Inheritance.
- Sluggish bitwise function
- Rendering stopped.